



Survey Results Summary and Key Findings

December 15th Steering Committee Meeting

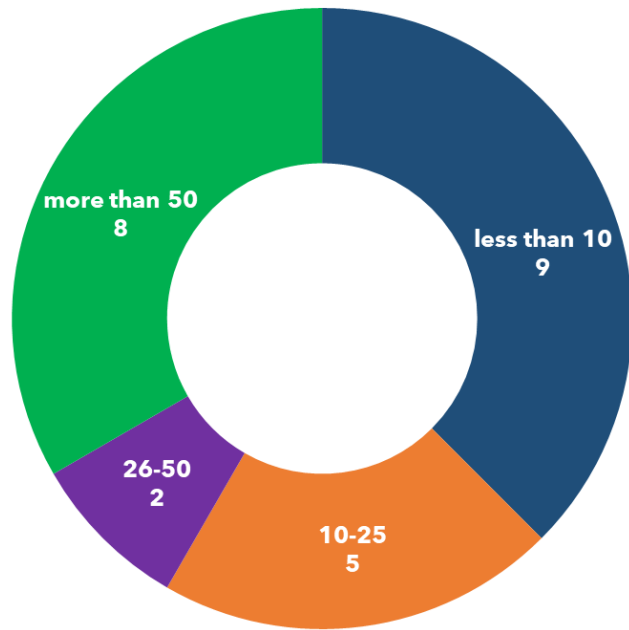
3 Separate Surveys

- Workforce
- Restaurant and Retail
- Entrepreneurship
-  total responses

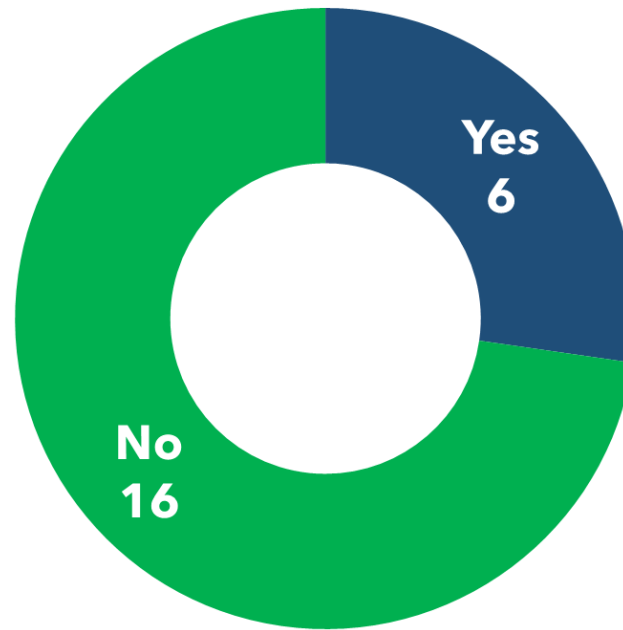


Workforce Survey – 37 participants

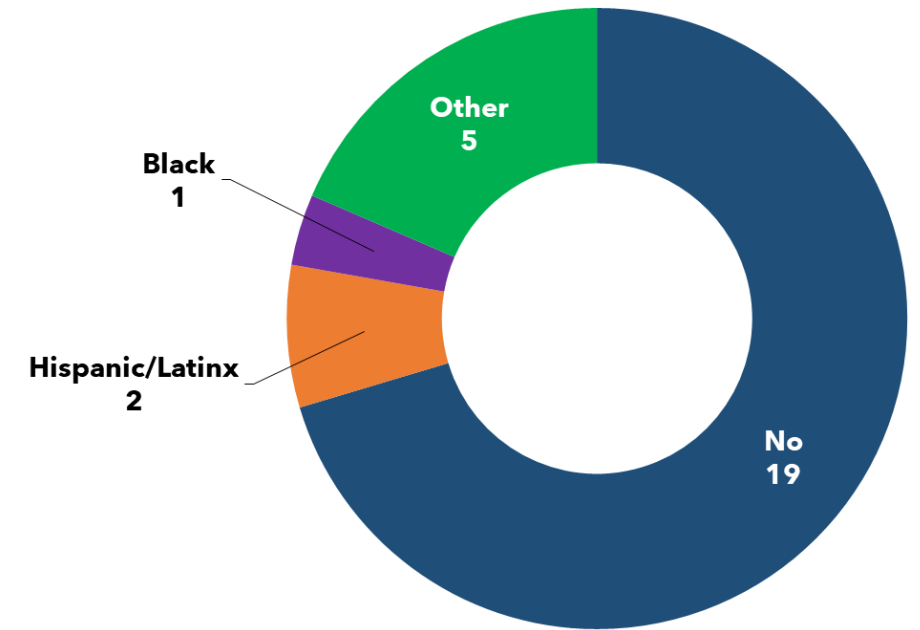
Number of Employees



Is this a woman-owned business?



Is this a minority-owned business?



.....
↑ Order your top 5 items above this line ↑

Adopt innovative recruiting methods

Provide housing assistance

Create more part-time positions

Provide relocation assistance

Offer on-the-job training

Attract non-traditional workers

Increase wages and/or benefits

Offer bonuses to new employees

Allow for remote work flexibility

Provide on-site childcare

Adopt innovative recruiting methods

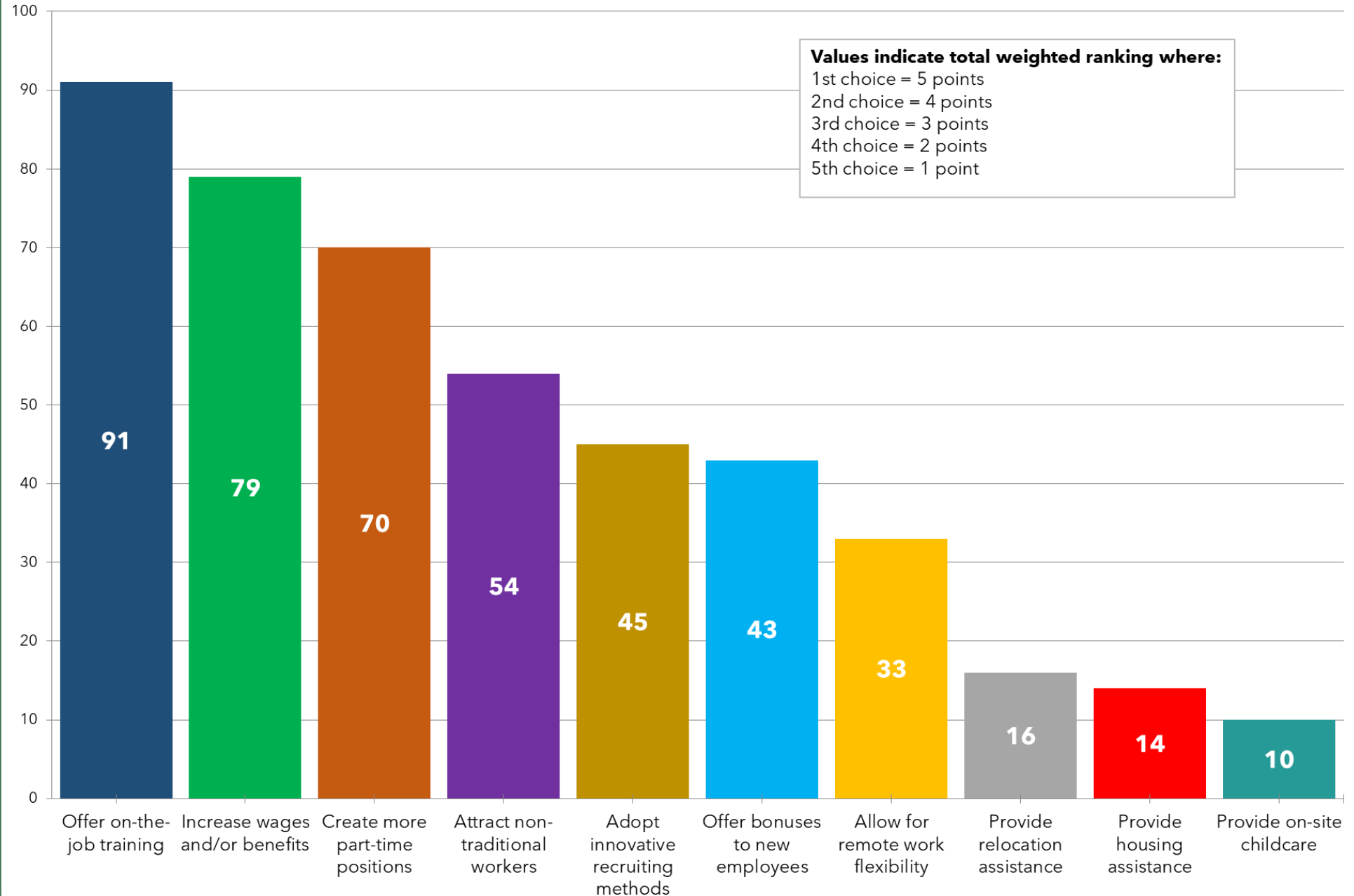


Examples include virtual interviews and job fairs, web-based advertising and recruiting.



Methods of Expanding Workforce Ranking

Select the top 5 methods that may be useful to your business in expanding workforce,
in the order of most to least useful



Please give input on the following potential barriers

CHALLENGES

Transportation

○○○○○

Childcare

○○○○○

Housing

○○○

Compensation

○○○○○

Marketability

○○○○○

Compensation

To what extent do the following issues impact your business's ability to attract and retain employees?

1 star = No impact

5 stars = Significant impact

**Competition**

The wages and benefits being offered by similar companies and within the industry

**Incentives**

Your willingness to provide sign-on or routine bonuses, merit pay, leave time and sabbaticals

**Financial Assistance**

The availability of government paycheck assistance programs that enable you to hire and retain employees

**Limited Workforce**

Having to increase wages to attract and retain talent due to a tightening labor force



Transportation

Childcare

Housing

Compensation

Non-Traditional
Schedules

Who Moves?

