

Summit County Business Impact Survey- March 2021

170 Responses

Presented by the Summit Chamber and Summit
Prosperity Initiative

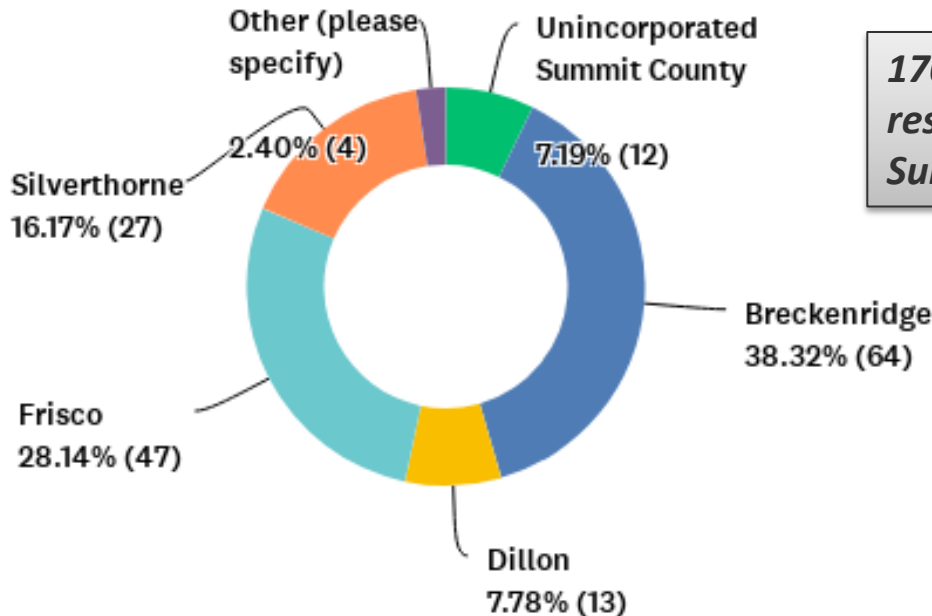
Monday, March 22, 2021

Summary of Results

- Estimated loss of revenue to Summit County businesses for Jan- Mar 2021 = \$115 million.
- The survey was collected Feb 17- Mar 1. Note that SC went into yellow level during the survey collection (Feb. 26) and 5 Star businesses were in yellow throughout, so projections were based on expected improvement in capacity.
- Business confidence is increasing with restrictions improving.
- Staffing is improving but still a big concern. Challenges are finding staff, staff finding housing, applicants lacking skills.
- 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: 167 Skipped: 3

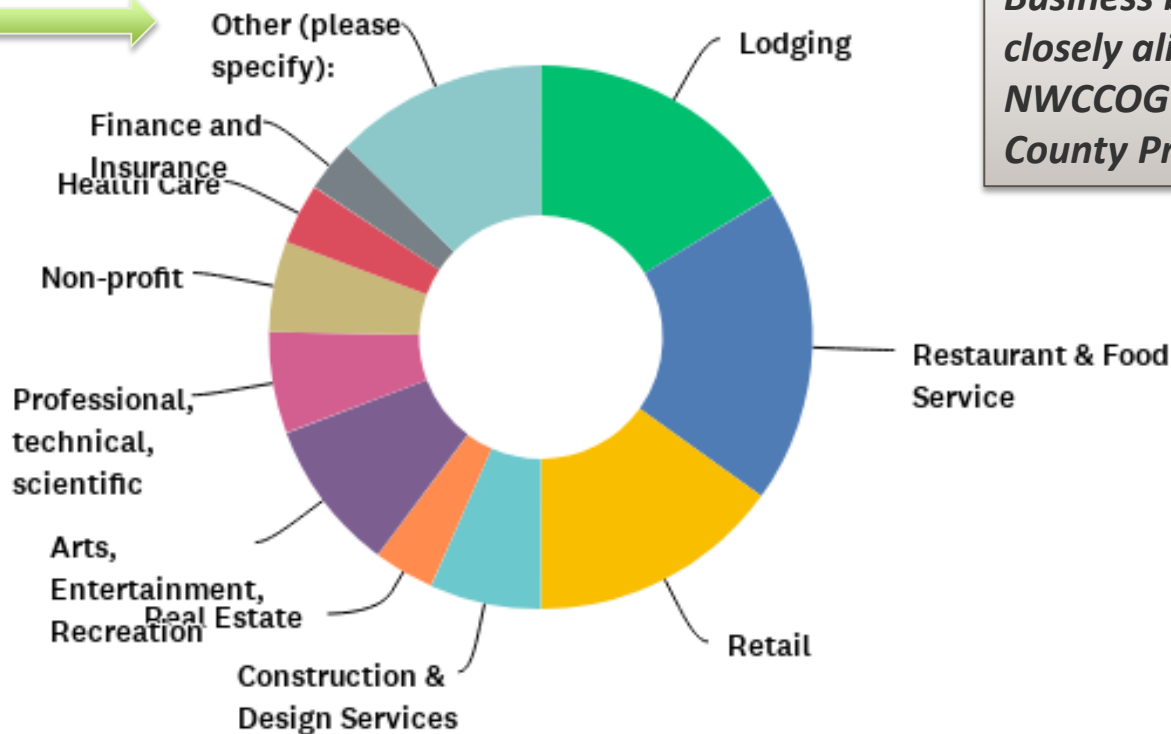


170 business responses across Summit County

Q2: What is your category of business?

