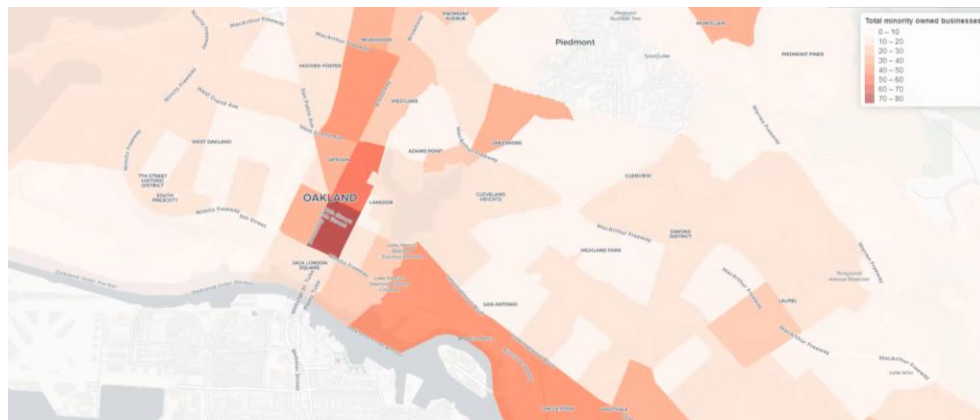


From Recovery to Reimagining: Solutions Supporting Long-term Recovery and Resilience for Small Businesses owned by People of Color

January 27, 2022



WEBINAR CONTROL PANEL

PARTICIPATE

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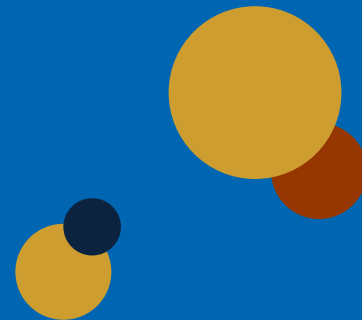


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SPEAKERS



**Lena
Robinson**
(moderator)

First Republic
Bank



**Karen
Chapple**

University of
California,
Berkeley



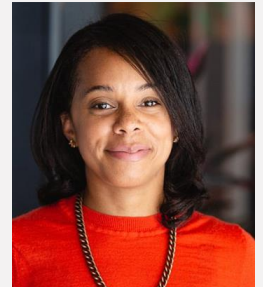
**Carolina
Martinez**

CAMEO



**Laura
Schmahmann**

University of
California, Berkeley



**Dianna
Tremblay**

ICA

Mapping Vulnerability of Minority-Owned Businesses in the Bay Area in the Wake of the Covid-19 Pandemic



