

# Summit County Business Impact Survey- November 2020

## 164 Responses

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

Friday, December 4, 2020

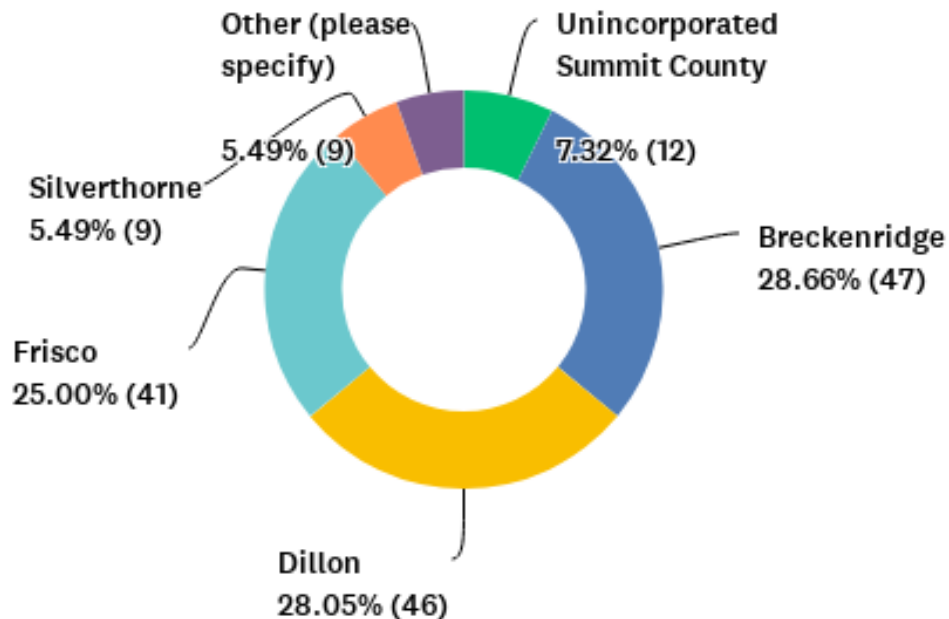
# Summary of Results

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- Estimated loss of revenue to Summit County businesses for Sept- Dec = \$106 million.
- The survey was collected Oct. 30- Nov. 12. Note that SC went into orange level during the survey collection (Nov. 6) and into red on Nov. 20 (Nov. 22 for restaurants), so projections for November and December would both be significantly worse as the restrictions have tightened.
- Business confidence is decreasing. Red and Orange Level restrictions are not sustainable.
- Staffing is a big concern. Ability to hire more staff is revenue-dependent.
- Greatest concerns: being able to open, increasing capacity, staff availability.
- Worried about people staying healthy and economic and mental well-being.

# Q1: Where is your business located?

Answered: 164 Skipped: 0



*164 business  
responses across  
Summit County*

## Q2: What is your category of business?

Answered: 163 Skipped: 1

ANSWER CHOICES	RESPONSES	
Lodging	23.93%	39
Restaurant & Food Service	24.54%	40
Retail	12.27%	20
Construction & Design Services	1.84%	3
Real Estate	4.91%	8
Arts, Entertainment, Recreation	8.59%	14
Professional, technical, scientific	7.98%	13
Non-profit	1.23%	2
Health Care	3.07%	5
Finance and Insurance	1.23%	2
Other (please specify):	10.43%	17
TOTAL		163

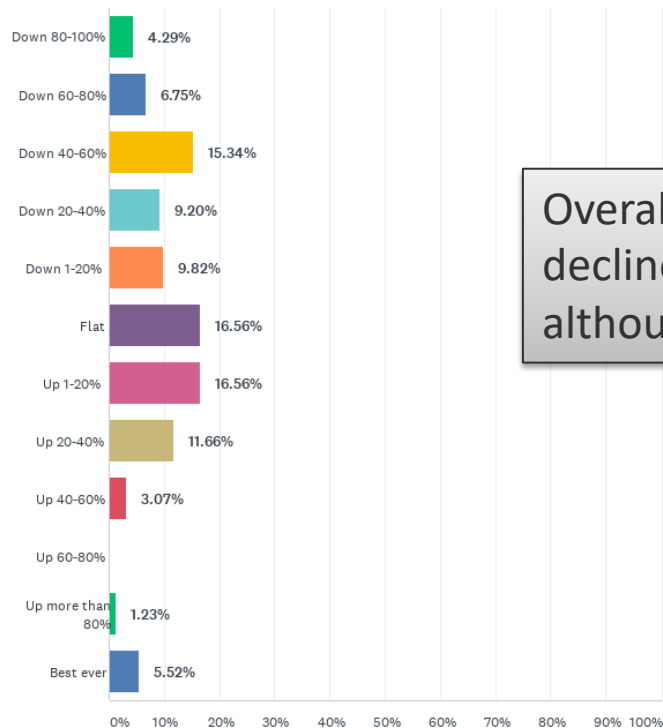
***Business breakdown  
closely aligns with  
NWCCOG's Summit  
County Profile***

