

**Request for Approval under the “Generic Clearance for SBA Customer Experience Data Collections”
(OMB Control Number: 3245-0404)**

TITLE OF INFORMATION COLLECTION:

PURPOSE:

What are you hoping to learn / improve? How do you plan to use what you learn? Include any artifacts your team may develop as a result of this collection.

SBA received funds under the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, (Economic Aid Act), Pub. L. 116-260, Div. N, Title III, Sec. 324 (December 27, 2020), to provide grants to shuttered venues that meet certain conditions. Specifically, Section 324 of the Economic Aid Act establishes the Shuttered Venue Operators Grant (SVOG) program to provide grants up to \$10 million dollars to certain eligible persons or entities: a live venue operator or promoter, theatrical producer, or live performing arts organization operator, museum operator, motion picture theatre operator, or talent representative subject to the statutory eligibility requirements and the availability of funds. Additionally, the American Rescue Plan Act signed into law on March 11, 2021, amended the SVOG eligibility requirements to allow borrowers that received Paycheck Protection Program (PPP) loans after December 27, 2020, to also receive a grant (Pub. L. 117-2, Title V, Sec. 5005).

The information will be collected from grantees of SBA’s SVOG program (live venue operators or promoters, theatrical producers and live performing arts organization operators, museum operators, motion picture theatre operators, including owners, and talent representatives. This information collection will be used by SBA’s Office of Disaster Assistance (ODA) to understand the customer experience of the recipients of the SVOG and build customer service efficiencies into future disaster funding programs. Any outcome data is specifically related to understanding the SVOG recipient’s experience with the program and will not be used to describe outcomes of the program as a whole.

TYPE OF ACTIVITY: (Check one)

- Customer Research
- Customer Feedback Survey *(if selecting this option, include survey instrument tool with this submission)*
- User Testing of Services and Digital Products

DESCRIPTION OF ACTIVITY

1. How will you collect the information? (Check all that apply)

- Web-based surveys
- Telephone interviews
- In-person
- Mail
- Other: Information will be collected through the applicant portal.

For Customer Feedback Survey:

Explain who will be surveyed and why the group is appropriate for the Federal program / service to connect with. Do you somehow have a list of customers to

reach out to (e.g., email addresses of individuals who have visited a service center in the past month)? Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them.

All recipients of a Shuttered Venue Operators Grant (SVOG) will be given the opportunity to complete the survey. This includes Live Venue Operators or Promoters, Theatrical Producers and Live Performing Arts Organization Operators, Museum Operators, Motion Picture Theatre Operators, including owners, and Talent Representatives. The contact information for these recipients resides in SBA's SVOG applicant portal. These SVOG recipients will complete the survey in their applicant portal as part of the grant closeout process. All SVOG recipients will be required to complete the closeout process and will then have access to the survey. The survey is optional. The message prompt for the survey will be, "The SBA is requesting your feedback on your experience with the Shuttered Venue Operators Grant Program. Please click the link to complete the survey."

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [X] No

BURDEN HOURS:

We estimate that the survey will take approximately 5 minutes to complete. While we have approximately 12,000 SVOG recipients, we expect a response rate of approximately 25 percent.

12,000 recipients * .25 = 3,000 respondents

3,000 respondents * 5 minutes = 250 hours

FEDERAL COST:

There is no cost to the respondents to complete the survey. This survey will be presented as part of the grant closeout process. The cost related to the portal build has been previously reported. We estimate that approximately 3 percent of the cost to build the closeout portion of the portal will be attributed to the survey.

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency all or a subset of information may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.

Name: _____

Title: Deputy Associate Administrator, SBA Office of Disaster Assistance