Answered: 166 Skipped: 4

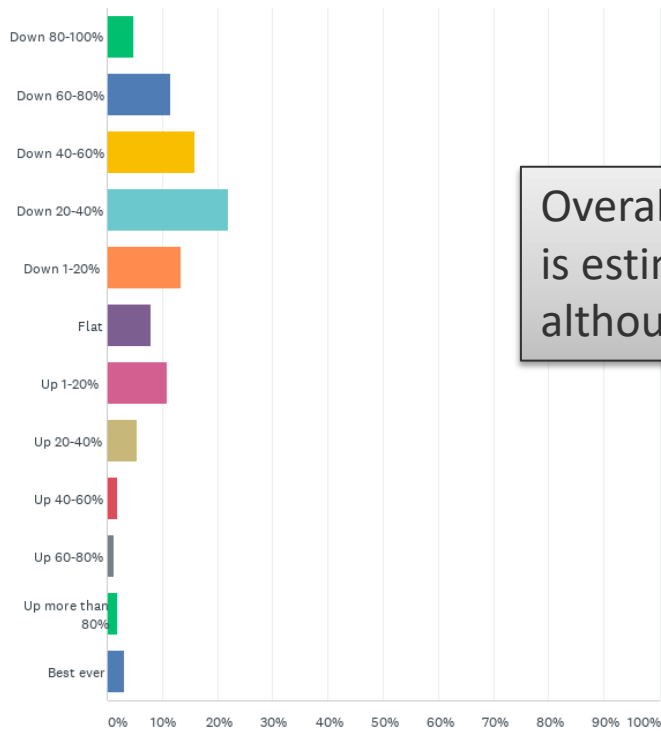
Other= variety of services from transportation to hair salons to marketing to financial, prop management, internet, etc.



Business breakdown closely aligns with NWCCOG's Summit County Profile

Q3: How did revenue for January 2021 compare to January 2020?

Answered: 164 Skipped: 6



Overall, Jan. revenue decline is estimated at 25%, although results are mixed.

Q4: How do you expect revenue for February 2021 to compare to February 2020?

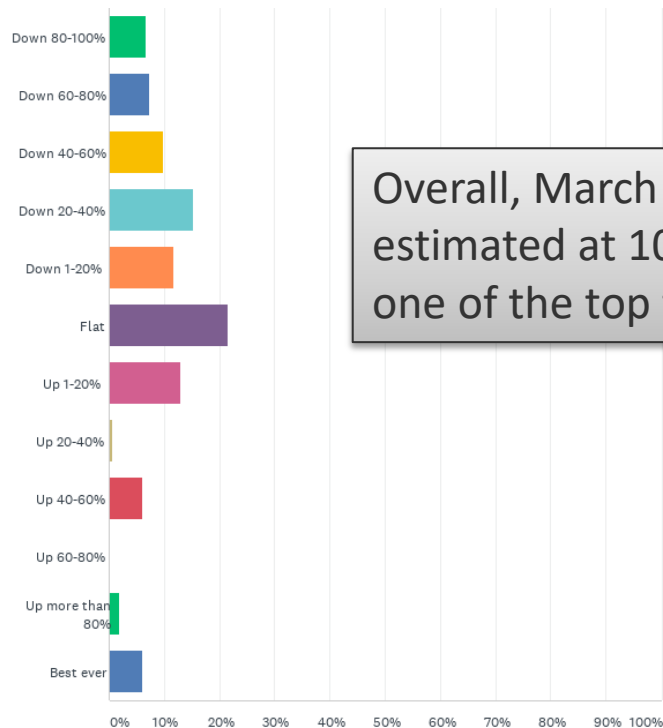
Answered: 164 Skipped: 6



Overall, Feb. revenue decline is estimated at 20%, although results are mixed.

Q5: How do you expect revenue for March 2021 to compare to March 2020?

