

Set Up Shop

Outcome Evaluation

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Executive summary

In 2019, Wilder Research conducted outcome evaluations for the Build from Within Alliance (BfW). The aim of BfW's work is to help individuals and neighborhoods become economically healthy and prosperous, as well as active contributors to the development and revitalization of their own neighborhoods.

Set Up Shop, a program of the Anchorage Community Land Trust in Alaska, is one of nine members of BfW. Set Up Shop works with entrepreneurs from low-income and minority communities to open businesses in four neighborhoods of focus – Fairview, Spenard, Muldoon, and Mountain View.

To understand the impact of this work, Wilder Research conducted phone surveys from August through December 2019 with business owners assisted by Set Up Shop. Wilder Research began with a list of 34 potential business owners who were determined to be in business and for whom contact information was available. In total, 16 owners participated in the survey for a response rate of 47%.

Profile of surveyed business owners

Overall, Set Up Shop's diverse clientele received multiple services, and most were financially better off because of their business.

Surveyed owners most commonly identified as female (69%) and as African American (44%).

The median household income was \$44,000. Most business owners (63%) said their yearly household income increased as a result of their business, in median by \$10,000, and they were at least "a little" better off financially because of their business (56%).

Most owners received a combination of services (81%) from Set Up Shop. The most common were entrepreneur or business plan training (88%) and technical assistance or business services (63%).

Profile of businesses

An estimated 41 business owners have started, supported, or expanded their businesses with Set Up Shop's assistance. The following data is based on the 16 business owners surveyed.

With Set Up Shop assistance, 38% of surveyed owners started a new business, and 56% sustained or expanded a pre-existing business (6% did not provide this information).¹ Half of the businesses were home-based, and 44% operated out of a commercial space. Two-thirds were registered with the state. Businesses had been in operation in median four years.

Seventy-five percent of surveyed business owners lived in the same neighborhood as their business. Most also had clients from their neighborhood (62%). Owners estimated that, in median, 50% of their clients were from the immediate neighborhood.

Of owners who had revenue and reported the amount of their yearly gross revenue from their business, the median was \$41,500, with a range from \$4,000 to \$477,000. Total yearly gross revenue for all businesses was \$847,000.

About half of owners have no current business debt (44%). Of those with debt who provided an amount, the median was \$25,000. Half of respondents said their business debt remained the same as the previous year. Those who experienced a change were fairly evenly split, with slightly more reporting a decrease in debt (19%) rather than an increase (13%).

Business expansion since Set Up Shop assistance

Of the eight owners of pre-existing businesses (i.e., businesses that existed prior to Set Up Shop's involvement),² four increased their annual business income after receiving Set Up Shop assistance. Three increased their number of locations by at least one. None of the businesses increased their number of employees.

Impacts on neighborhoods

Businesses assisted by Set Up Shop contributed to their communities through rent, property taxes, employment/payroll, payroll taxes, business expenses, and tangible support for neighborhood activities and events.

¹ Businesses were considered to be “pre-existing” (in contrast to “new”) if the owner said they used Set Up Shop services to maintain or grow a current business and the business was registered with the state. As a result, some businesses that were identified as pre-existing businesses by their owners were reclassified as new businesses for the purpose of this report.

² See previous footnote.

Building and property-related impacts

Six percent of respondents owned commercial space.³ Thirty-eight percent leased a commercial space. These business owners reported a median monthly rent of \$2,000. The total rent paid by these owners was about \$7,235 per month, or about \$86,820 annually.

Employment impacts

Nineteen percent of surveyed business owners had paid employees (not including the business owner). In total, 12 individuals were employed by these businesses. Twenty-five percent of employees worked 30 or more hours per week. According to the owners, most employees were Latino or Hispanic (33%) or Native American (33%). In median, employees were paid \$10.25 an hour.⁴

Thirty-one percent of owners hired sub-contractors, cash workers, or both in the previous year. The median amount owners spent on these workers was \$4,000.

Other neighborhood impacts

Owners report spending a total of \$283,000 annually on business expenses (not including rent and payroll). Of this amount, \$128,280 was spent within the same neighborhood as the business.

Eighty-one percent of business owners contributed time, money, or in-kind support to neighborhood events and activities in the previous year. Owners valued their contributions at a total of \$24,300.

Almost 90% of owners said they serve as role models for youth and/or young adults in their communities, and half said they serve as leaders in groups or organizations in their neighborhood or ethnic community. Forty-four percent said their business serves as a gathering place for their community.

³ Respondents were also asked about property taxes, but data are excluded from this report because of the small sample size who answered that question.

⁴ Information about monthly payroll and payroll taxes, as well as the percentage of business owners offering health insurance and paid time off, was excluded due to low sample size.

Impacts on owners' children and families

Fifty-seven percent of surveyed business owners said they are a parent, guardian, or primary caretaker of at least one child. The total number of children for all business owners was 28. Half of owners had at least one child living in their household. In total, 19 children were living with respondents.

Children's education and career experience

Four out of nine respondents with children said owning a business improved their family's ability to participate in activities outside of school, and three said that there was no change but that their situation was fine already.

