



# Survey Results Summary and Key Findings

December 15<sup>th</sup> Steering Committee Meeting

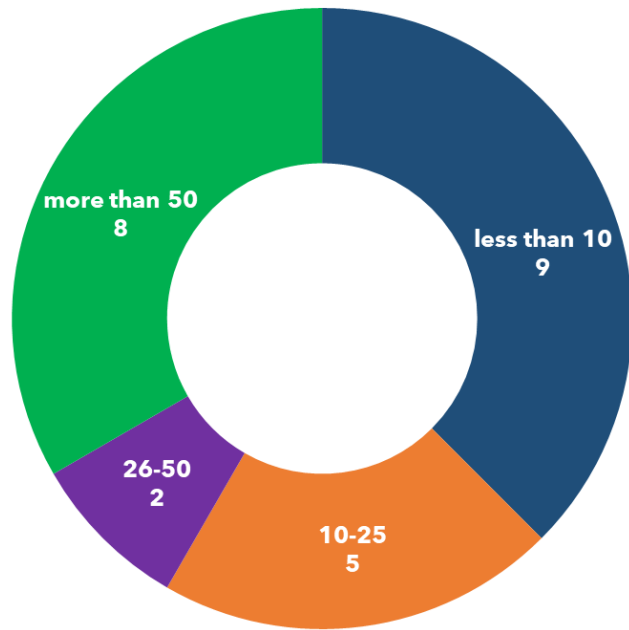
# 3 Separate Surveys

- Workforce
- Restaurant and Retail
- Entrepreneurship
-  total responses

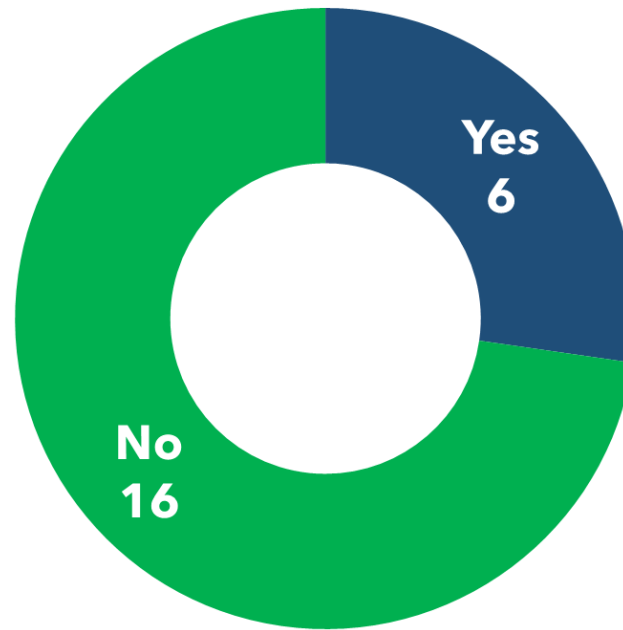


# Workforce Survey – 37 participants

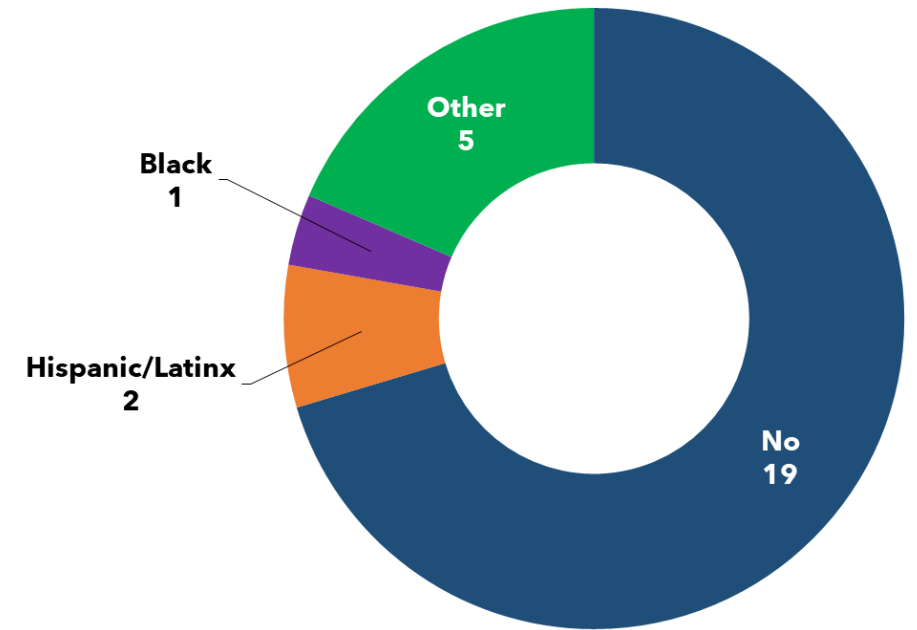
Number of Employees



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

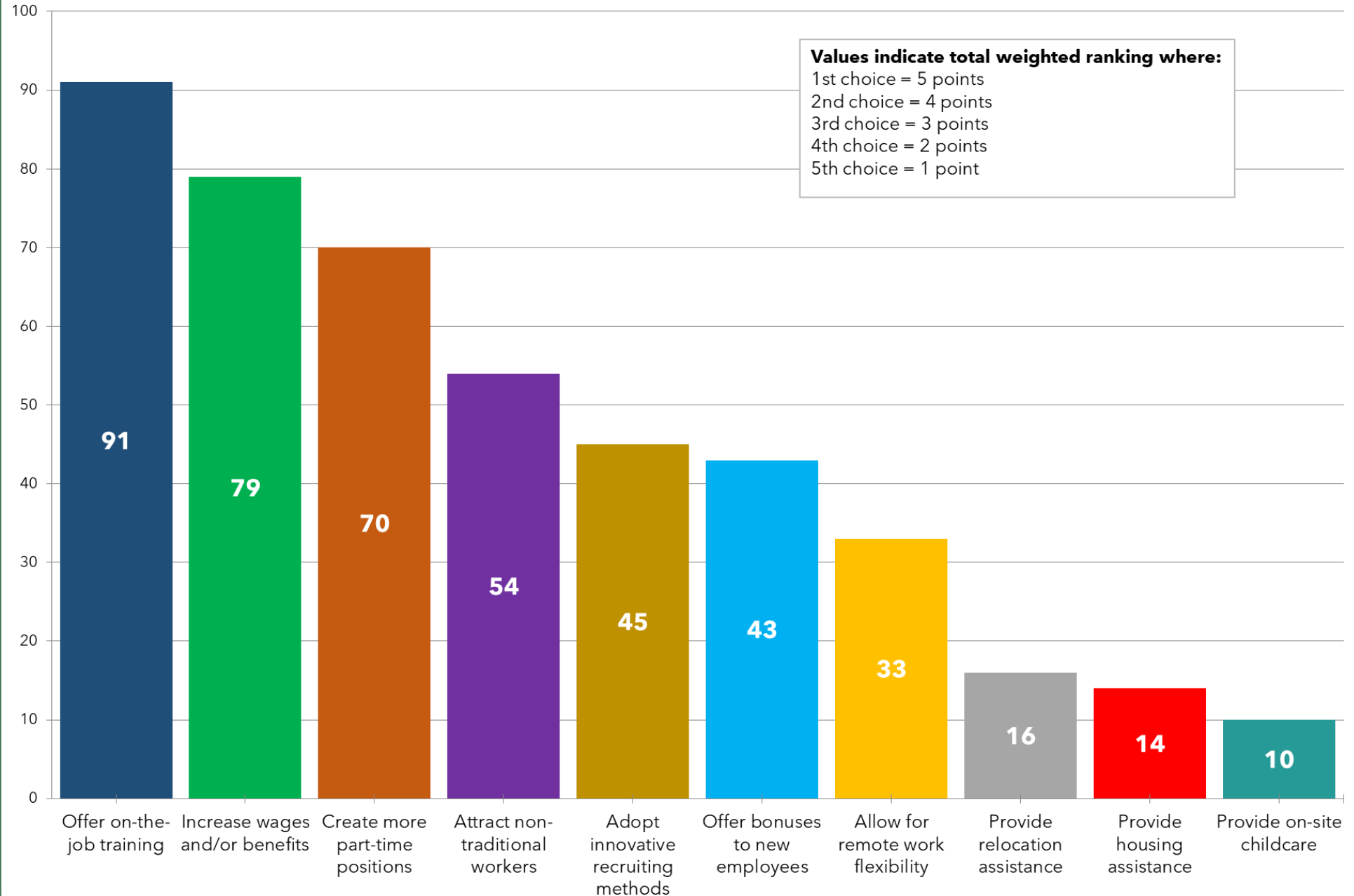


Examples include virtual interviews and job fairs, web-based advertising and recruiting.