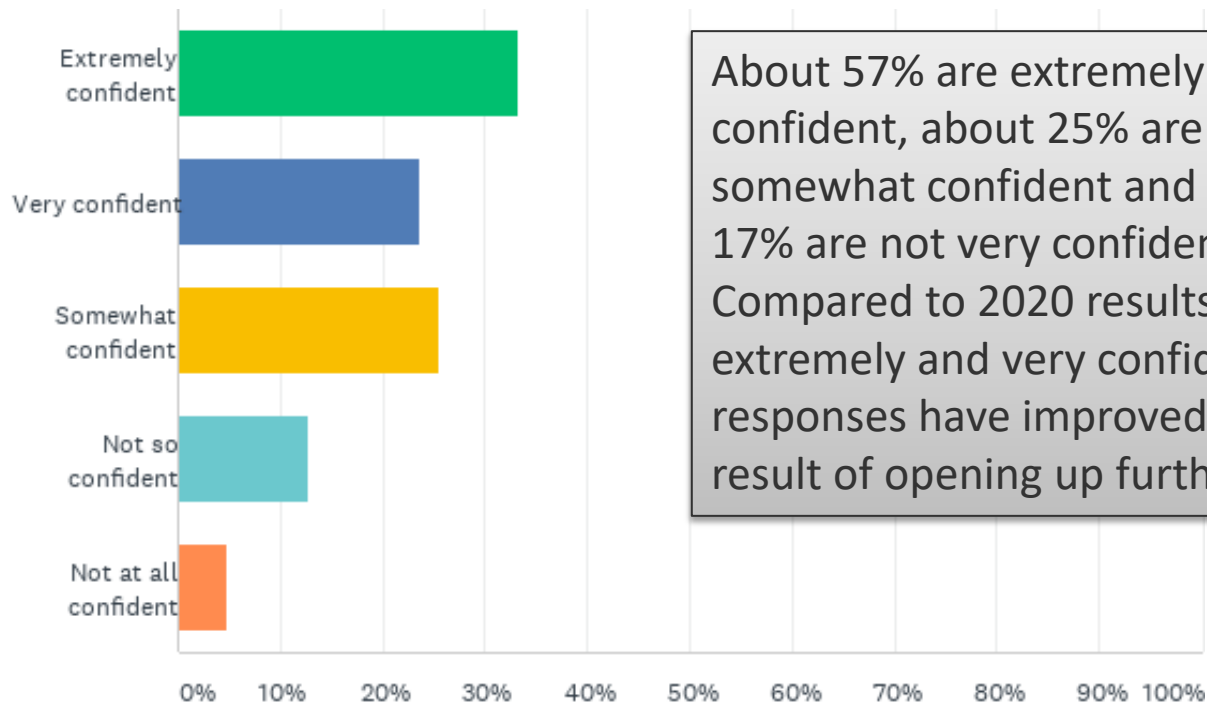
Answered: 163 Skipped: 7



Overall, March revenue decline is estimated at 10%. March is typically one of the top two months of the year.

Q6: How confident are you that you will be able to continue your business and survive for the next year?

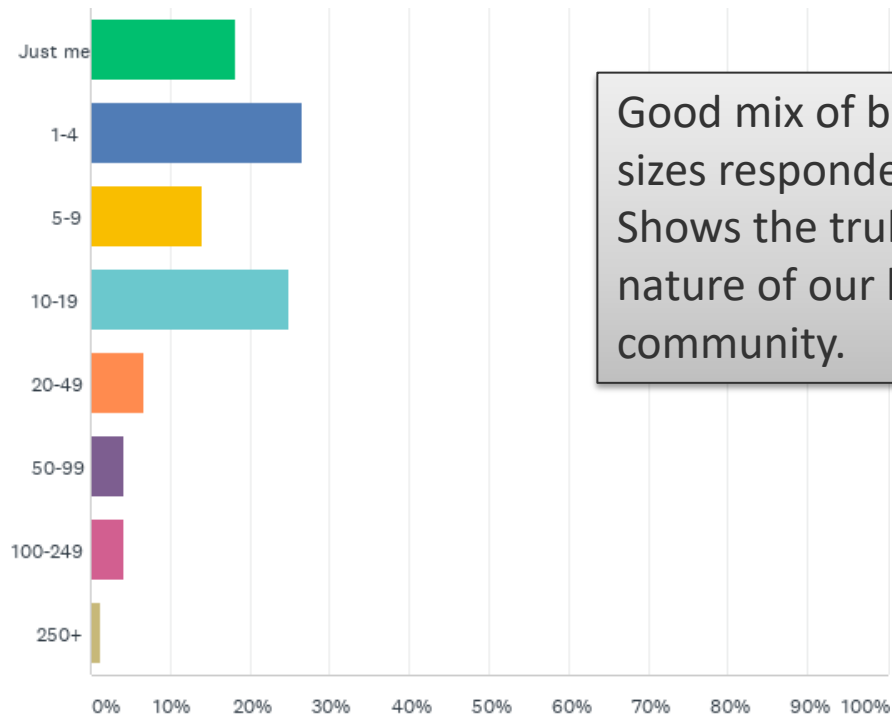
Answered: 165 Skipped: 5



About 57% are extremely or very confident, about 25% are somewhat confident and about 17% are not very confident. Compared to 2020 results, the extremely and very confident responses have improved, as a result of opening up further.