Six of the nine respondents with children said their children were involved in the business by helping with it, working for pay, or both. Of the respondents who said their children did not work for pay at the business (N=8), five thought their children would do so someday.

Most respondents (8 out of 9) felt their children would own a business in the future or said their children already do.

Health

Three respondents felt that their family's ability to afford enough nutritious food and to help their children be healthy improved as a result of their business, while most said it remained the same and was okay already.

Owners' views of Set Up Shop assistance

Seventy-five percent of surveyed business owners said their business "is as successful as it is today" largely (19%) or somewhat (56%) due to the assistance of Set Up Shop.

Respondents were also asked how likely they were to recommend the BfW member that served them to a friend, on a scale of 1 to 10, with 10 being the most likely. Seventy-five percent said "10," and an additional 13% gave a rating of 8 or 9.

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Introduction

Build from Within Alliance

The aim of Build from Within Alliance's (BfW) work is to help individuals and neighborhoods become economically healthy and prosperous, as well as active contributors to the development and revitalization of their own neighborhoods. The nature of this work is not driven by outsiders or public investments and subsidy but by a long-term commitment to develop entrepreneurs from within these neighborhoods. Through implementation of the model, BfW members address economic disparities and inequities by providing access to opportunity to start and grow a business for low-income individuals and families with a culturally competent, asset-based, entrepreneurship-focused, and place-based approach.

BfW contracted with Wilder Research to evaluate the impacts of their members. At the time of data collection, the BfW included nine programs across the United States. This report describes program outcomes for Set Up Shop in Anchorage, Alaska.

Set Up Shop

Established in 2018, Set Up Shop works with entrepreneurs from low-income and minority communities to open businesses in their home community. They provide a pipeline of support for neighborhood entrepreneurs looking to start or grow their businesses in Set Up Shop's neighborhoods of focus – Fairview, Spenard, Muldoon, and Mountain View. Services include training for new or growing entrepreneurs, business assistance (e.g., accounting and taxes, marketing, strategic business planning, and licensing and permitting), small business loans up to \$30,000, and help with real estate. According to their website at the time of this report, Set Up Shop has served 95 small businesses and contributed the establishment of 17 new businesses.

Methodology

This evaluation is based on information from telephone surveys conducted by Wilder Research interviewers with business owners assisted by Set Up Shop and Set Up Shop records.

The surveys were conducted from August through December 2019. Wilder Research began with a list of 62 potential business owners identified by Set Up Shop. Each potential owner was mailed a letter from Set Up Shop describing the purpose of the evaluation and asking for their cooperation. Wilder Research then tried to reach each business owner up to seven times by phone.

From the original sample of 62 business owners, potential respondents were removed from the sample due to incorrect contact information (N=6) or being ineligible for the study (N=11) because they said they were not in business (N=8), were not yet in business (N=2), or they didn't receive services from Set Up Shop (N=1). In addition, one respondent was listed twice, and four were removed for other reasons. In addition, 17 potential owners who did not answer the phone after multiple tries and had no voice mail option were removed. An estimate was made of how many of these potential respondents were likely in business based on the percentage of owners that were eligible for the study.

Of the estimated 34 potential respondents determined to be in business and for whom contact information was available, 16 participated in the survey for a response rate of 47%.

About this report

This report provides information based on the responses of the 16 business owners surveyed. As the total number of people who answered any given question varied, Ns for each question may also vary. When fewer than five people responded to a question, data is excluded to protect confidentiality. Throughout the report, text highlights key findings. Full data tables (i.e., figures) can be found at the end of the report. In some cases, in text and tables, totals do not add up to 100% due to rounding.

Overview of Set Up Shop members' performance

Results from the 16 surveyed owners were used to estimate some of the impacts of the 41 owners estimated to be in business at the time of data collection. Set Up Shop businesses contributed approximately \$1,047,602 dollars to their state, including \$651,132 dollars to their neighborhoods, in rent, cash and in-kind contributions, payments to subcontractors, and business expenses excluding rent and payroll (Figure 1). Notably, these businesses also contributed property taxes, payroll, and payroll taxes, although the amounts are not included due to the low sample size.

1. Impact of rent, business expenses, contributions, and subcontractor payments from January 2019 through December 2019 ^a

| | |
|---------------------------------------------------------------------------------|--------------------|
| Neighborhood impact | |
| Estimated dollars returned for all businesses based on survey responses: | |
| Rent | \$222,476 |
| Business expenses (excluding rent and payroll) in neighborhood | \$328,718 |
| Cash/in-kind contributions in neighborhood | \$62,269 |
| Payments to subcontractors and cash workers | \$37,669 |
| Total annual return to neighborhoods | \$651,132 |
| Average per business for one year | \$15,881 |
| State impact | |
| Estimated dollars returned for all businesses based on survey responses: | |
| Rent | \$222,476 |
| Business expenses (excluding rent and payroll) | \$725,188 |
| Cash/in-kind contributions in neighborhood | \$62,269 |
| Payments to subcontractors and cash workers | \$37,669 |
| Total annual return | \$1,047,602 |
| Average per business for one year | \$25,551 |

^a Figures are for all 41 businesses based on responses from the 16 surveyed business owners.