Other= variety of  
services from  
transportation to  
hair salons to  
marketing to  
financial, prop  
management,  
internet, etc.



### Q3: How did revenue for September 2020 compare to September 2019?

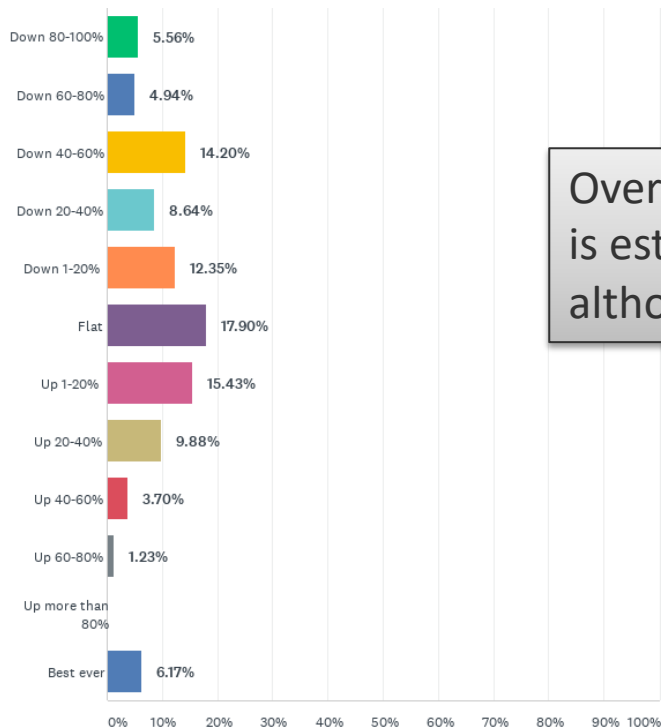
Answered: 163   Skipped: 1



Overall, Sept. revenue decline is estimated at 10%, although results are mixed.

## Q4: How did revenue for October 2020 compare to October 2019?

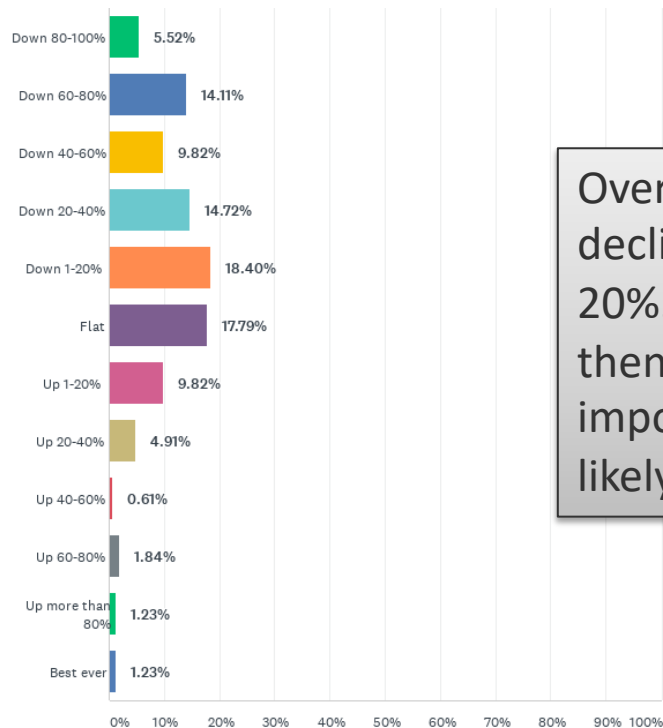
Answered: 162 Skipped: 2



Overall, Oct. revenue decline is estimated at 10%, although results are mixed.