# 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

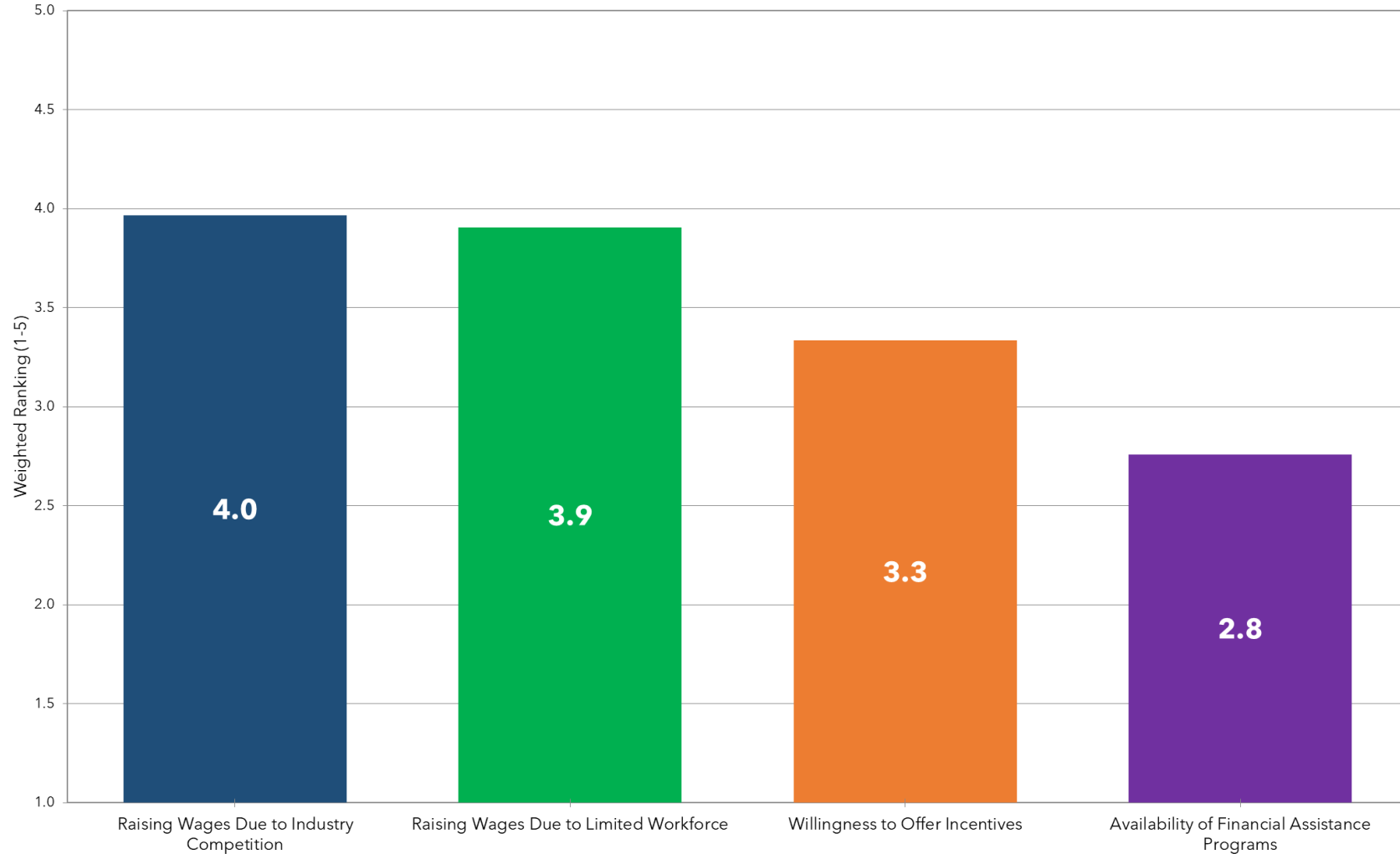


Relocate your  
business to where  
the workforce is



### Impact Ranking - Compensation

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