Choose the option that works best for your business

Attract the workforce
to your current
location



Neutral

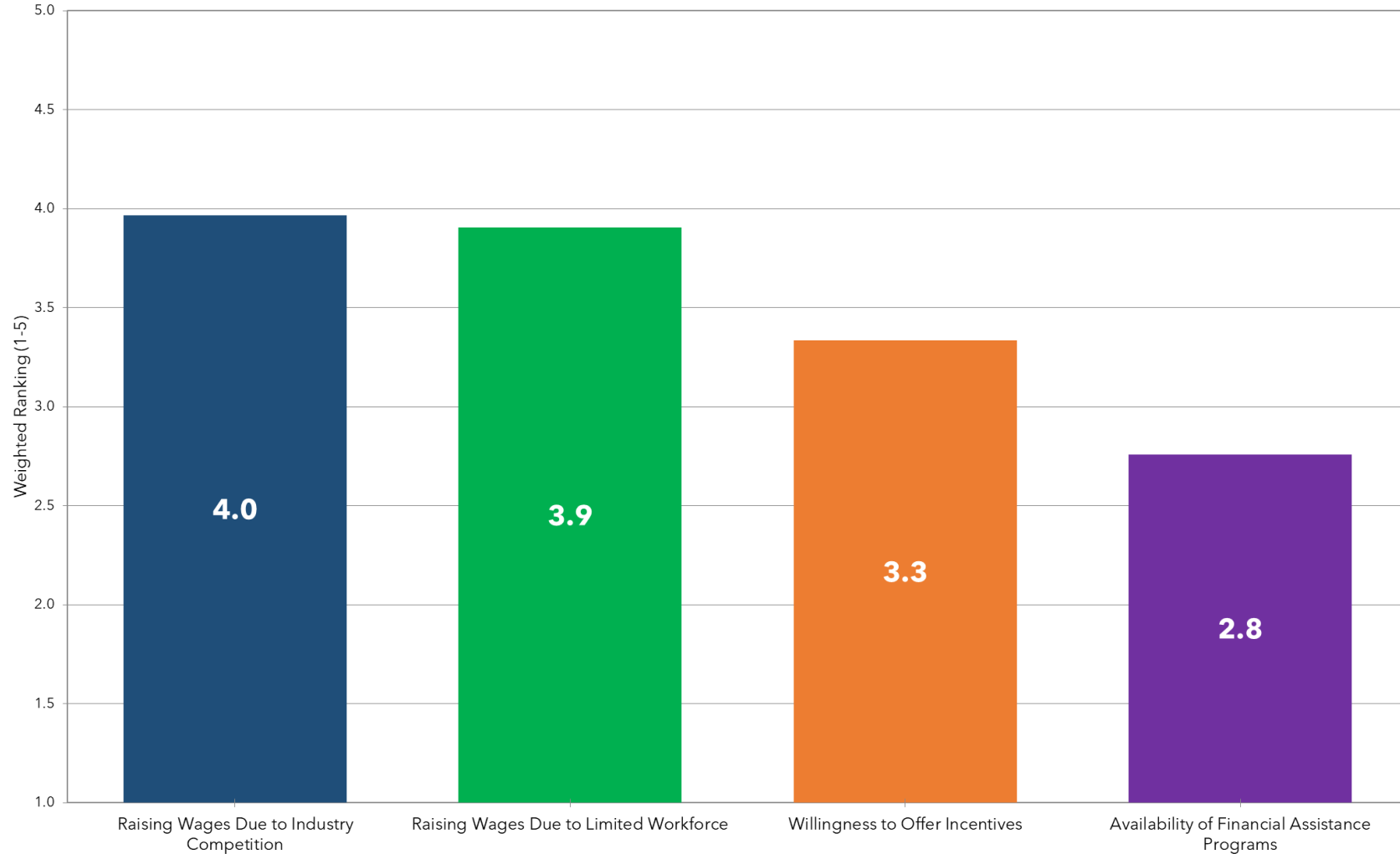


Relocate your
business to where
the workforce is



Impact Ranking - Compensation

Please indicate how much would each of the following impact your business, from the least (1) to most (5) impact

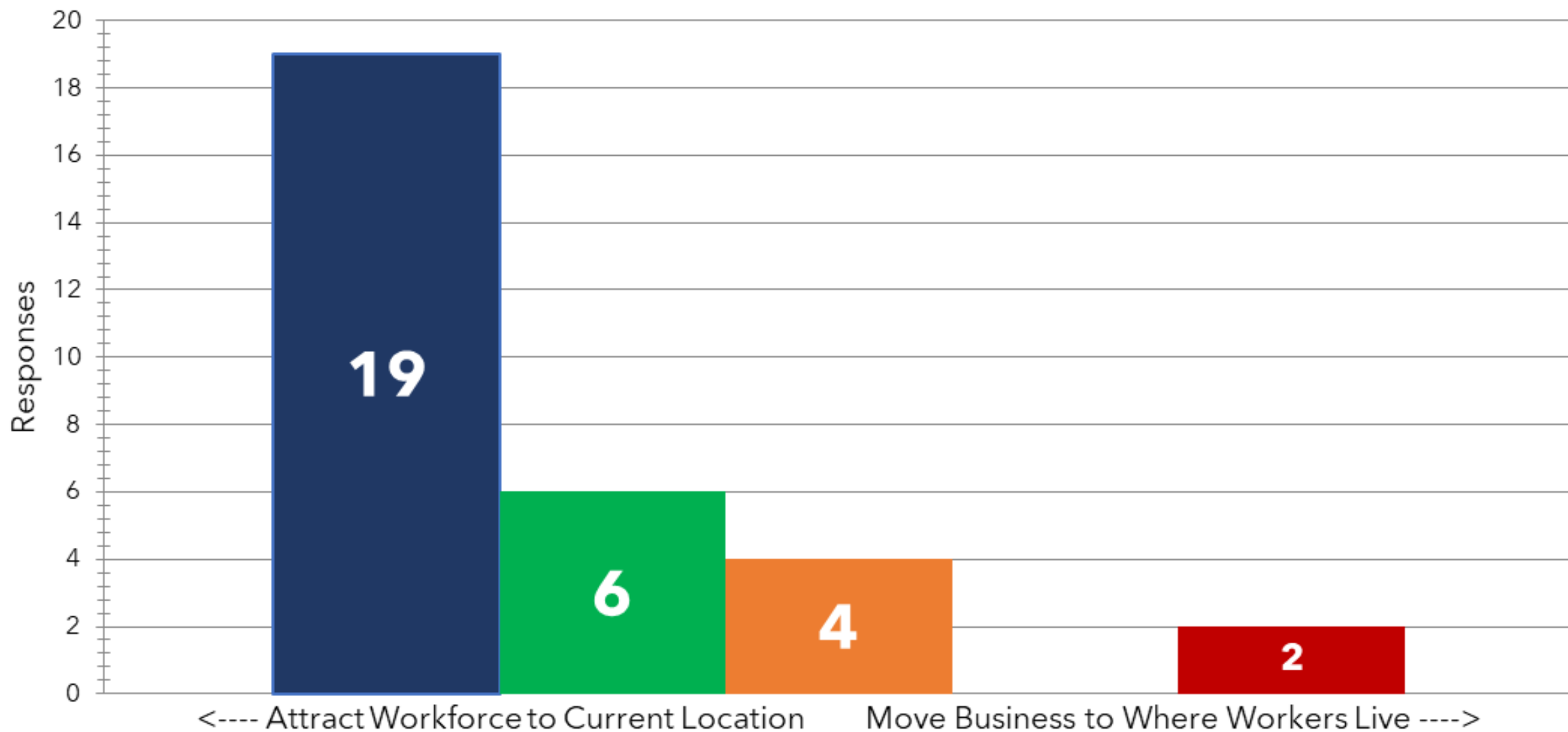


Other Results

- Parking and proximity to employee base were more important than alternative transportation
- Childcare impacts were low to average across the board
- Housing impacts were average with location, cost, and stock all roughly equal
- Marketability of individual businesses and the region as a whole were also not seen as high-impact issues

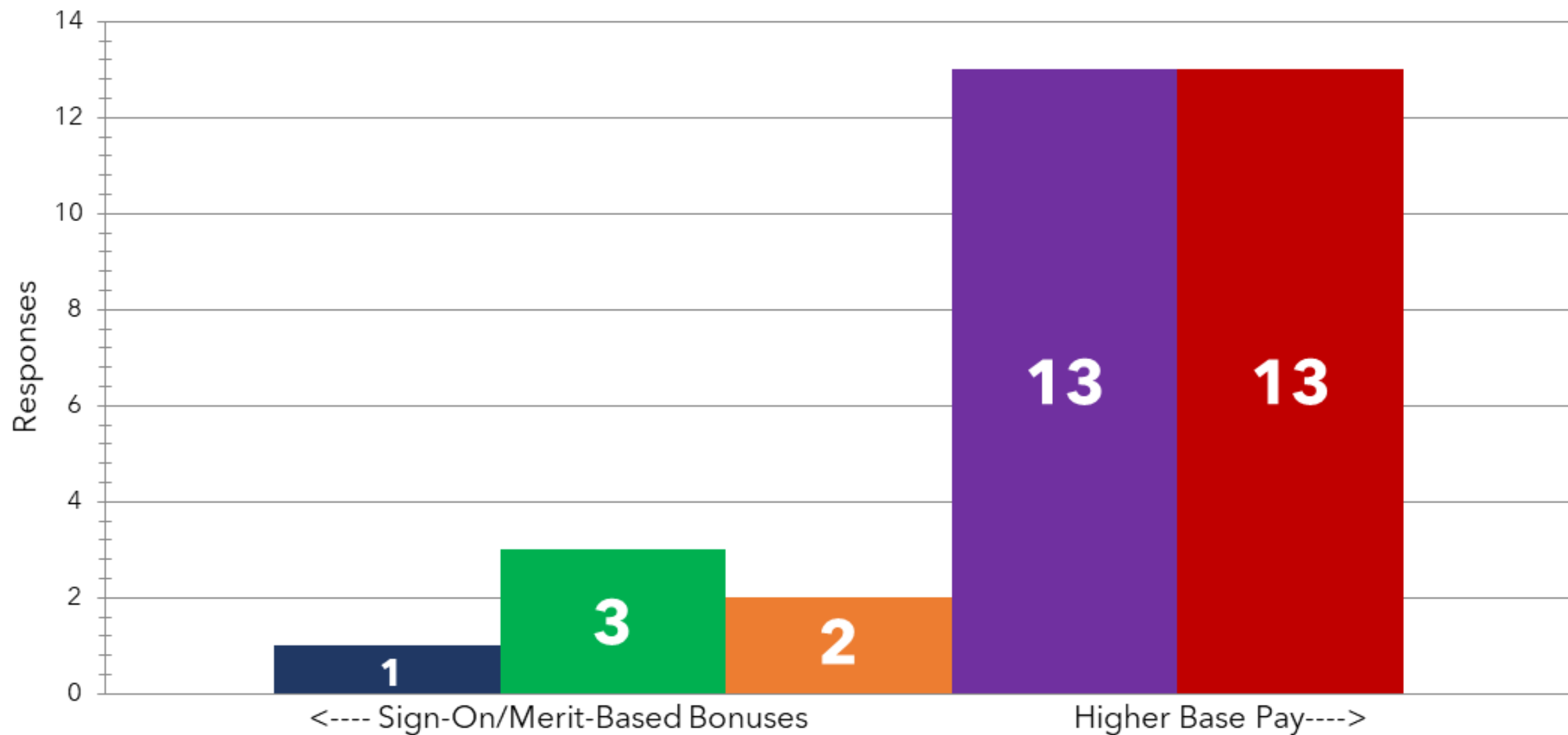
Transportation

Which option works best for your business?