## Q5: How do you expect revenue for November 2020 to compare to November 2019?

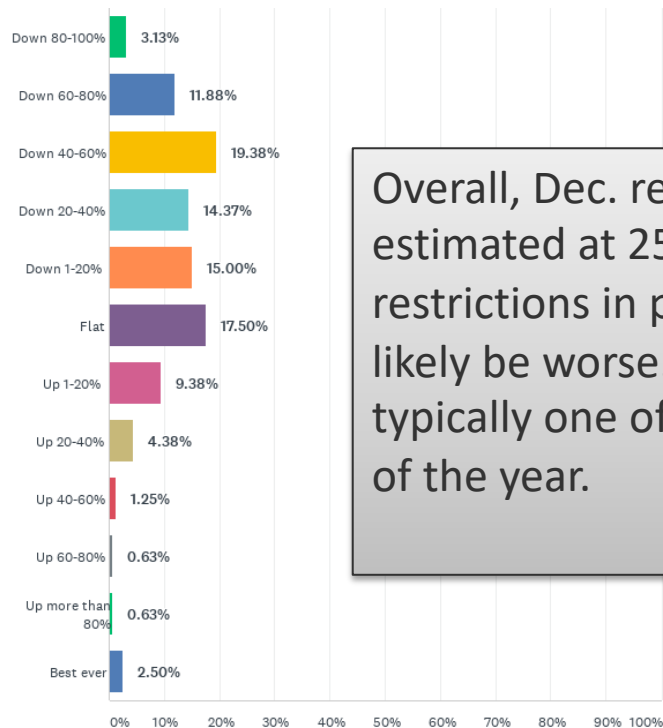
Answered: 163 Skipped: 1



Overall, Nov. revenue decline is estimated at 20%. With orange and then red restrictions imposed, actuals will likely be worse.

## Q6: How do you expect revenue for December 2020 to compare to December 2019?

Answered: 160 Skipped: 4

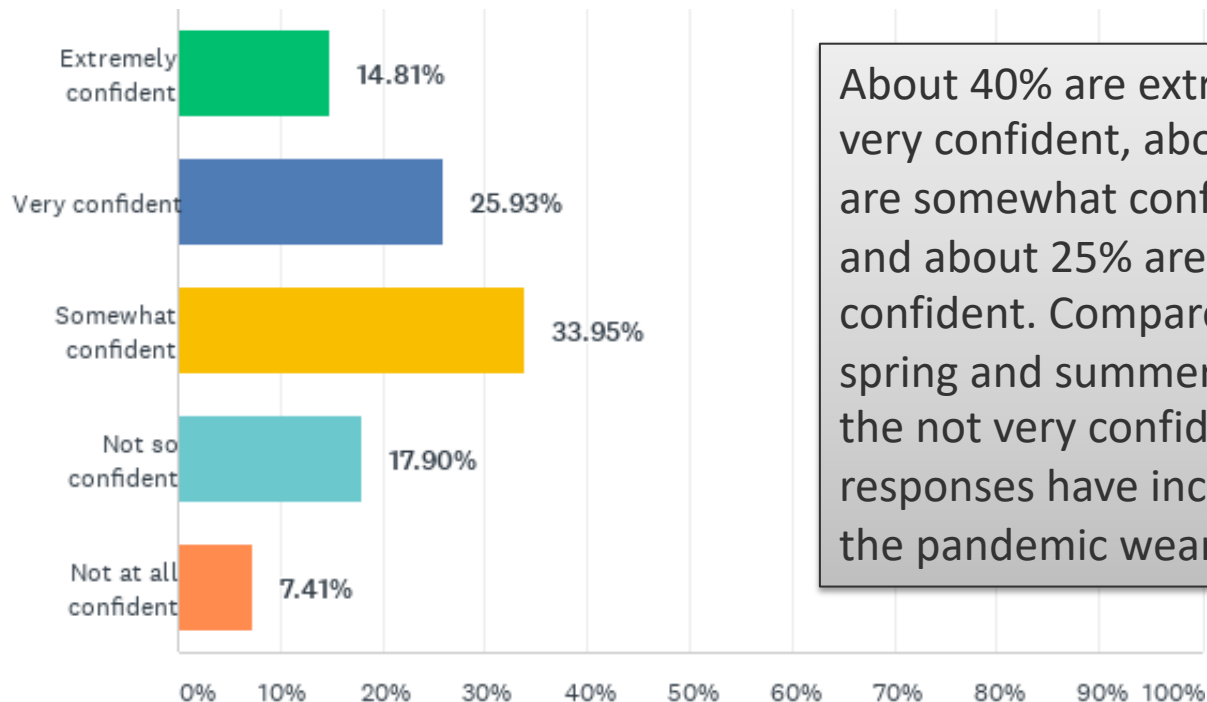


Overall, Dec. revenue decline is estimated at 25%. With red restrictions in place, actuals will likely be worse. December is typically one of the top two months of the year.



