

Summit County Business Impact Survey- June 2021

72 Responses

Presented by the Summit Chamber and Summit
Prosperity Initiative

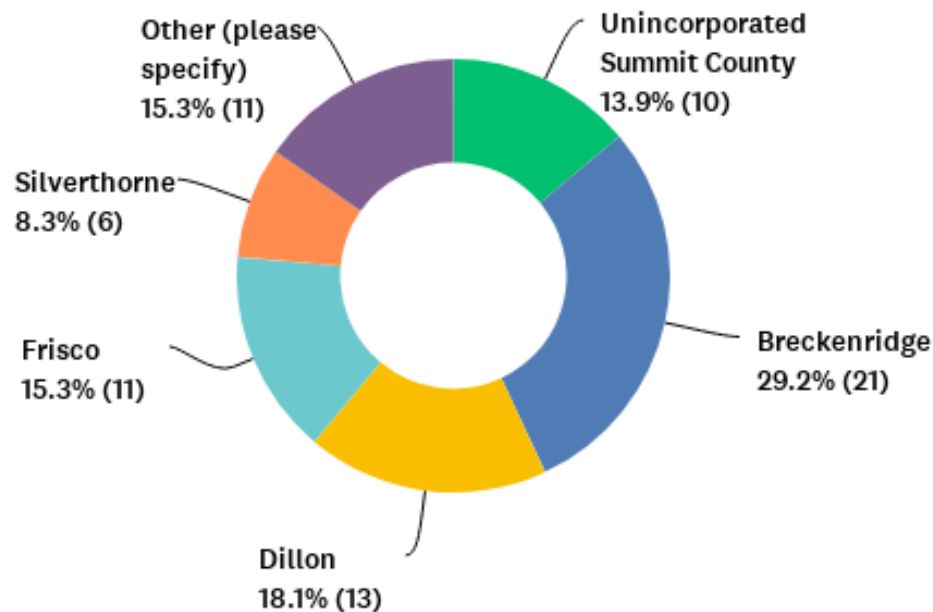
Thursday, July 8, 2021

Summary of Results

- Revenues are recovering!
Estimated gains in revenue to Summit County businesses for April- June 2021 = \$67.3 million.
- The survey was collected June 3- June 16, 2021.
- Business confidence has increased dramatically with restrictions removed.
- Staffing is still a big concern. Challenges are finding staff, staff finding housing, applicants lacking skills, burnout among existing staff.
- Staff shortages range from 40 - 1,200 hours per week.
- Most businesses have had to cut operations due to staffing issues.
- Greatest concerns: workforce housing, can't fully operate, staff availability, recovering lost revenues.

Q1: Where is your business located?

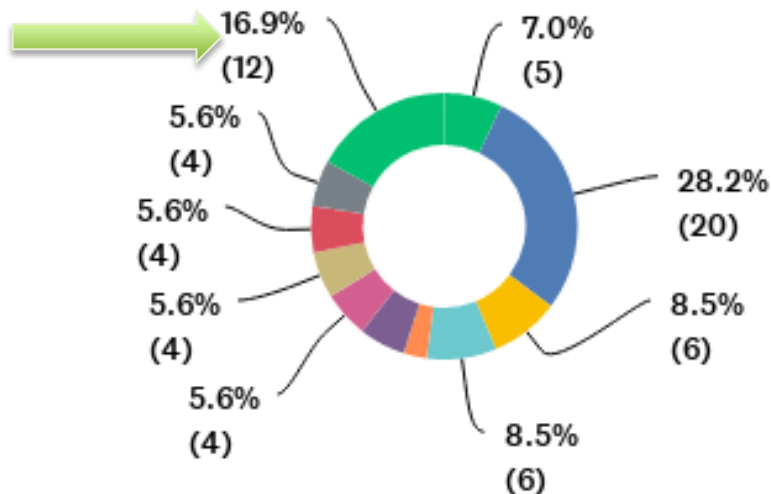
Answered: 72 Skipped: 0



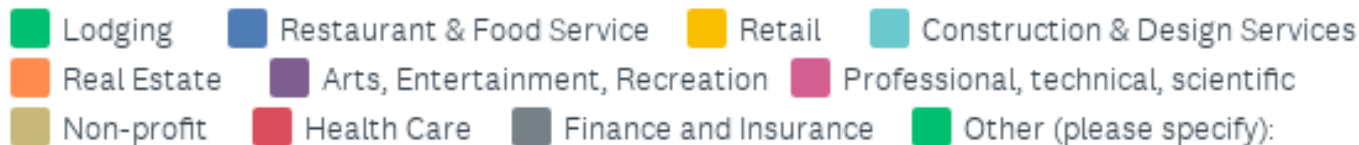
Q2: What is your category of business?