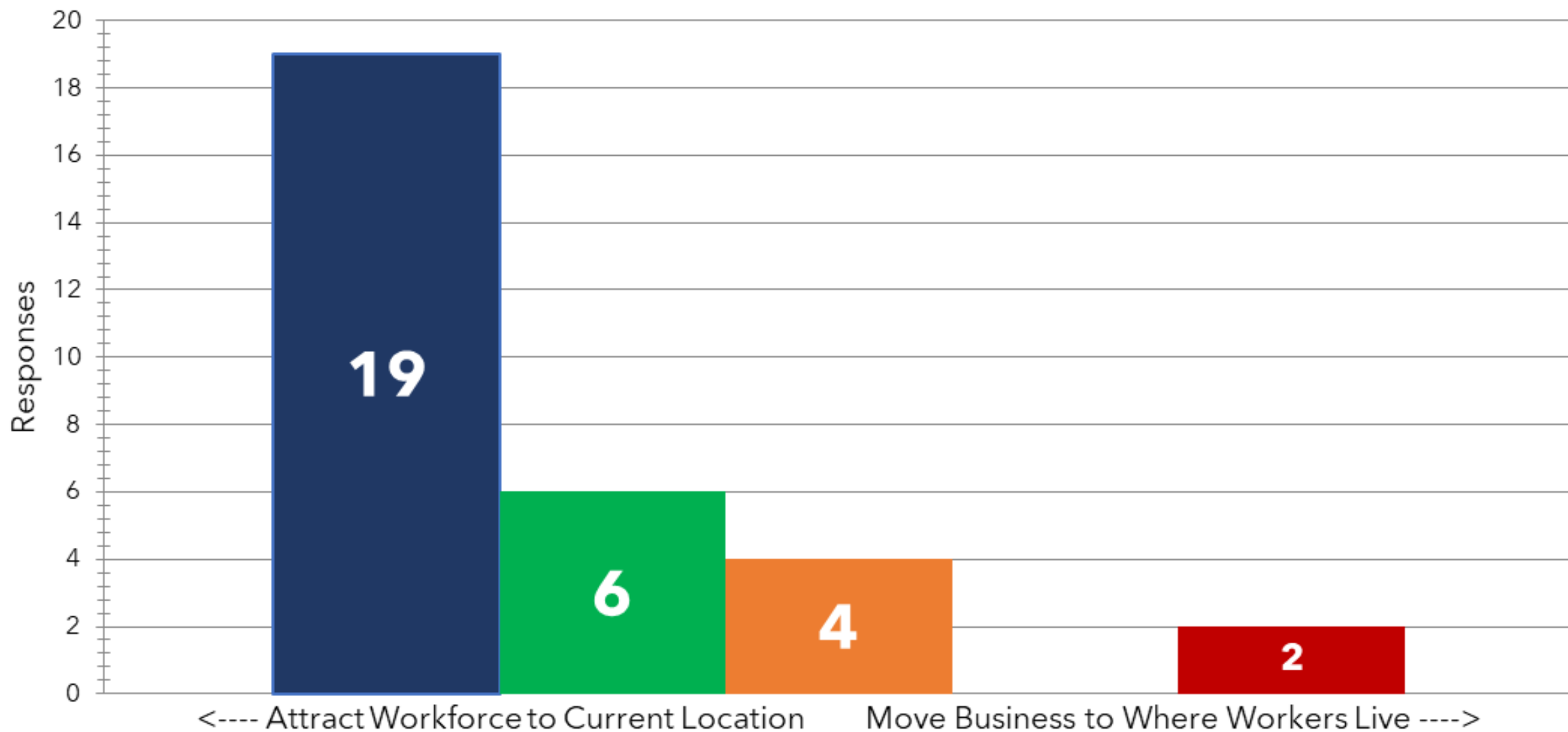
## Other Results

- 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



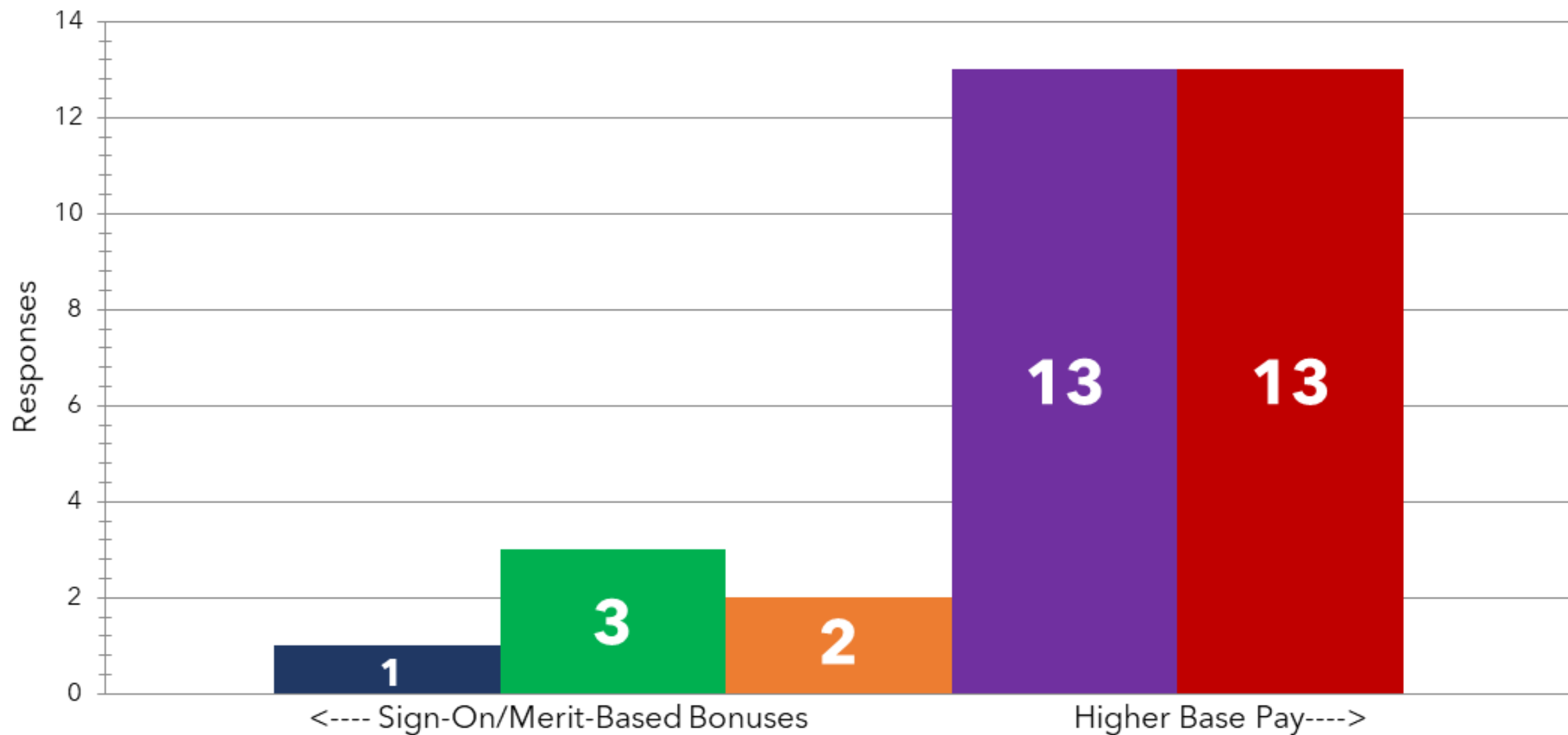
# Transportation

Which option works best for your business?