Q7: How many employees or subcontractors do you have?

Answered: 165 Skipped: 5



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

Q8: How would you describe your overall staffing level?

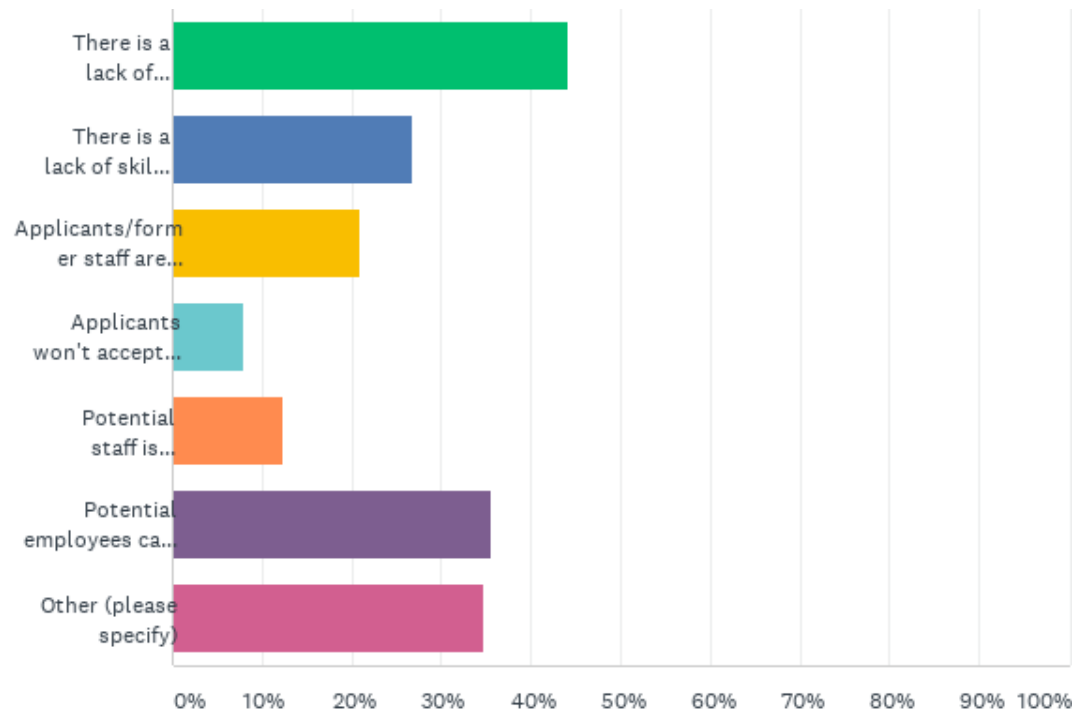
Answered: 166 Skipped: 4

| ANSWER CHOICES | RESPONSES | |
|--|-----------|----|
| Fully-staffed | 30.12% | 50 |
| Staffed as much as current revenues allow | 18.67% | 31 |
| Still paying staff but don't have enough business to bring them back yet | 1.20% | 2 |
| Would like to bring more staff on but struggling to get employees | 18.07% | 30 |
| Understaffed by up to 25% | 10.24% | 17 |
| Understaffed by 25-50% | 4.82% | 8 |
| Understaffed by more than 50% | 3.01% | 5 |
| Not applicable | 10.24% | 17 |
| Other (please specify) | 3.61% | 6 |
| TOTAL | 166 | |

Mixed- 30% are fully-staffed, 20% are staffed to revenue levels and 30% are understaffed.




Q9: If you are understaffed, do you find (choose all that apply):