Answered: 71 Skipped: 1

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

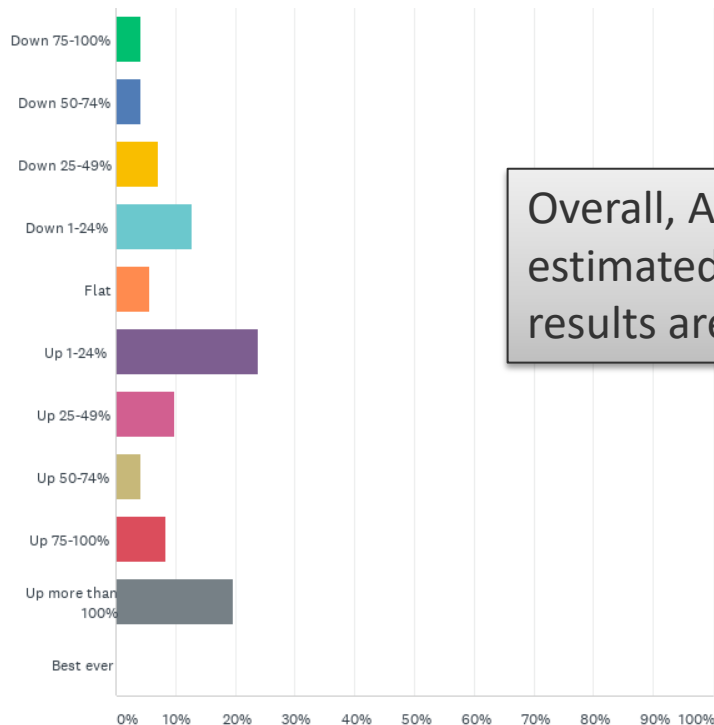


Business breakdown closely aligns with NWCCOG's Summit County Profile



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

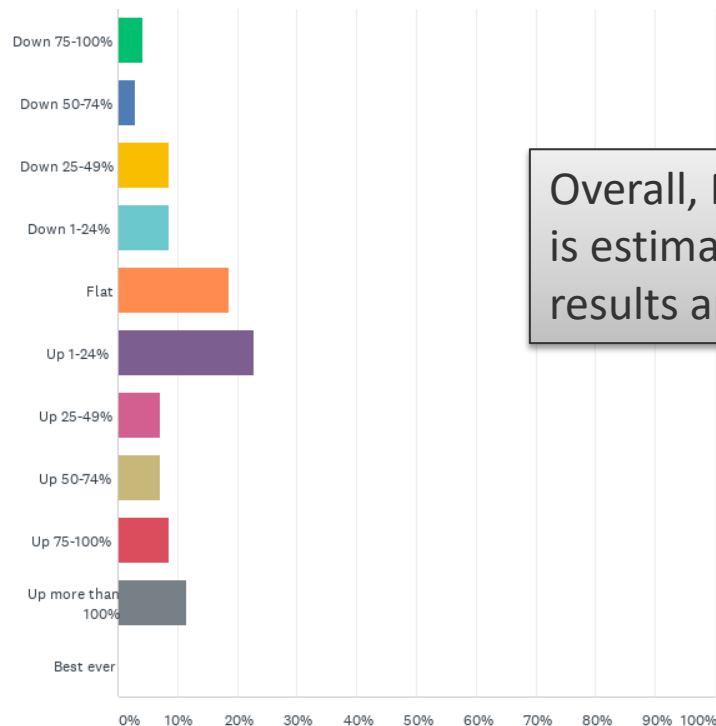
Answered: 71 Skipped: 1



Overall, April revenue increase is estimated at 25%, although results are quite mixed.

