The leading current form of business in Savannah area is Partnerships/Limited Liability Companies at 31.8%, followed by S-Corporations at 22.7%. Tied for third are Sole Proprietorships and C-Corporations holding 19.7%.

A majority of the businesses currently had less than six full-time or part-time employees. 27.5% of small businesses had only a single employee followed by 13.8% of businesses having 3-5 employees. Lastly, 8.8% had only two employees.

The main form of financing for the businesses is small local/regional banks at 25.9% followed by large national/international banks at 16% and personal loans at 12.4%.

Data showed that around 56% of the businesses marketed using Facebook. 46% of businesses used referrals as a major source of marketing 45% marketed through community events.

Businesses did not see large changes in employment in the last 12 months, where 64.1% saw no change at all. 28.1% of the small businesses saw an increase of employment. The average increase was 3 employees. 7.8% of the businesses saw a decrease in employment which averaged close to 4 employees.

48.1% of the small businesses surveyed saw an increase in revenue over the past 12 months when compared to the previous year. There was an average increase of $72,000. 31.5% of the firms saw no change in revenues when compared to the previous year. 20.4% of the small businesses experienced a decrease in revenue.

25% of the respondents listed a wide variety of issues as the single most important problem facing the small business sector in Savannah including authoritative, prohibitive regulations and policies. Additionally, 18.8% of the businesses believed taxes are the single most important problem and the same percentage believed poor sales was the most important issue.

See the table below for the distribution of responses to the question: “What can the city, county, development authorities, etc. could do better to support the small business sector?”

How to Support the Small Business Sector

- Reduce Crime: 19.1%
- Decrease Red-Tape: 17.7%
- Improve Education: 13.2%
- Create Tax Incentives: 11.8%
- Educate Business Owners: 11.8%
- Improve Parking: 9.6%
- Other: 7.4%
- Improving Traffic: 5.2%
- Improving Pedestrian: 4.4%