Grantmakers Advancing Economic Equity



Project overview

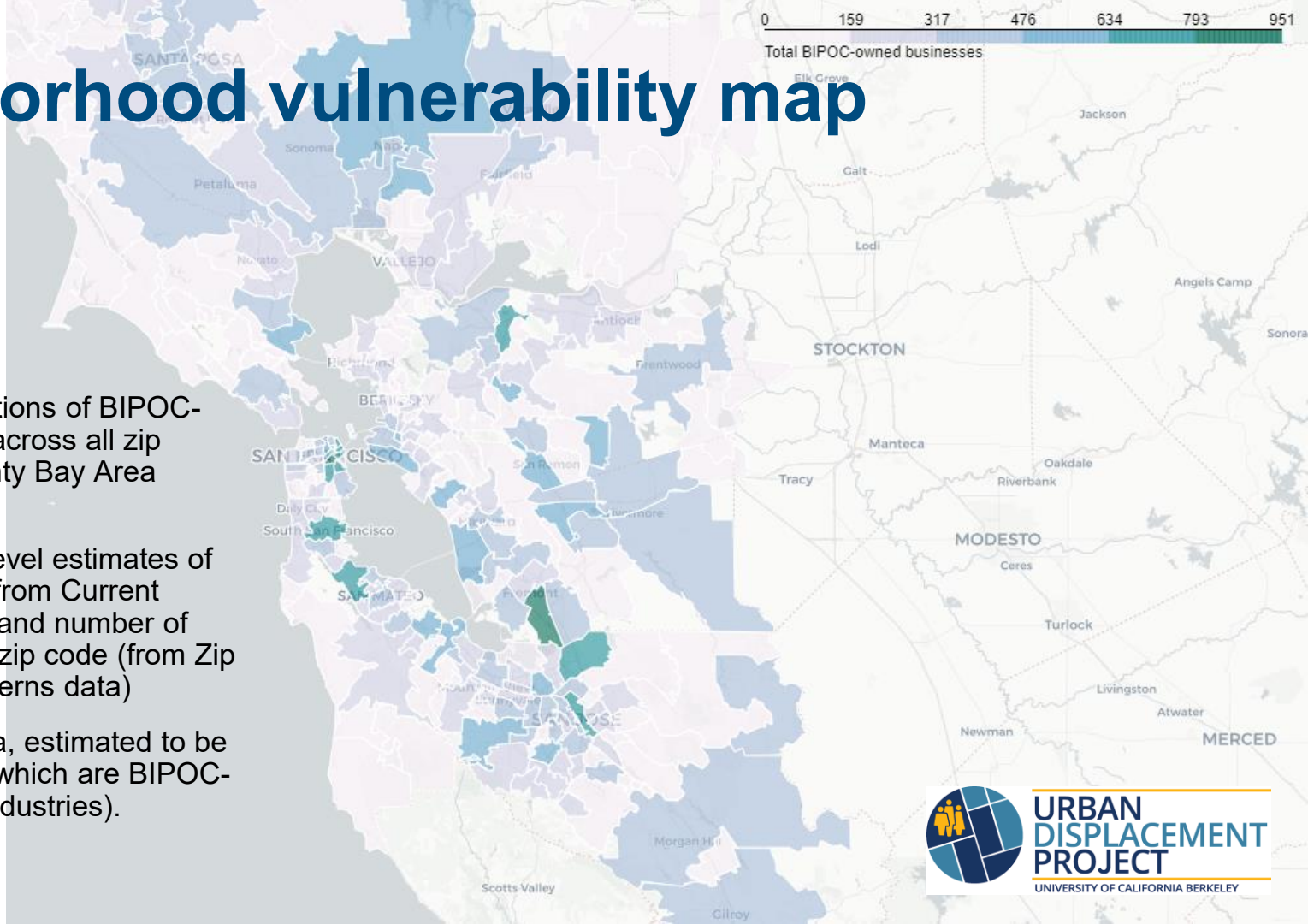
- Many small POC-owned businesses at risk of permanent closure.
- Poor data availability on race/ethnicity → challenges in diagnosing and addressing the problem
- Presenting the first-ever database of Bay Area minority-owned businesses, <https://www.urbandisplacement.org/maps/minority-owned-business-vulnerability/>
 - Neighborhood vulnerability in 9-county region
 - Business vulnerability for six cities in the Bay Area
- Policy recommendations based on stakeholder outreach