Q4: How did revenue for May 2021 to compare to May 2020?

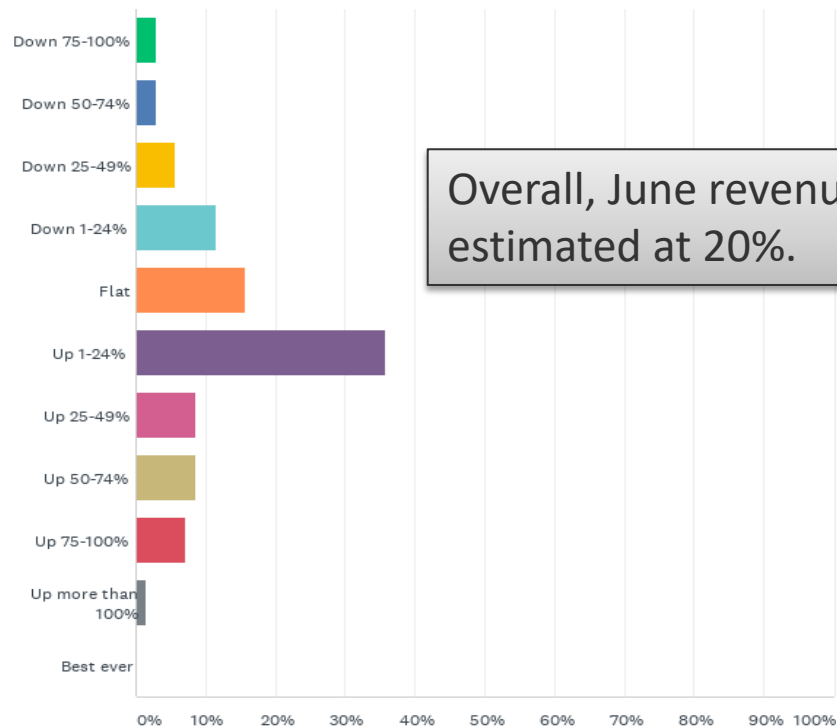
Answered: 70 Skipped: 2



Overall, May revenue increase is estimated at 20%, although results are again mixed.