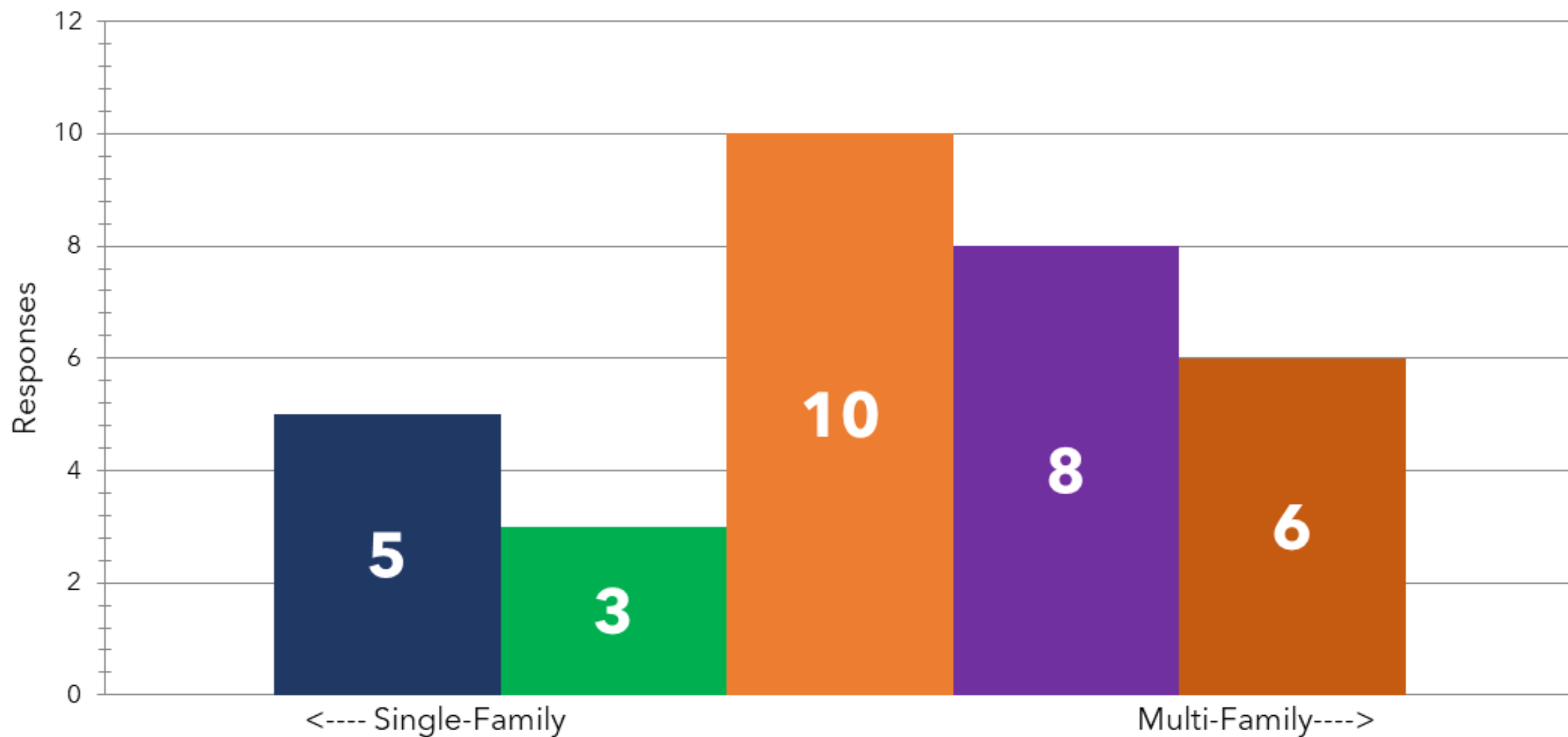
# Compensation

What's more effective for your business to offer?