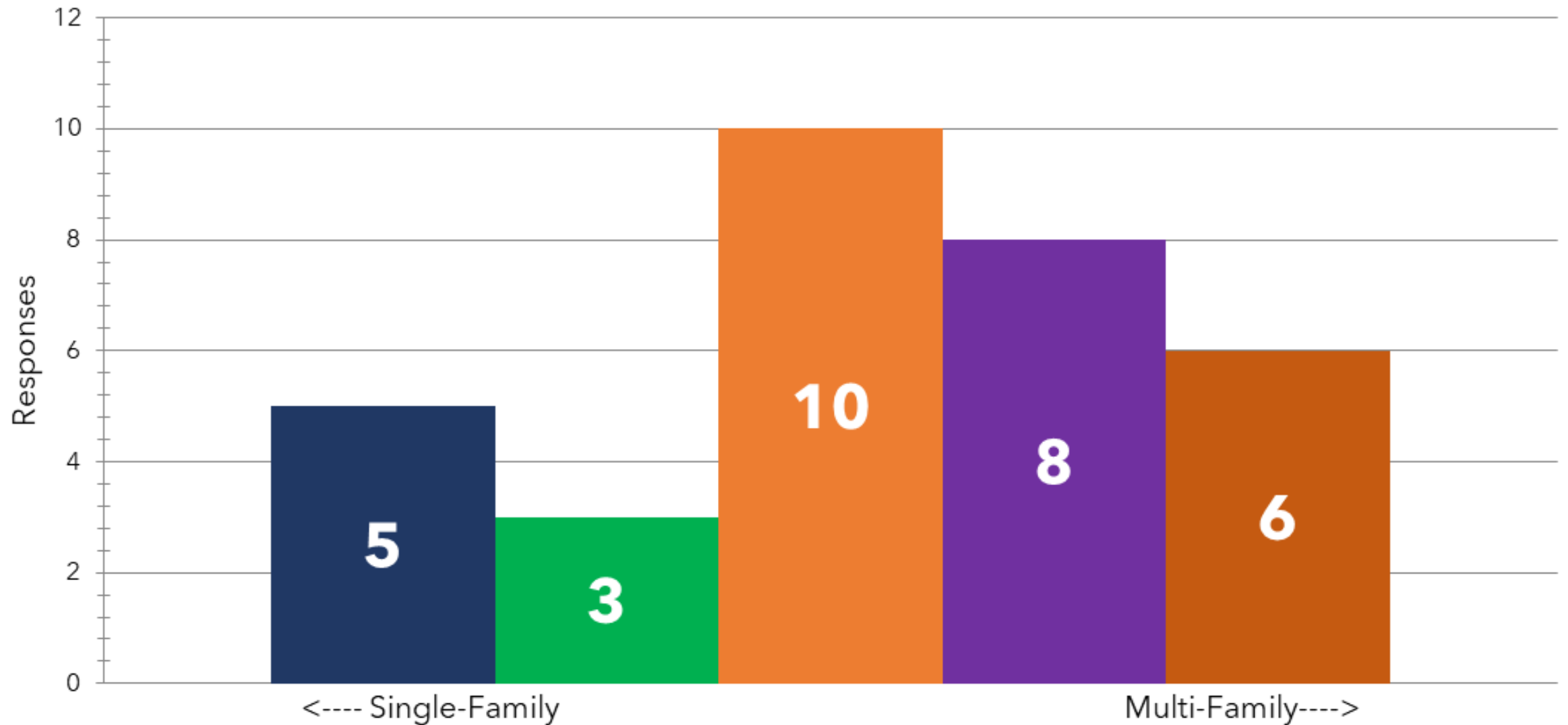
Compensation

What's more effective for your business to offer?



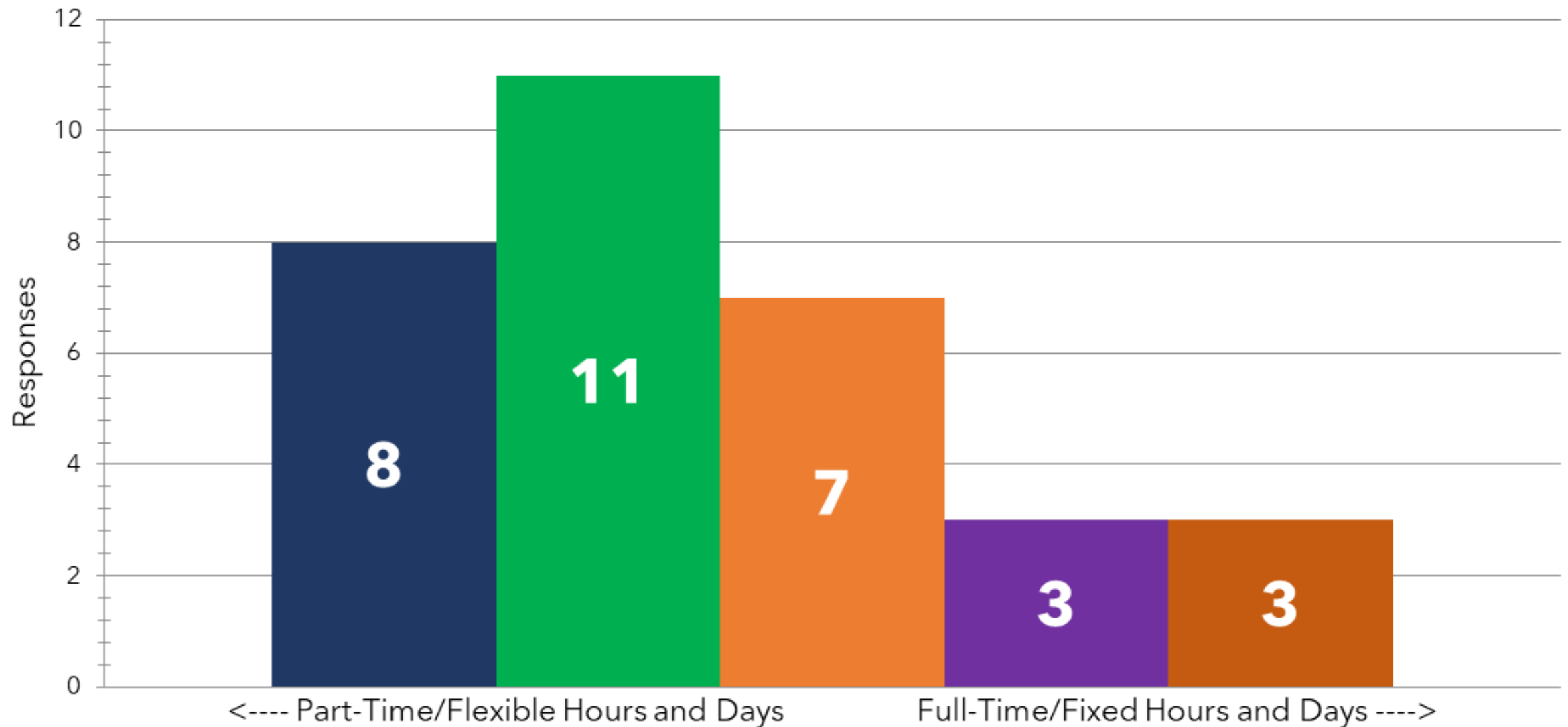
Housing

What type of housing do your employees need?



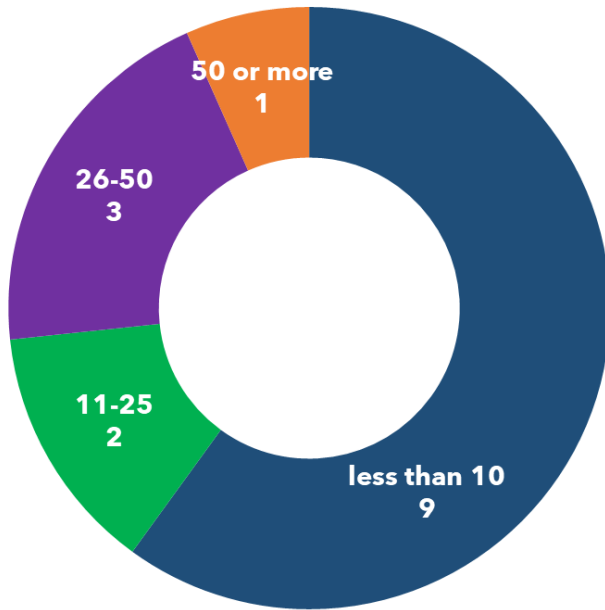
Non-Traditional Schedules

What are you willing to offer to employees?

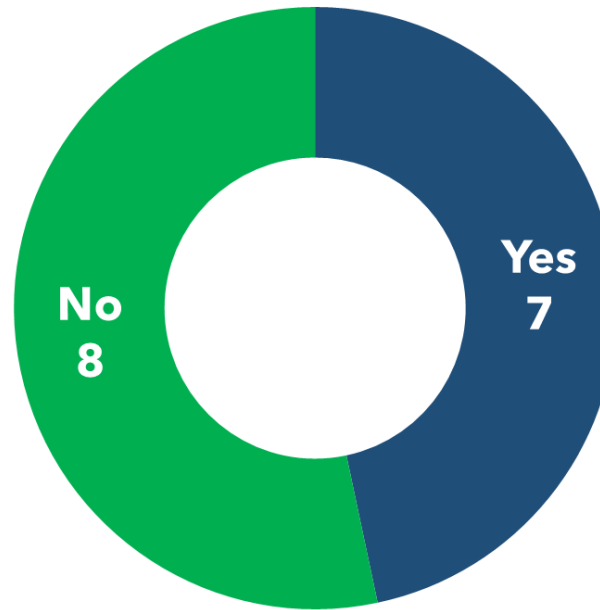


Retail & Restaurant Survey – 30 participants

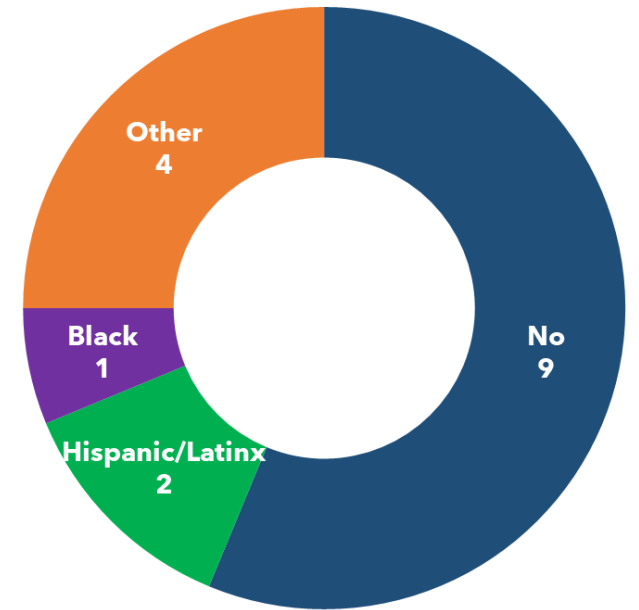
Number of Employees



Is this a woman-owned business?