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

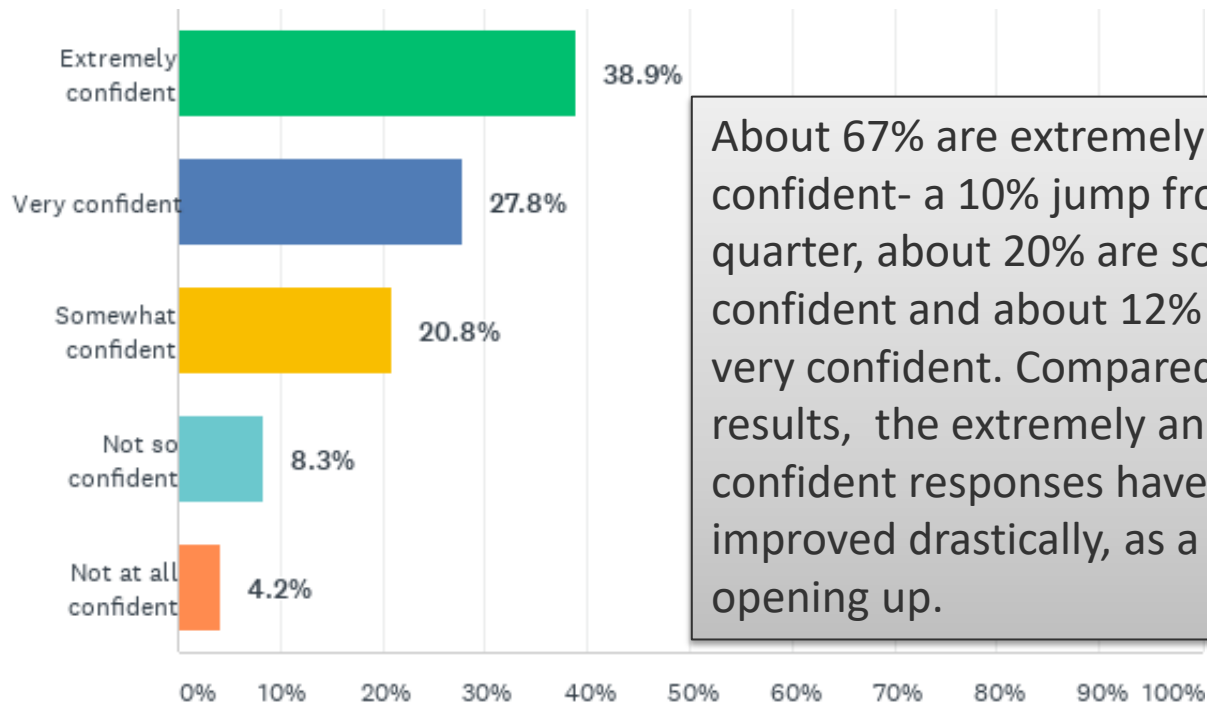
Answered: 70 Skipped: 2



Overall, June revenue increase is estimated at 20%.

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

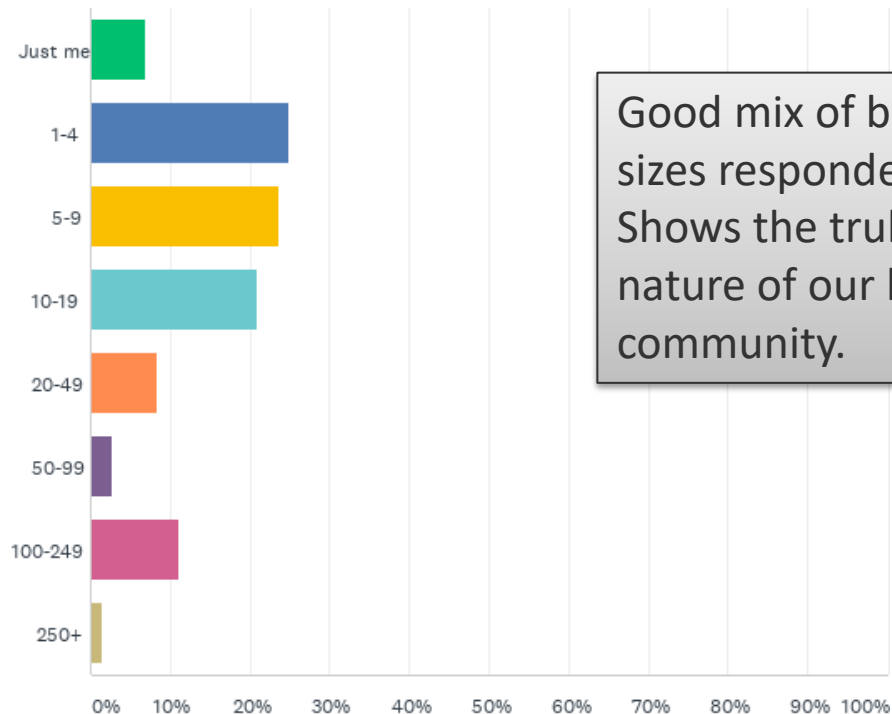
Answered: 72 Skipped: 0



About 67% are extremely or very confident- a 10% jump from last quarter, about 20% are somewhat confident and about 12% are not very confident. Compared to 2020 results, the extremely and very confident responses have improved drastically, as a result of opening up.

Q7: How many employees or subcontractors do you have?