Answered: 138 Skipped: 32



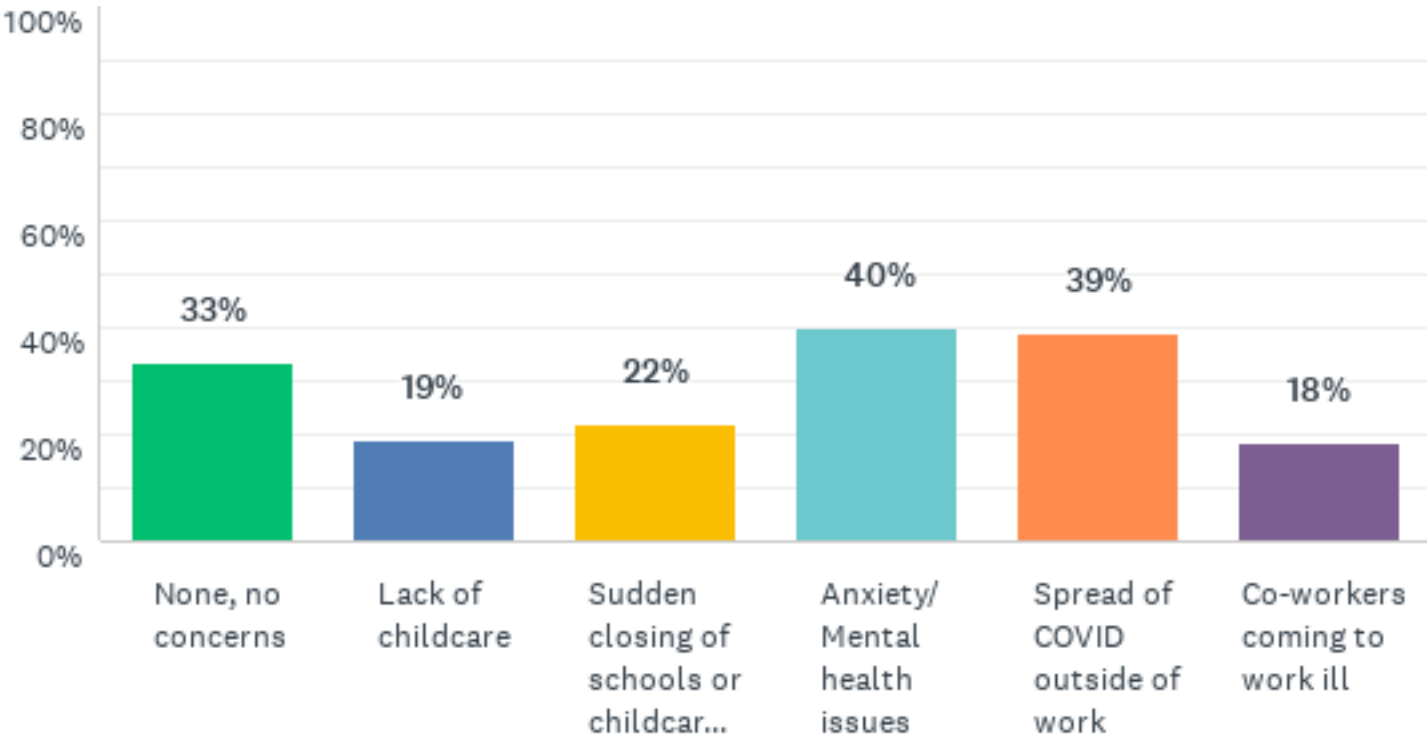
Q9: If you are understaffed, do you find (choose all that apply):

Answered: 138 Skipped: 32

| ANSWER CHOICES | | RESPONSES | |
|--|---|-----------|----|
| There is a lack of applicants |  | 44.20% | 61 |
| There is a lack of skills needed among applicants |  | 26.81% | 37 |
| Applicants/former staff aren't willing to work because they are getting unemployment |  | 21.01% | 29 |
| Applicants won't accept the wage offered | | 7.97% | 11 |
| Potential staff is unwilling to work due to COVID fears | | 12.32% | 17 |
| Potential employees can't find housing |  | 35.51% | 49 |
| Other (please specify) | | 34.78% | 48 |
| Total Respondents: 138 | | | |




Q10: What COVID concerns, if any, do you see with your staff?

Answered: 153 Skipped: 17



Q12: What is the most important thing government can do to help your business?

