



## BLACK SMALL BUSINESS ASSOCIATION OF CALIFORNIA PRESENTS



# TECHNICAL ASSISTANCE PROGRAM FOR SMALL BUSINESSES

There is a movement underway to help Black-owned small businesses struggling in the COVID-19 economy. Spearheaded by the Black Small Business Association of California (BSBA), in partnership with the City of Sacramento and local small business experts, the Technical Assistance Program (TAP) will help Black-owned small businesses successfully navigate the economic minefield of COVID-19.

To the surprise of no one, Black business owners have been devastated by economic losses associated with the mandated business closures and stay at home orders. An economic analysis by Robert Fairlie of the University of California, Santa Cruz, found that Black-owned businesses have been hit the hardest by the coronavirus pandemic. Fairlie notes that the number of working black business owners decreased significantly as a result of the virus, going from 1.1 million in February to 640,000 in April. This represents a loss of approximately 41 percent of black business owners in the U.S. In contrast, only 17 percent of white small business owner have faced the same losses.

That seems on brand for America in 2020.

The disproportionate rate at which Black business owners' livelihoods have disappeared before their eyes can be attributed to the preexisting conditions of systemic racism and economic inequality. These underlying societal diseases t have plagued Black people in this country for eons and the most egregious culprits that weaken Black-owned small businesses - barriers to capital and credit, and a lack of capacity and scale - are familiar and enduring. These obstacles, in conjunction with the few, if any, opportunities to seek and receive the technical assistance needed to help these businesses withstand the loss of income, have made it nearly impossible for Black-owned businesses to survive during this pandemic.

That's where TAP comes in. This innovative and collaborative program will provide Black-owned small businesses with the tools they need to survive during COVID-19. Led by BSBA, a professional organization focused on providing advocacy and resources to Black-owned small businesses, TAP will offer seminars on a number of topics, including small business planning and organizational structure, social media marketing, legal compliance, branding, and marketing. TAP will also offer a full service "Business Essential Services" program to help existing businesses stay afloat, and cultivate burgeoning entrepreneurs as they put their natural talents and skills to work by starting a new business. As with most things in the Black community, saving Black-owned businesses will take a village; thus, BSBA has recruited a number of collaborative partners and small business experts to provide a transformative experience for TAP participants.

BSBA and its partners bring over 100 years of shared experience to their TAP collaboration. These experts include local nonprofits such as Beyond the Village, which offers career planning, technology training and job creation to veterans and adults over 55, and Pryor & Pryor Consulting, which supports Black entrepreneurs through targeted communication and digital advocacy. Seminars for TAP participants will include educational presentations about business operation from Diversif-I Education Group, and legal compliance from Reed Williams law firm. Maximum Reach 4 Economic Equity, Career Path Development Group, and MoorePark Enterprises will provide development and supportive services designed for small businesses, while Sac Black Biz will provide social media training.

While the economic implications of the coronavirus pandemic have been especially devastating for Black businesses, our entrepreneurs are down now, but they are not out. The Black community is resilient and has a prevailing entrepreneurial spirit that has carried generations through the most horrific atrocities in human history. Black-owned businesses are not only needed; they are essential because they provide both critical services in underserved communities and serve as primary sources of jobs and income in communities of color. To survive this unprecedented emergency, we as a society will have to tap into our collective creativity and combine our community resources. By design, TAP models this because it is intentionally leveraging the knowledge and skills of its local partners who understand the Black community, and they are working together to help Black-owned small businesses pivot and prevent permanent closures.

BSBA and its partners are ready to circle the wagons and help Black small businesses survive COVID-19, and flourish in its aftermath. They also hope that TAP will serve as a model for future collaborative economic efforts that target underserved communities and under-resourced small businesses.

For more information about TAP, please contact BSBA at or (916) 573 -0677 or [info@bsba-ca.org](mailto:info@bsba-ca.org).

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