

Summit County Business Impact Survey- April 2020

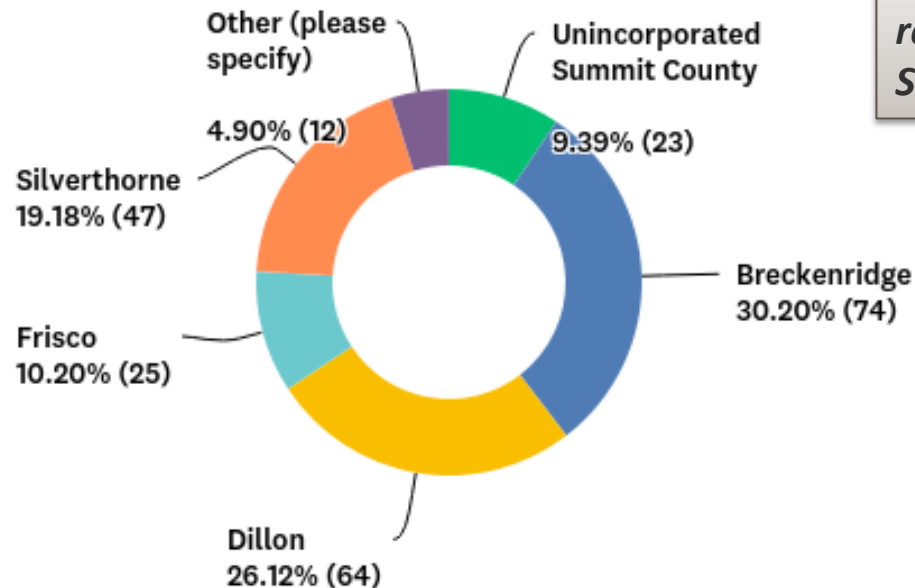
246 Responses

**Presented by the Summit Chamber and
Summit Prosperity Initiative**

Tuesday, April 21, 2020

Q1: Where is your business located?

Answered: 245 Skipped: 1



**246 business
responses across
Summit County**

Q2: What is your category of business?

Answered: 246 Skipped: 0

ANSWER CHOICES	RESPONSES	
Lodging	21.14%	52
Restaurant & Food Service	14.63%	36
Retail	13.82%	34
Construction & Design Services	9.76%	24
Real Estate	6.91%	17
Arts, Entertainment, Recreation	7.32%	18
Professional, technical, scientific	5.28%	13
Non-profit	2.44%	6
Health Care	4.07%	10
Finance and Insurance	1.22%	3
Other (please specify):	13.41%	33
TOTAL		246

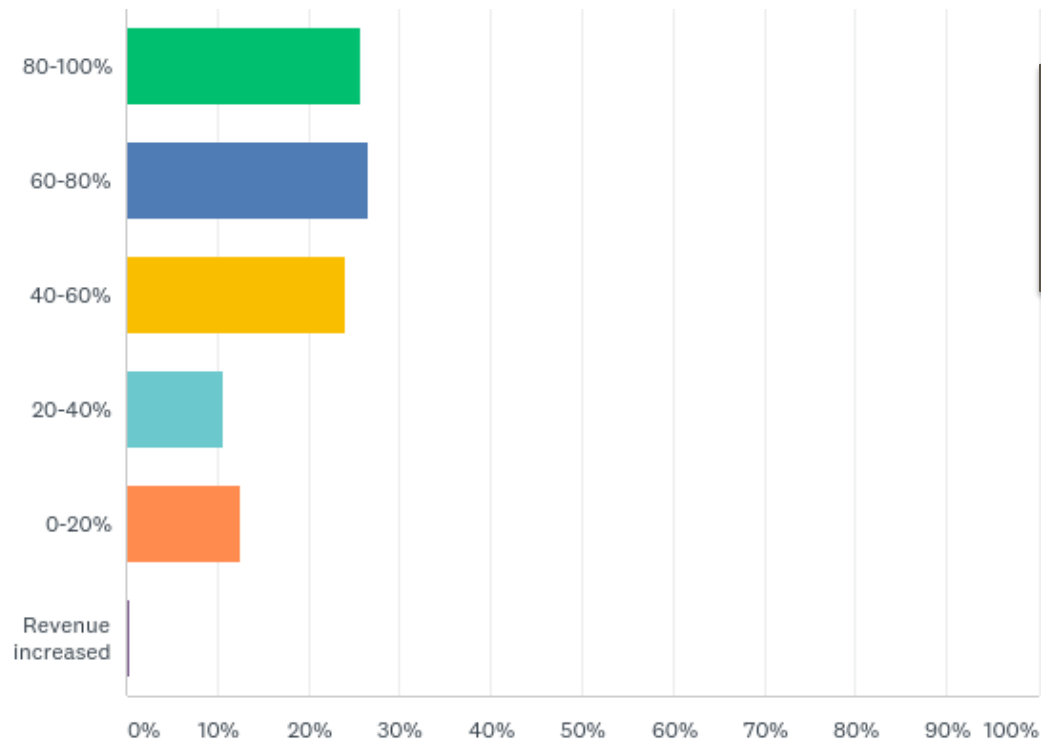
Business breakdown closely aligns with NWCCOG's Summit County Profile