Answered: 164 Skipped: 6

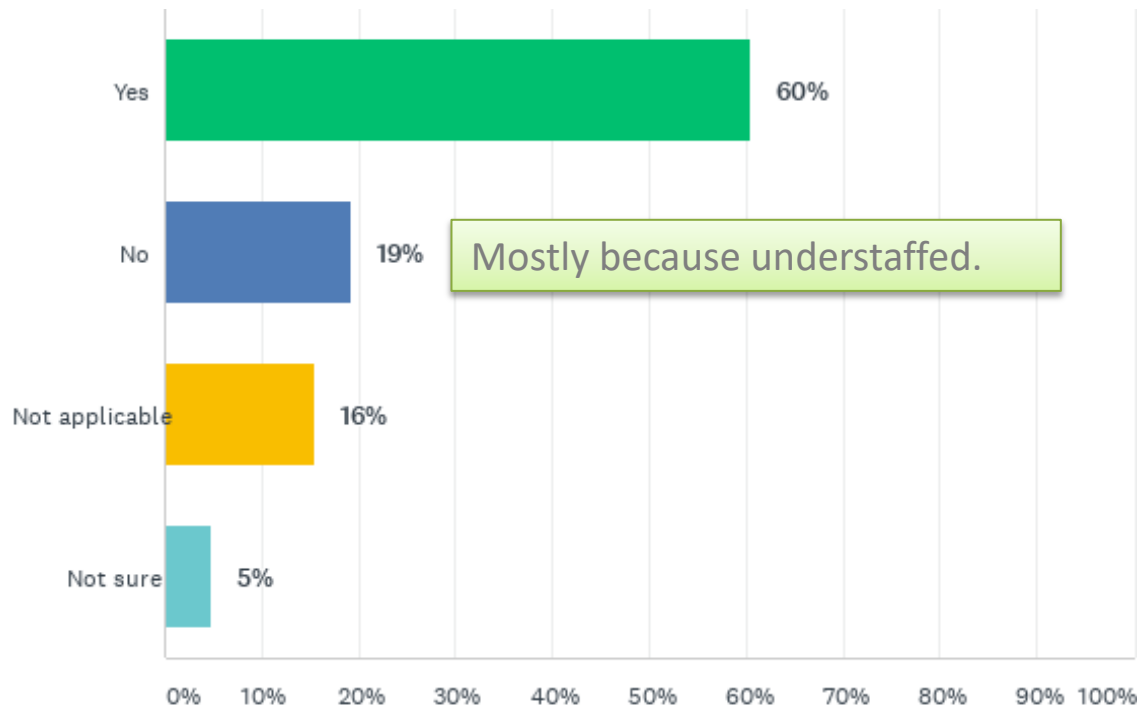
| ANSWER CHOICES | | RESPONSES | |
|--|---|-----------|-----|
| Access to PPE | | 5.49% | 9 |
| Access to financial assistance |  | 27.44% | 45 |
| Increased access to testing to let me keep employees at home | | 6.71% | 11 |
| Mental health support | | 4.27% | 7 |
| Messaging to educate visitors on requirements |  | 22.56% | 37 |
| Other (please specify) | <div>Mostly express desire to open further.</div>  | 33.54% | 55 |
| TOTAL | | | 164 |

Q13 What is your most critical need to survive/recover right now?

stay open homes continue moving government available work Less make
safely keep vaccinated employees Financial assistance
restrictions Grants open back business coming
need Summit County staff assistance county vaccine people able
revenue paid Money vaccinations Increase come back capacity us

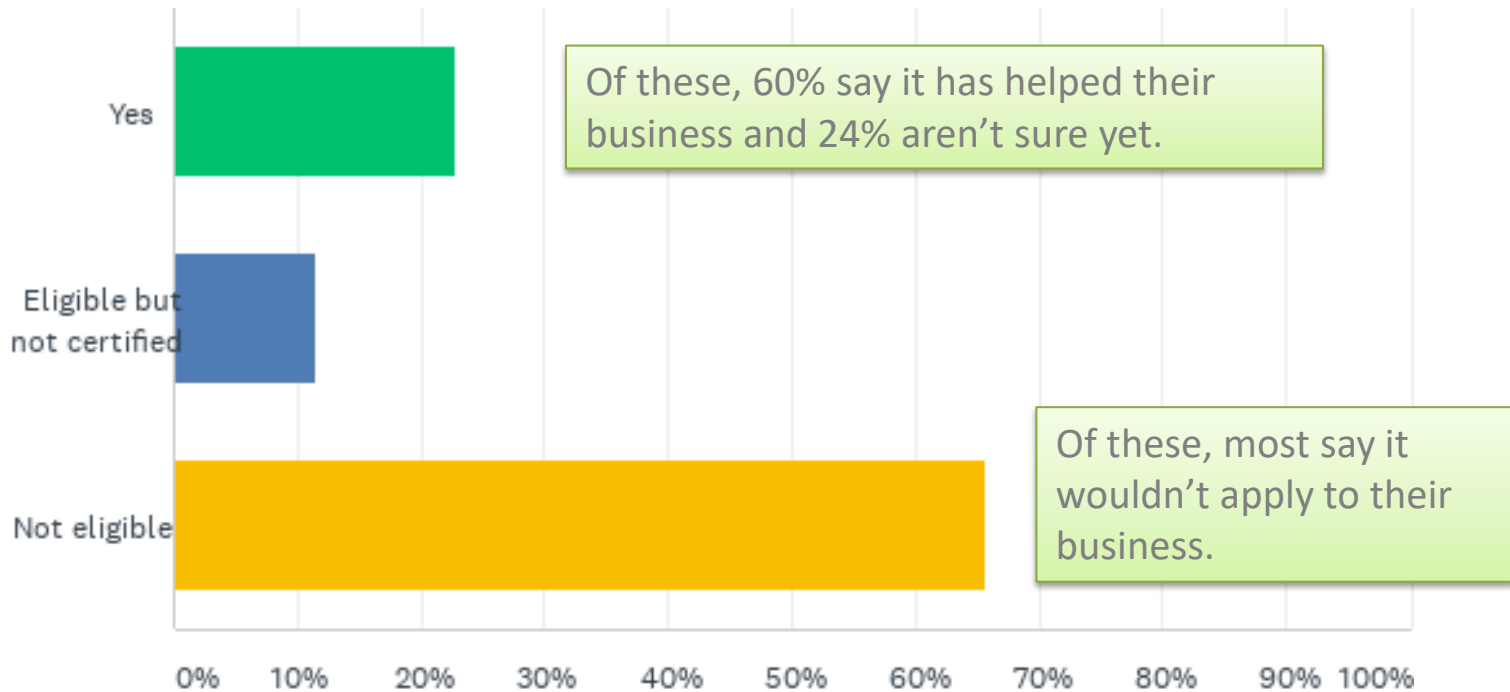
Q14: If you were able to open at 100% of capacity within a week, would you be able to?