In total, the 41 estimated businesses were responsible for about 72 jobs, including the owners themselves and their employees.

Profile of business owners assisted by Set Up Shop

Demographics

Respondents' gender, age and race/ethnicity

Of the 16 business owners who responded to the demographic questions, 69% identified as women, and 31% identified as men (Figure 2). Most identified as African American or black (44%) or Latino or Hispanic (25%). Thirteen percent identified as Caucasian or white and 13% as Native American, and 6% responded “other” (i.e., another race or ethnicity).

Number in household

Most surveyed business owners lived by themselves (44%) or with one other person (44%; Figure 2). The average and median household size was two people, with a range from one to three people.

Financial status

Income

The average annual household income of respondents was \$64,400, with a median income of \$44,000 and a range from \$18,000 to \$200,000 (Figure 3). More specifically, 6% of owners reported an annual income of up to \$18,000, 6% reported \$18,001 to \$30,000, 19% reported \$30,001 to \$42,000, 13% reported \$42,001 to \$70,000, and 19% reported more than \$70,000. Thirty-seven percent of respondents either chose not to provide this information (25%) or did not know it (13%).⁵

Income increase as a result of business

About two-thirds of respondents said their household income increased as a result of their business (63%; Figure 3). For these owners, the average increase was \$9,000 and the median \$10,000. In sum, the business owners surveyed increased their income by over \$63,000.

⁵ Sub-categories do not equal category total due to rounding.

Financial independence as a result of business

When asked if they are more financially independent now than they were the previous year as a result of their business, 56% of surveyed business owners said “somewhat” (19%) or “a little” (38%, Figure 3).⁶ The remainder responded “not at all” (44%).

Assistance received from Set Up Shop

Of the 16 respondents who identified which services they received from the Set Up Shop, most said they participated in an entrepreneur or business plan class (88%; Figure 4). In addition, 63% received technical assistance or business services, 38% attended a business workshop, and 25% received a loan or financing. In sum, 81% of respondents received a combination of services, 13% training services only, and 6% received loans and financing only.

⁶ Sub-categories do not equal category total due to rounding.

Businesses assisted by Set Up Shop

Current status of businesses assisted by Set Up Shop

Age and status of business

Based on information gathered during the evaluation process, 41 Set Up Shop alumni currently operate their own businesses. This section describes the businesses of the 16 owners who participated in this evaluation.

In regard to age of the businesses, 38% had been operating for less than three years, 19% had been operating three to four years, 31% had been operating five to nine years, and 13% had been operating 10 to 19 years (Figure 5). The average age of the businesses was five years, with a median of four years and a range from less than 1 year to 11 years.

Surveyed business owners were asked whether they started a new business or sustained or expanded a current business with Set Up Shop assistance. Twenty-five percent of owners said they started a new business, and 63% said they received assistance with a pre-existing business (6% did not know, and 6% chose not to provide this information; Figure 5).

In total, 69% of businesses were registered with the state (Figure 5). On average, businesses that were registered had been for four years, with a median of three years and a range from less than 1 year to 10 years.

Business space

Regarding business space, 50% of the businesses were home-based and 44% were located in commercial space (6% of respondents did not provide this information; Figure 5). Of the seven surveyed business owners using commercial space, six leased and one owned the location.

Seventy-five percent of surveyed business owners lived in the same neighborhood as their business (Figure 5).

Percentage of business from within one mile

Respondents were asked to estimate the amount of business that comes from within one mile of their location. Sixty-two percent said at least some of their customers do, including 31% who said over half of their customers do (Figure 5). On average and in median, respondents estimated that about half of their business comes from within one mile of their location.

Yearly gross revenue and debt

Current yearly gross revenues

Surveyed business owners were asked for their current yearly gross revenue. Six percent of respondents said they had no revenue to date (Figure 6). No owners reported revenues of \$3,600 or less. Twenty-five percent reported a yearly gross revenue between \$3,601 and \$12,000, 6% between \$12,001 and \$36,000, and 32% over \$36,000 (including 13% whose revenues exceeded \$120,000). Thirty-one percent of business owners did not know this information (25%) or chose not to provide it (6%). Of those business owners who had revenue and provided their annual gross revenue amount (N=10), the average was \$84,700 and the median \$41,500, with a range from \$4,000 to \$477,000. In total, the Set Up Shop-assisted business owners had a yearly gross revenue of \$847,000.

Debt

Respondents were also asked about their business debt. About half reported having no current business debt (44%; Figure 6). For the remaining business owners, 13% owe \$5,000 or less, 13% \$5,001 to \$20,000, and 31% more than \$20,000.

All respondents were asked if the amount of their debt had changed since the previous year. Half said it hadn't (Figure 6). Nineteen percent reported a decrease in debt and 13% an increase. Nineteen percent said their businesses were not open in the previous year.

Considering only respondents who were in business the previous year and who provided an estimate of their debt (N=13), 62% said their amount of debt stayed the same (Figure 6). Business debt decreased for 23% of business owners, including 15% who reported a decrease of \$10,000 or more. Debt increased for 15% of business owners, all of whom reported an increase of less than \$10,000. Overall, the median change in debt was a decrease of \$4,000.