Other= variety of services from photographers to hair salons to marketing to financial, etc.



Q3: What percentage of revenue for March 2020 do you estimate you have lost due to COVID19?

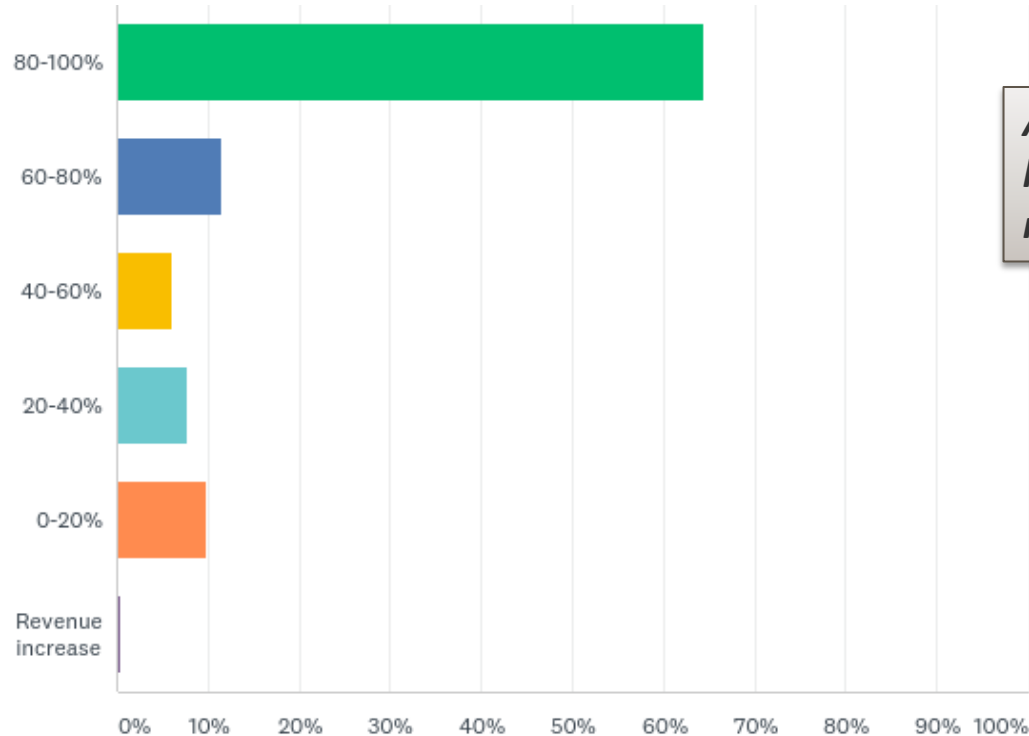
Answered: 245 Skipped: 1



As expected, there was some revenue in early March. Estimated revenue lost = 60%

Q4: What percentage of revenue for April 2020 do you anticipate losing due to COVID19?

