

REIMAGINE MAIN STREET



Hispanic Business Owners & COVID-19

March 2021

PUBLIC PRIVATE
STRATEGIES

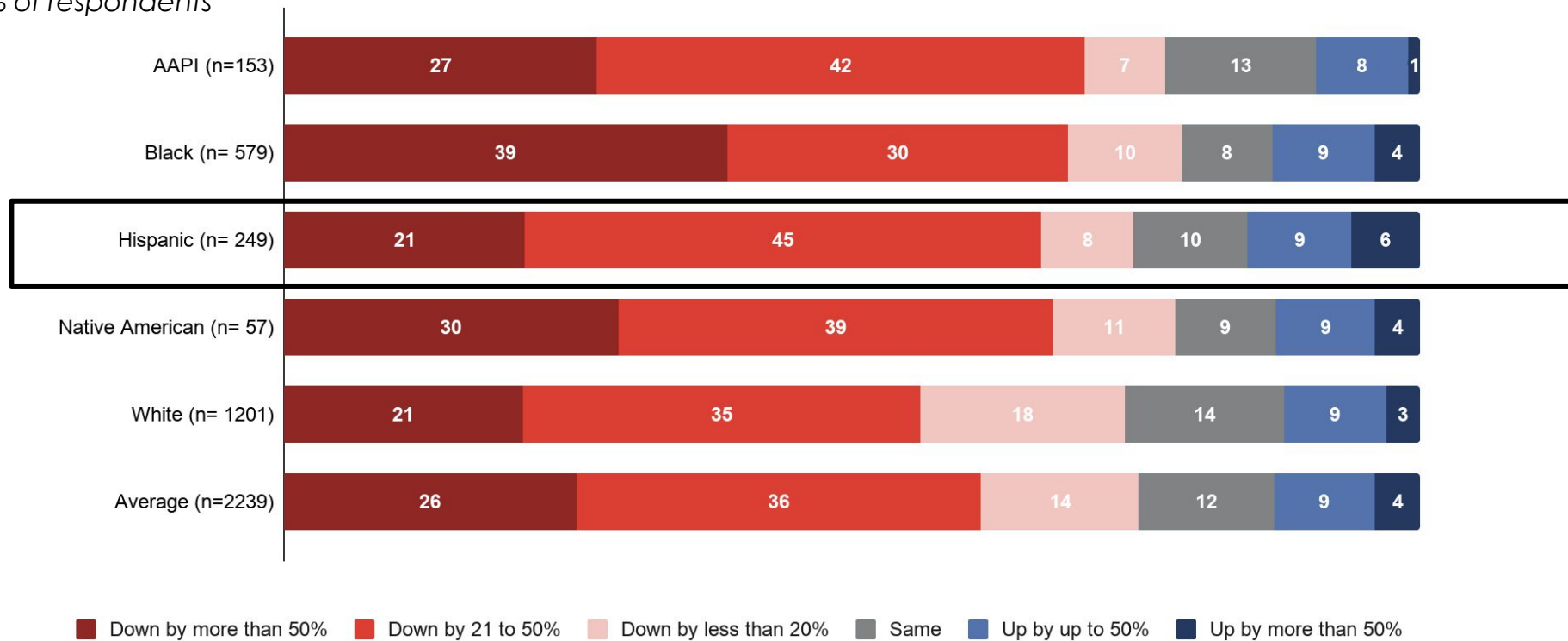
REIMAGINE MAIN STREET



Small businesses and their workers must rebound from the COVID-19 crisis so that communities thrive and the benefits ripple throughout the economy. We are a multi-stakeholder, cross-sector initiative focused on advancing and uplifting innovative solutions to ensure that Main Street is at the center of our recovery. Reimagine Main Street is a project of Public Private Strategies.