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

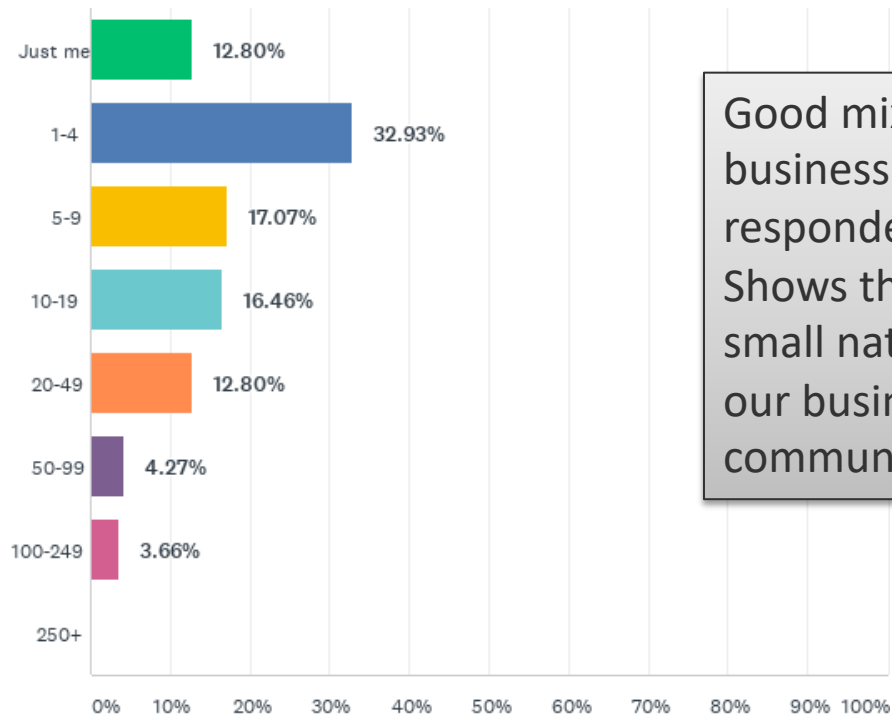
Answered: 162 Skipped: 2



About 40% are extremely or very confident, about 1/3 are somewhat confident and about 25% are not very confident. Compared to spring and summer results, the not very confident responses have increased as the pandemic wears on.