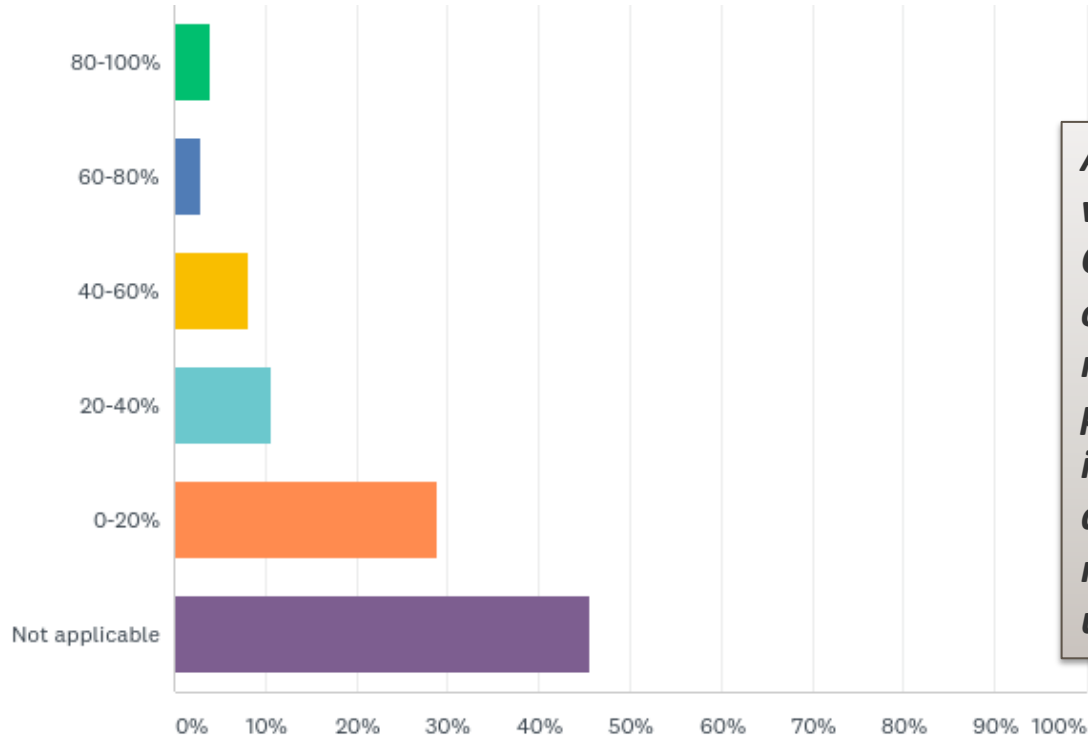
Answered: 245 Skipped: 1



April showed a higher loss. Estimated lost revenue= 80%

Q5: What percentage of your staff do you estimate has left the area and won't be available for rehire?