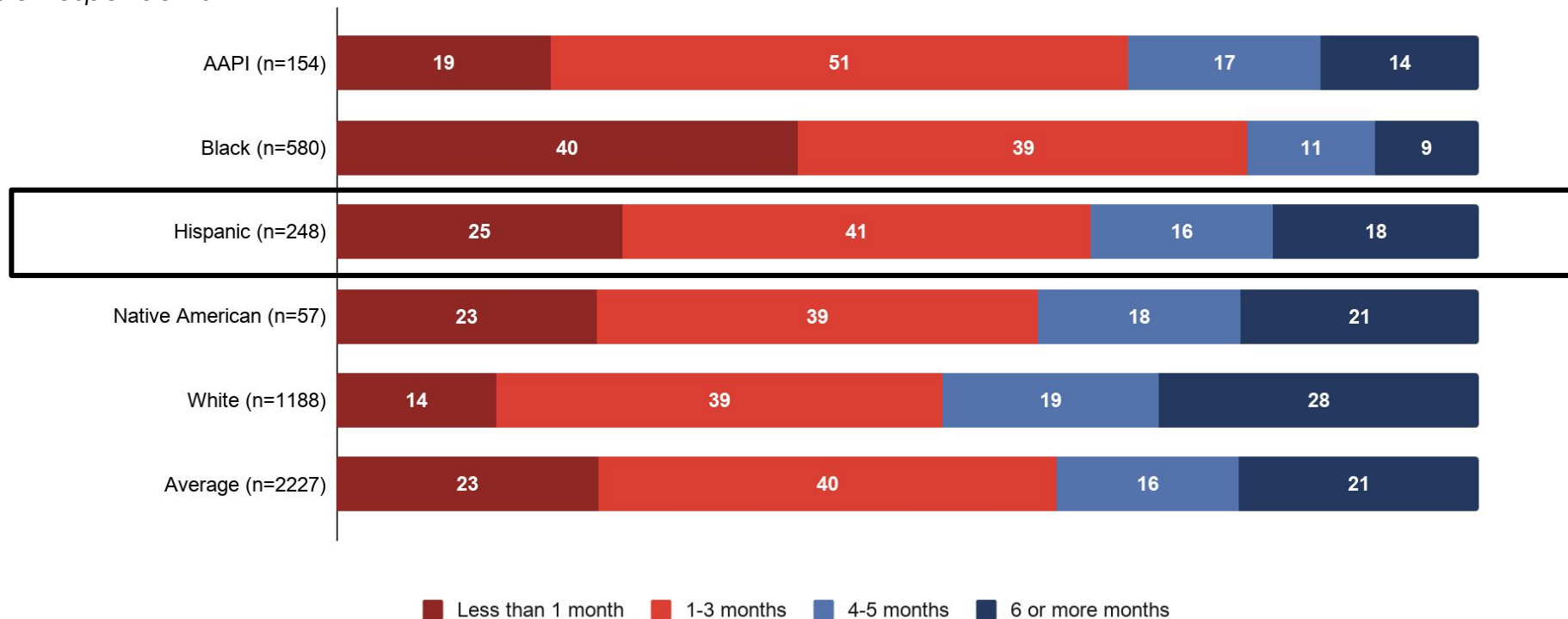
Revenue Down by >20% for Majority of Hispanic-Owned Small Businesses

Change in Revenue 2020 vs 2019
% of respondents



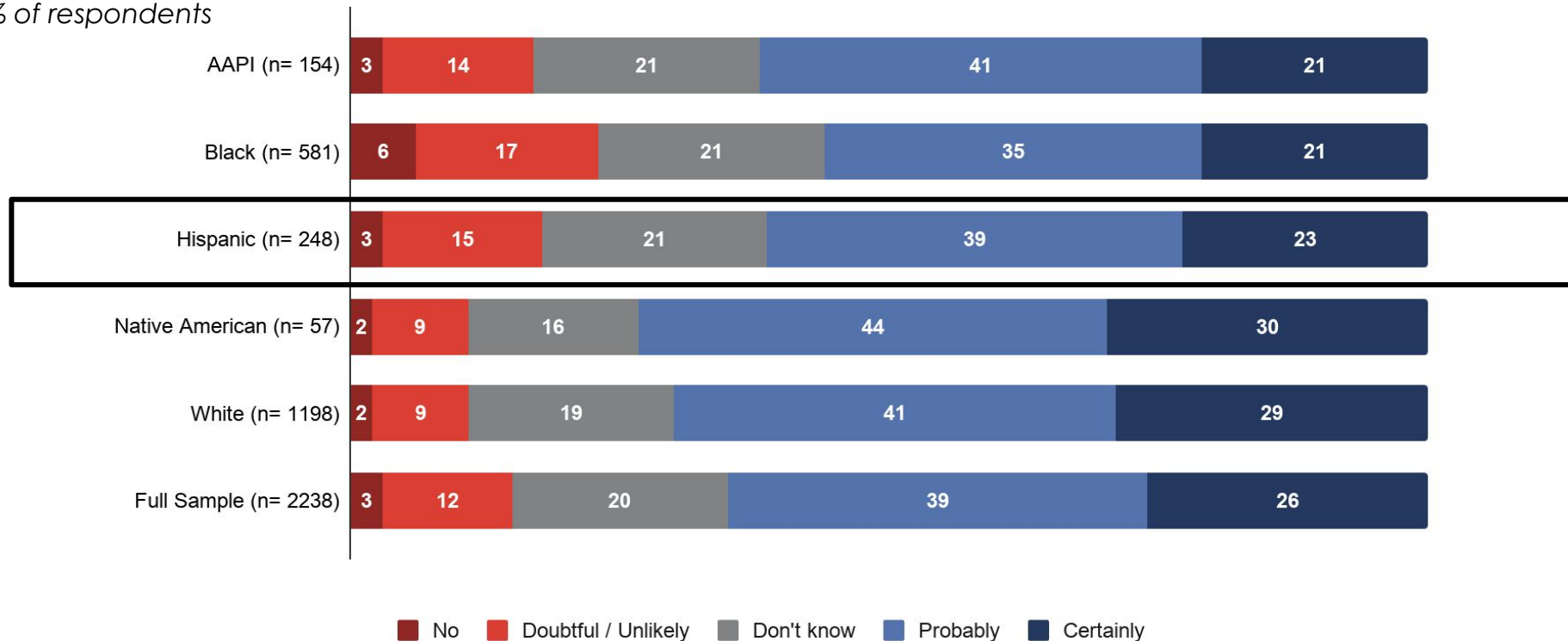
Hispanic-Owned Businesses are Financially Fragile; One in Four Report <1 Month Cash

