



Washington, DC Women's Business Center

Dialog on Diversity
September 17, 2021

***Heidi Sheppard, DCWBC
Project Director***

WWW.DCWBC.ORG

WASHINGTON DC
WOMEN'S
BUSINESS CENTER

 **NCRC**
National **Community Reinvestment** Coalition

POWERED BY

U.S. Small Business
Administration

DCWBC MISSION

- To empower women entrepreneurs to build resilient and successful businesses, strengthen their community's economy, and create wealth for their families.
- We envision a thriving ecosystem of women entrepreneurs in the DC Metro region, who have access to the tools, capital, knowledge, and networks to create a supportive environment in which to grow their businesses.
- Part of a network of over 135 Women's Business Centers around the country, funded by the Small Business Administration.
- A program of the National Community Reinvestment Coalition.

DCWBC Assistance Delivery Methods

- One-on-One Counseling
- Webinars
- Training Courses
- Peer to Peer Exchanges
- Website
 - Blogs
 - Resource Lists
 - Research Reports



Tools, Capital, Knowledge, and Networks

- | Tools | Capital | Knowledge | Networks |
|---|--|---|--|
| <ul style="list-style-type: none">• <i>LivePlan</i>: Writing a Business Plan• <i>GrowthWheel</i>: Business Decision Making | <ul style="list-style-type: none">• Referrals to Funding Sources• Assistance with loan and/or grant applications• KIVA partner | <ul style="list-style-type: none">• How to Start a Business• Budgeting and Financing• E-commerce• Government Contracting• Marketing and Sales<ul style="list-style-type: none">• & more | <ul style="list-style-type: none">• Peer to Peer events• Resource providers• Advisors• Mentors• Facebook Group |

Women Owned Small Businesses In The D.C. Metro Region: Challenges & Resilience during the Covid-19 Pandemic

- Released July 20, 2021
- To better understand the current needs of DC WBC clients and other woman-owned businesses in the DC area.
 - How are these businesses dealing with the COVID-19 pandemic?
 - Do the impacts vary by industry?
 - Are women-owned businesses gaining access to emergency aid/grants?
 - What other forms of capital were they able to access?
- Survey Methodology
 - Distributed to DC WBC clients
 - Engaged DC WBC partners
 - Translated into Spanish
 - Received a total of 274 responses
 - 60% of responses from DCWBC clients

“For minority women making less yearly income, entrepreneurship is more than just a gig, but a pathway to combat racial discrimination and wealth inequity.”

Survey Participants - Demographics

Race/Ethnicity	All Participants		DC WBC Participants	
	Number	Percent	Number	Percent
BLACK	144	53%	84	55%
WHITE	61	22%	39	18%
HISPANIC	26	10%	16	11%
ASIAN	17	7%	10	6%
MULTIRACIAL	18	6%	9	8%
AFRO HISPANIC	5	2%	4	1%
NATIVE AMERICAN	3	1%	1	2%
TOTAL	274		163	

In the District:

- 40% of businesses are woman-owned¹
- 10% of all businesses are Black-owned²

1- <https://www.self.inc/blog/cities-with-most-female-business-owners>

2-Census, Annual Business Survey, 2018

Survey Participants - Industry

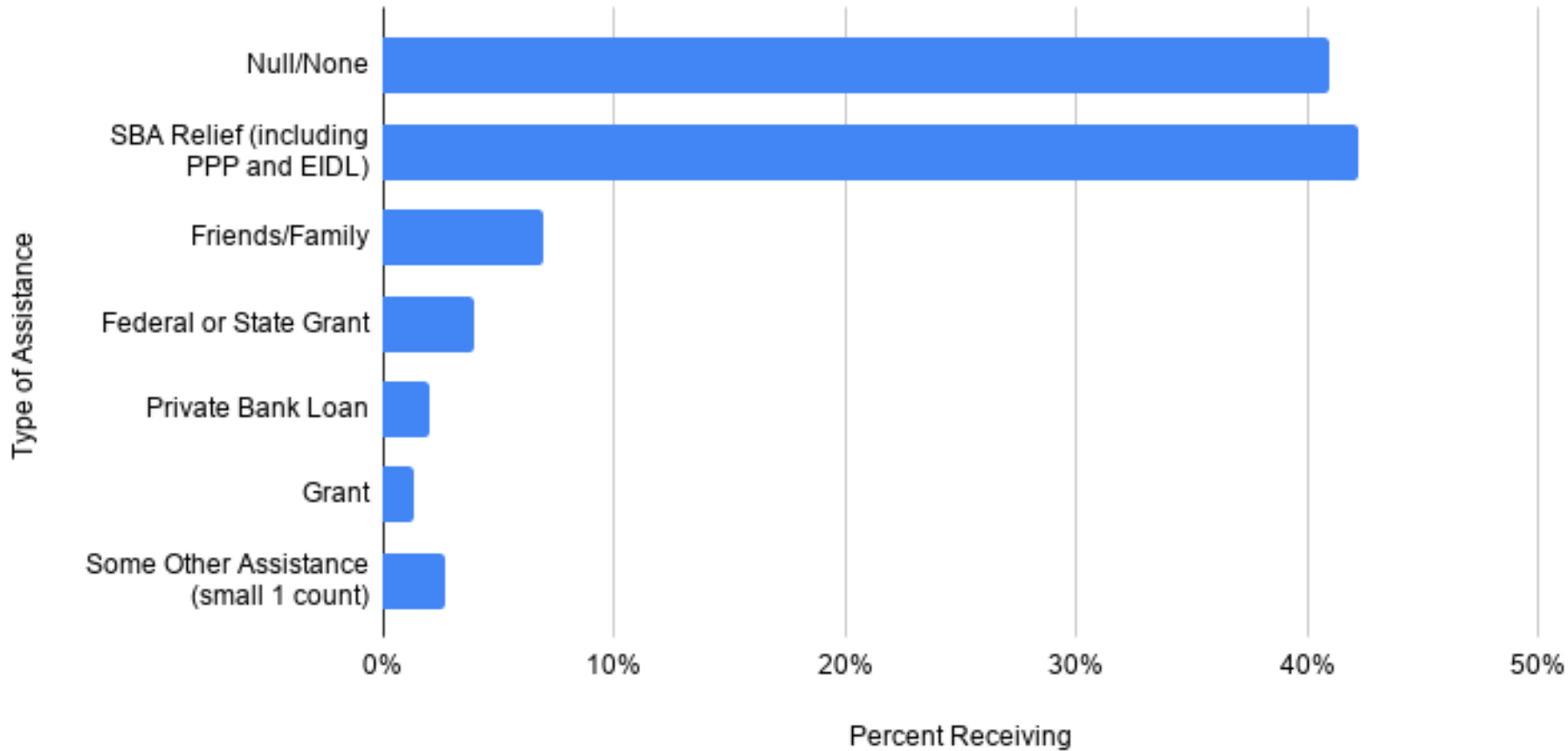
Industry Code	Client #	NonClient #	Client %	NonClient %
Professional, Scientific, and Technical Services	51	22	32%	20%
Retail Trade	20	21	12%	19%
Health Care and Social Assistance	20	14	12%	13%
Administrative and Support and Waste Management and Remediation Services	10	5	6%	5%
Arts, Entertainment, and Recreation	9	6	6%	5%
Educational Services	10	5	6%	5%
Personal Care Services	7	8	4%	7%
Accommodation and Food Services and Personal Care Services	7	6	4%	5%

Dominant sectors
Over half of
Participants
56% & 51%

Survey Participants - Race/Ethnicity & Industry

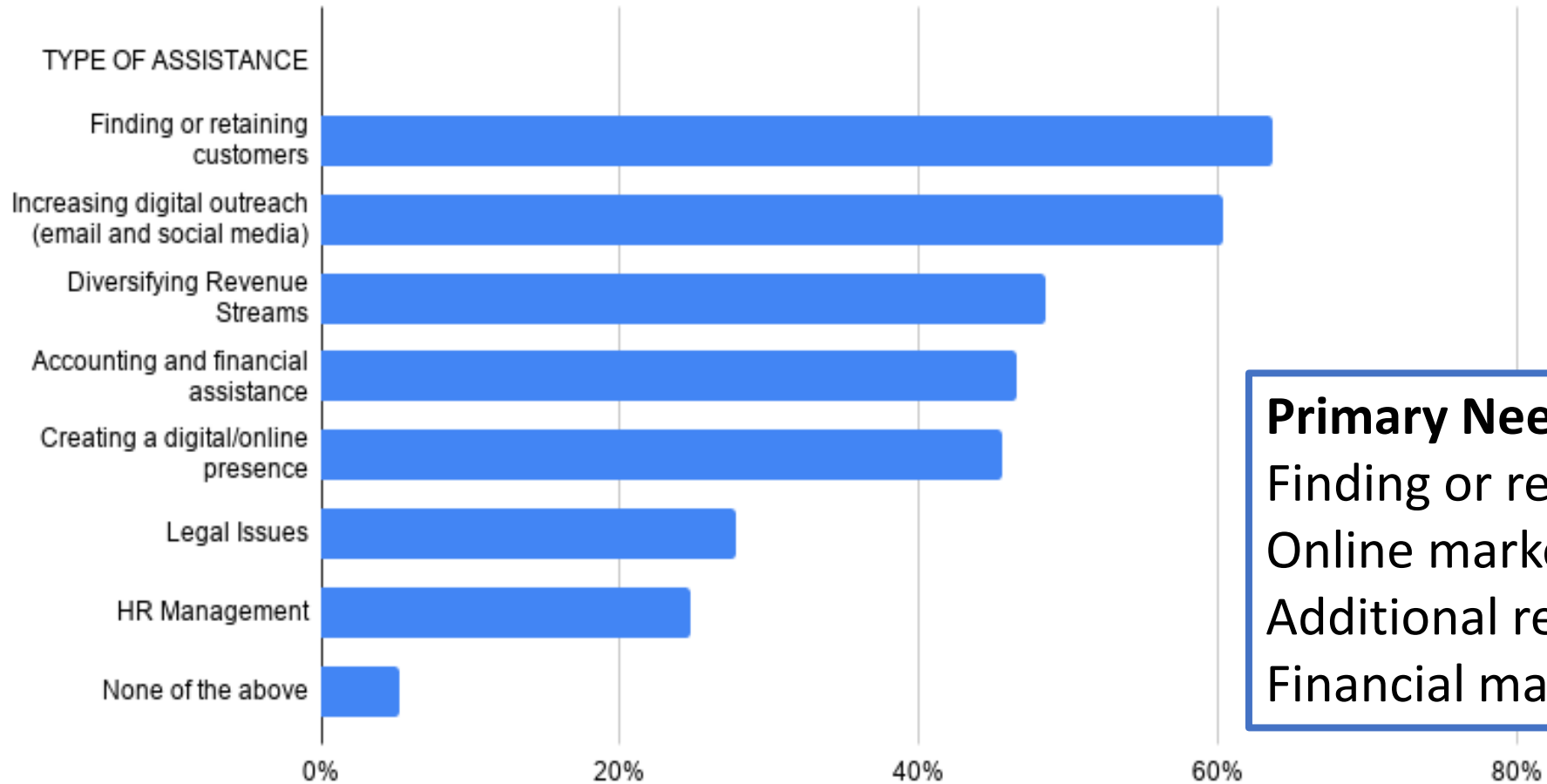
Industry	Asian	Black	Hispanic	White
Professional, Scientific, and Technical Services	12%	27%	15%	36%
Retail Trade	24%	14%	23%	10%
Health Care and Social Assistance	12%	12%	15%	13%
Arts, Entertainment, and Recreation	0%	4%	0%	12%
Educational Services	24%	6%	0%	5%
Personal Care Services	12%	6%	4%	2%
Accommodation and Food Services and Personal Care Services	6%	4%	12%	7%
Construction	0.0%	2%	12%	2%