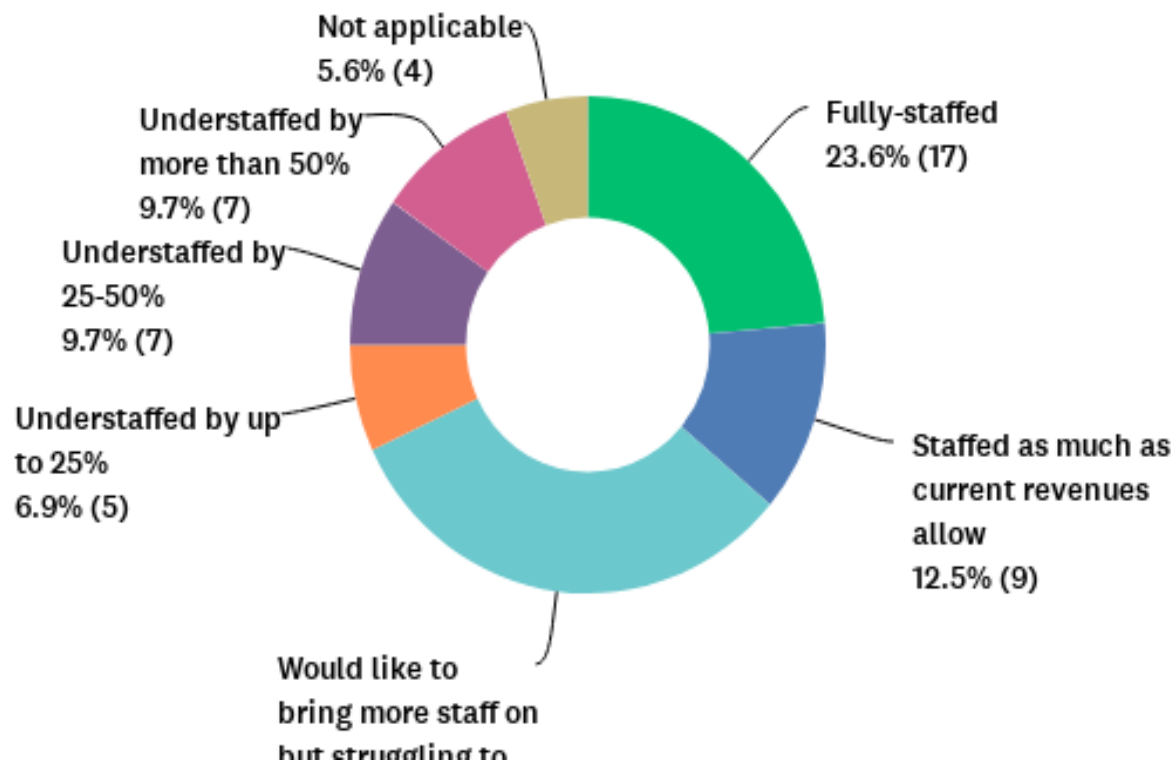
Answered: 72 Skipped: 0



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: 72 Skipped: 0



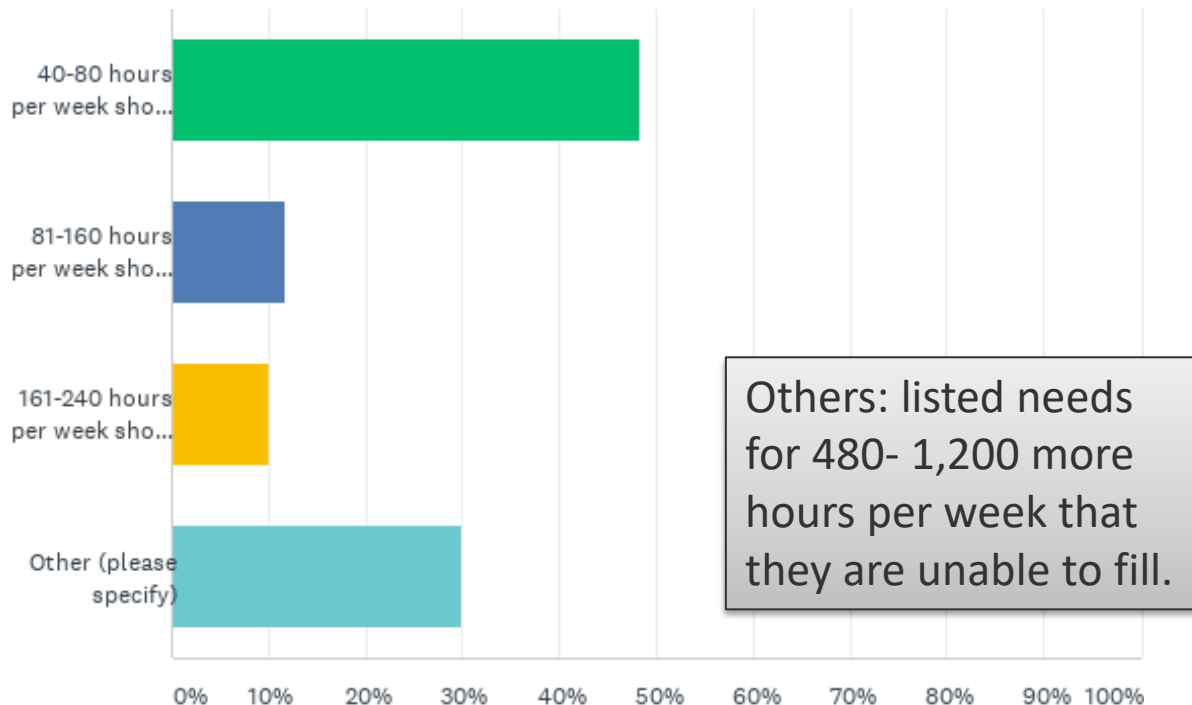
Q9: If you are understaffed, do you find (choose all that apply):