Is this a minority-owned business?



Please rank 5 of the following items according to how much your business has been impacted by them.

CHALLENGES

↑ Order your top 5 items above this line ↑

Capacity limits

Employee shortages

Layoffs

Rising cost of goods

Reduced hours of operation

Physical changes to space

Supply chain

Delivery of goods to customers

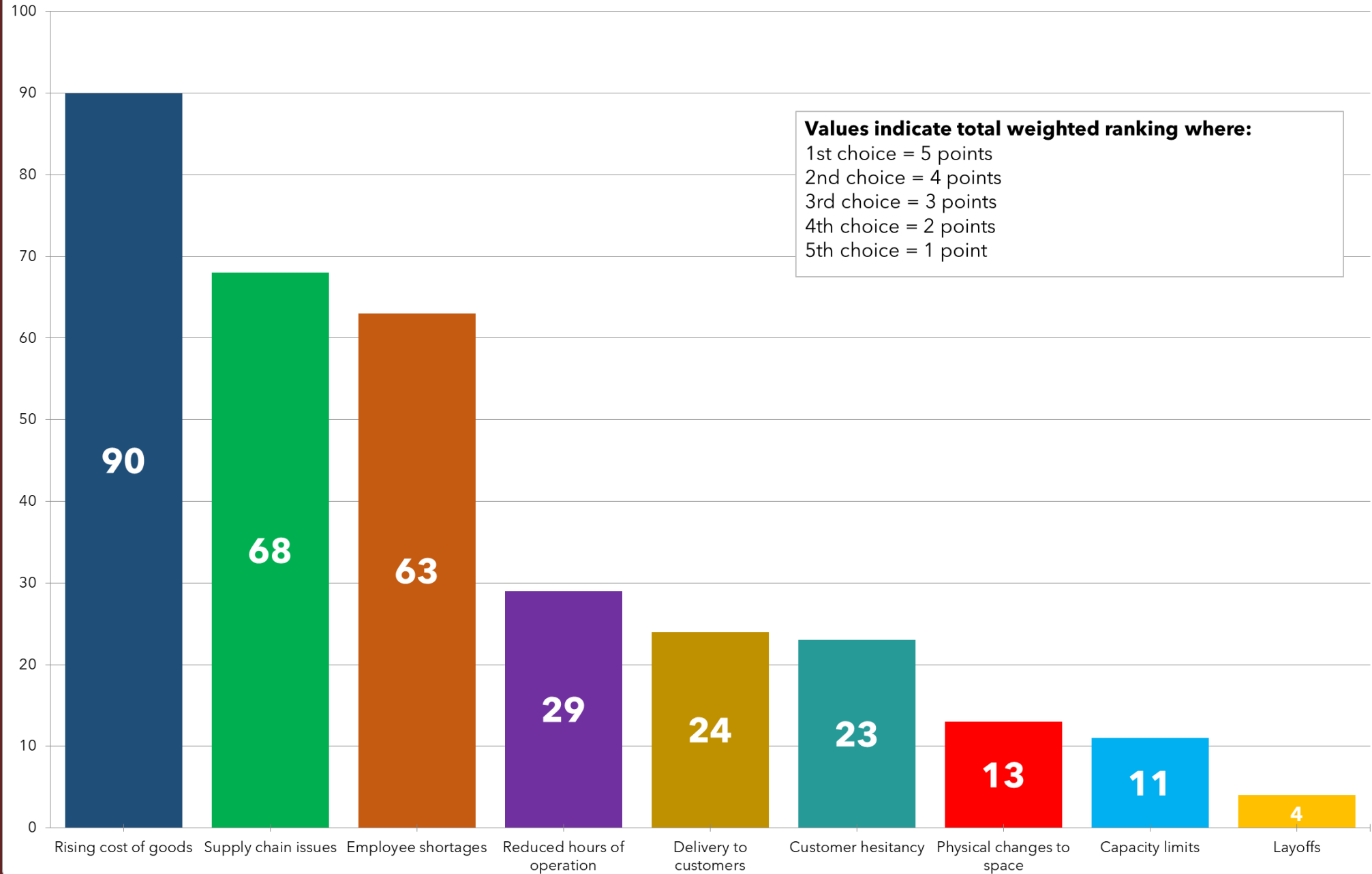
Customer hesitancy

Please rank the top 5 challenges your business has faced due to the pandemic by dragging the items in order above the line

Please click each item for a detailed explanation.

Challenge Ranking

Select the top 5 challenges from the pandemic that your business is facing,
in the order of most to least significant



Restaurants

○○○○○○○

Retail Stores

○○○○

Have you implemented or would you consider implementing each of the following innovations?

Seasonal Outdoor Dining

☐

Winter Outdoor Dining

☐

Touchless Technology

☐

Menu Slimming

☐

Seating Changes

☐

New or Enhanced Takeout

☐

Contracting with Delivery Services

☐

Seasonal Outdoor Dining

Outdoor dining during warm weather months.

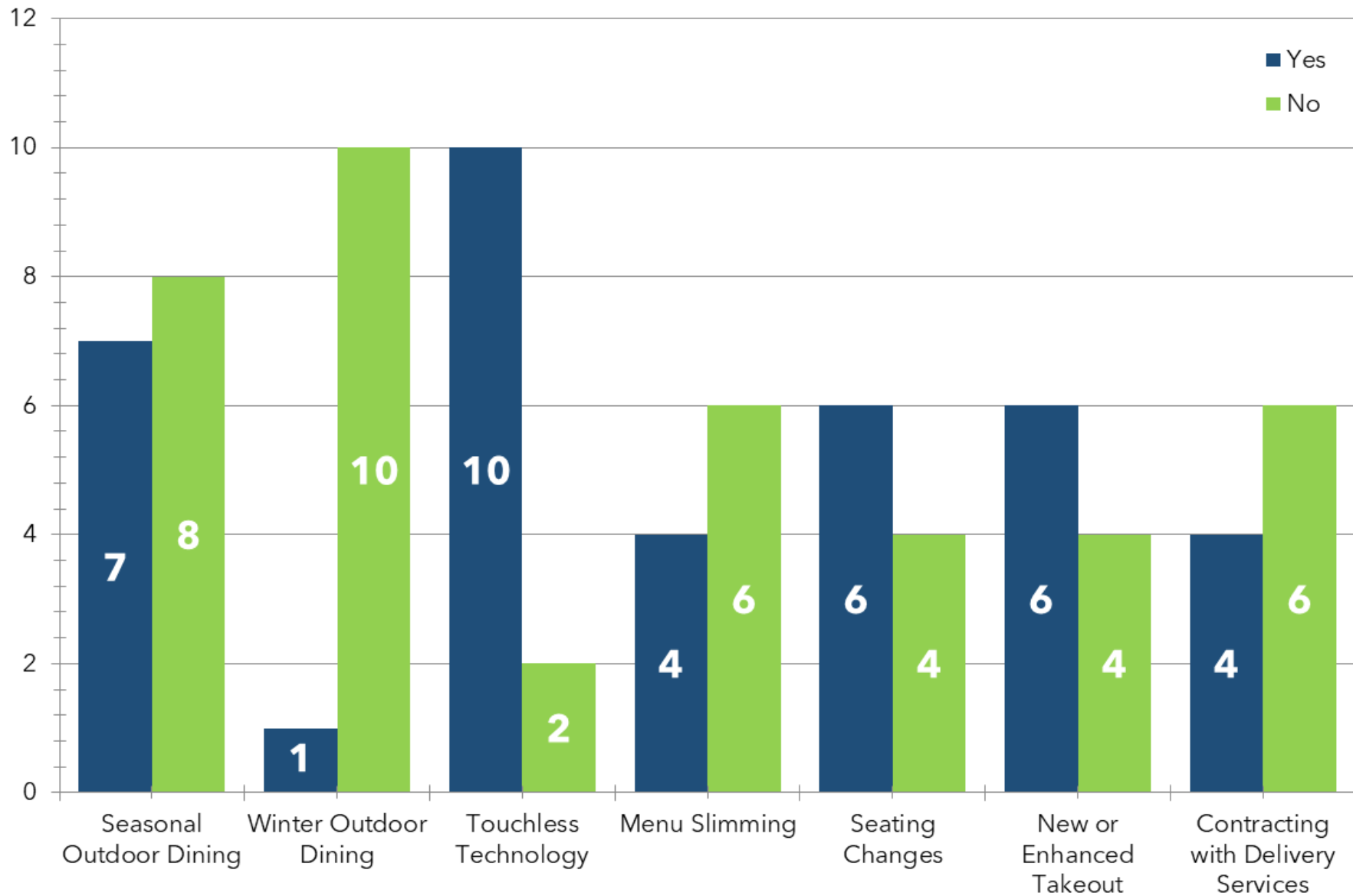


Yes or no?