Pandemic Related Assistance



Even split between those receiving some form of assistance from the government, and those who received nothing at all. Friends and family were 3rd at 7%.

Areas of Assistance Needed



Primary Needs:

- Finding or retaining customers
- Online marketing & digital presence
- Additional revenue
- Financial management

Expected Time to Return to Normal

Time To Return to Normal	Number	Percent
1-2 months	5	2%
2-3 months	16	6%
3-6 months	33	12%
6 months-year	93	34%
more than 1 year	57	21%
This business has returned to normal operating levels	21	8%
This business was not impacted	36	13%
This business is closed.	6	2%

Optimism of women business-owners

Will return to normal sometime this year: **74%**

As of February 2021, 20% had already returned to normal operating levels.

Businesses returned to normal:

- 13% Educational Services
- 11% Professional, Technical, & Scientific Services
- 10% Other Services

Businesses not impacted:

- 40% in Management Companies & Enterprises
- 29% Retail Trade
- 12% Professional, Technical, & Scientific Services

Key Points from the Survey

1. The DC WBC serves a relatively high percentage of minority women business-owners
2. Median revenue for White Non-Hispanic business-owners was highest, for Black business-owners lowest
3. As many respondents received assistance from PPP & EIDL as the number not needing any assistance
4. Participants need assistance with customer attraction, digital marketing, increasing their on-line presence
5. Some women business-owners are optimistic about outlook over next six months to year

Quotes from the Survey Respondents

The COVID-19 pandemic was just one of the challenges they faced in their business journey, “just another task on this road” and “COVID is just another problem to add to our plates”

A certified public accountant firm wrote, “There has been an increased need for my services (technical assistance) given the additional government stimulus funding. As a bilingual CPA I have been able to assist fellow minority owned small business owners become more financially savvy by providing one on one financial literacy/ business education to help them use PPP funds effectively.”

“Staying Positive; Trying to stay healthy and trusting that things will get better and we will be ready when things get better.”

“COVID forced us to pivot our offering in such a way that we are now more profitable and have an improved customer experience.”

“It has been insanely challenging. I shifted by focusing on different revenue streams by publishing a book. But, my salon still needs capital to get back on our feet.”

“In order to continue working and keep the bills paid, I turned my apartment into a salon by day and living space at night. It's working now, but it's time to separate the two and expand business.”

To view the report: [Women Owned Small Businesses in the D.C. Metro Region: Challenges and Resilience During the COVID-19 Pandemic](#)

Umu's Story

Thank You!

Our Team

Heidi Sheppard, Project Director

Sade McKoy, Communications Specialist

Monti Taylor, Resource Coordinator

LaToria Brent, Small Business Counselor

Contact Us!

info@dcwbc.org

Learn more about us!

WWW.DCWBC.ORG