Neighborhood vulnerability map

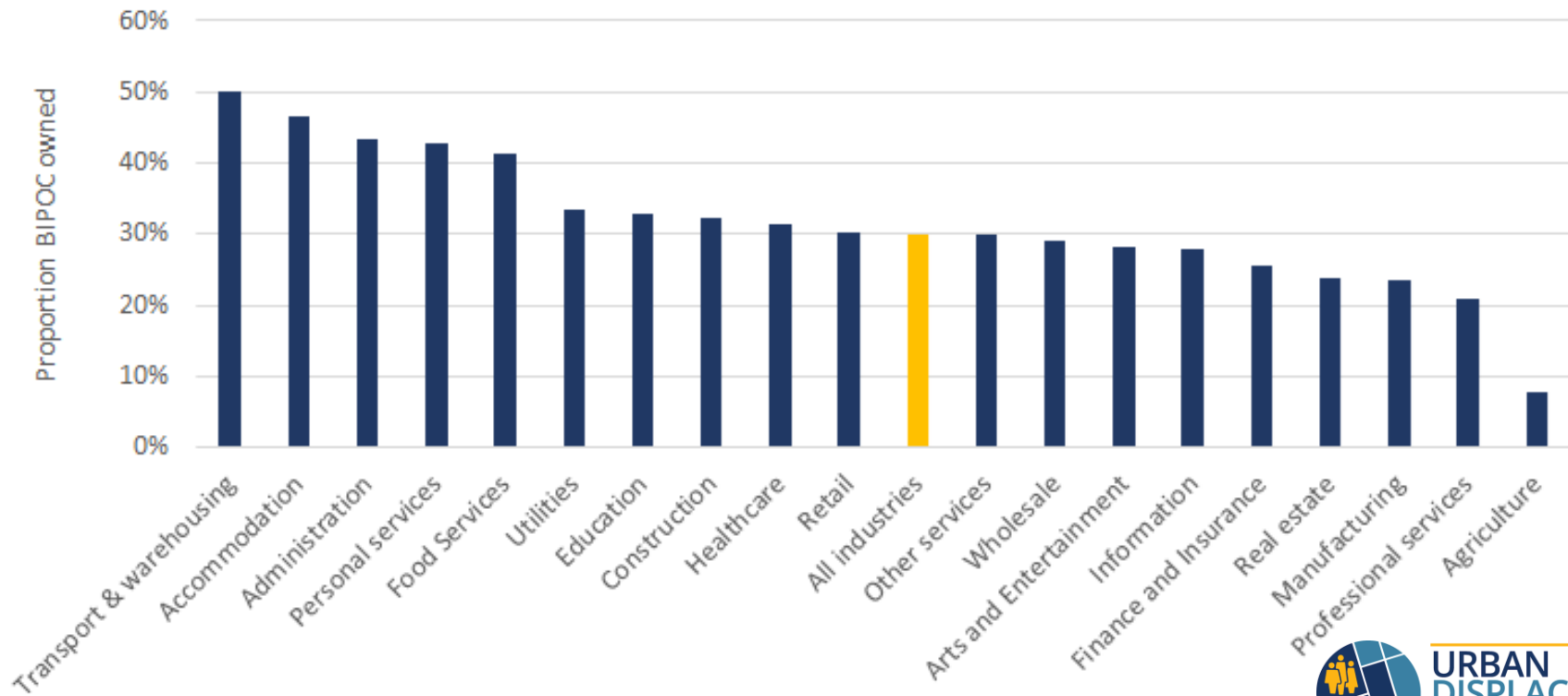
Identifies concentrations of BIPOC-owned businesses across all zip codes in the 9-County Bay Area region

Based on national level estimates of BIPOC-ownership (from Current Population Survey) and number of businesses in each zip code (from Zip Code Business Patterns data)

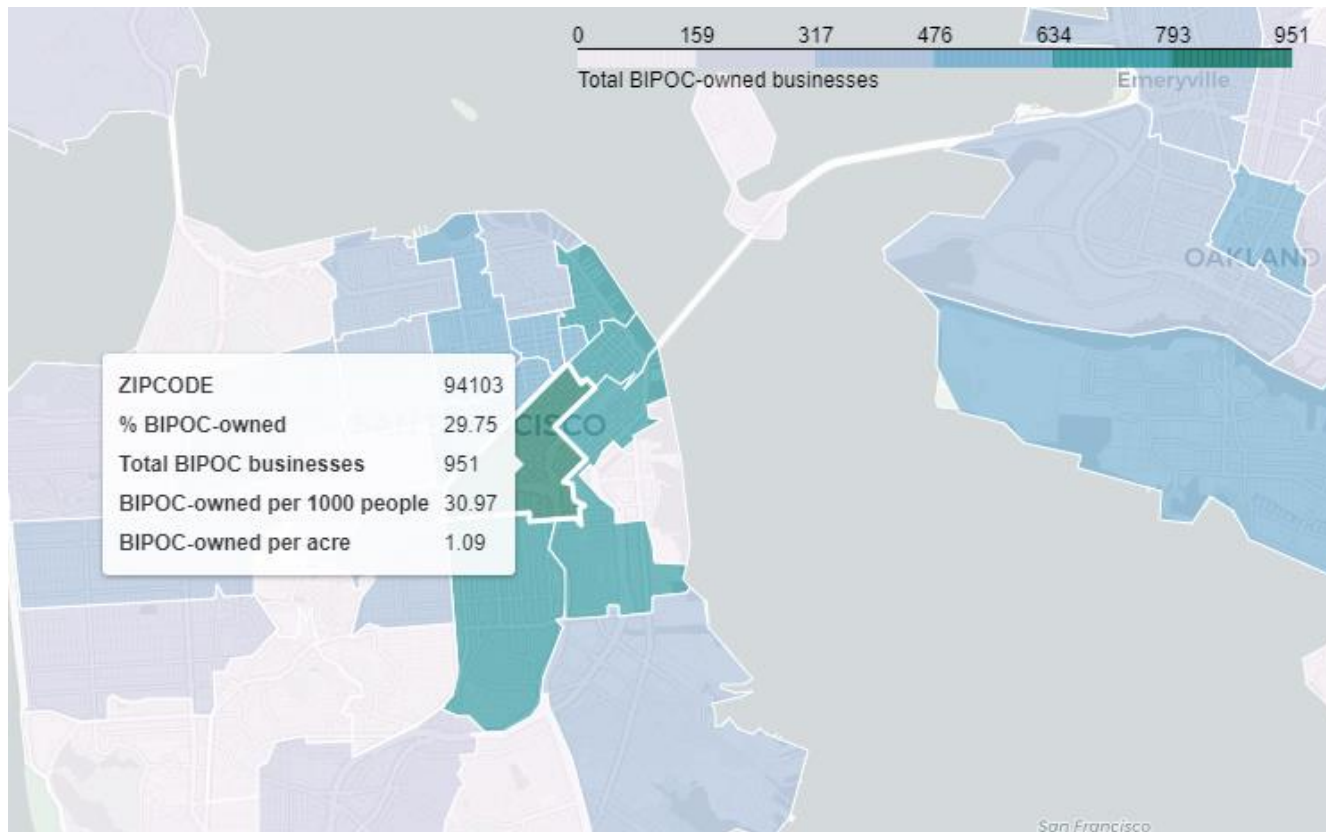
Across the Bay Area, estimated to be 61,000 businesses which are BIPOC-owned (across all industries).