Answered: 167 Skipped: 3



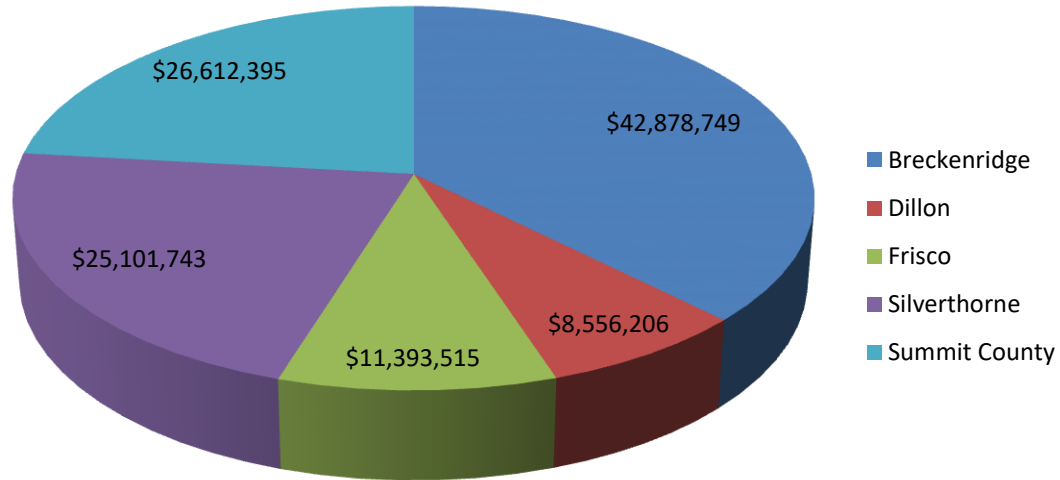
Q16: Are you certified for the 5 Star Program?