## Q8: How many employees or subcontractors do you have?

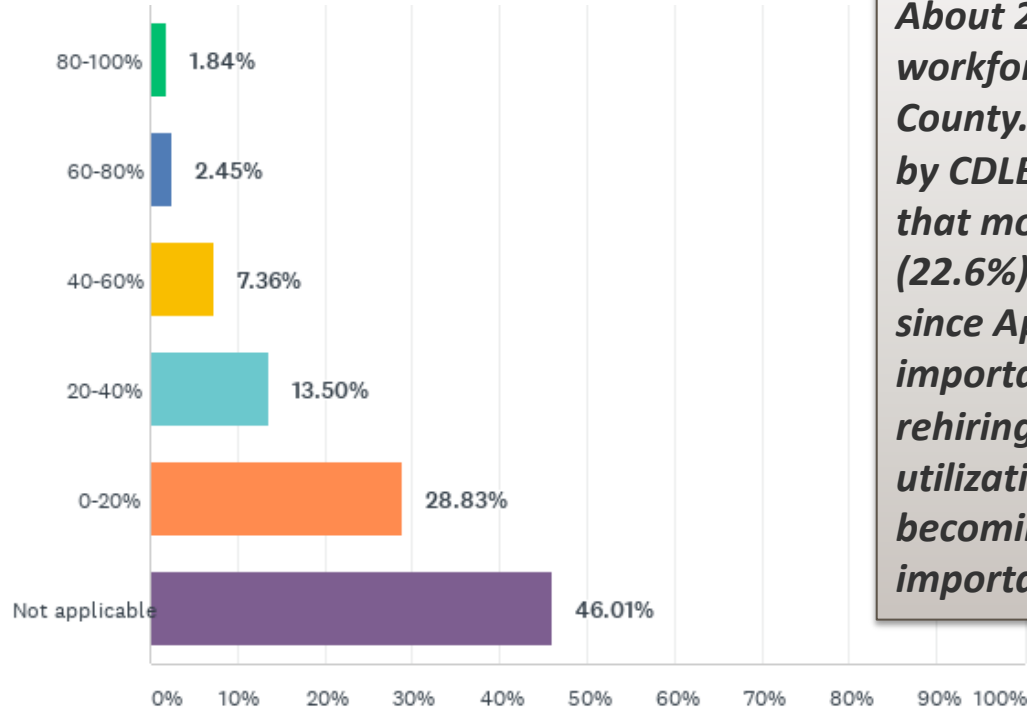
Answered: 164 Skipped: 0



Good mix of business sizes responded. Shows the truly small nature of our business community.

## Q9: What percentage of your staff do you estimate has left the area and won't be available for rehire for winter?

Answered: 163 Skipped: 1



***About 20-25% of our workforce has left the County. This is confirmed by CDLE data showing that more than 5K (22.6%) people have left since April. This is important as we look at rehiring and workforce utilization. This is becoming a more important issue.***

# Q10: How would you describe your overall staffing level?

Answered: 163    Skipped: 1

ANSWER CHOICES	RESPONSES	
Fully-staffed	17.79%	29
Staffed as much as current revenues allow	33.74%	55
Still paying staff but don't have enough business to bring them back yet	3.07%	5
Understaffed by up to 25%	14.72%	24
Understaffed by 25-50%	6.75%	11
Understaffed by more than 50%	3.07%	5
Not applicable	16.56%	27
Other (please specify)	4.29%	7
TOTAL	163	

Mixed- 1/3 are staffed to revenue levels, 1/4 are understaffed and 1/6 are fully-staffed.

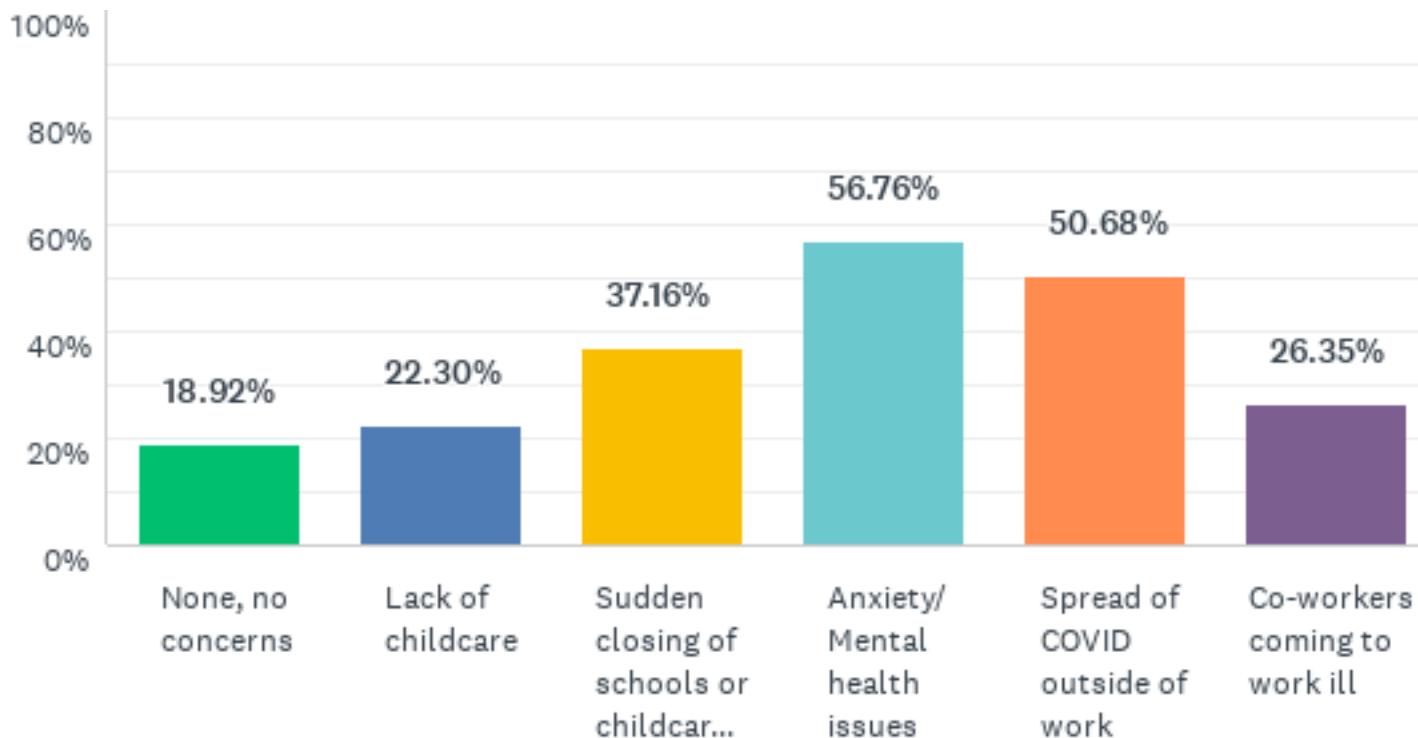
# Q11: If you are understaffed, do you find (choose all that apply):