Answered: 59 Skipped: 13

ANSWER CHOICES		RESPONSES	
There is a lack of applicants		71.19%	42
Potential employees can't find housing		50.85%	30
There is a lack of skills needed among applicants		33.90%	20
Applicants/former staff aren't willing to work because they are getting unemployment		28.81%	17
Applicants won't accept the wage offered	<div>Some interesting notes from the other comments: employees struggle to pay rent but so do businesses, international workers are missed.</div>	15.25%	9
Other (please specify)		15.25%	9
Potential staff is unwilling to work due to COVID		3.39%	2
Total Respondents: 59			




Q10: If you are understaffed, how many extra hours of labor are you short per week? Think about number of shifts x number of people missing x # of days.

Answered: 60 Skipped: 12



Q11: If you are understaffed, has it affected how you operate your business? (Choose all that apply.)

Answered: 59 Skipped: 13

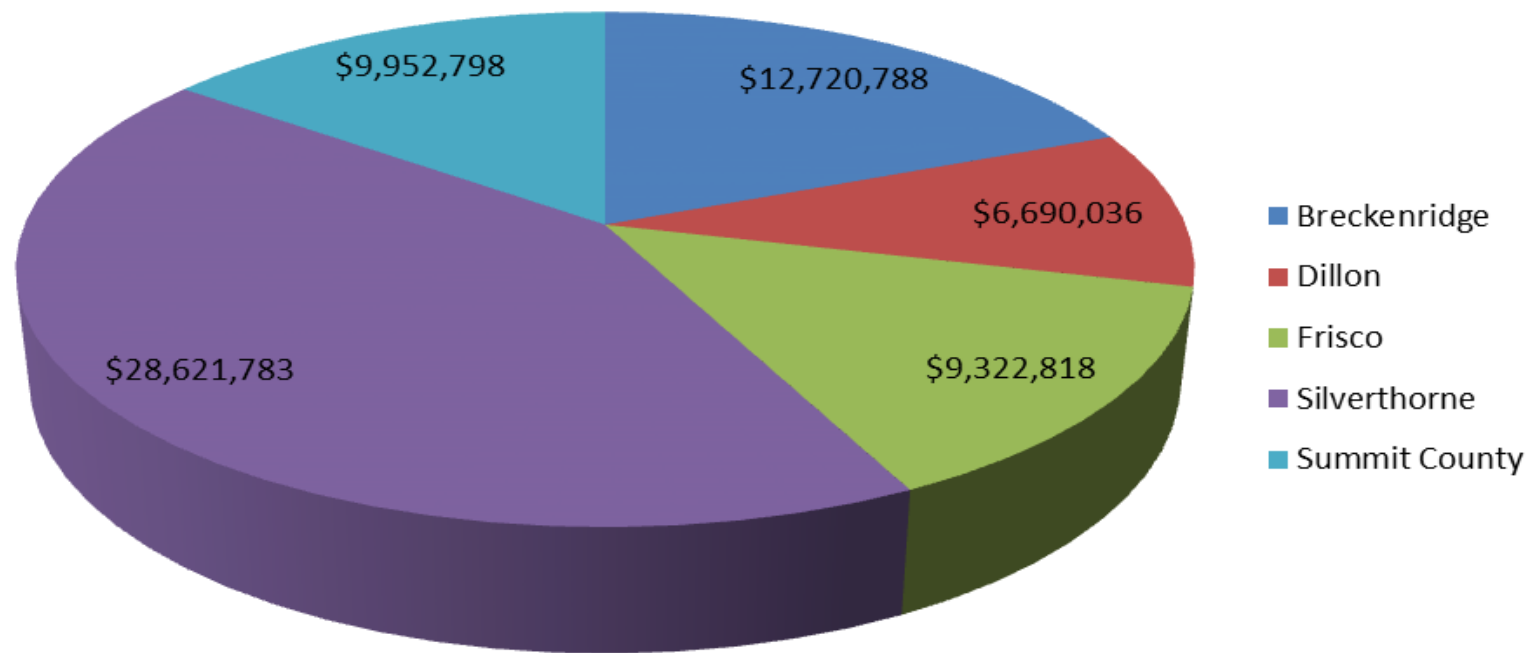
ANSWER CHOICES		RESPONSES	
Yes, our current staff is working more hours to cover our operating hours.		52.54%	31
Yes, we have shortened our business hours or shifts or meal periods per day.		27.12%	16
Yes, we are closing certain days of the week.		25.42%	15
Other (please specify) <div>Some can't take on more business or expand.</div>		20.34%	12
Yes, we have changed our business model to accommodate labor shortage.		16.95%	10
Yes, we are using technology to replace labor.		13.56%	8
No, it has not changed how my business operates.		10.17%	6
Total Respondents: 59			

