

A black silhouette of the state of Oregon is centered in the upper half of the image. The word "BUILT" is written in white, bold, uppercase letters across the center of the silhouette. The background of the entire slide is a scenic landscape featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and a large, snow-capped mountain peak in the distance under a blue sky with light clouds.

BUILT

Summary of
COVID-19 Novel Coronavirus
impact on Oregon small businesses
n=907

At the onset of the **COVID-19 Novel Coronavirus pandemic**, Built Oregon, a 501(c)3 nonprofit organization representing the consumer product industry in Oregon, solicited feedback from its community on the impact of the pandemic on local proprietors and consumer brands. The following sobering data is provided by **more than 900 companies across the state of Oregon.**

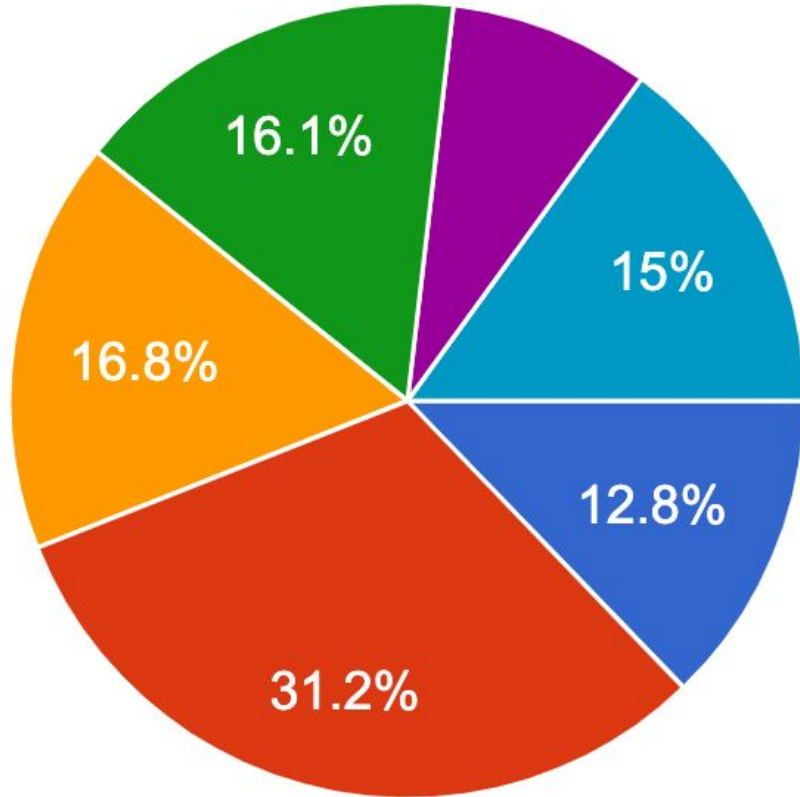
Key Survey Points:

- 78% revealed weekly sales revenue losses of at least \$5,000 per week, totalling a minimum estimated loss of \$4.8 million statewide
- 58% expressed their primary concern as employee welfare
- 53% shared their primary concern as making lease payments
- 52% were primarily concerned with making payroll
- 25% of the businesses are owned by people from traditionally underrepresented groups
- 69% of the businesses are owned by people who identify as women
- 21 counties in Oregon were represented