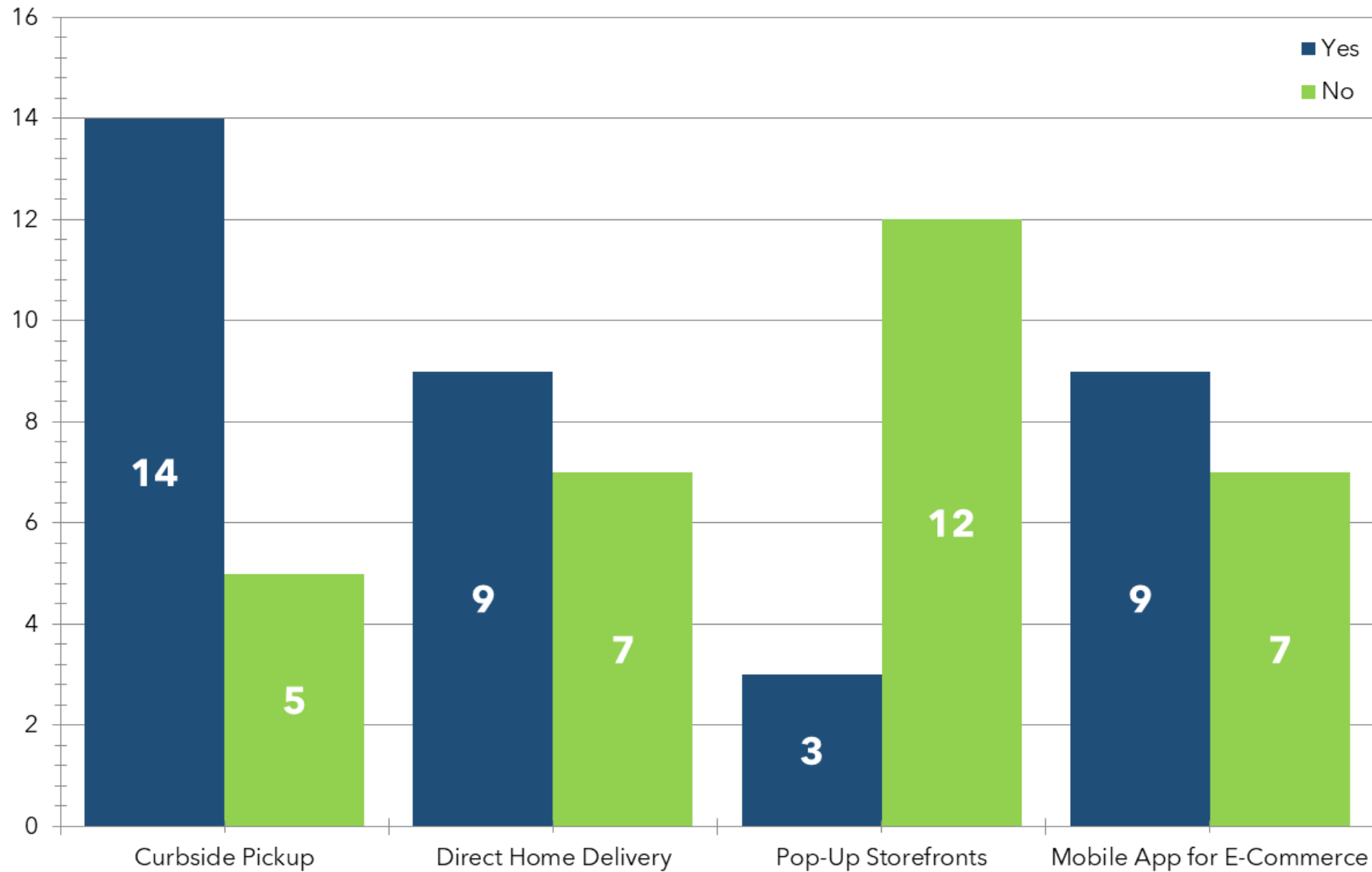
Restaurants

Have you implemented or would you consider implementing these innovations?



Retail

Have you implemented or would you consider implementing these innovations?





Regulations

○○○○

Initiatives

Programs designed to stimulate economic development by supporting businesses and attracting customers.



Funding

○○○○

Enhanced or Improved Job Training

Available training programs for existing and potential employees.

**Employee Retention and Workplace Experience**

Employer-based programs that build loyalty, retention, voice, and productivity among employees



Infrastructure

○○○

Enhanced Marketing of the Region

Increased and specialized efforts to attract businesses, employees, customers and visitors to the region.



Initiatives

○○○○

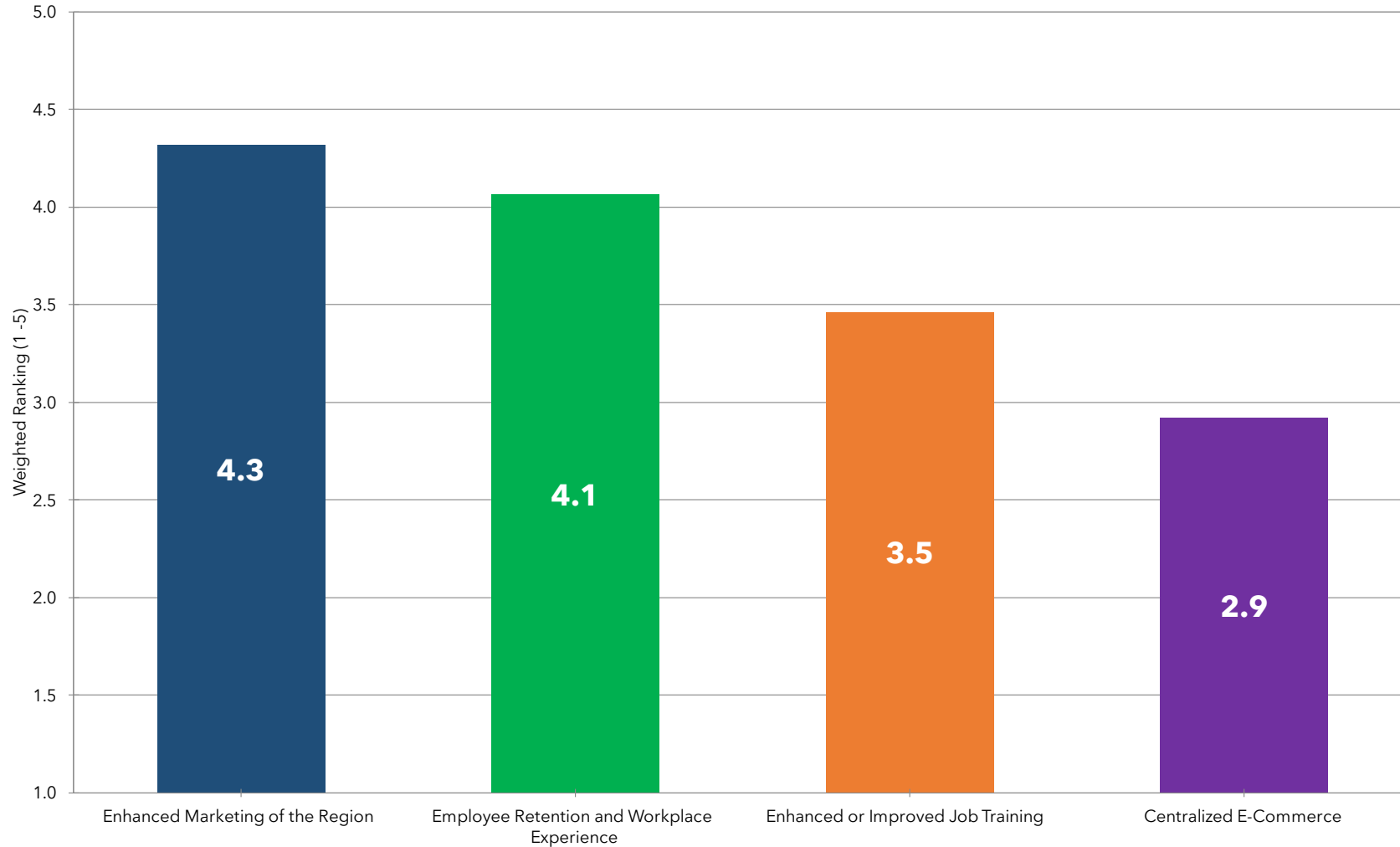
Centralized E-Commerce

Joining an area specific e-commerce program/app to sell goods without establishing your own site.



Impact Ranking - Initiatives

Please indicate how much would each of the following impact your business from the least (1) to most (5) impact

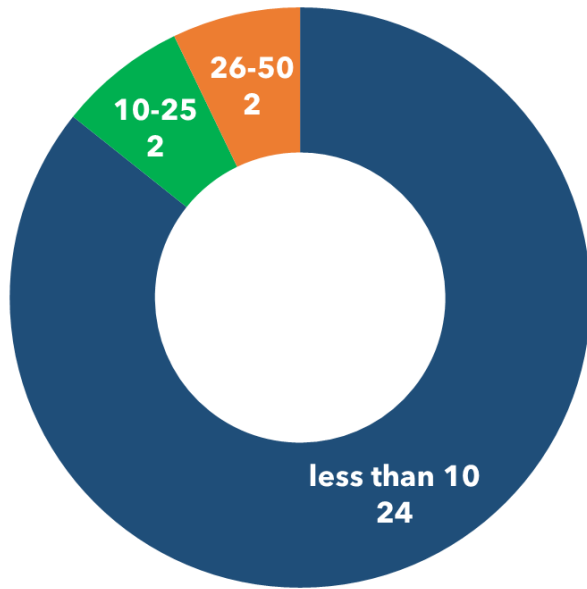


Other Results

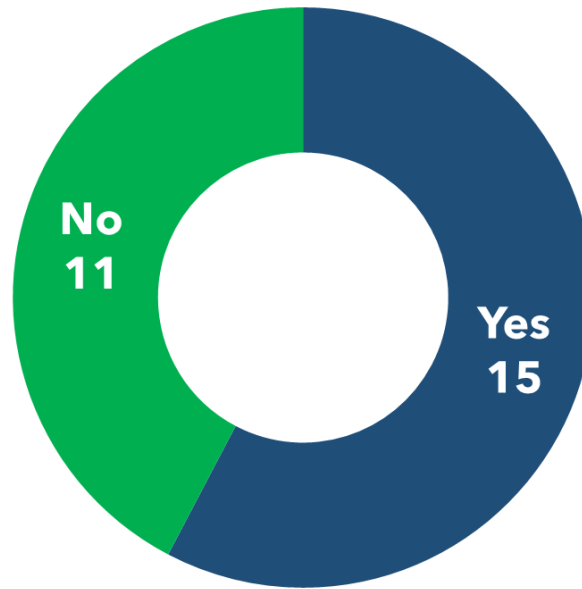
- Relaxed parking was seen as the most important regulatory impact
- All state and federal funding sources ranked as high-impact
- Infrastructure such as streetscape and curbside pickup areas were given slightly above-average rankings
- Outdoor dining infrastructure in general has not yet been fully embraced