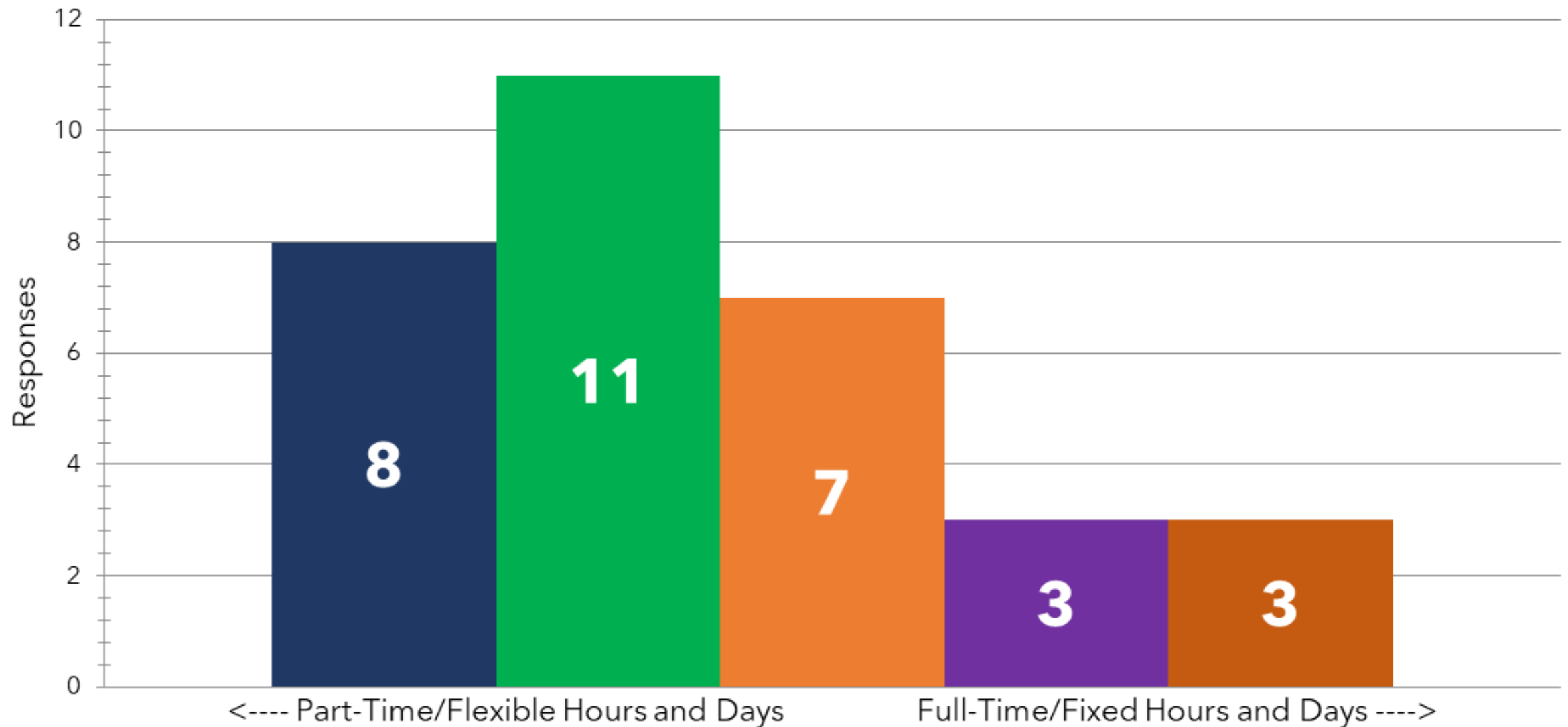
# Housing

What type of housing do your employees need?



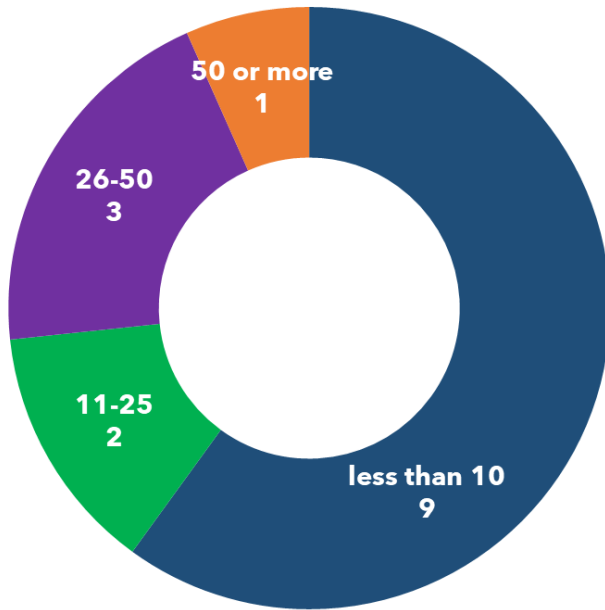
# Non-Traditional Schedules

What are you willing to offer to employees?