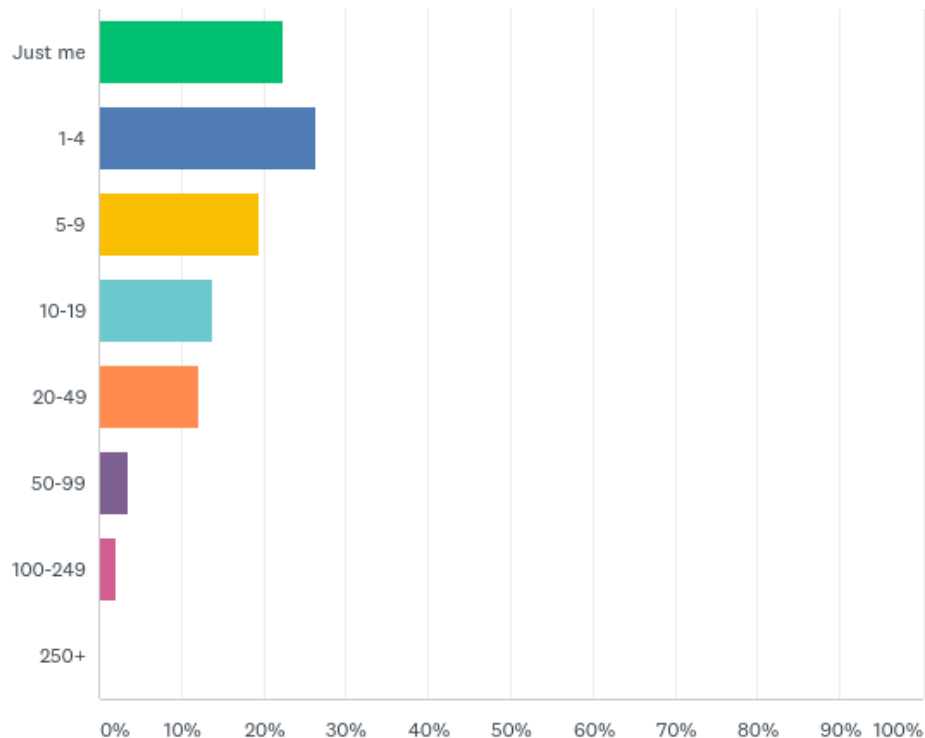
Answered: 246 Skipped: 0



About 20-25% of our workforce has left the County. Using 26K as our labor force, this means about 5K people have left. This is important as we look at rehiring in order to re-open and workforce utilization.

Q6: How many employees or subcontractors do you have?

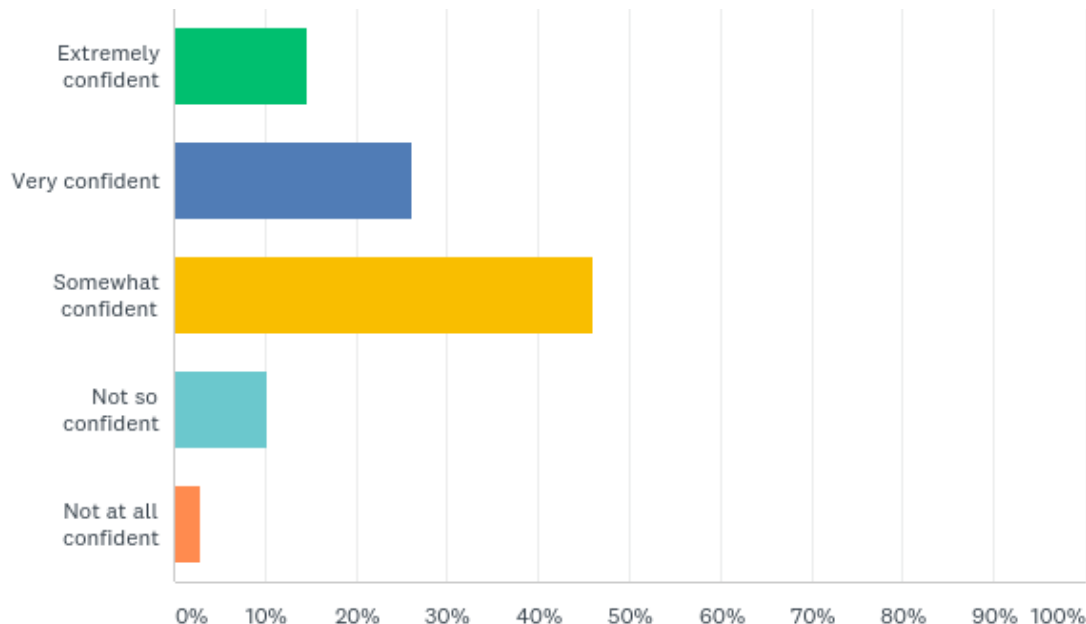
Answered: 246 Skipped: 0



This shows the critical nature of really small business to Summit County.

Q7: How confident are you that you will be able to re-open/continue your business and survive for the next year?