Entrepreneurship Survey – 33 participants

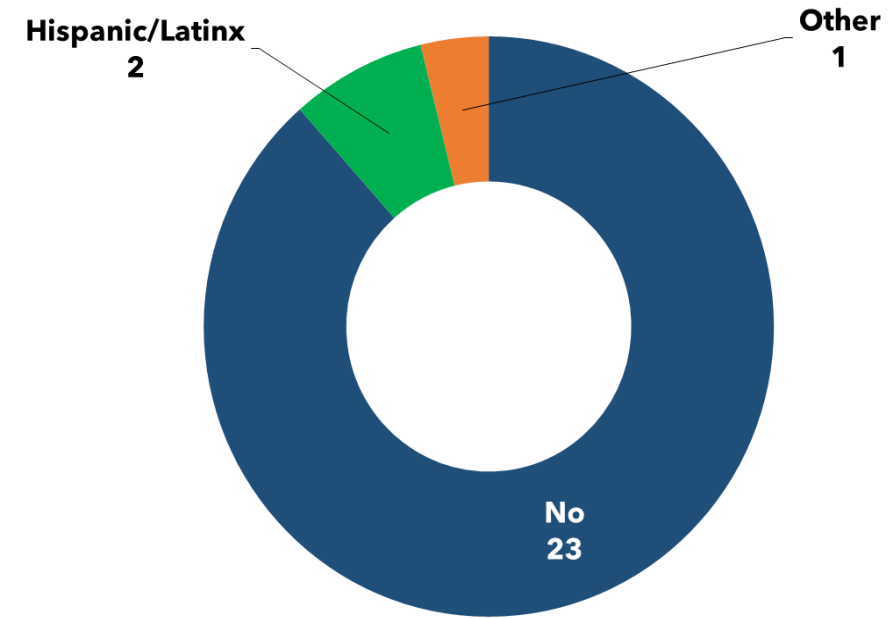
Number of Employees



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.....
↑ Order your top 5 items above this line ↑

Financing and funding

Facility space and modernization

Education and skill level

Licensing and permitting

Access to equipment

Business location

Workforce competition

Business support services

Access to affordable space

Financing and funding

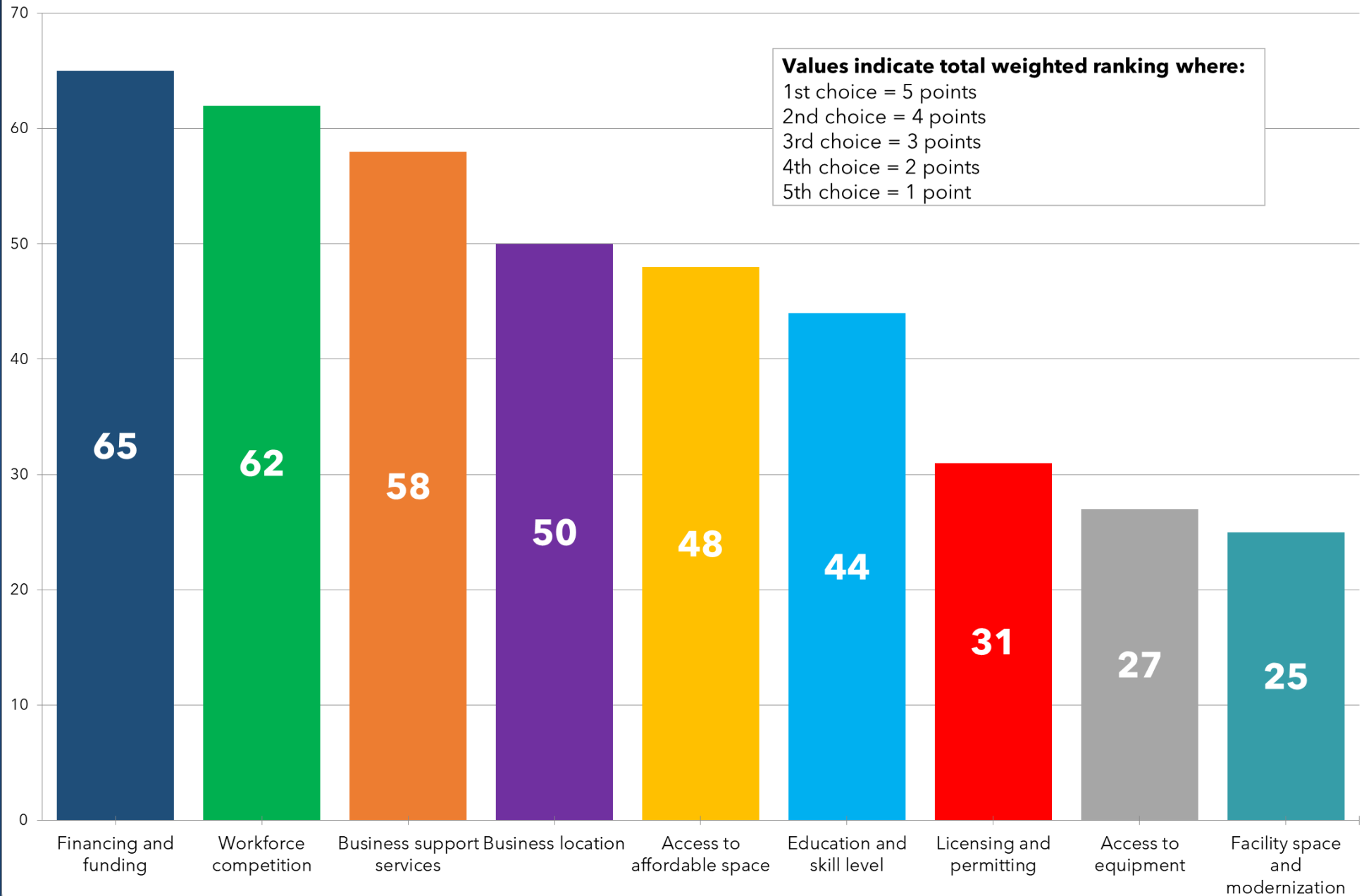


Do you have adequate access to funding and financing resources to grow your business?



Barriers to Growth

Select the top 5 barriers to growth that your business is facing,
in the order from most to least significant



Collaborative
Workspaces and
Programs

○○○○○

Business Education

○○○

Location and Space

○○○

Strategic Planning

○○○○

Incubators, makerspaces, and accelerators offer early assistance to entrepreneurs focused on scaling and innovation.

› How familiar are you with business incubator and accelerator programs?

Not familiar at all

Somewhat familiar

Very familiar

› How familiar are you with makerspaces?

Not familiar at all

Somewhat familiar

Very familiar

› How familiar are you with food service makerspaces specifically?

Not familiar at all

Somewhat familiar

Very familiar

› If familiar with any of the above, do you think our region would benefit from having them?

Yes

No

Unsure

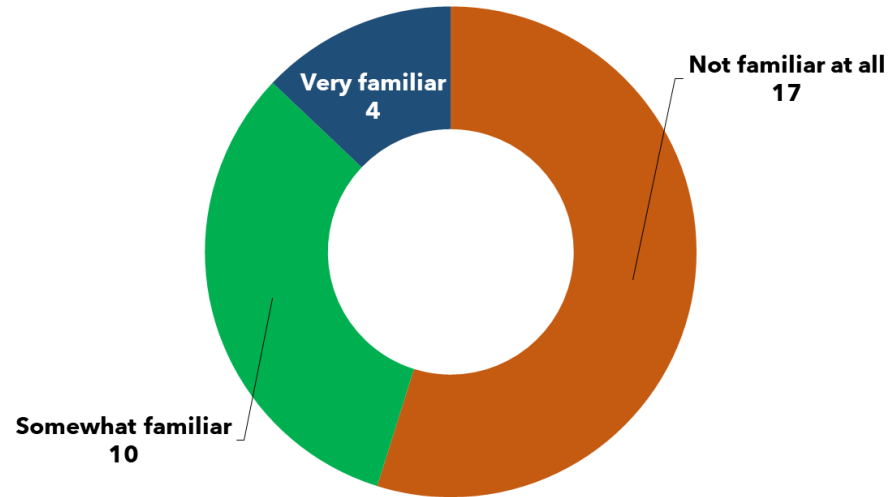
› Would you like to learn more about these types of programs?

Yes

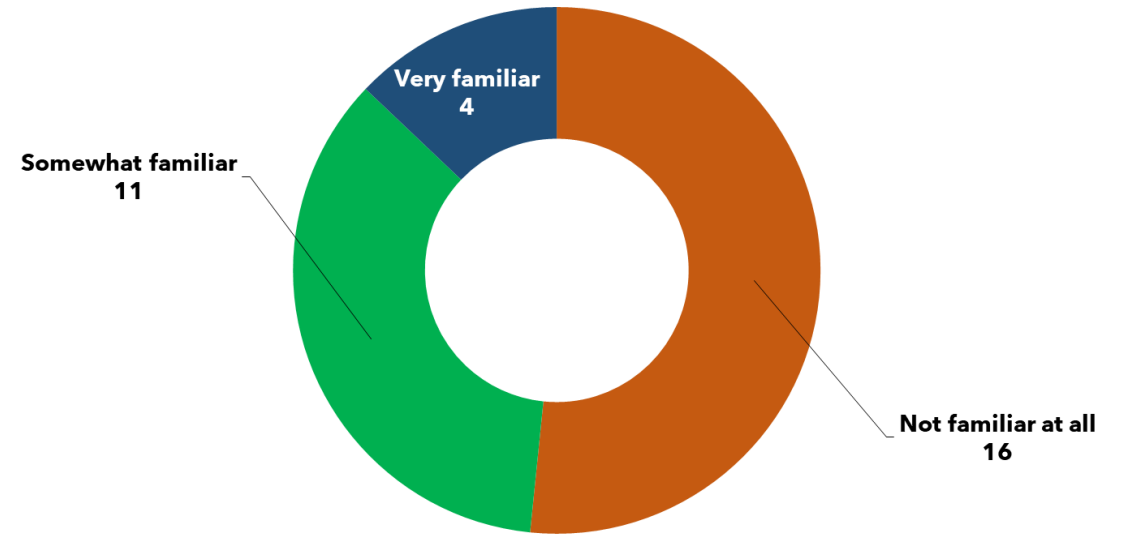
No



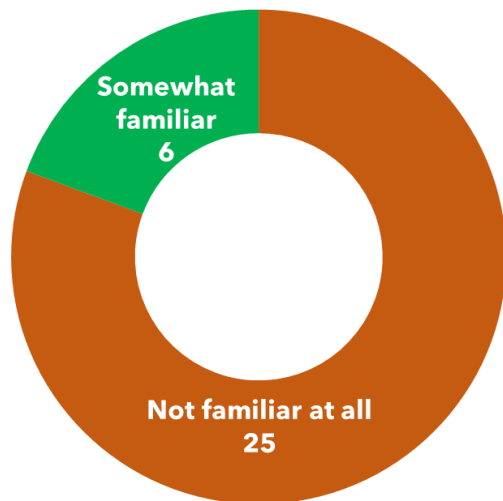
How familiar are you with business incubator and accelerator programs?