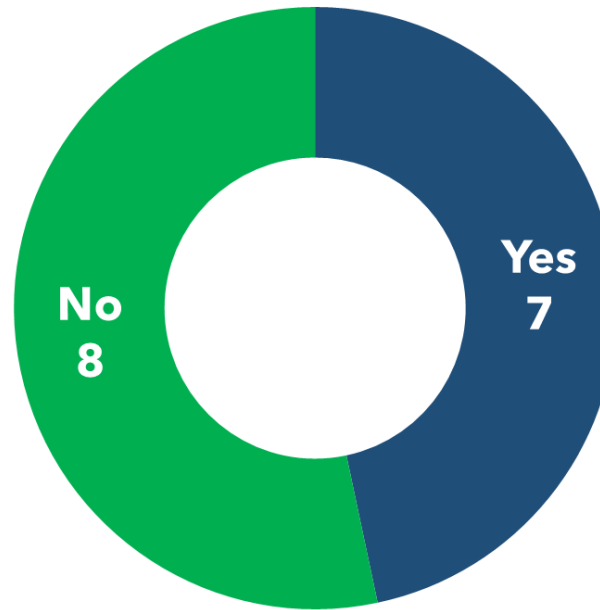


# Retail & Restaurant Survey – 30 participants

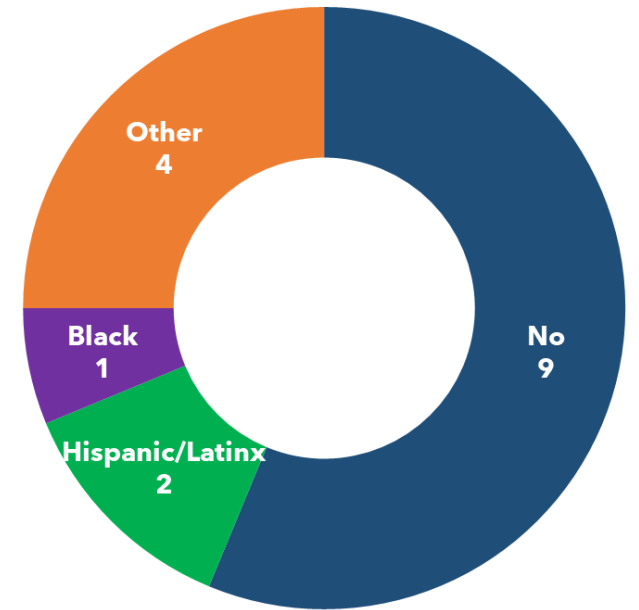
Number of Employees



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

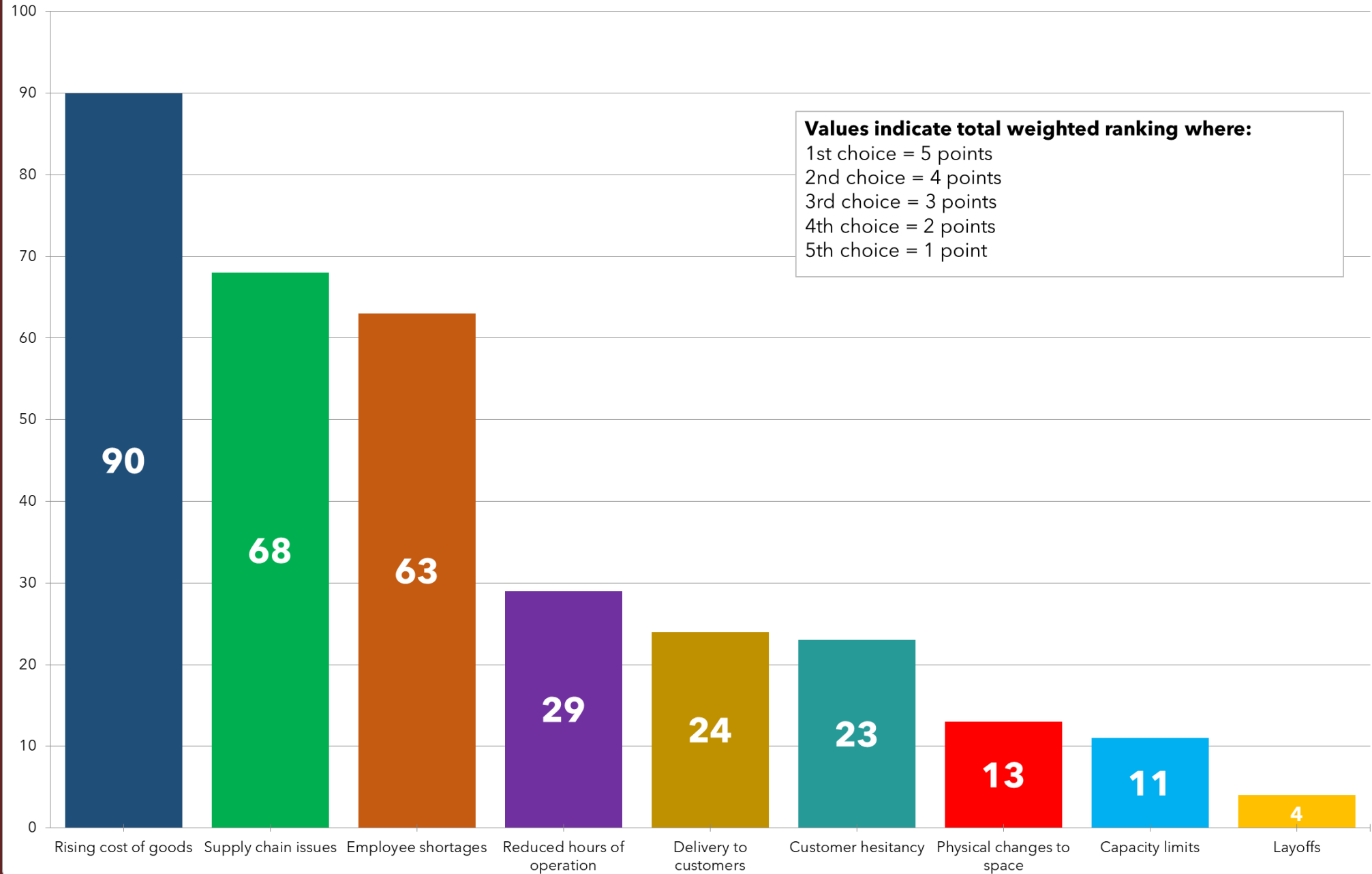
Please rank the top 5 challenges your business has faced due to the pandemic by dragging the items in order above the line

**Please click each item for a detailed explanation.**



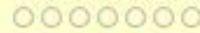
# Challenge Ranking

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.

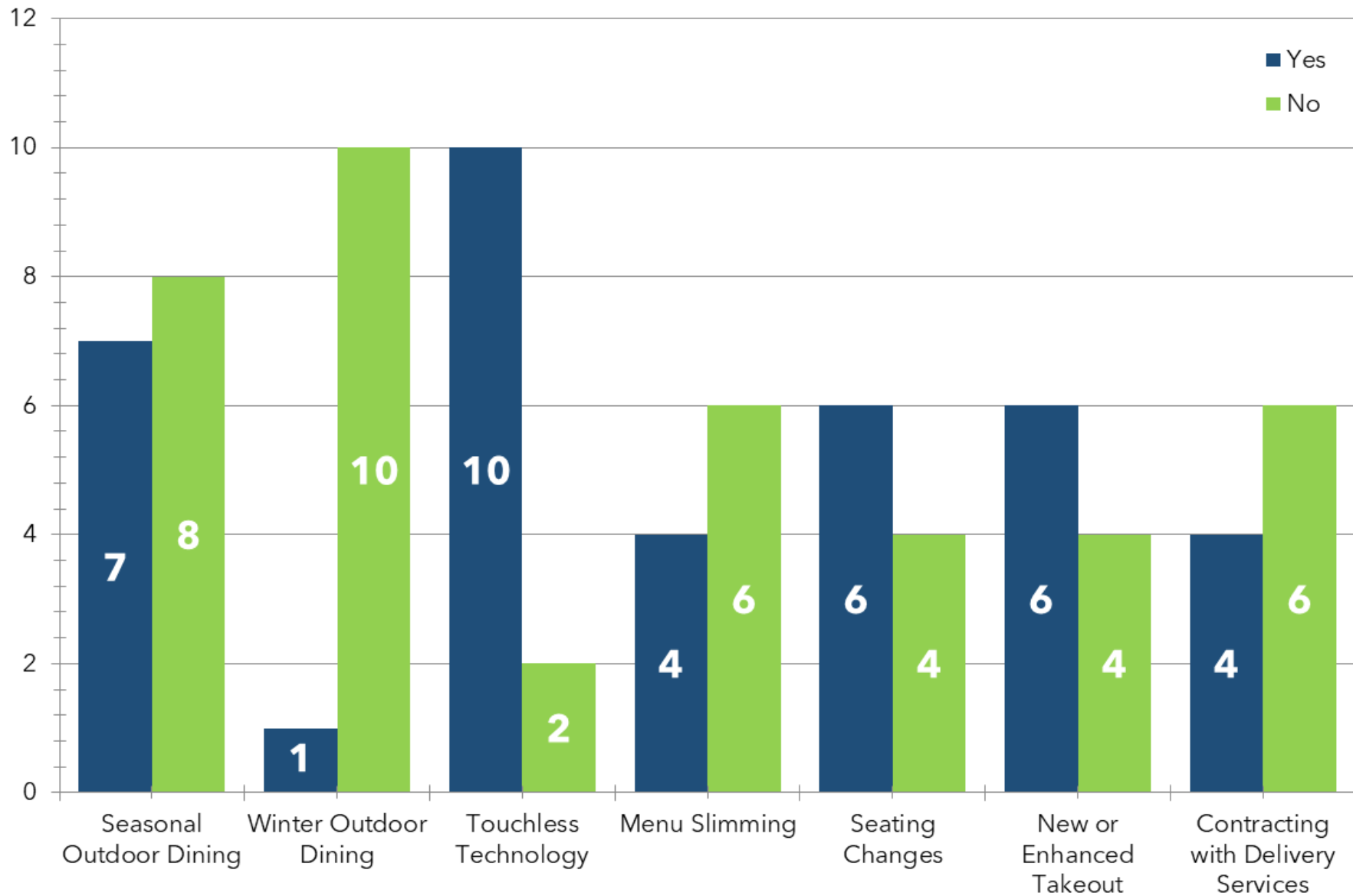


Yes or no?