BIPOC-ownership across different sectors



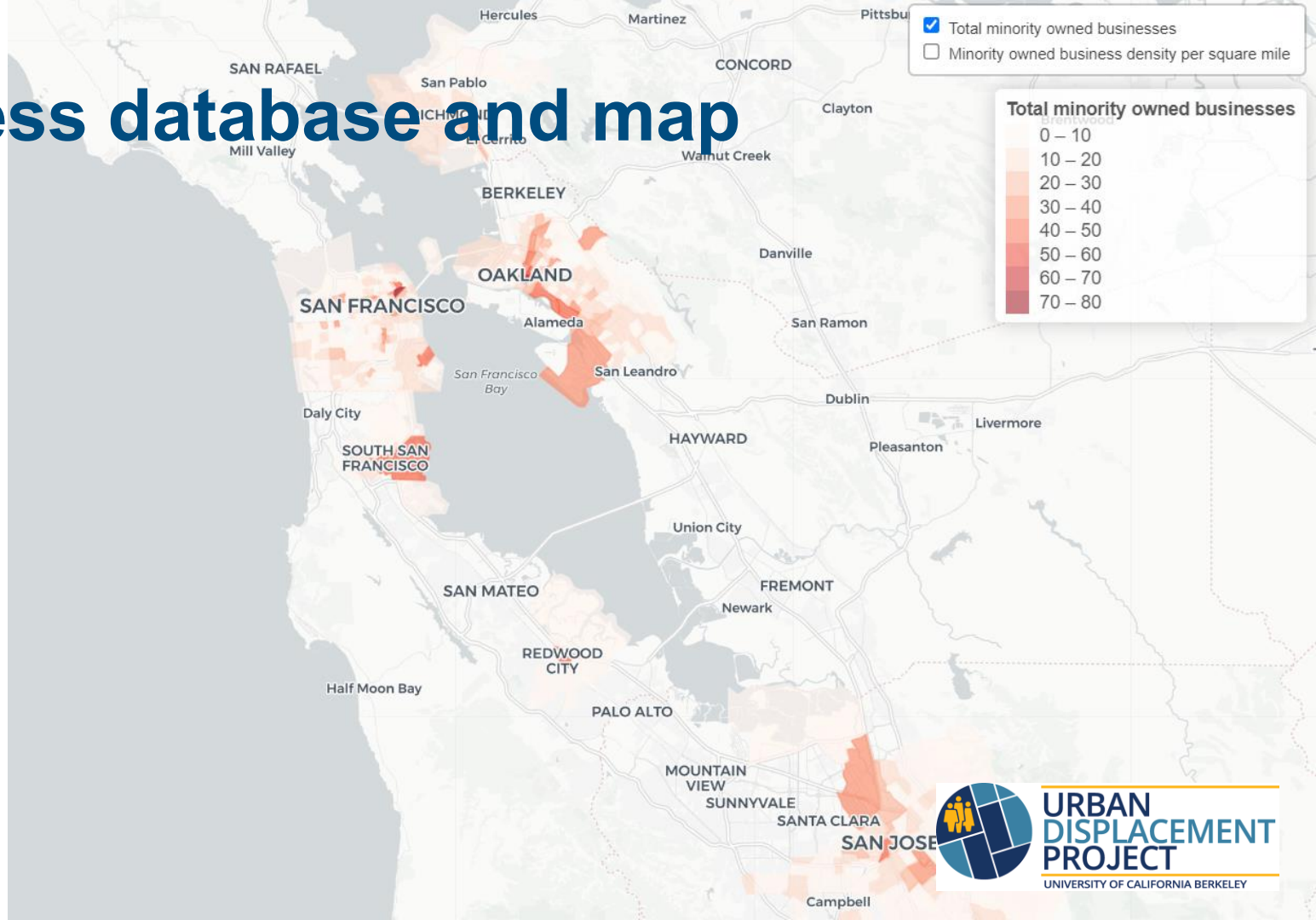
Neighborhood vulnerability map



BIPOC-owned business estimates

County	BIPOC-owned businesses	Total businesses	% BIPOC-owned
Santa Clara	14,500	48,900	29.7%
Alameda	12,400	40,800	30.4%
San Francisco	10,300	34,800	29.6%
Contra Costa	7,300	24,200	30.2%
San Mateo	6,400	21,100	30.3%
Sonoma	4,200	14,200	29.6%