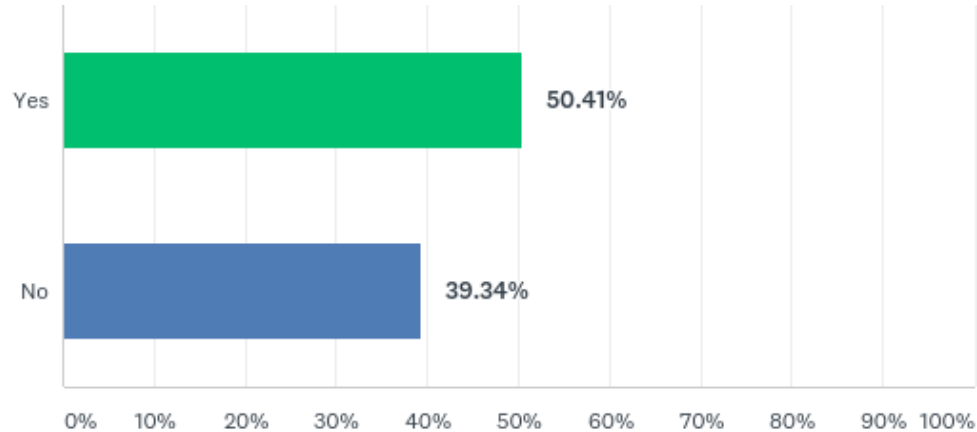
Answered: 245 Skipped: 1



Business owners are fairly confident, but with some trepidation.

Q8: Would you be interested in business support and education workshops?

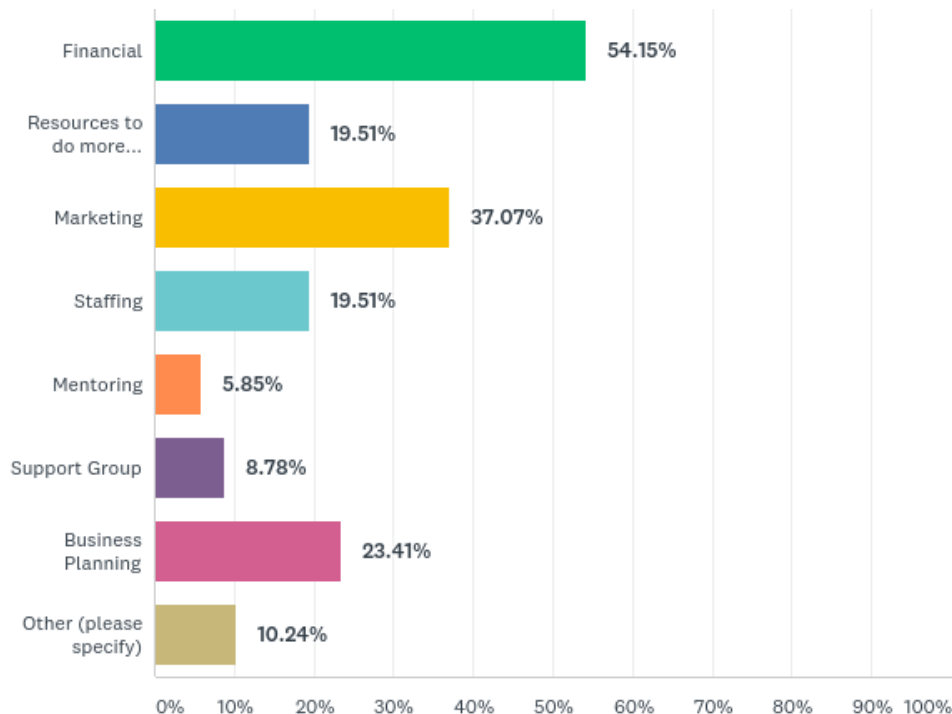
Answered: 244 Skipped: 2



About half are looking for help.

Q9: In which areas would you like help?