Months of Cash
% of respondents



Almost One in Five (18%) Hispanic-Owned Businesses Do Not Expect to Make It to End of This Year

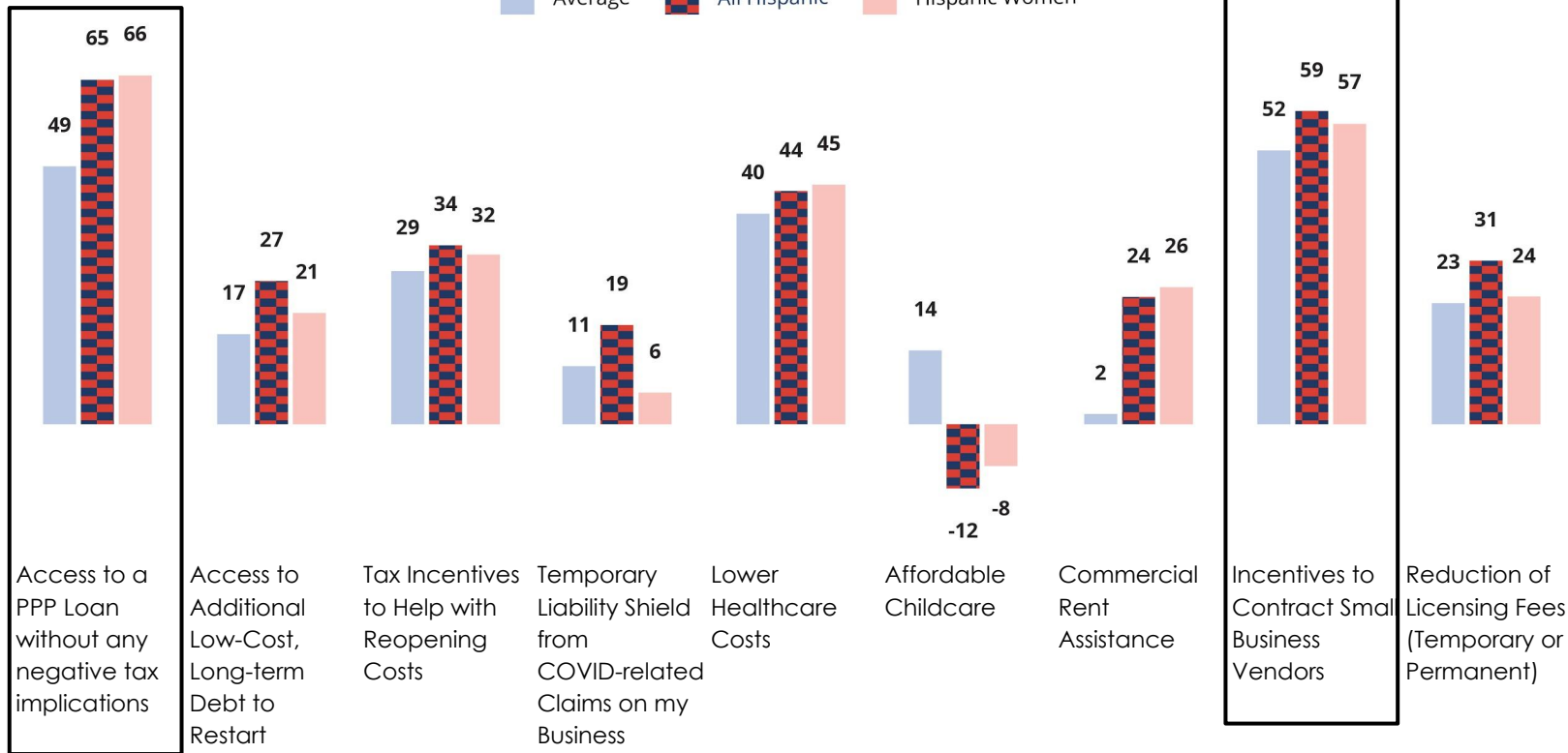
Survival Expectations
% of respondents



Most Intense Support for PPP & Contracting Incentives

Intensity of Support
% of Respondents

Average All Hispanic Hispanic Women



Source: RMS/PPS Small Business Survey (January 2021)

Q11: How important would you say each of the following policy actions is for your business in 2021?