Marin	2,900	9,900	29.3%
Solano	2,200	7,200	30.6%
Napa	1,300	4,300	30.2%
Total	61,500	205,400	29.9%

Business database and map



Business types included in database

Industries:

- Retail
- Personal services
- Food and beverage services
- Accommodation
- Arts
- Child care

Minority groups:

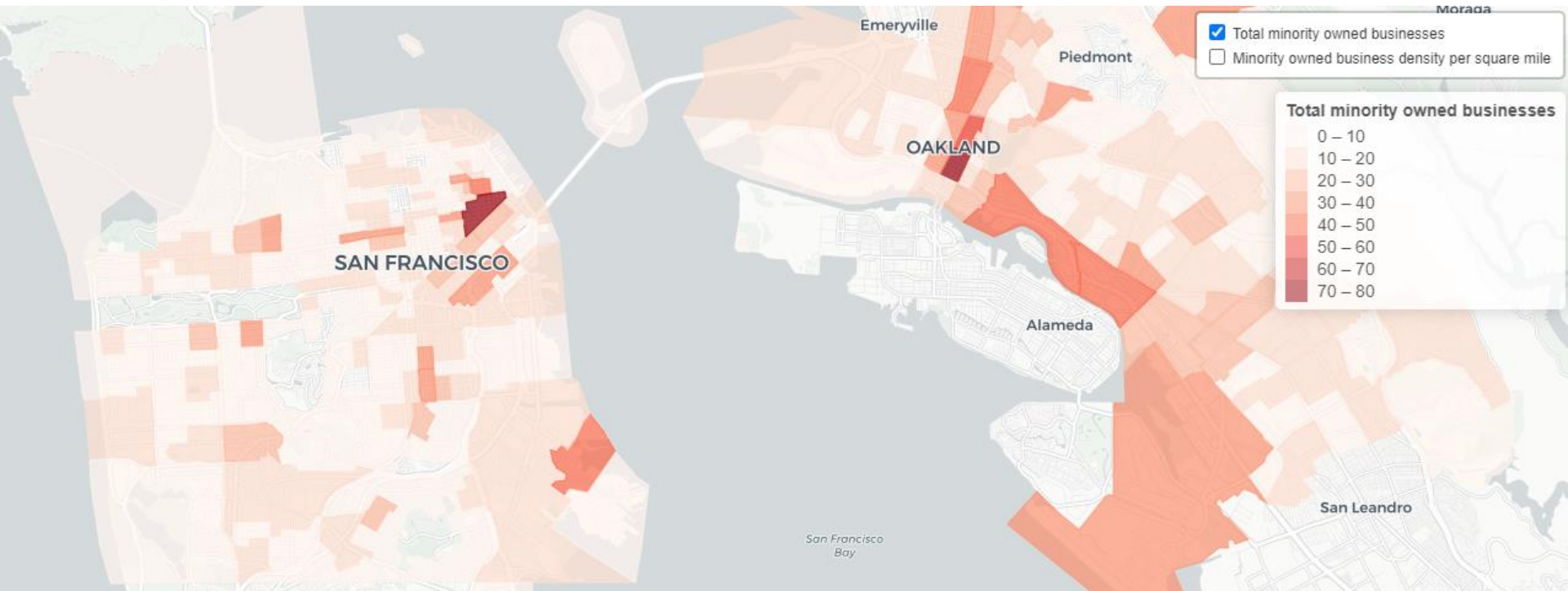
- Black-owned
- Latinx-owned
- Asian-owned

