



# COVID-19 YBOR SMALL BUSINESS AND WORKER SURVEY HIGHLIGHTS

## SURVEY OVERVIEW

The Ybor City Development Corporation engaged business owners and employees in a survey of their experiences during the COVID-19 pandemic. The primary objective was to develop an understanding of the impact on these community businesses and assess how best to help. There was a total of 110 participants—72 business owners and 38 small business employees.

## SUMMARY

COVID-19-induced economic damage to Ybor City is substantial and the results below exemplify the widespread impact. If the district were to suffer substantial business closures, the landscape along 7th Avenue would be duller, and the appeal of the arts and entertainment district significantly diminished. This impacts the citizens of the district in similar ways; nearly a third of workers surveyed both live and work in Ybor.

**FOR BOTH BUSINESSES AND EMPLOYEES IN YBOR CITY, RENT WAS THE MOST BURDENSOME EXPENSE REPORTED**

City of Tampa policymakers should give special consideration to Ybor City as a cultural asset to the community. Its vibrant landscape of businesses, which are overwhelmingly independently owned, thrives thanks to their concentration.

The city should also consider this as an opportunity for increased economic development in Ybor City – a more diversified economy for the area would help protect against economic shocks to one or two industries, as seen by the effects of this pandemic.

## ALL PARTICIPANTS

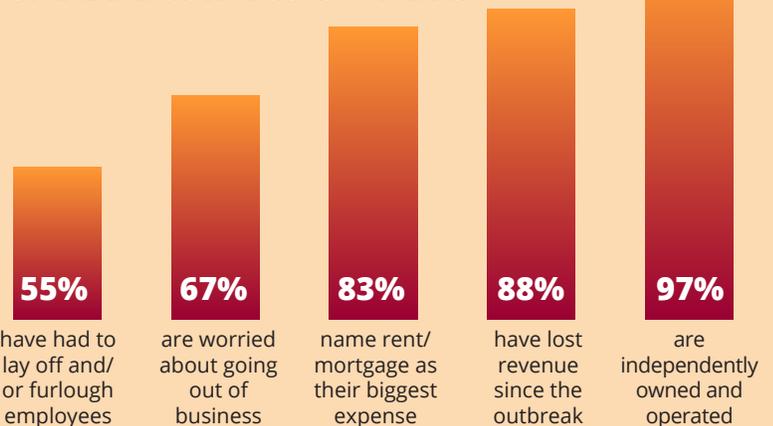
**42%** monitor local news sources for COVID-19 information

**47%** work in hospitality

**54%** indicated their business or work is closed

**75%** would like email communications from YCDC for COVID-19 updates

## SMALL BUSINESS OWNERS



## SMALL BUSINESS EMPLOYEES