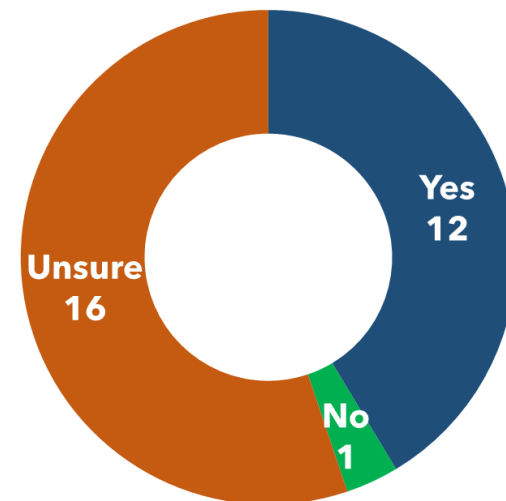
How familiar are you with makerspaces?



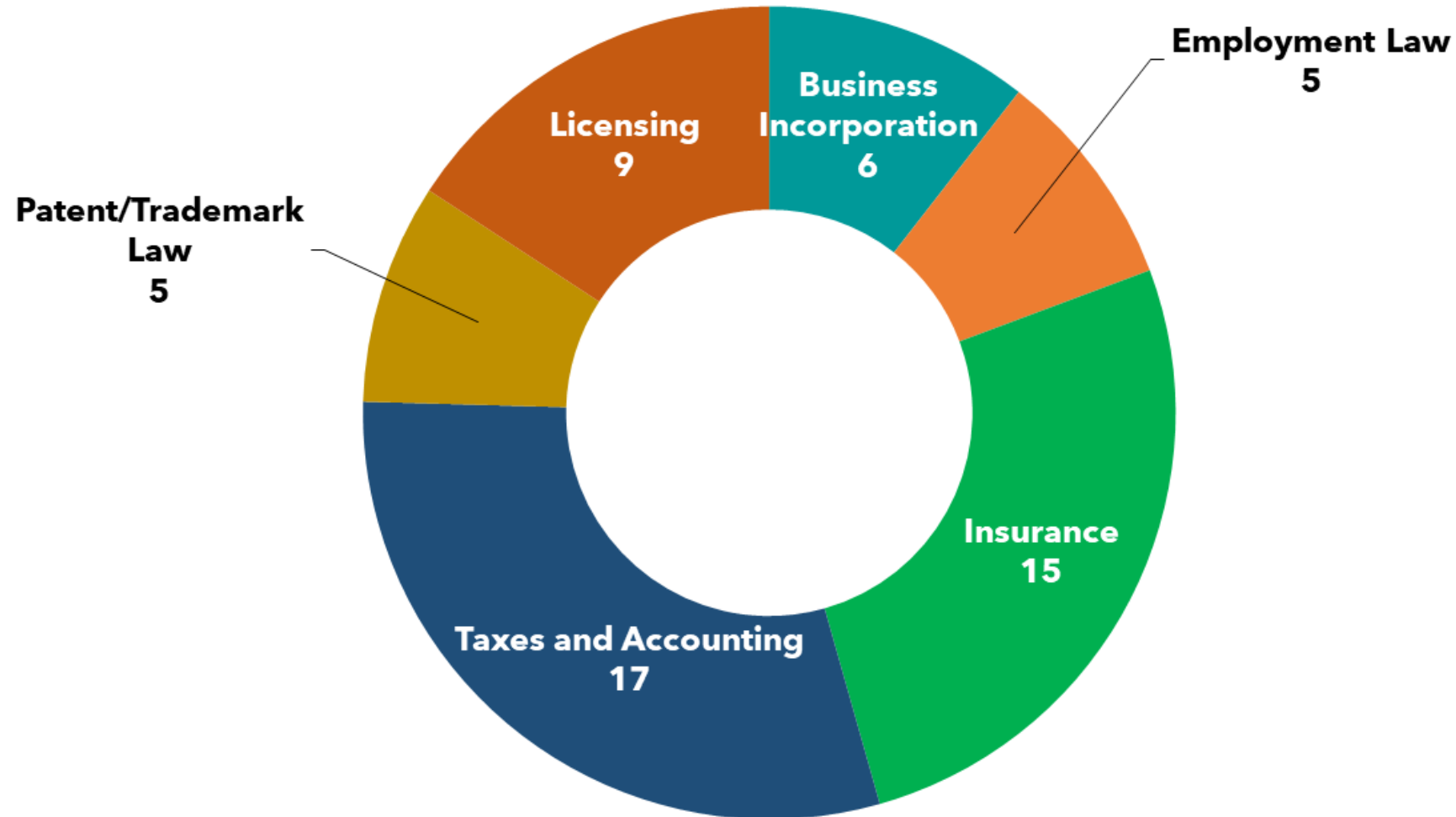
How familiar are you with food service makerspaces specifically?



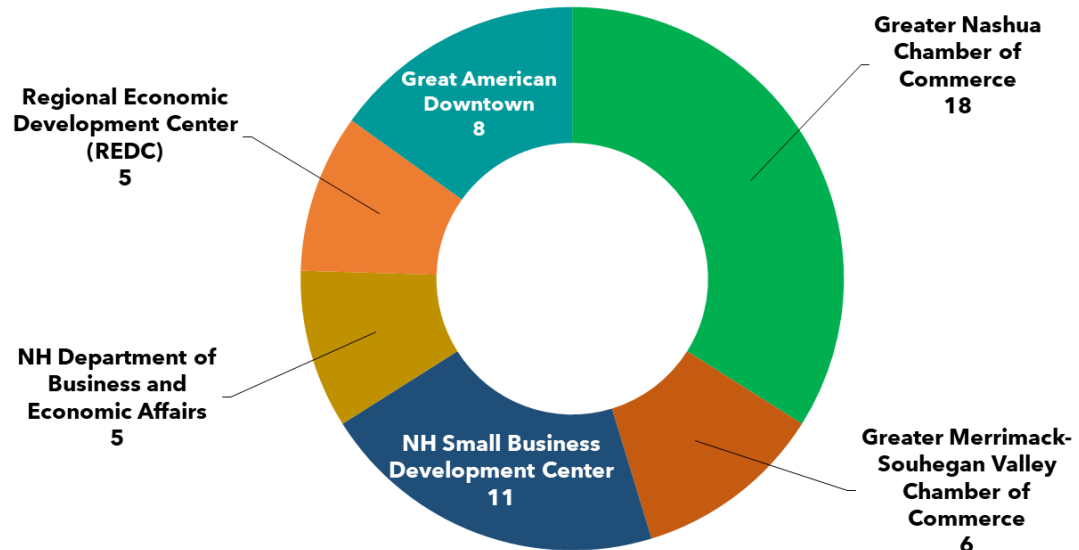
If familiar with any of the above, do you think our region would benefit from having them?



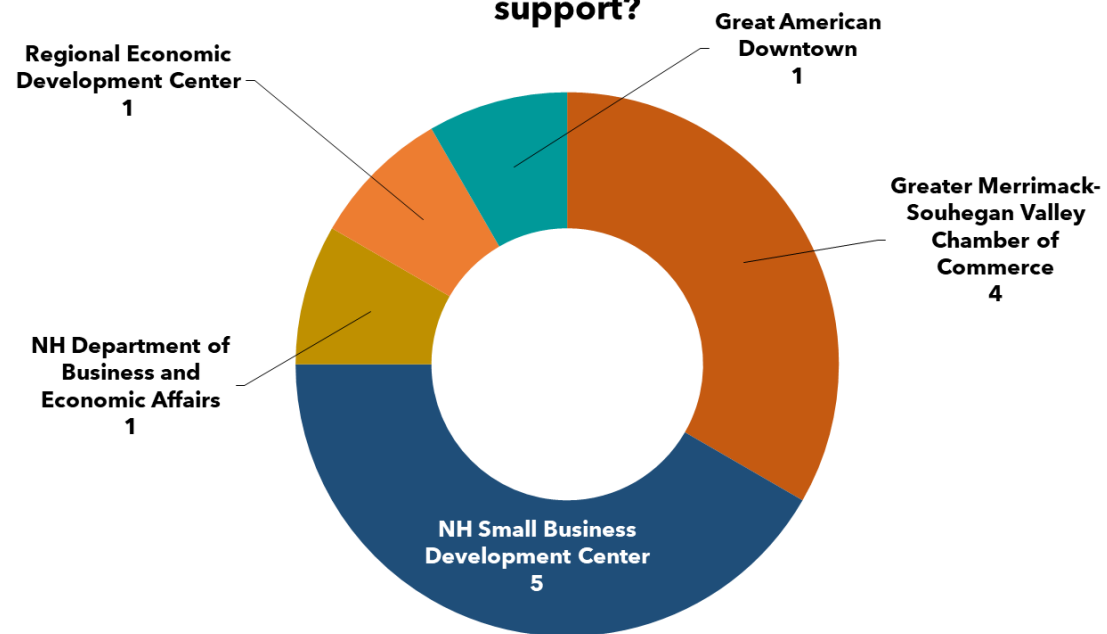
Have you obtained or do you plan to obtain assistance in any of the following areas? (Check all that apply)



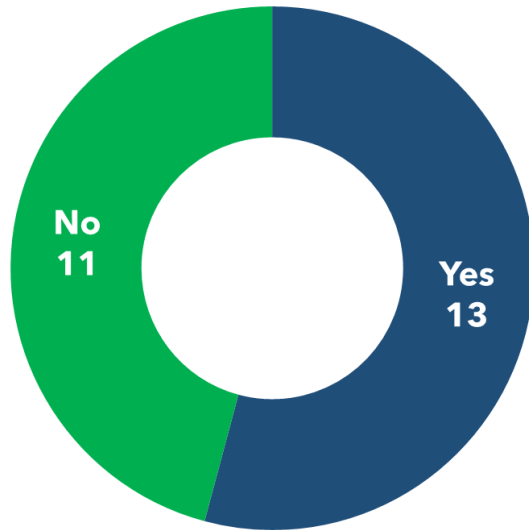
Which of the following organizations are you FAMILIAR with?



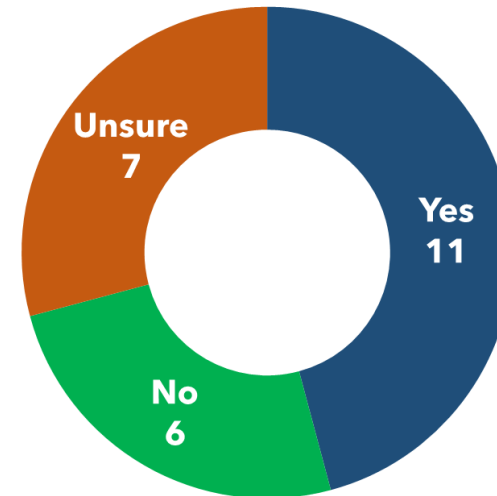
Which of these organizations have you USED for business support?