Business expansion since Set Up Shop assistance

Respondents with pre-existing businesses were asked about changes in their business since receiving assistance from Set Up Shop. Definitions of being in business may vary. Thus, respondents who reported having a pre-existing business were asked if their business was registered with the state at the onset of Set Up Shop assistance to better distinguish between established businesses and those more akin to a hobby. Only businesses that were registered were considered “pre-existing.” Based on these criteria, two businesses were reclassified as new businesses (Figure 7). The remaining nine pre-existing businesses (56%) are the subject of the following analyses.

Expansion of pre-existing businesses

Expansion of annual business income

Four of the eight pre-existing business owners reported increasing their annual business income (Figure 8).⁷

Expansion of locations

Three of the eight pre-existing business owners expanded their businesses to at least one additional location (Figure 8).⁸

Expansion of staff

None of the pre-existing business owners had hired more employees since receiving Set Up Shop assistance (Figure 8).

Access to bank loans or services

Owners of pre-existing businesses were asked whether they could now access bank loans or other bank services that were previously unavailable to them. Five of the eight said they could not and one said they could (Figure 8). Three either did not know (2) or chose not to answer (1).

⁷ Respondents were asked about the amount of increased business income but this information was excluded from the report due to low sample size.

⁸ Respondents were asked about the number of locations added but this information was excluded from the report due to low sample size.

Neighborhood impacts of businesses assisted by Set Up Shop

Building and property-related impacts of businesses

Six percent of surveyed business owners were in commercial space that they owned and paid property taxes on (Figure 9).⁹

Thirty-eight percent of the surveyed business owners reported paying rent on commercial space. Of those six business owners, two paid less than \$2,000 per month in rent and three paid \$2,000 or more. One respondent did not know. For those who did pay rent, the median was \$2,000. In total, these business owners paid \$7,235 in monthly rent or approximately \$86,820 annually.

Employment impacts of businesses

Number and profile of persons employed by businesses assisted by Set Up Shop

About one-fifth of surveyed business owners had paid employees (19%; Figure 10). Of the 12 total employees, 42% lived in the same neighborhood as the business they worked for.

Employers were asked to record the ethnicity/race of their employees, with the option of selecting multiple ethnic/racial categories for each employee. According to employers, employees are most commonly Latino or Hispanic (33%) or Native American (33%, Figure 10). In addition, 8% are African American or black, 8% are Asian, and 8% are Caucasian. Another 8% were identified as “other” (i.e., a race or ethnicity not listed) or “unknown.”

Wages and payroll

Surveyed business owners with paid employees were asked about hourly wages. All 12 business owners reported hourly wages of \$10 to \$14.99 an hour (Figure 10). Employees earned \$10.71 an hour on average, and \$10.25 an hour in median.¹⁰

Owners also contributed payrolls and payroll taxes to their communities; however due to low sample size, these numbers could not be included in the report.

⁹ Respondents were asked about property tax paid on commercial spaces they owned but this information was excluded from the report due to low sample size.

Subcontractors and cash workers

Thirty-one percent of respondents have hired subcontractors or cash workers in the prior year (Figure 10). Two of these five business owners spent under \$2,000 on these workers, and three spent \$2,000 or more. For those business owners who provided the amount spent on these hires, the median was \$4,000.

Other contributions to neighborhood economy and quality of life

Estimated total yearly business expenses

Surveyed business owners were asked to estimate their total yearly business expenses, not including rent and payroll. Forty-four percent said they spent less than \$5,000, 6% spent 5,000 to \$9,999, 13% spent \$10,000 to \$24,999, and 25% spent \$25,000 or more (Figure 11). Thirteen percent did not know the amount. Of those who provided an amount (N=14), the average was about \$20,214 and the median \$4,750 with a range from \$300 up to \$100,000. In total, these business owners estimated spending about \$283,000 annually.

Surveyed business owners were also asked what percentage of their annual business expenses, excluding rent and payroll, is spent within one to two miles of their business (i.e., in the immediate neighborhood). On average, businesses reported 57% of their yearly expenses were spent within the neighborhood, with 70% as the median (Figure 11). Of all businesses, 76% spent at least some of their money with neighborhood vendors.

In terms of dollar amounts, 13% of surveyed business owners did not spend anything in the neighborhood (Figure 11). Thirteen percent spent \$1 to \$99 each month, 6% spent \$500 to \$999, and 50% spent \$1,000 or more. Nineteen percent refused to answer this question or did not know. The average amount spent annually on business expenses in the neighborhood, excluding rent and payroll, is \$9,868, and the median \$1,600, with a range from nothing to \$57,000. The total amount spent annually was about \$128,280.

Contributions to neighborhood events or activities in past 12 months

Eighty-one percent of surveyed business owners reported contributing some time, money, or in-kind support to neighborhood events or activities in the previous 12 months (Figure 11). Specifically, 81% donated in-kind support, 56% donated their time, and 44% donated money.