Data sources

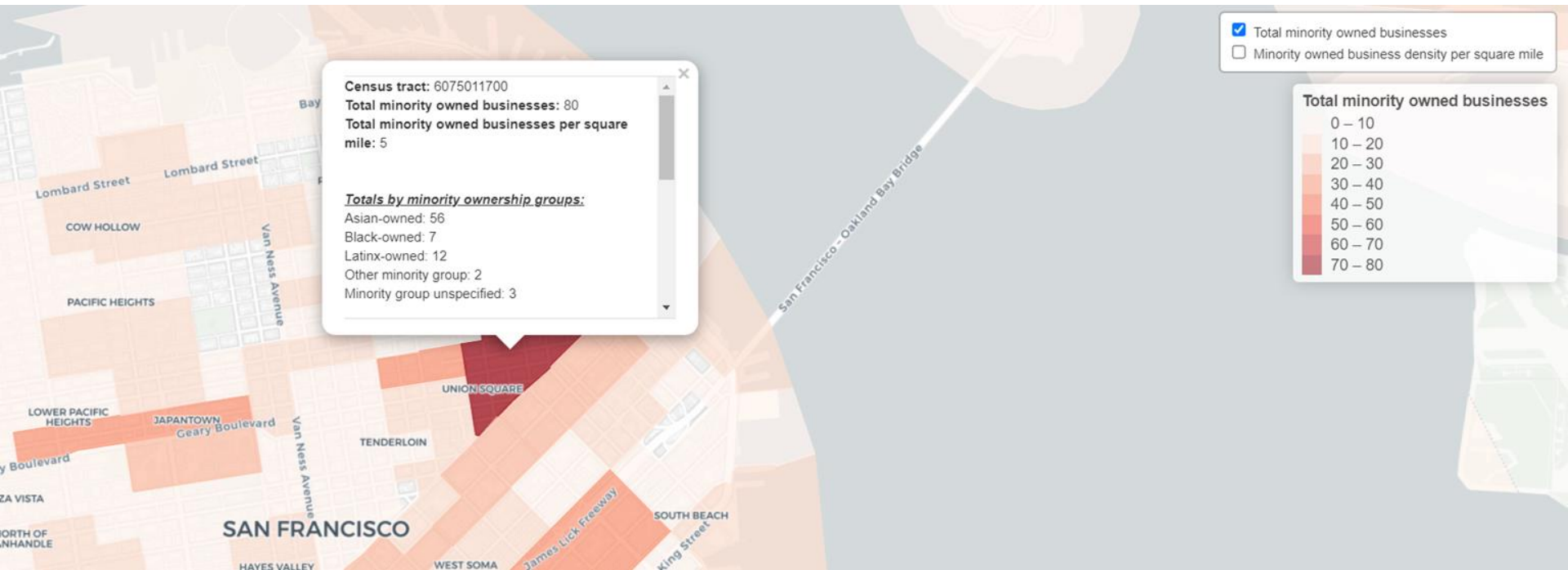
Source	Minority group	NAICS (or other industry information)	Operating status
Orbis database	No	Yes	No
Paycheck Protection Program	Yes	Yes	No
Caltrans DBE/SMBE data	Yes	Yes	No
Business license databases from Cities	Varied	Varied	Yes
Ethnic business chamber lists	Yes	No	No
Publicly available lists	Yes	No	No
Yelp data	Yes	Yes	Yes
Google Places API	No	Yes	Yes