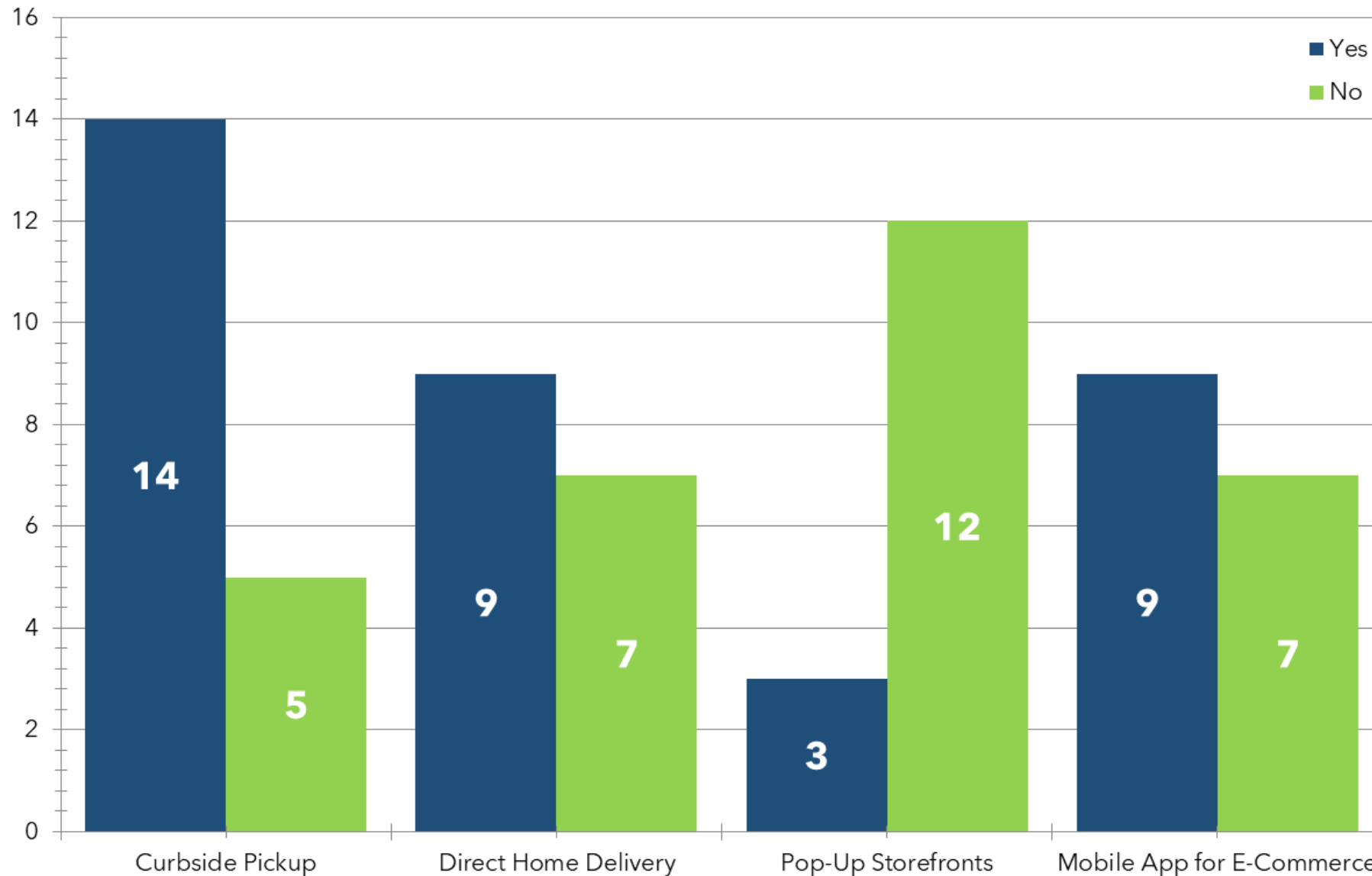
# Restaurants

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

○○○○

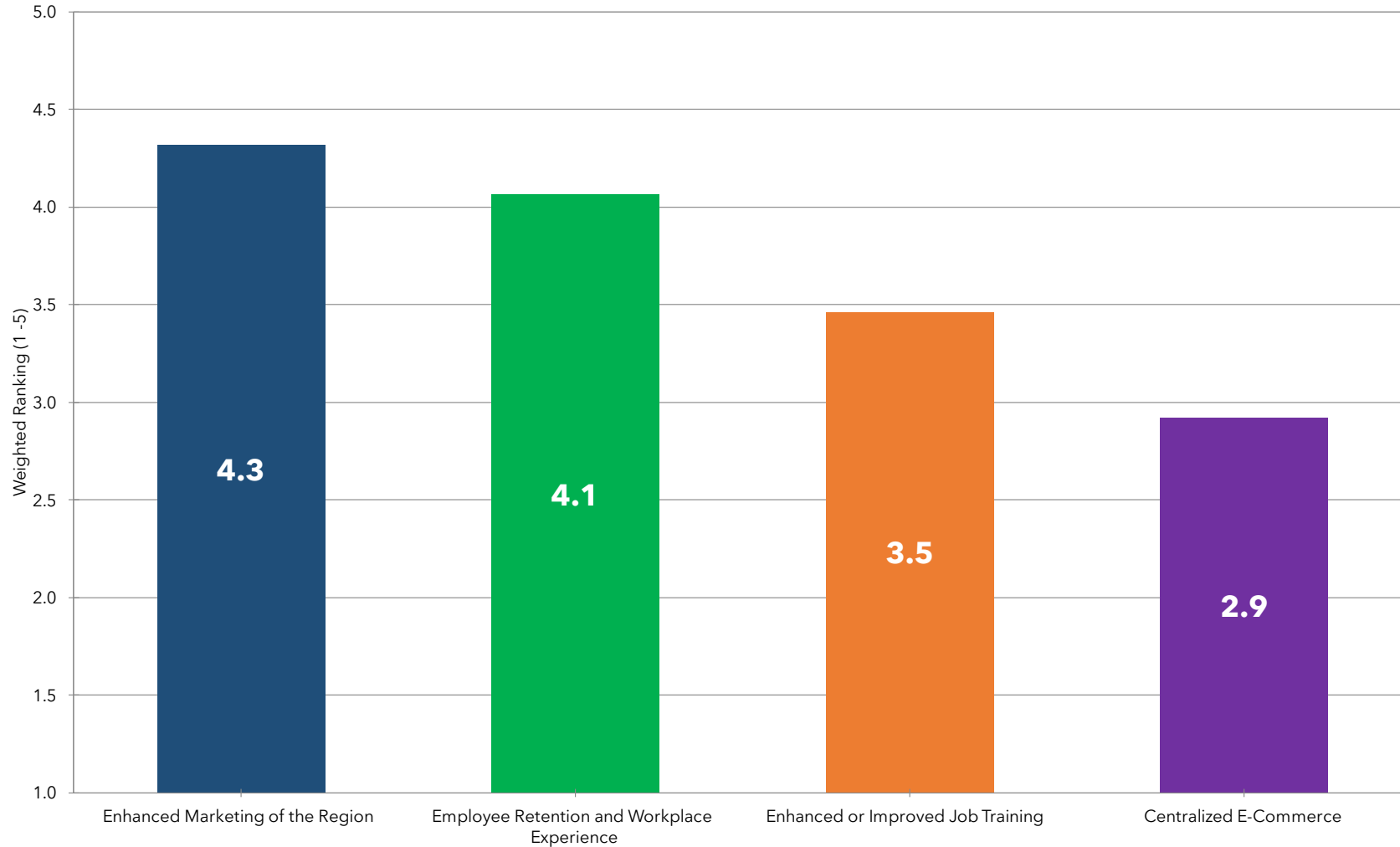
**Centralized E-Commerce**

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



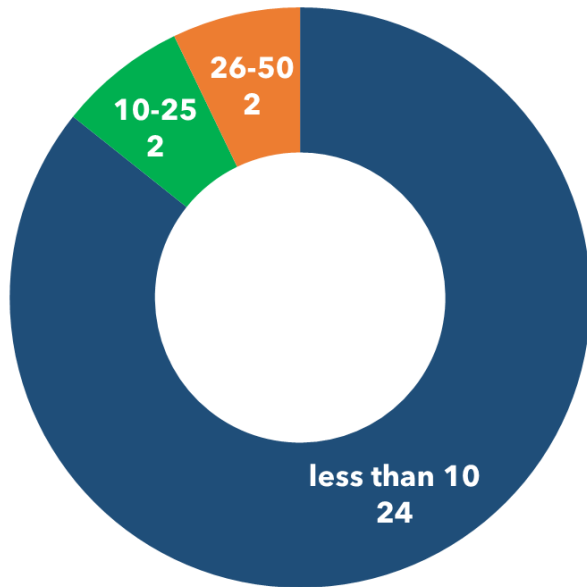
### Other Results

- 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