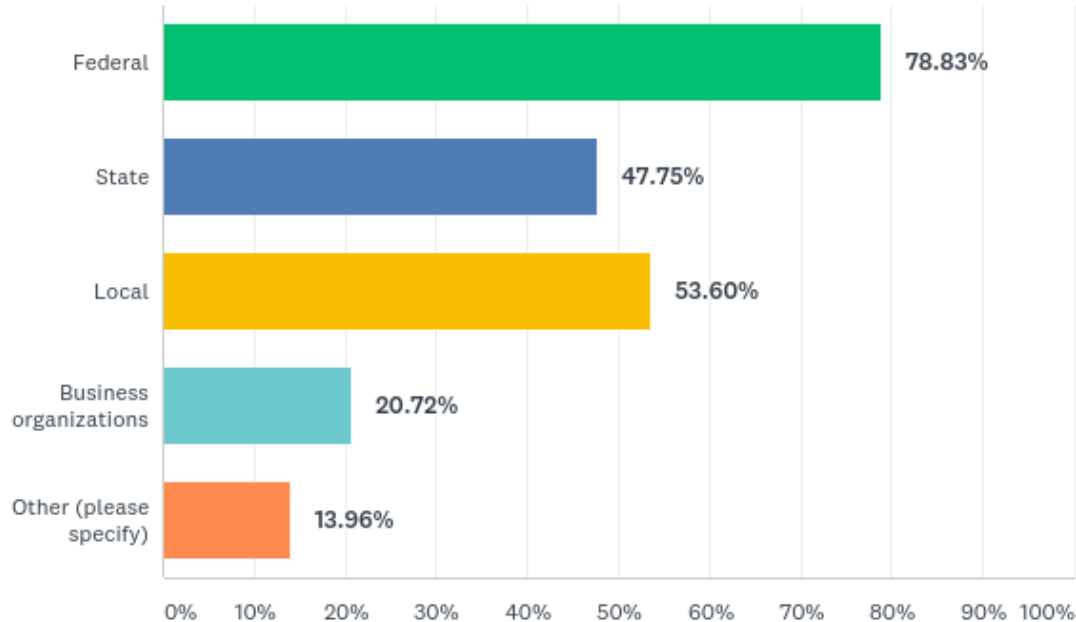
Answered: 205 Skipped: 41



The top 3 areas of interest are: financial, marketing and biz planning. This is where virtual workshops, CoStarters/ Road to Recovery and webinars are being focused. Stay tuned for more info.

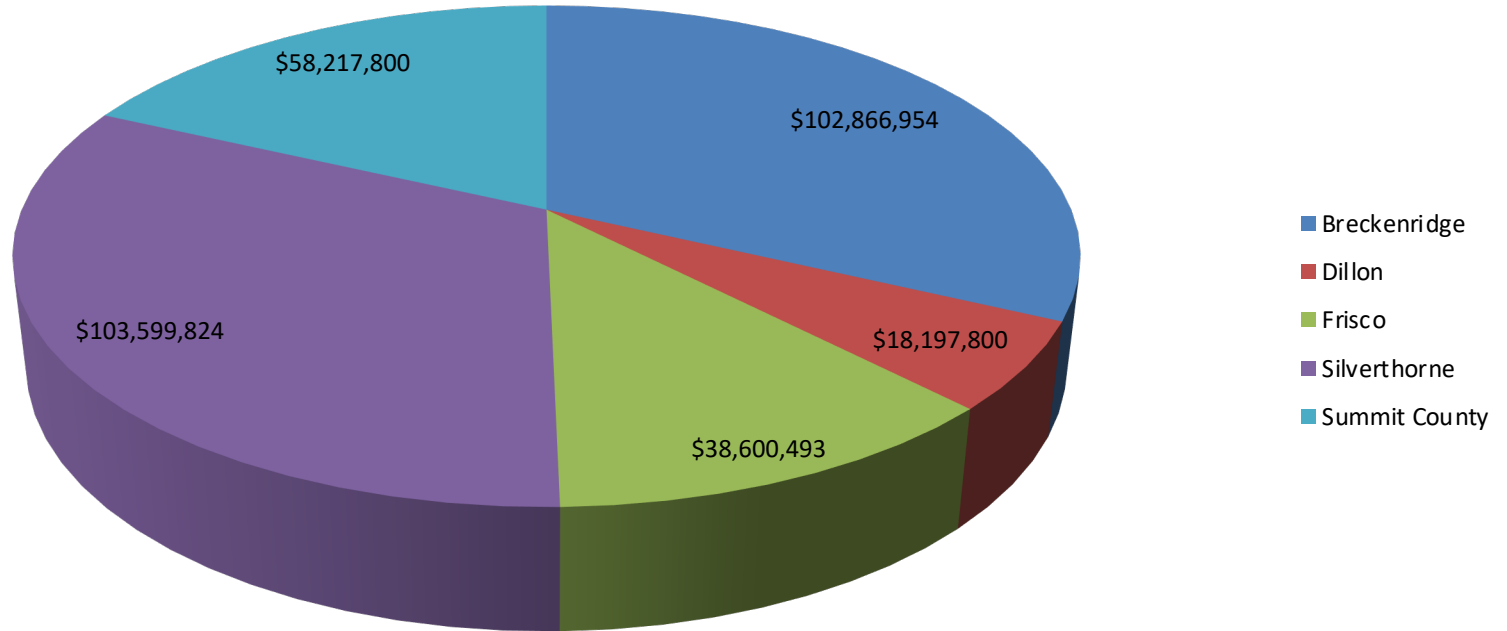
Q10: Which programs do you anticipate utilizing to help your business get through this crisis?