More than half of the counties in Oregon responded

Sales revenue impact

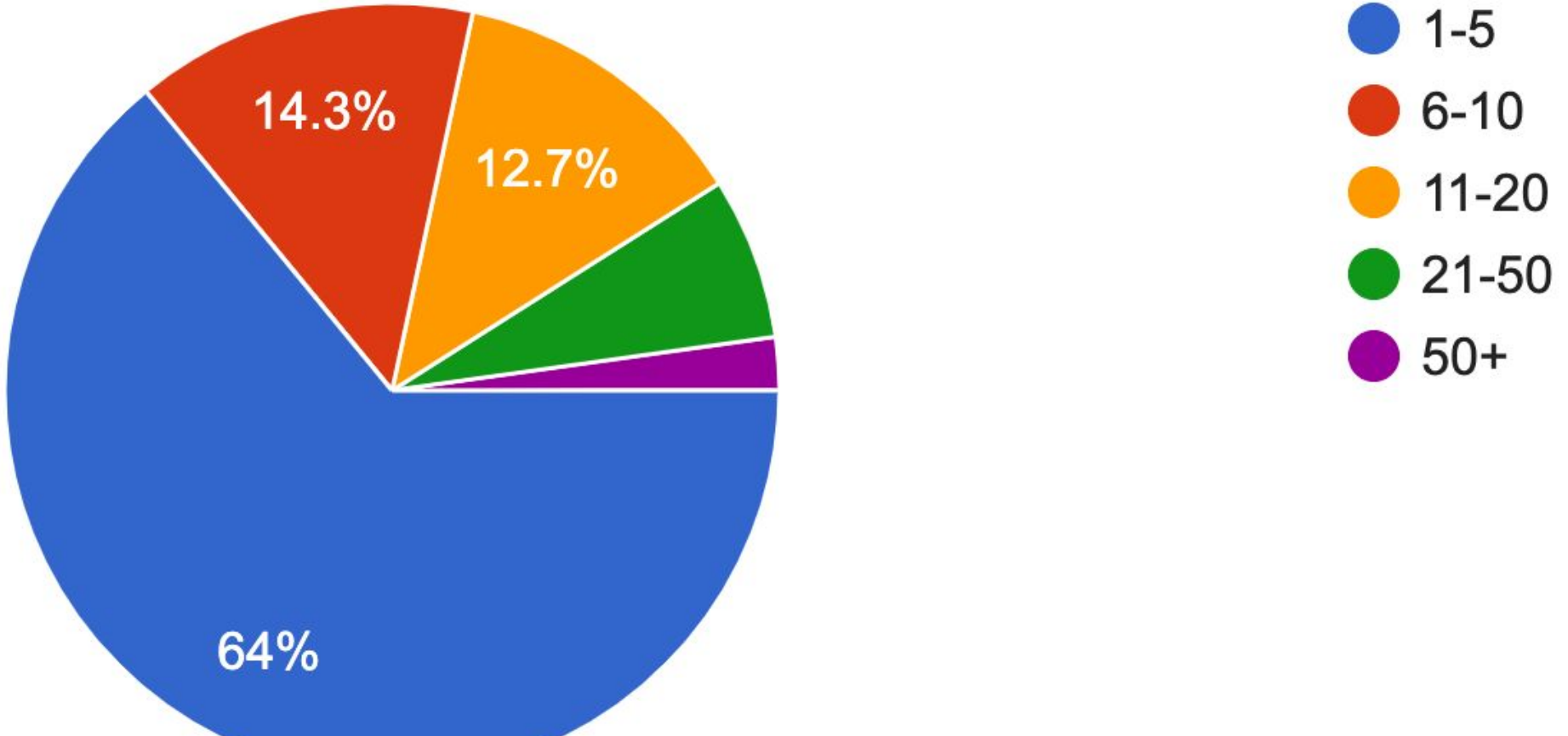


These losses translate into an estimated sales revenue loss in the millions of dollars statewide. **At a minimum.**

\$4,800,000

Minimum estimated sales revenue lost per week

How many employees affected?



Far and away the **primary** concern for business owners centered around **supporting employees and making lease payments**

58%

Concerned about taking care
of employees

53%

Concerned about lease payments

52%

Concerned about making payroll

“Traffic and sales have fallen by 60% ...for the first time in 25 years we had a zero day today.

“Just laid off my one employee. Sales have been 0 for days.

“50-90% loss of revenue,
with massive layoffs
[imminent].

“Today not a single person
walked through my door.
2-3 weeks of this and I don't
know what will happen.

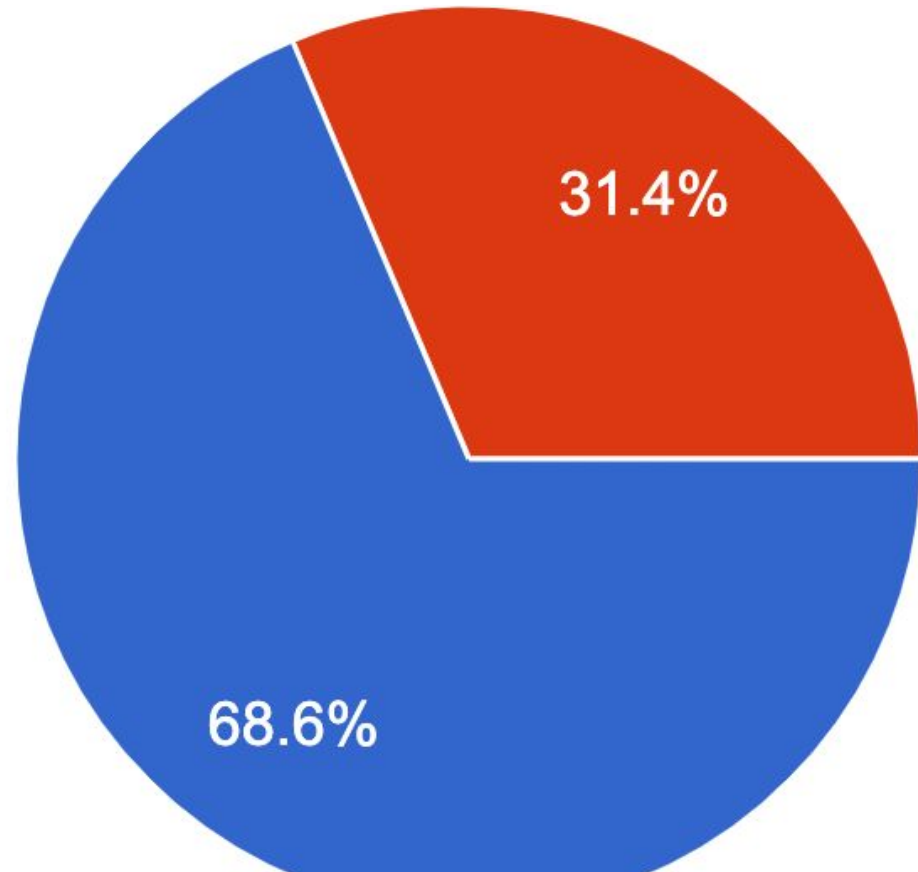
“If my tenants can't afford to pay me rent because their small businesses are also suffering, I have a huge liability on me to keep my building paid for.

Of the responses from around the state of Oregon, a quarter of those responses came from traditionally underrepresented groups including African-American, Asian-Pacific Islander, Indigenous, Latinx, LGBTQ+, and Veterans

25%

Traditionally underrepresented owners

Woman owned business?





BUILT

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