Q. 12 As we anticipate a busy summer, what concerns do you have? (open-ended)

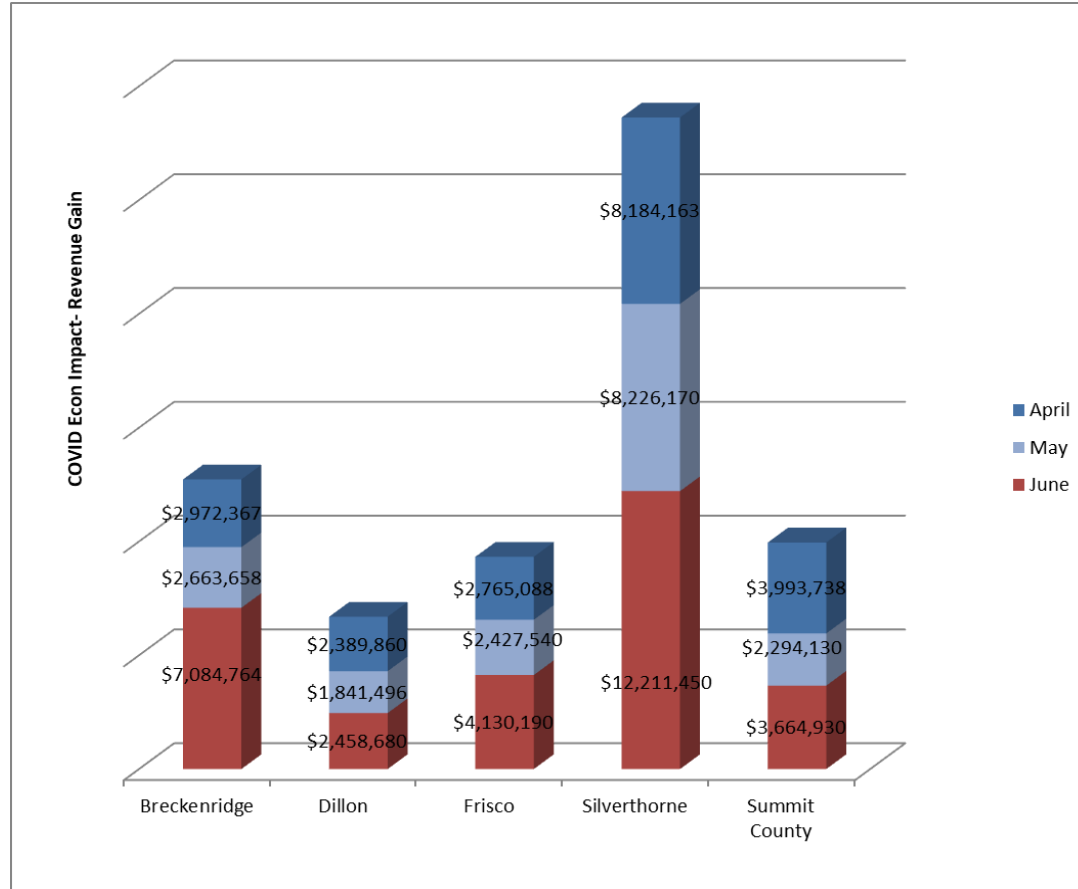
- Housing affordability
- Housing availability
- Lack of staffing, staff stealing
- Positions can't be filled due to housing issues
- Service levels suffering
- Overcrowding
- Landlord issues
- Office employees not returning hurts biz levels
- Customer attitudes
- Won't be able to recover lost revenues from winter
- Revenues still down to 2019
- Lack of volunteers for events
- Inflation
- Parking shortage
- Supply chain issues
- Burnout of current staff, managers and owners