Surveyed business owners were asked to assign a dollar value to their contributions. Among business owners who felt their contributions over the prior year did have monetary value (N=13), about half reported contributions between \$1 and \$500 (46%), with another

46% reporting contributions over \$1,000, including 15% who reported contributions over \$5,000 (Figure 11). The average estimate was \$2,025, and the median \$850, with a range between \$100 and \$6,000. In sum, respondents estimate that they made approximately \$24,300 worth of contributions to neighborhood events and activities during the prior year.

Business owners as role models and leaders

Surveyed business owners were asked if they serve as role models for youth or young adults. Eighty-eight percent said they do (Figure 11).

Half of surveyed business owners said they served as leaders for groups or organizations in their neighborhood or ethnic community (Figure 11).

Gathering place for the community

Forty-four percent of respondents said their business serves as a gathering place for the community (Figure 11).

Impacts on owners' children and families

Sixty-three percent of surveyed business owners said they are a parent, guardian, or primary caretaker for at least one child (Figure 12). The average number of children was two, with a median of one or two children. The greatest number of children in a family was six, and the total number of children for all business owners was 28.

Half of all owners had at least one child living in their household (Figure 12). The highest number of children in a household was six, and the average was one child, with a median of none or one. In total, 19 children were living with respondents.

Children's education and career experience

Four out of the nine respondents with children said owning a business increased their family's ability to participate in activities outside of school, and another three said there was no change but the situation was fine already (Figure 13). One respondent felt there was no change and that change was warranted.

One out of the nine respondents with children reported that owning a business improved their family's ability to help their children do well in school (Figure 13). Six said their ability didn't change, but was fine as is, while one said no change happened, and their situation could use improvement.

For each of the above questions, one respondent either didn't know if there was change or said the question wasn't applicable (Figure 13).

Six out of the nine respondents with children said their children were involved in the business in informal ways or through working for pay (Figure 14). Of the respondents who said their children did not work for pay at the business (N=8), five thought their children would do so someday.

Eight out of nine respondents with children felt their children would own a business in the future or said their children already do (Figure 14).

Financial security

Two of the nine respondents with children said their family's ability to have stable housing increased as a result of business ownership, while six said it did not change, but was fine already (Figure 13). One respondent said no change occurred, but that it was warranted.

Similarly, two of the nine surveyed owners with children said their ability to have transportation improved, while five reported that change neither happened nor was needed (Figure 13). Two said they would like a change to occur in regard to transportation.

Health

Three respondents with children said their family's ability to afford enough nutritious food improved, and five out of the nine said there was no change and improvement had not been needed (Figure 13). One respondent reported no change, but felt their situation could use improvement.

Three respondents also felt that their family's ability to help their children be healthy improved as a result of their business (Figure 13). The remaining six respondents said it remained the same and was fine already.

One out of the nine respondents with children said their family's ability to pay for health care when it was needed improved, and six said their situation remained the same but was fine already. Two respondents said it remained the same but could use improvement.

Views of Set Up Shop assistance

Surveyed business owners were also asked to choose from a list of statements the one that best describes their business relationship with Set Up Shop. Nineteen percent of owners said their business “is as successful as it is today” largely because of Set Up Shop’s assistance, and 56% said their success is somewhat due to the program’s assistance (Figure 15). Twenty-five percent reported their business is neither better nor worse off, and no one felt their business was worse off.

Respondents were also asked how likely they were to recommend Set Up Shop to a friend, on a scale of 1 to 10, with 10 being the most likely. Seventy-five percent of owners said “10,” and an additional 13% gave a rating of 8 or 9. Thirteen percent of respondents gave a rating of 0 or 1.

Figures of results

2. Demographic profile of business owners assisted by Set Up Shop

| | |
|-----------------------------------|-----|
| Gender (N=16) | |
| Female | 69% |
| Male | 31% |
| Race/ethnicity (N=16) | |
| African American/Black | 44% |
| Latino/Hispanic | 25% |
| Caucasian/White | 13% |
| Native American | 13% |
| Other | 6% |
| Number in household (N=16) | |
| Single person | 44% |
| Two persons | 44% |
| Three persons | 13% |
| Mean | 2 |
| Median | 2 |
| Range | 1-3 |

3. Financial status of business owners assisted by Set Up Shop

| | |
|------------------------------------------------------------------------------------|--------------------|
| Yearly household income (N=16) | |
| Up to \$18,000 | 6% |
| \$18,001 to \$30,000 | 6% |
| \$30,001 to \$42,000 | 19% |
| \$42,001 to \$70,000 | 13% |
| More than \$70,000 | 19% |
| Refused | 25% |
| Don't know | 13% |
| Of those who provided their household income (N=10) | |
| Mean | \$64,400 |
| Median | \$44,000 |
| Range | \$18,000-\$200,000 |
| Income has increased as result of business (N=16) | 63% |
| Increased yearly household income (N=10) | |
| \$1,201 to \$3,600 | 10% |
| \$3,601 to \$6,000 | 20% |
| \$6,001 to \$18,000 | 40% |
| Refused | 10% |
| Don't know | 20% |
| Of those who provided an amount (N=7) | |
| Mean | \$9,000 |
| Median | \$10,000 |
| Total increased yearly household income | \$63,000 |
| More financially independent now than last year, because of business (N=16) | |
| Quite a bit | 0% |
| Somewhat | 19% |
| A little | 38% |
| Not at all | 44% |

Note. Category totals may vary from 100% due to rounding.

