

**Request for Approval under the “Generic Clearance for Formative Data  
Collections for Evaluation, Research, and Evidence-Building”  
(OMB Control Number: 3245-0425)**

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**TITLE OF INFORMATION COLLECTION:** Shuttered Venues Operators Grant Grantee Survey

**PURPOSE OF THE COLLECTION:** This data collection is part of the Shuttered Venues Operators Grant (SVOG) evaluation project which seeks to understand how SVOG awards impacted employment, revenue, and business survival. The purpose of this survey data collection is to understand how SVOG grantees used their grant funds, how actual use of funds compare to approved allowable costs, and to understand grantees’ remaining pandemic recovery needs. Interviews will also be conducted as a part of this evaluation. SVOG was a pandemic-response program established in December 2020 to aid entertainment venues and related businesses that were disproportionately affected by the pandemic due to suspension of large group gatherings. The findings from both survey and interview data collections will allow SBA to improve future industry-specific grant processes.

**TYPE OF COLLECTION ACTIVITY:** (Check one)

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Survey/ questionnaire   | <input type="checkbox"/> Cognitive interview     |
| <input type="checkbox"/> Focus group/small group discussion | <input type="checkbox"/> User testing            |
| <input type="checkbox"/> Interviews                         | <input type="checkbox"/> Observation/field study |
| <input type="checkbox"/> Other: _____                       |  |

**CERTIFICATION:**

I certify the following to be true:

1. The collections are voluntary.
2. The collection is low burden for respondents and low-cost for the Federal Government.
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies.
4. The 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. Summaries and aggregate results may be included in public-facing evaluation or similar report.
8. Information gathered will not be used for the purpose of substantially informing influential policy decisions.

**Name:** Kate Aaby *Katherine Aaby*  
**Title:** Associate Administrator for OPPCFO

*All instruments used to collect information must include:  
OMB Control No. 3245-0425, Expiration Date: 10/31/2025*

## DESCRIPTION OF THIS SPECIFIC COLLECTION

To assist review, please provide answers to the following question:

### 1. Administration of the Instrument

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

Web-based or other forms of Social Media

Telephone or other audio technology

Video

In-person

Mail

Other \_\_\_\_\_

b. Will interviewers or facilitators be used?  Yes  No

### 2. Description of respondents/participants

4,000 SVOG grantees (out of a total 13,000+ grantees) will receive the survey. Based on prior evaluative survey efforts, we anticipate a response rate of 10% (400 responses). Sampling will be undertaken for representation purposes only; findings from this data collection will not be generalized to the broader population. As operators of the businesses that received awards, this respondent population understands how SVOG funds were used and their businesses' pandemic recovery needs. The contractor will randomly draw the sample from SVOG administrative data. For outreach, we will use email addresses and phone numbers from the administrative data.

### 3. Activity timeframe

The survey data collection will occur during an eight-week period in the months of March, April, and May of 2023.

### 4. Collection procedures

The Grantee Survey will be administered over a period of 8 weeks using the following steps:

1. The SVOG program director will send a preliminary communication via email to the 4,000 sampled grantees introducing the contractor and informing grantees of the survey.
2. The 4,000 grantees will receive an emailed survey invitation; each grantee will have a unique link.
3. We will send weekly email reminders to grantees who do not complete the survey until 400 respond (10% response rate).
4. Beginning in week 4, reminder recruit efforts will shift to a personalized phone call from a member of the research team and confirming they received the email link.
5. In week 8, if the response rate is below 10%, the research team will send a final reminder email to non-responding grantees asking them to complete the survey and a replacement sample may be drawn.

Based on pilot testing of the survey with 5 SVOG grantees, the anticipated time to complete the survey is 10 minutes.

**5. Provide the question list (Submit all instruments, instructions, and scripts with this request).**

See Attachments A (Survey Correspondence and Communication) and B (Web Survey Instrument)

**6. Use and dissemination of the results**

Aggregated results will be shared in an evaluation report, briefings, and fact sheet.