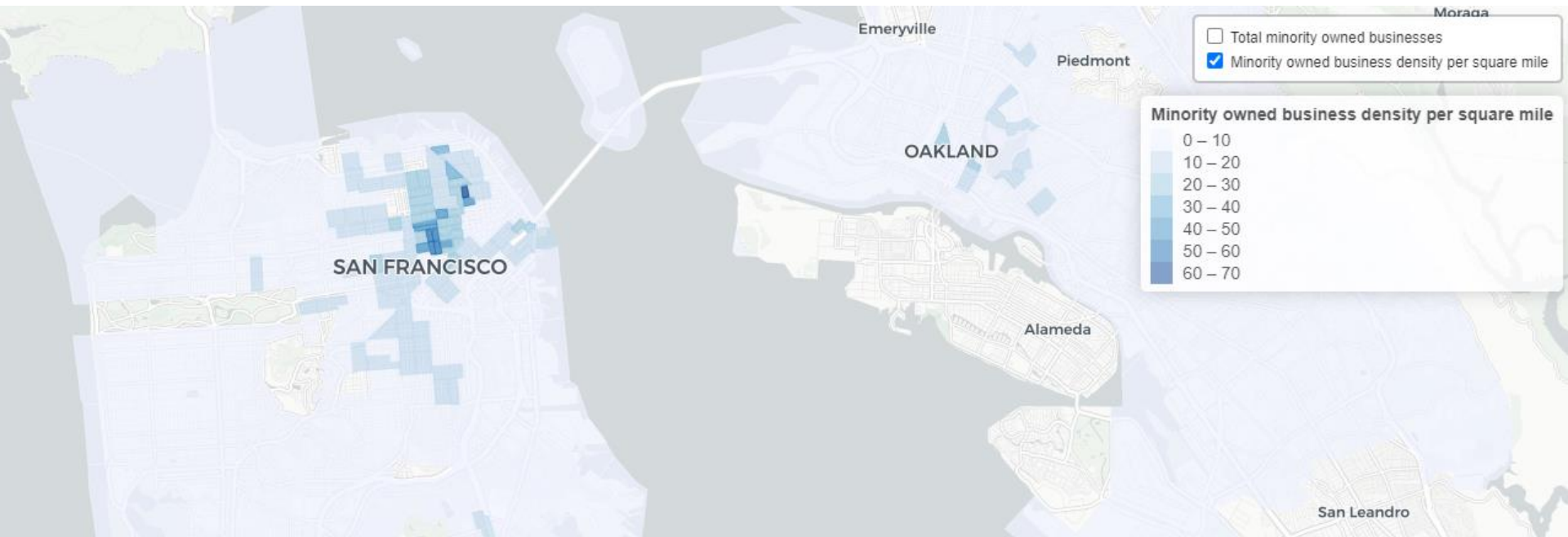
Map - business count



Map - business count



Map - business density



Results - by industry

City	Accomm.	Arts / entertain.	Child Care	Food & bev. services	Personal services	Retail	Total
OAKLAND	35	131	35	521	550	539	1,811
REDWOOD CITY	9	11	10	39	33	24	126
RICHMOND	4	23	10	50	85	52	224
SAN FRANCISCO	93	123	75	846	568	587	2,292
SAN JOSE	50	71	60	473	497	500	1,651
SOUTH SAN FRANCISCO	8	5	9	63	32	47	164
Total	199	364	199	1,992	1,765	1,749	6,268
% of total	3%	6%	3%	32%	28%	28%	100%

Results - by minority ownership group

City	Asian-owned	Black-owned	Latinx-owned	Minority group unspecified	Other minority group	Total
OAKLAND	618	746	288	15	144	1,811
REDWOOD CITY	56	12	58	0	0	126
RICHMOND	35	148	39	0	2	224
SAN FRANCISCO	1276	439	470	57	50	2,292
SAN JOSE	874	130	299	311	37	1,651
SOUTH SAN FRANCISCO	91	11	25	33	4	164
Total	2,950	1,486	1,179	416	237	6,268
% of total	47%	24%	19%	7%	4%	100%



Policy Recommendations

- **Better Access to Capital**
- ***Commercial Displacement Mitigation***
- **Improved Small Business Support Systems**
- ***Mandated Data Collection***



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