COVID19 Economic Impact by Location

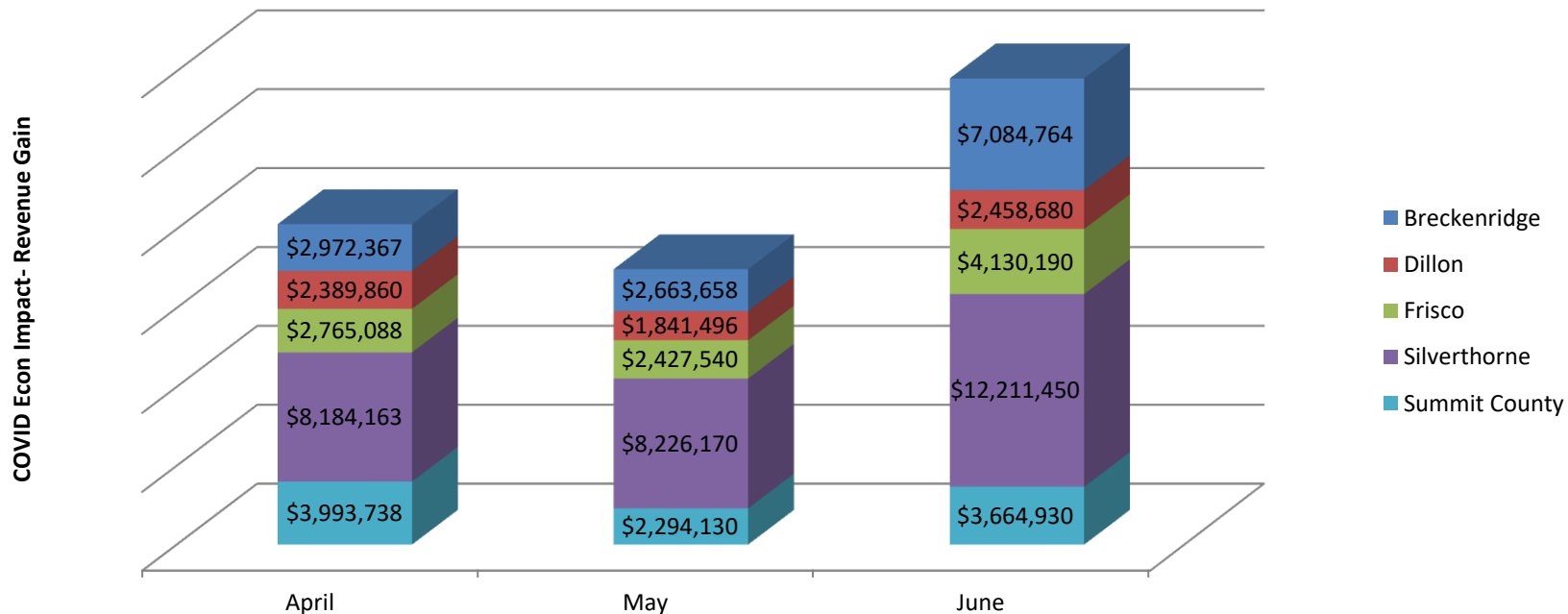
Total SC Impact April-June 2021= \$67.3 million



Taxable Sales Increase by Entity



Taxable Sales Increase by Month



Thank You!

Questions and Comments:

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