**PERSONALLY IDENTIFIABLE INFORMATION**

1. Is personally identifiable information (PII) collected?  Yes  No  
Survey respondents will have the opportunity to provide PII that is collected for interview outreach; after interviews are completed, PII will not be retained.
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published?  Yes  No

**GIFTS OR PAYMENTS**

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

If Yes, describe:

**BURDEN HOUR COMPUTATION**

Participation time is the average response time based on pilot testing the survey with five business operators.

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals: operators of businesses that received an SVOG Grant	400	10 minutes	67
<b>Totals</b>	<b>400</b>	<b>10</b>	<b>67</b>

**BURDEN COST COMPUTATION**

Respondent cost estimates are based on the Bureau of Labor Statistics May 2021 median wage for Entertainment and Recreation Managers (Except Gambling) occupations of \$35.48 per hour.

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total Estimated Cost
Individuals: operators of businesses that received an SVOG Grant	400	\$ 35.48	10	\$2,377.16
<b>Totals</b>	<b>400</b>	<b>\$ 35.48</b>	<b>10</b>	<b>\$2,377.16</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$20,487.44, which includes 40 hours for a GS-14 evaluator, 5 hours for a GS-15 manager, and research support by the contractor, 2M. The estimate is based off of a 2022 federal pay schedule for personnel located in the DC area.

**OTHER SUPPORTING INFORMATION**

**REQUESTED APPROVAL DATE:** February 24, 2023

**ICR REQUEST CONTACT:**

**Name:** Sana Ahmed Wilder  
**Title:** Lead Program Evaluator  
**Telephone Number:** 801-524-3208  
**Email Address:** sana.ahmedwilder@sba.gov

## **Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE OF THE COLLECTION:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

### **DESCRIPTION OF THIS SPECIFIC COLLECTION**

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g., used for surveys) or facilitators (e.g., used for focus groups).

**Description of respondents/participants:** Describe the people you will interact with are collecting information from and why the group is appropriate for the program / service to connect with. 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 (e.g., anyone who provided an email address to a call center representative, a representative sample of administrators who downloaded a report in May 2021, intercept interviews at a particular field office, a list of customers, e.g., a CRM database that has contact information, to reach out to that defines the universe of potential respondents and have a sampling plan for selecting from this universe). Attach a copy of the sampling plan if applicable.

**Activity timeframe:** Describe the time frame, dates, locations, and number of events (e.g., focus groups, surveys, sessions) that will occur (e.g., We will conduct focus groups on May 13,14,15. We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or “This survey will remain on our website in alignment with the timing of the overall clearance.”)

**Collection procedures:** Describe the information collection activity ( e.g., what happens when a person agrees to participate? Will facilitators or interviewers be used? What’s the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?).

**Provide the question list:** Paste the questions or prompts presented to participants in your activity. If you have an interview/facilitator guide, that can be attached to the submission and referenced here. Submit all instruments, instructions, and scripts with the request.

**Use and dissemination of the results:** Describe how, by whom, and for what purpose the information is to be used (e.g., to inform future evaluation, continuous improvement efforts, etc.) and whether and how results will be disseminated (e.g., evaluation report, journey map, etc.).

**PERSONALLY IDENTIFIABLE INFORMATION:** Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

**GIFTS OR PAYMENTS:** If you answer yes to the question, please describe the incentive, and provide a justification for the amount.

**BURDEN HOUR AND COST COMPUTATIONS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

**No. of Respondents:** Provide an estimate of the Number of Respondents.

**Participation Time/Response Time:** Provide an estimate of the amount of time (in minutes) required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden Hours:** Provide the Annual burden hours: Multiply the Number of Respondents and the Participation Time in minutes then divide by 60

**Hourly Rate:** Provide the hours rate. Ex. Respondent cost estimates are based on the Bureau of Labor Statistics May 2021 median wage for all occupations of \$28.01 per hour.

**Total Estimated Cost:** Provide the total estimated cost. Divide the Response Time in minutes by 60. Then multiply by the hourly rate and Number of Respondents.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**NOTE: Data collection requests under this generic ICR are not intended for statistical purposes as defined by 44 U.S. Code § 3561.**