Answered: 166 Skipped: 4

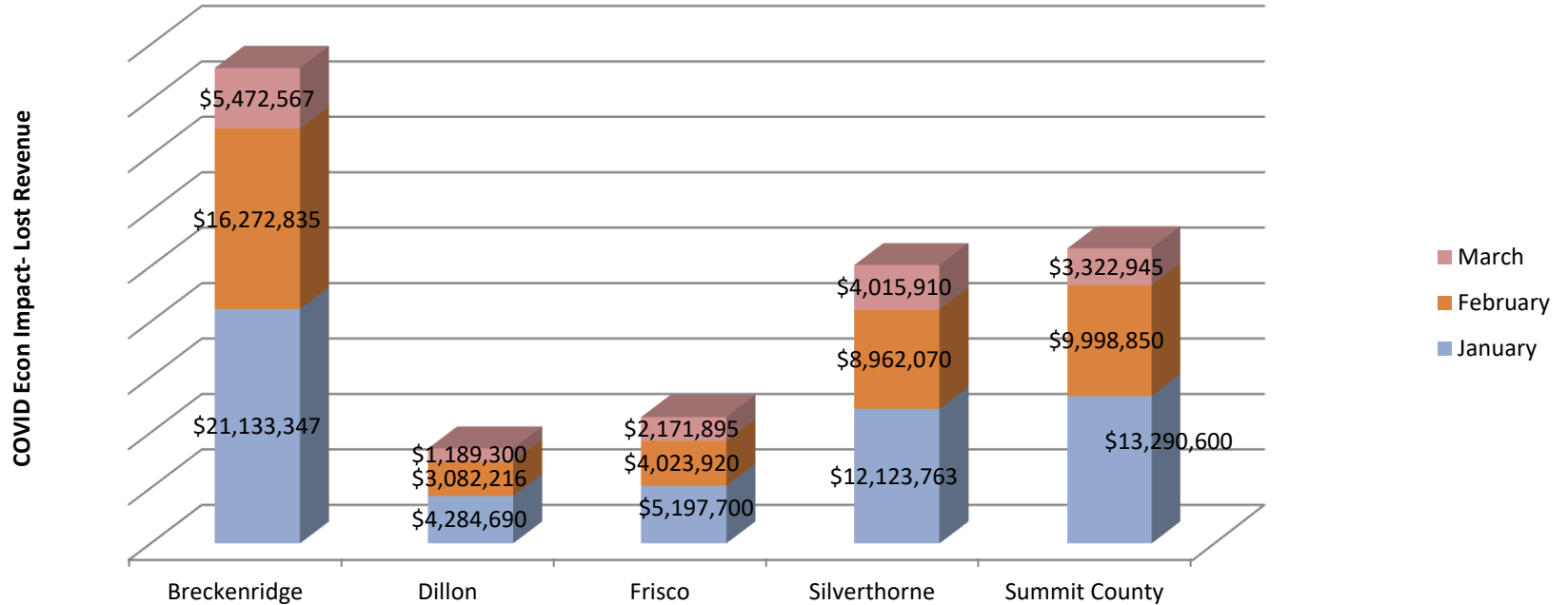


COVID19 Economic Impact by Location

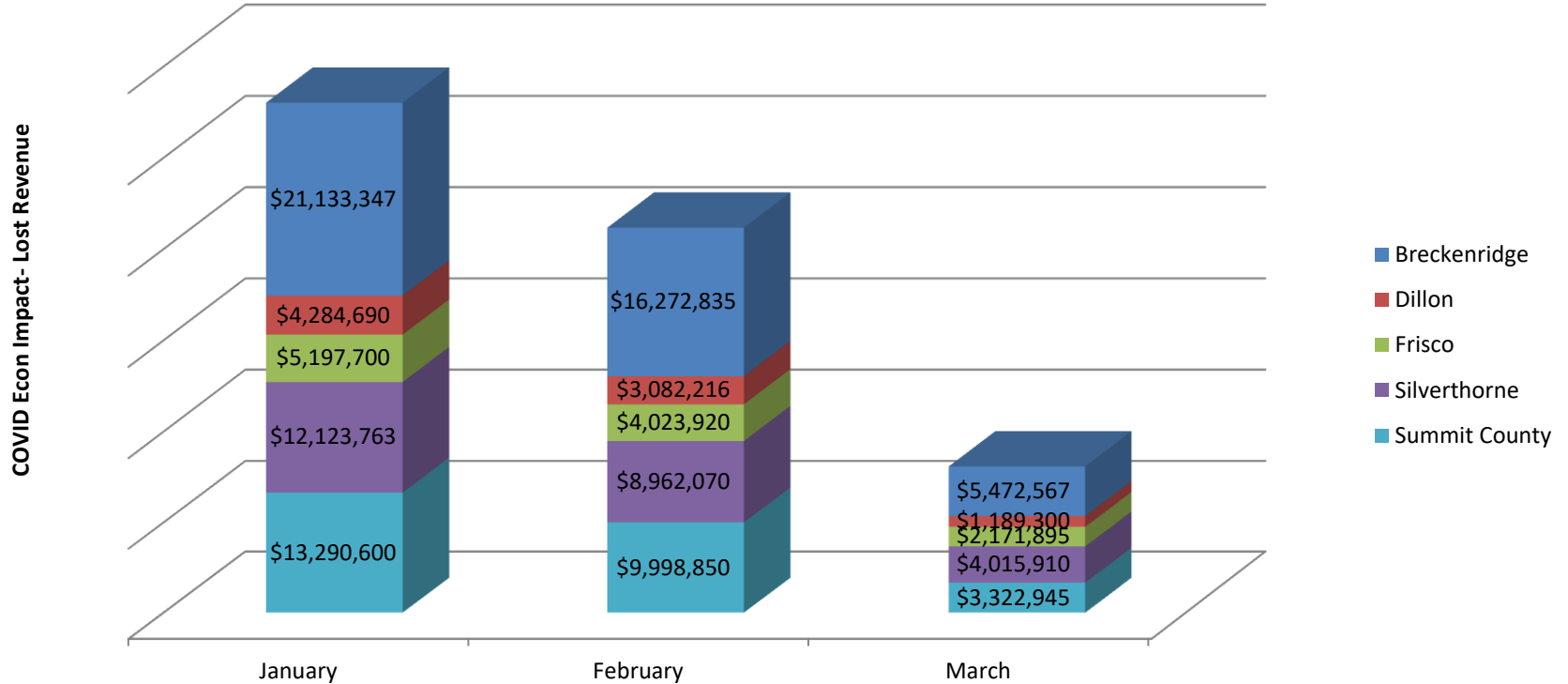
Total SC Impact Jan-Mar 2021= \$115 million



Lost Taxable Sales by Entity



Lost Taxable Sales by Month



Thank You!

Questions and Comments:

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