



## I ♥ NYC SMB FACTS & KEY MESSAGES

### Current Facts about New York City Small Businesses

- According to the [SBA](#), small businesses make up 99.8% of all New York businesses.
- [U.S. Census Data](#) shows that 78% of NYC small businesses reported a continuing negative impact from the pandemic as of March 2021.
- From March 1 to the end of April, during the height of the pandemic in New York City, businesses in the city that use the payment company Square saw their revenues drop by half, according to an analysis the company provided to [The New York Times](#).
- The most vulnerable small businesses in New York City might be those operated by minority or female owners. [Recent studies](#) have shown that these [were largely shut out](#) of federal aid. There are about 10,500 businesses that New York City has certified as minority- or female-owned. A [survey of such businesses](#) released by the New York City Comptroller's Office found that 30 percent of them believed they were likely to fold within the next 30 days.
- When the pandemic eventually subsides, roughly one-third of the city's 240,000 small businesses may never reopen, according to a report by the [Partnership for New York City](#), an influential business group. So far, those businesses have shed 520,000 jobs.

### [GoDaddy Venture Forward Research Reveals](#) that adding one microbusiness per 100 people is associated with:

- A -0,05% point drop in unemployment.
- +2 new jobs created by each additional entrepreneur.
- +40% increase in economic resilience.
- +\$485 increase in median household income.

This is a critical moment to **celebrate** and show **support** for every business that has endured and adapted to keep NYC running.





## I **NYC SMB Key Messages**

- I Love NYC SMB is powered by [Silver Lining](#). Since 2005, Silver Lining has been helping small business owners all over the world build more profitable and sustainable businesses.
- I Love NYC SMB is an initiative of [Thank You Small Business](#), Silver Lining's Global Movement. Through this initiative, we aim to **celebrate and support 100 New York City small businesses** across the 5 boroughs who not only survived the first year of the pandemic but who found ways to innovate and who had a meaningful impact on their communities and the economy.
- **Nominations opened on March 18, 2021** – exactly 1 year after NYC went into lockdown and small business owners in NYC faced the greatest challenges in recent history. A public marketing campaign to support these 100 small businesses (and all NYC small businesses!) will begin in June 2021.
- **This campaign is not about us; it about the true blue small businesses of NYC.** Many of the best parts of New York City are in the small businesses in every community and on every corner. These small businesses and the owners who have created them bring character, charm, jobs, money, and experiences into every borough. They have put their heart, soul, savings, credit lines, blood, sweat, and tears into building a business that creates opportunities for their families, teams, communities, and the economy. The pandemic has been incredibly hard on small business owners in NYC, and it is time we gave them some love!
- **We are giving each of these 100 SMBs a Thank You Prize**, each with a value of \$10,000, and running a multi-month campaign to drive new business, awareness, and support to them. **The Prize package includes:**
  - ◆ Full enrollment in the SLAP™ - Silver Lining Action Plan - Program, a proven small business growth program that is data-driven, technology-enabled, and based in behavior change science, helping them build more profitable and sustainable businesses.
  - ◆ (Optional) Access to SLAPloans™ - 100% unsecured loans based on behavior, not credit score.
  - ◆ A .nyc domain, free hosting, and a “proud to be .nyc swag bag from GoDaddy.
  - ◆ A professional video produced by Re-Invention TV and distributed widely to share their story, follow their journey, and raise their voice. These business owners can also use the content in their own marketing efforts.
  - ◆ A fundraising concert series produced by ARKAI featuring New York City musicians with all ticket sales and donations re-distributed to the SMBs as cash gifts.
  - ◆ A major marketing and PR campaign asking New Yorkers to buy from these 100 businesses.
  - ◆ An online directory and specially produced E-Mag profiling the 100 business owners.

- ◆ 10x10 Mastermind Groups led by successful NYC entrepreneurs for deeper peer support.
- ◆ 4 Connects (one per quarter) where the 100 business owners will come together and form an instant network of supportive fellow business owners working together across NYC.

### Ongoing Opportunities

- **[Sign up to our Support List](#)** - It is never too late to get involved and make a significant impact on a small business. We invite individuals, companies, and corporations to get involved and help us further support New York City Small businesses throughout our multi-month campaign. We will be sending out emails that include opportunities and ways to contribute that will directly impact the success of these 100 small businesses and the broader NYC small business community.
- **If anyone is interested in launching this initiative and bringing it to their city in partnership with Thank You Small Business**, email [carissa@smallbizsilverlining.com](mailto:carissa@smallbizsilverlining.com)! The goal of every initiative is to create economy in cities across the world, and the way that we do that is to keep small businesses in business. With our Win-Win-Win model, the partners win, the small businesses who get chosen win, and the cities economy wins.