Answered: 118    Skipped: 46

ANSWER CHOICES	RESPONSES	
There is a lack of applicants	40.68%	48
There is a lack of skills needed among applicants	26.27%	31
Applicants/former staff aren't willing to work because they are getting unemployment	18.64%	22
Applicants won't accept the wage offered	11.02%	13
Potential staff is unwilling to work due to COVID fears	16.95%	20
Other (please specify)	42.37%	50
Total Respondents: 118		

## Q12: What COVID concerns, if any, do you see with your staff?

Answered: 148 Skipped: 16



Q15 What is your most critical need to survive/recover right now?



A word cloud of responses to the question "What is your most critical need to survive/recover right now?". The words are arranged in a roughly rectangular shape, with "business" and "staying open" being the most prominent. Other significant words include "employees", "customers", "local", "staff", "open", "keep", "work", "people", "allowed", "will", "capacity", "occupancy", "government", "loan", "need", "service", "lower", "county", "increased", "back", "healthy", "staying", "need", "able", "operate", "restrictions", "costs", "winter", "ski season", "ski resorts", "revenue", and "us".

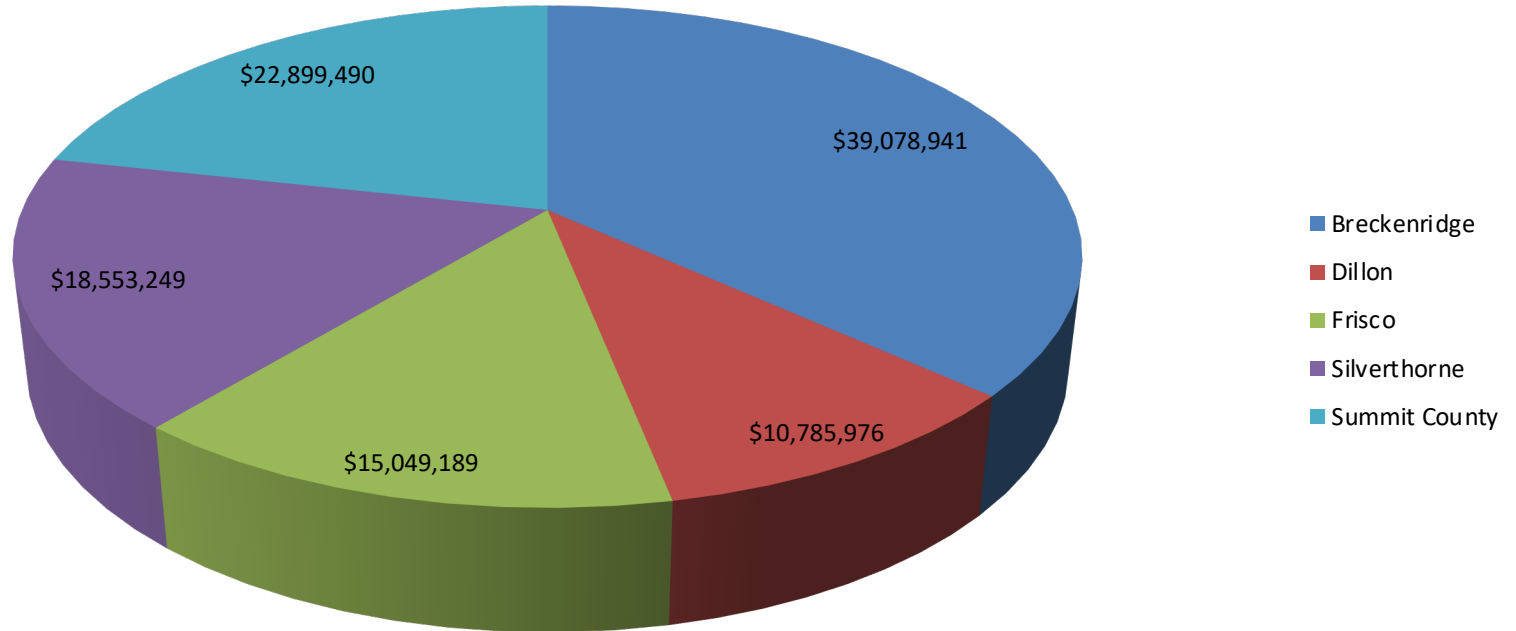
continue able continue need service employees Lower Customers County  
occupancy Increased local back staff healthy Staying open  
government open loan business staying keep need able  
capacity operate work restrictions people costs allowed winter will  
ski season Money ski resorts Revenue us