Answered: 222 Skipped: 24

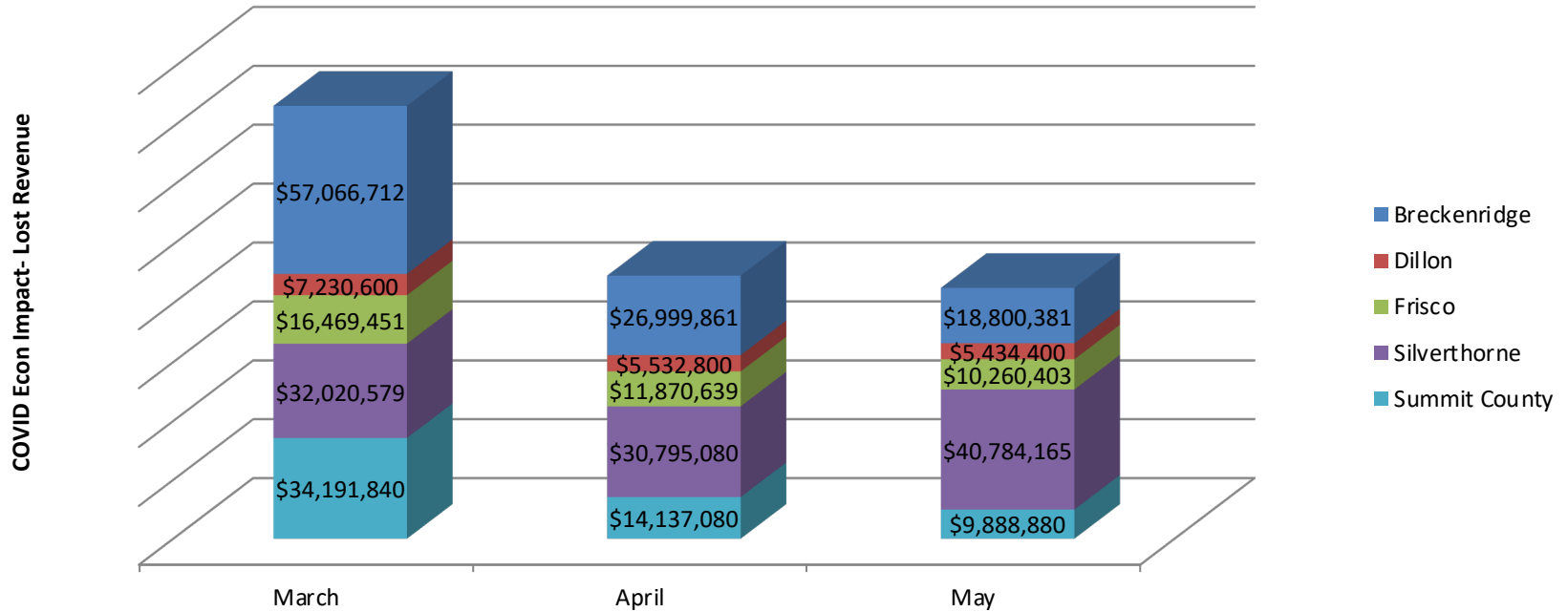


This shows that businesses are utilizing a variety of programs during “on-hold” period.

COVID19 Economic Impact by Location
Total SC Impact Mar- May= \$321.5 million
spread among 3900 mostly small businesses



Lost Revenue by Month



Lost Revenue by Entity