4. Services received from Set Up Shop

| Services received from Set Up Shop (multiple responses possible; N=16) | |
|-------------------------------------------------------------------------------|-----|
| Entrepreneur/Business Plan training class | 88% |
| Technical assistance/Business services | 63% |
| Business workshop | 38% |
| Loan or financing | 25% |
| Total services received from Set Up Shop (N=16) | |
| Combination of services | 81% |
| Entrepreneur/Business Plan training class only | 13% |
| Loan or financing only | 6% |

Note. Category totals vary from 100% due to rounding or, when indicated, due to multiple responses being allowed.

5. Current status of business

| New or existing business by owner self-report^a (N=16) | |
|-------------------------------------------------------------------------|------|
| New business | 25% |
| Existing business (expanded, sustained or turned around) | 63% |
| Refused | 6% |
| Don't know | 6% |
| Business is registered (N=16) | |
| Yes | 69% |
| No | 19% |
| Don't know | 13% |
| Years since business registration (N=11) | |
| Less than 3 years | 27% |
| 3 to 4 years | 46% |
| 5 to 9 years | 18% |
| 10 or more years | 9% |
| Of those who provided age (N=11) | |
| Mean | 4 |
| Median | 3 |
| Range | 1-10 |

Note. Category totals may vary from 100% due to rounding.

^a Some business were reclassified based on their registration status (see Figure 7).

5. Current status of business (continued)

| | |
|--------------------------------------------------------------------------|------|
| Years business in operation (N=16) | |
| Less than 3 years | 38% |
| 3 to 4 years | 19% |
| 5 to 9 years | 31% |
| 10 to 19 years | 13% |
| Mean | 5 |
| Median | 4 |
| Range | 1-11 |
| Current business space (N=16) | |
| Home-based business | 50% |
| Commercial space (N=7) ^b | 44% |
| Rented commercial space | 6 |
| Owned commercial space | 1 |
| Refused | 6% |
| Owner lives in same neighborhood as business (N=16) | 75% |
| Percentage of business clients from immediate neighborhood (N=16) | |
| 0% | 31% |
| 10.1% to 25% | 6% |
| 25.1% to 50% | 25% |
| 50.1% to 100% | 31% |
| Refused | 6% |
| Of those who provided a percentage (N=15) | |
| Mean percent | 43% |
| Median percent | 50% |

Note. Category totals may vary from 100% due to rounding.

^b For categories with an N<10, counts are provided rather than percentages.

6. Yearly gross revenue and debt

| | |
|----------------------------------------------------------------------------|-------------------|
| Yearly gross revenue from business (N=16) | |
| No revenue to date | 6% |
| \$3,601 to \$12,000 | 25% |
| \$12,001 to \$36,000 | 6% |
| \$36,001 to \$60,000 | 0% |
| \$60,001 to \$120,000 | 19% |
| More than \$120,000 | 13% |
| Refused | 6% |
| Don't know | 25% |
| Of those who provided an amount > 0 (N=10) | |
| Mean | \$84,700 |
| Median | \$41,500 |
| Range | \$4,000-\$477,000 |
| Total yearly gross business revenue | \$847,000 |
| Total amount of current business debt (N=16) | |
| \$0/No business debt | 44% |
| \$1 to \$5,000 | 13% |
| \$5,001 to \$20,000 | 13% |
| \$20,001 to \$75,000 | 25% |
| More than \$75,000 | 6% |
| Of those who provided an amount > 0 (N=9) | |
| Median | \$25,000 |
| Change in business debt since previous year (N=16) | |
| Current business debt is less than previous year | 19% |
| Current business debt is the same as the previous year | 50% |
| Current business debt is more than the previous year | 13% |
| Business was not open last year | 19% |
| Debt change of those who provided an estimate (N=13) | |
| Decreased by \$10,000 or more | 15% |
| Decreased by less than \$10,000 | 8% |
| Stayed the same | 62% |
| Increased by less than \$10,000 | 15% |
| Debt change of those whose debt changed and who provided an estimate (N=5) | |
| Median | -\$4,000 |

Note. Category totals may vary from 100% due to rounding.

7. Business status based on owner self-report and business registration

| Reclassified business status (N=16)^a | |
|----------------------------------------------------------|-----|
| New business | 38% |
| Existing business (expanded, sustained or turned around) | 56% |
| Missing | 6% |

^a BfW uses the business being **registered** with the state as criteria for being a pre-existing business. Given this, some businesses which were classified as pre-existing businesses by their owners were reclassified as new businesses and omitted from these analyses.

8. Growth of pre-existing businesses^a since Set Up Shop assistance

| Since receiving Set Up Shop assistance... | Owners of pre-existing businesses |
|---------------------------------------------------------------------------------------------|------------------------------------------|
| Increased number of employees (N=8)^b | 0 |
| Business income increased since receiving Set Up Shop services (N=8)^b | 4 |
| Expanded their business to additional locations (N=8)^b | 3 |
| Can now access bank loans or services unable to access in the past (N=9)^b | |
| Yes | 1 |
| No | 5 |
| Refused | 1 |
| Don't know | 2 |

Note. Category totals may vary from 100% due to rounding.