Q16 What are your thoughts concerning the upcoming winter season?

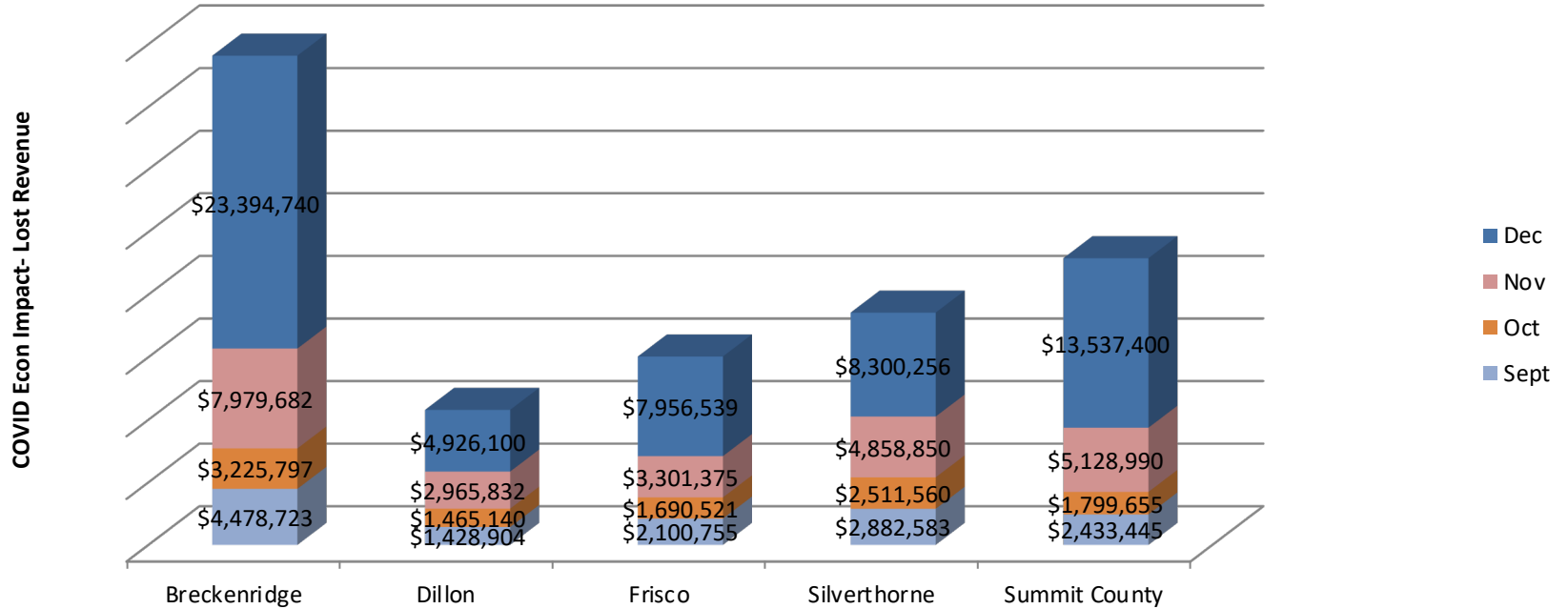
many remain open Also booking employees healthy community risk even long make well  
working snow ski season months ski areas year think hard continue due  
come lot local fine winter want keep mountain shut seating  
open government need survive business stay will tell  
people visitors us limited concerned mask going ski resorts  
COVID paid worried revenue stay open tourists able one closed lose  
Summit County state season slow capacity customers county best Scared take  
ski really things stay home will shut going tough summer time



