

# Small Business Credit Survey: 2024 Tampa Insights



Federal Reserve  
Bank of Atlanta

Community and  
Economic Development

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Owners of small employer firms (firms with one to 499 employees) were surveyed in the fall of 2023 for the Small Business Credit Survey (SBCS).<sup>2</sup> This brief highlights key findings for 105 Tampa-St. Petersburg-Clearwater MSA, from now on referred to as “Tampa,” small employer firms (“firms”).<sup>3</sup>

## Firm Conditions & Financing

More than half of Tampa’s firms reported poor or fair financial conditions in 2023 (65 percent); this represents the same share of firms reporting such financial conditions as the previous year. In 2023, more firms said they experienced increased revenues the prior 12 months compared to firms responding in 2022, while fewer firms saw no change in revenues. Forty-four percent of firms applied for loans, lines of credit, or merchant cash advances, most frequently citing meeting operating expenses as the reason for seeking financing. Among firms that applied for financing in 2023, business loans (35 percent) and lines of credit (29 percent) were sources of financing most sought by Tampa respondents.<sup>4</sup>

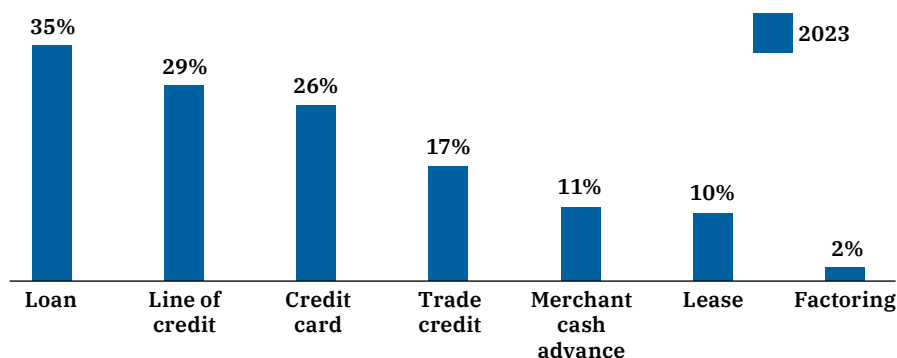
## Revenue Change in the Last 12 Months N=102 2022-2023



## 2021-2022



## Application Rate by Type of Financing N=105



# 44%

Applied for financing in the prior  
12 months *compared with*  
40% in 2022 (N=105)

# 65%

Reported that 2023 financial  
conditions were poor or fair  
*compared with* 65% in 2022  
(N=105)

# 44%

Reported operating at a loss at  
the end of 2023 *compared*  
with 33% in 2022 (N=100)



To read the 2024 report,  
scan the QR code or click [here](#).

<sup>1</sup>The views expressed here are those of the authors and do not necessarily represent the views of the Federal Reserve Bank of Atlanta or the Federal Reserve System.

<sup>2</sup>The SBCS is a national sample of over 6,000 small businesses focused on firms’ financing and debt needs and experiences. The national report and corresponding data used for this brief are available at [www.fedsmallbusiness.org/survey](http://www.fedsmallbusiness.org/survey).

<sup>3</sup>See more demographic details on page 2. Note that data are weighted to be representative of all small businesses in Tampa and that not all yearly comparisons included are statistically significant, partly owing to sample size. Percentages may not sum to 100 because of rounding and, for some figures, respondents could select more than one option.

<sup>4</sup>At the MSA level, we analyzed Application Rate by Type of Financing only. The category labeled as “Loan” includes business loans, SBA loans, auto or equipment loans, mortgage or real estate loans, or personal loans; “Line of Credit” includes home equity lines of credit and business lines of credit. Application Rate by Type of Loan, Line of Credit, or Merchant Cash Advance for the Tampa MSA is unavailable at a more detailed level due to an insufficient number of survey responses. A year-to-year comparison between 2022 and 2023 is not available for the same reason.

## SBCS 2024: Tampa

### Challenges in 2023

The most prevalent challenges reported by Tampa firms were similar in 2023 to 2022; however, some challenges closely related to the pandemic saw significant declines year over year, including hiring and retaining staff and supply chain issues, which were reported less frequently in 2023. The most widely cited operational challenges were reaching customers or growing sales (68 percent), hiring or retaining qualified staff (50 percent), and supply chain issues (47 percent). Other operational challenges included utilizing technology (30 percent), complying with government regulations (19 percent), and ensuring the health and safety of customers or employees (seven percent). The most common financial challenges were increased costs of goods, services, and/or wages (81 percent); paying operating expenses (67 percent); and weak sales (56 percent). Additional financial challenges included uneven cash flow (54 percent), credit availability (41 percent), and making payments on debt/interest rates (40 percent).

#### Firm Demographics N=105<sup>5</sup>

Tampa employer firms consisted of the following demographic groups:



Male-owned



Female-owned



Equally owned

#### Race/Ethnicity of Owner(s)

White  
73%

People of Color  
27%

#### Industry

Services, except finance  
62%

Goods, retail, and finance  
38%



**62%**

Have 1–4  
employees



**26%**

Earn <\$100K in  
annual revenues

#### Age of Firm (Years)

40%

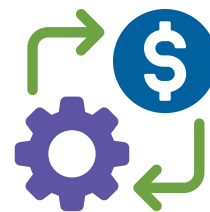
0–5 years

17%

6–10 years

43%

11+ years



#### Top Operational Challenges N=153

**68%**

Reaching customers/  
growing sales

**50%**

Hiring or retaining  
qualified staff

**47%**

Supply chain issues



#### Top Financial Challenges N=153

**81%**

Increased costs of goods,  
services, and/or wages

**67%**

Paying operating  
expenses

**56%**

Weak sales

<sup>5</sup>Percentages and sample sizes include only weighted responses from employer firms. The population data used to generate state and MSA level weights come from the US Census Bureau's 2021 Annual Business Survey (gender, race/ethnicity), 2021 Business Dynamic Statistics (firm age), and 2021 County Business Patterns (industry and firm size).