^a BfW uses the business being registered with the state as criteria for being a pre-existing business. Given this, some businesses which were classified as pre-existing businesses by their owners were reclassified as new businesses and omitted from these analyses.

^b For categories with an N<10, counts are provided rather than percentages.

9. Building/property-related impacts of businesses^a

| | |
|------------------------------------------------------------------------|----------|
| Percentage who pay property taxes on commercial property (N=16) | 6% |
| Percentage who pay rent on commercial property (N=16) | 38% |
| Amount of rent paid monthly on commercial property (N=6) ^a | |
| Less than \$2,000 | 2 |
| \$2,000 or more | 3 |
| Don't know | 1 |
| Of those who provided an amount (N=5) | |
| Median (per month) | \$2,000 |
| Total monthly rent | \$7,235 |
| Estimated total annual rent | \$86,820 |

Note. Category total may vary from 100% due to rounding.

^a For categories with an N<10, counts are provided rather than percentages.

10. Employment impacts of businesses^a

| | |
|-------------------------------------------------------------------------------------|---------|
| Does business have <i>paid</i> employees (N=16) | |
| Yes | 19% |
| No, business has no paid employees | 81% |
| Number of hours per week worked by paid employees (N=12) | |
| 30 or more hours per week | 25% |
| Less than 30 hours per week | 75% |
| Of all employees (N=12) | |
| Percentage who are neighborhood residents | 42% |
| Race or ethnicity of paid employees (multiple responses possible; N=12) | |
| Latino/Hispanic | 33% |
| Native American | 33% |
| African American/Black | 8% |
| Asian | 8% |
| Caucasian/white | 8% |
| Other/unknown | 8% |
| Hourly wage rates of paid employees for whom wage data were available (N=12) | |
| \$10.00 to \$14.99 an hour | 100% |
| Of employees for whom wage data were available (N=12) | |
| Mean (per hour) | \$10.71 |
| Median (per hour) | \$10.25 |
| Used outside contractors/subcontractors in prior year (N=16) | |
| 31% | |
| Amount paid to contractors/subcontractors in prior year (N=5) ^b | |
| Under \$2,000 | 2 |
| \$2,000 to \$9,999 | 3 |
| Of owners who provided an amount (N=5) | |
| Median (for prior year) | \$4,000 |

Note. Category total may vary from 100% due to rounding.

^a Paid employees do not include business owners.

^b For categories with an N<10, counts are provided rather than percentages.

11. Other contributions to neighborhood economy and quality of life

| Estimated yearly business expenses (excluding rent and payroll) (N=16) | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| \$1 to \$999 | 6% |
| \$1,000 to \$4,999 | 38% |
| \$5,000 to \$9,999 | 6% |
| \$10,000 to \$24,999 | 13% |
| \$25,000 or more | 25% |
| Don't know | 13% |
| Of those who provided an amount (N=14) | |
| Mean (per year) | \$20,214 |
| Median (per year) | \$4,750 |
| Range | \$300-\$100,000 |
| Total expenses (per year) | \$283,000 |
| Percentage of yearly business expenses (excluding rent and payroll) spent within the neighborhood the business is located in (N=16)^a | |
| 0% | 13% |
| 1% to 25% | 13% |
| 26% to 50% | 13% |
| 51% to 90% | 25% |
| 91% to 100% | 25% |
| Refused | 6% |
| Don't know | 6% |
| Of those who provided a percentage (N=14) | |
| Mean | 57% |
| Median | 70% |

Note. Category totals may vary from 100% due to rounding.

^a Only business owners who provided a business expenses amount and percentage spent in neighborhood are included in analysis.

11. Other contributions to neighborhood economy and quality of life (continued)

| Estimated yearly business expenses (excluding rent and payroll) spent within the neighborhood the business is located (N=16)^a | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| \$0 | 13% |
| \$1 to \$99 | 13% |
| \$100 to \$499 | 0% |
| \$500 to \$999 | 6% |
| \$1,000 or more | 50% |
| Refused or Don't know | 19% |
| Of those who provided an amount (N=13) | |
| Mean (per year) | \$9,868 |
| Median (per year) | \$1,600 |
| Range | \$0-\$57,000 |
| Total (per year) | \$128,280 |
| Time, money, and in-kind contributions | |
| Percentage of owners reporting contribution of any time, money, or in-kind support to neighborhood events or activities in past 12 months (N=16) | 81% |
| Type of contribution (multiple responses possible) | |
| Time | 56% |
| Money | 44% |
| In-kind support | 81% |
| None of the above | 19% |
| Dollar value of business contributions to neighborhood events/activities in prior 12 months (N=13) | |
| \$1 to \$500 | 46% |
| \$501 to \$1,000 | 0% |
| \$1,001-\$5,000 | 31% |
| Over \$5,000 | 15% |
| Don't know | 8% |
| For those who provided an estimated amount > 0 (N=12) | |
| Mean (prior 12 months) | \$2,025 |
| Median (prior 12 months) | \$850 |
| Range (prior 12 months) | \$100-\$6,000 |
| Total annual contributions | \$24,300 |

Note. Category totals may vary from 100% due to rounding.