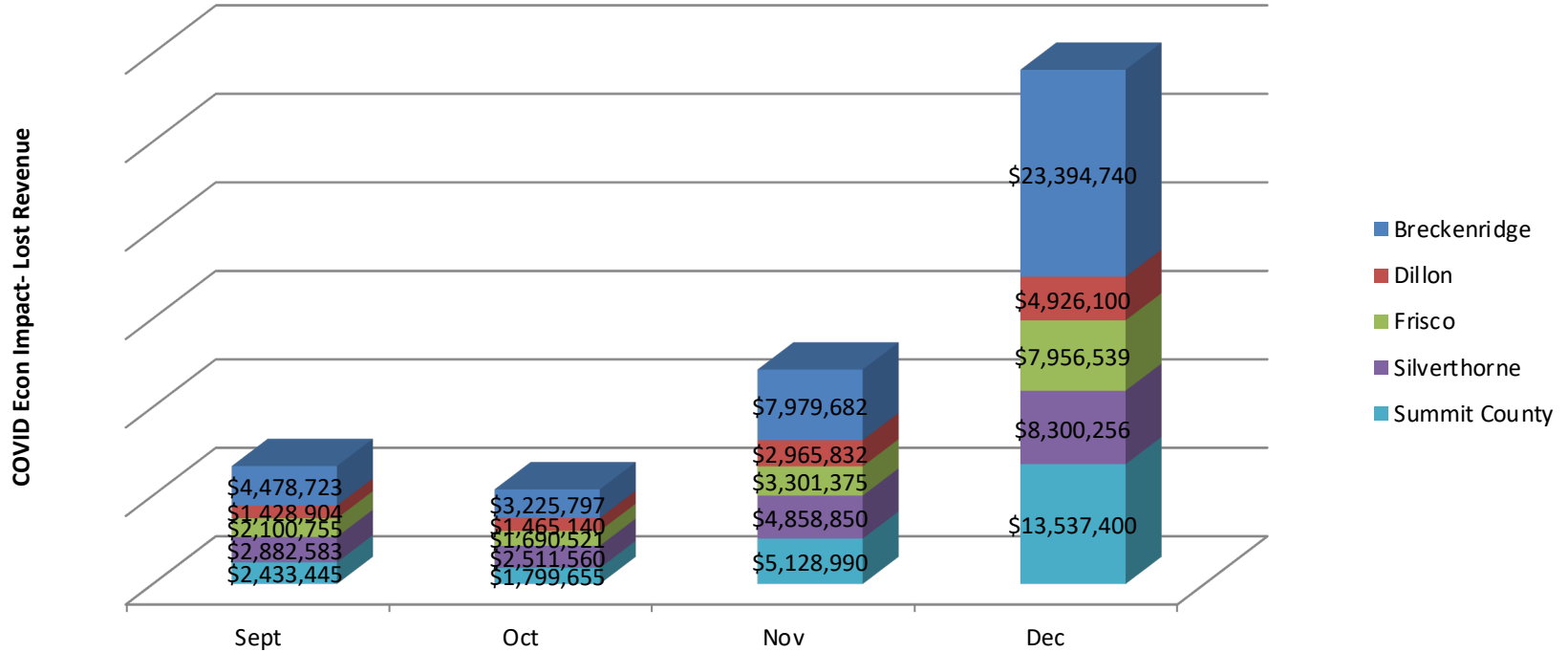
**COVID19 Economic Impact by Location**  
**Total SC Impact Sept-Dec= \$106 million**



# Lost Taxable Sales by Entity



# Lost Taxable Sales by Month



# Thank You!

Questions and Comments:

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