Intensity = % of high priority - % of low priority

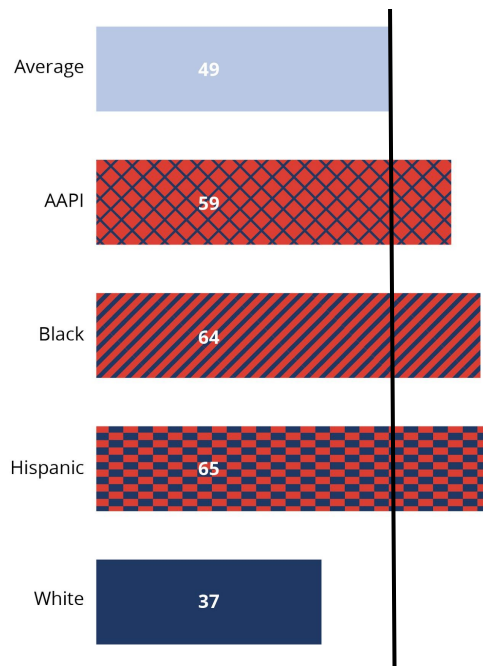
Average = entire sample



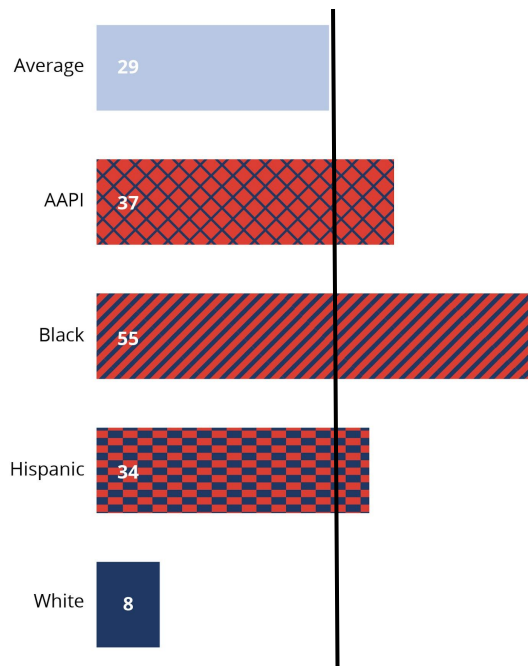
Financial Stress from Pandemic Shapes Policy Priorities

Intensity of Support
% of Respondents

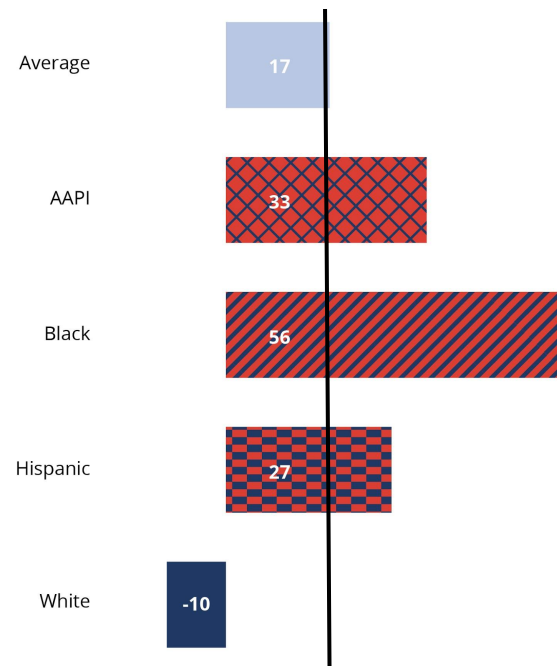
Access to a PPP Loan without
Any negative tax implications



Tax incentives to help with
reopening costs



Access to additional low-cost, long-term
debt to restart my business



Source: RMS/PPS Small Business Survey (January 2021)

Q11: How important would you say each of the following policy actions is for your business in 2021?

Intensity = % of high priority - % of low priority



Stay in touch & more info

Rhett Buttle

rhett@publicprivatestrategies.com

Founder & Principal, Public Private Strategies

Learn More at: www.reimaginemainstreet.org