^a Only owners who provided an amount for both their business expenses and percent expended in neighborhood are included in the analysis.

11. Other contributions to neighborhood economy and quality of life (continued)

| Time, money, and in-kind contributions | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Percentage of owners reporting contribution of any time, money, or in-kind support to neighborhood events or activities in past 12 months (N=16) | 81% |
| Type of contribution (multiple responses possible) | |
| Time | 56% |
| Money | 44% |
| In-kind support | 81% |
| None of the above | 19% |
| Dollar value of business contributions to neighborhood events/activities in prior 12 months (N=13) | |
| \$1 to \$500 | 46% |
| \$501 to \$1,000 | 0% |
| \$1,001-\$5,000 | 31% |
| Over \$5,000 | 15% |
| Don't know | 8% |
| For those who provided an estimated amount > 0 (N=12) | |
| Mean (prior 12 months) | \$2,025 |
| Median (prior 12 months) | \$850 |
| Range (prior 12 months) | \$100-\$6,000 |
| Total annual contributions | \$24,300 |
| Owners feel they serve as a role model for youth or young adults (N=16) | |
| Yes | 88% |
| No | 13% |
| Owners serve as a leader for groups or organizations in neighborhood or ethnic community (N=16) | |
| Yes | 50% |
| No | 50% |
| Business serves as a community gathering place (N=16) | |
| Yes | 44% |
| No | 56% |

Note. Category totals may vary from 100% due to rounding.

12. Children of business owners assisted by Set Up Shop

| | |
|--------------------------------------------------------------------------------------------------|------------|
| Parent or guardian to at least one child (N=16) | 63% |
| Number of children that business owner is parent, guardian or primary caretaker of (N=16) | |
| 0 | 31% |
| 1 | 13% |
| 2-3 | 19% |
| 4-5 | 19% |
| 6 | 6% |
| Refused | 13% |
| Of those who provided a number (N=14) | |
| Mean | 2 |
| Median | 1-2 |
| Range | 0-6 |
| Total | 28 |
| Number of children in household (N=16) | |
| 0 | 50% |
| 1 | 25% |
| 2-3 | 13% |
| 4 or more | 13% |
| Mean | 1 |
| Median | 0-1 |
| Range | 0-6 |
| Total | 19 |

Note. Category totals may vary from 100% due to rounding.

13. Children and family-related impacts of businesses

| How has owning your business impacted your family's ability to... (N=9) ^a | Improved | No change and was fine already | No change but could use improvement | Worsened | I'm not sure/Not applicable |
|--------------------------------------------------------------------------------------|----------|--------------------------------|-------------------------------------|----------|-----------------------------|
| Participate in activities outside of school? | 4 | 3 | 1 | 0 | 1 |
| Afford enough nutritious food? | 3 | 5 | 1 | 0 | 0 |
| Help your children be healthy? | 3 | 6 | 0 | 0 | 0 |
| Have transportation to get you and your family where you want to go? | 2 | 5 | 2 | 0 | 0 |
| Have stable housing? | 2 | 6 | 1 | 0 | 0 |
| Help your children do well in school? | 1 | 6 | 1 | 0 | 1 |
| Pay for health care when you or your family need it? | 1 | 6 | 2 | 0 | 0 |

Note. Row totals may vary from 100% due to rounding.

^a For categories with an N< 10, counts are provided rather than percentages.

14. Children's involvement in businesses

| | |
|------------------------------------------------------------------------------------------------------------------------------|----------|
| Children either help with business or work for pay at business (N=9)^a | 6 |
| If children do not work for pay, any indication children will work for pay for the business in the future (N=8) ^a | |
| Yes | 5 |
| No | 3 |
| Whether owner believes children will take over business or own their own business one day (N=9)^a | |
| Yes, they have already | 1 |
| Yes, I think they will in the future but do not currently | 7 |
| No | 1 |

Note. Category totals may vary from 100% due to rounding.

^a For categories with an N<10, counts are provided rather than percentages.

15. Views of Set Up Shop assistance

| Perceived influence of Set Up Shop on success of business (N=16) | |
|---------------------------------------------------------------------------------------------------------------|-----|
| My business is as successful today largely because of Set Up Shop's services | 19% |
| My business is as successful today somewhat or partly because of Set Up Shop's services | 56% |
| My business is successful today very little because of Set Up Shop's services | 0% |
| My business is no better off or no worse off because of Set Up Shop's services | 25% |
| My business would be doing much better if it were not for Set Up Shop's services | 0% |
| On a scale of zero to 10, how likely are you to recommend Set Up Shop to a friend or colleague? (N=16) | |
| 0 to 1 | 13% |
| 2 to 3 | 0% |
| 4 to 5 | 0% |
| 6 to 7 | 0% |
| 8 to 9 | 13% |
| 10 | 75% |

Note. Category totals may vary from 100% due to rounding.

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