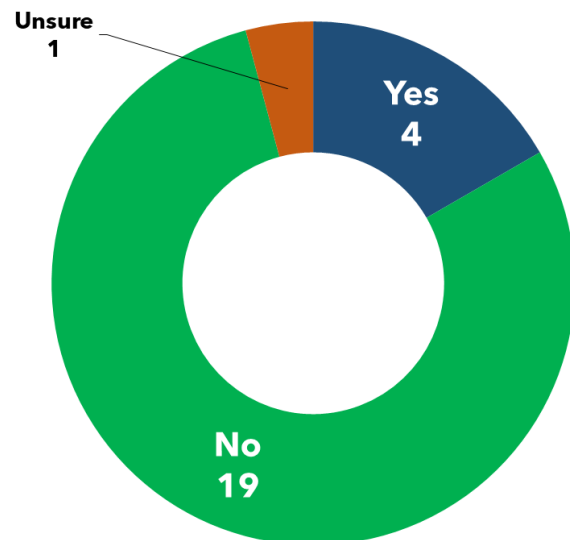
Have you developed a strategic business plan?



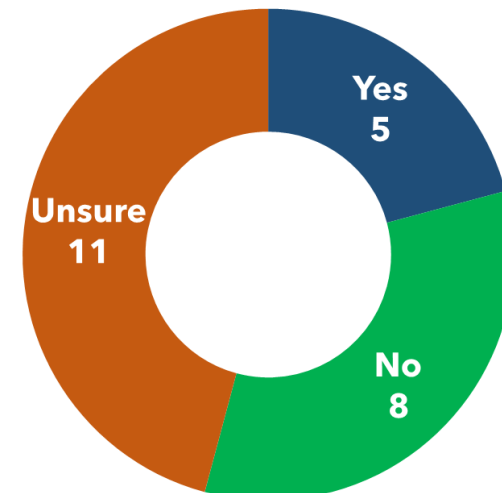
Do you anticipate creating or updating a strategic business plan in the next year?



Have you developed a business resiliency plan?



Do you anticipate creating or updating a business resiliency plan in the next year?





You have been given \$100,000 to enhance your business. How would you allocate the money into the following services?

"10" coins = \$10,000

"1" coins = \$1,000

Click on an "i" button for more information about each item. Not every item requires coins.



10



90

i Accounting & Finance



0

i Legal Services



0

i Grant Writing



0

i Marketing & Communication



0

i Networking



0

i Health & Wellness



0

i Strategic Planning



0

i Advice & Mentoring



0

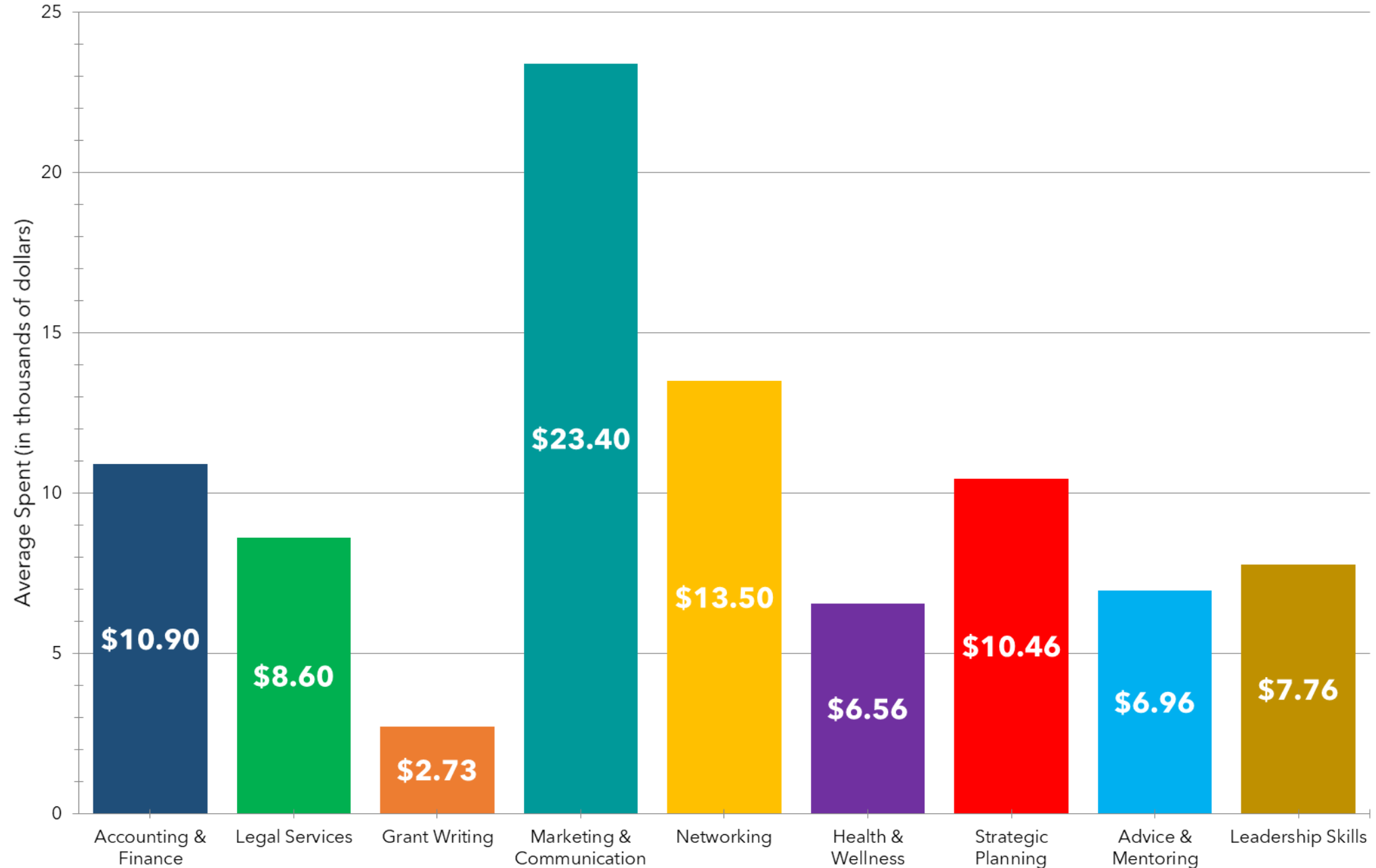
i Leadership Skills



0

Allocating Resources

How would you spend \$100,000 on services to strengthen your business?



Key to Success – Resiliency, Hustle and Flexibility

Key Findings – Woman Owned Business

- Lack of rapid testing; unreliable childcare; quarantining impacts revenue.
- More challenging to obtain funding than similar qualified male counterparts.
- Tough to be respected and taken seriously in the professional world.



Key Findings – Minority Business Owners

- Black Lives Matter movement
- As a black business owner, it can be challenging to “find the space in the room and have access to capital.”
- Highlight minority-owned businesses
- Integrate minority groups into community



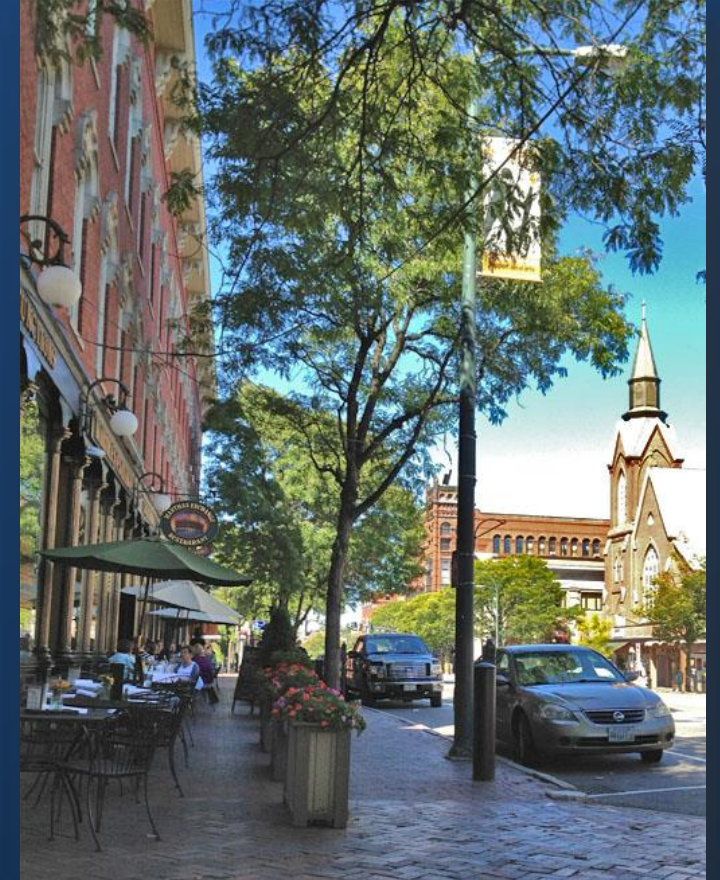
Key Findings – Entrepreneurs

- Need assistance learning the business side – Regulations, taxes, HR rules, finances, insurance, commercial rent agreements, and legal advice.
- Commercial kitchen space in the region.
- Challenging renting space on Main Street in Nashua.
- Increased financing options to assist with cash flow.
- Hard work, stay positive and you get what you put into it.



Key Findings – Restaurants

- Online list of restaurants
- Improved access to parking and dedicated employee parking
- Increasing homeless population
- Need funding beyond banks and access to low interest loans
- Supply chain issues and increases in food prices have cut into revenue
- Wages have had to be increased to stay competitive and retain or hire new staff



Key Findings – Retail

- Need more exposure to generate customers
- Trying to keep a steady customer base is hard
- Lack of cash flow is impacting inventory.
- Using Facebook as a key marketing tool
- Challenging finding time to manage a store and maintain another job
- In-person tasting events are still challenging



Key Findings – Manufacturing and Trades

- Lack of skilled manufacturing workers has delayed production schedules.
- Reduction in product demand and slowed hiring in response.
- CNC Machining and soldering skills, as well as mold room technicians.
- Competing for employees
- Enhanced relationships with local high schools and community colleges



Key Findings – Workforce

- Reduced hours of operation resulting in a loss of revenue
- Great benefits and sign on bonuses cannot compete with a higher wage
- The lack of workforce housing is a major barrier to hiring retail, restaurant, and hourly positions and is disproportionately impacting small businesses
- Workforce housing is much less of a barrier to higher paying, salaried positions generally found in larger employers in the region
- Try us out for a day and get paid
- Employee sharing for seasonal businesses