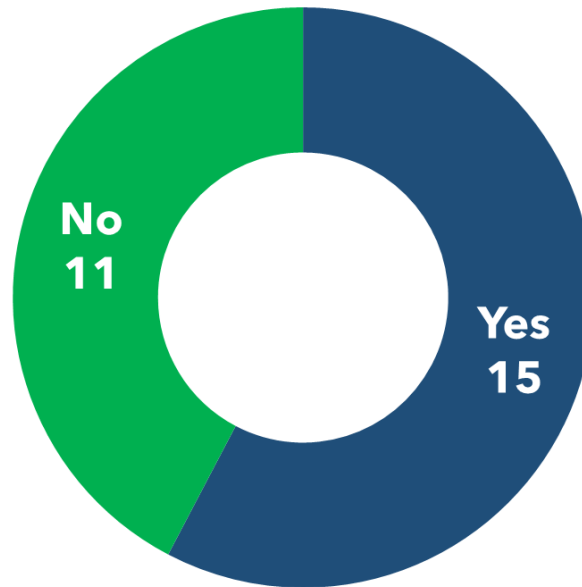


# Entrepreneurship Survey – 33 participants

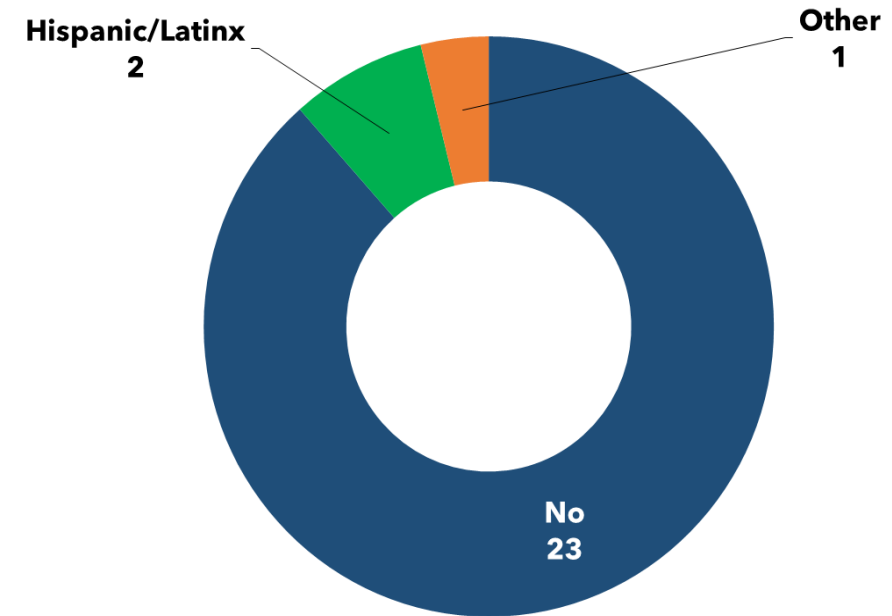
Number of Employees



Is this a woman-owned business?



Is this a minority-owned business?



.....  
↑ 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

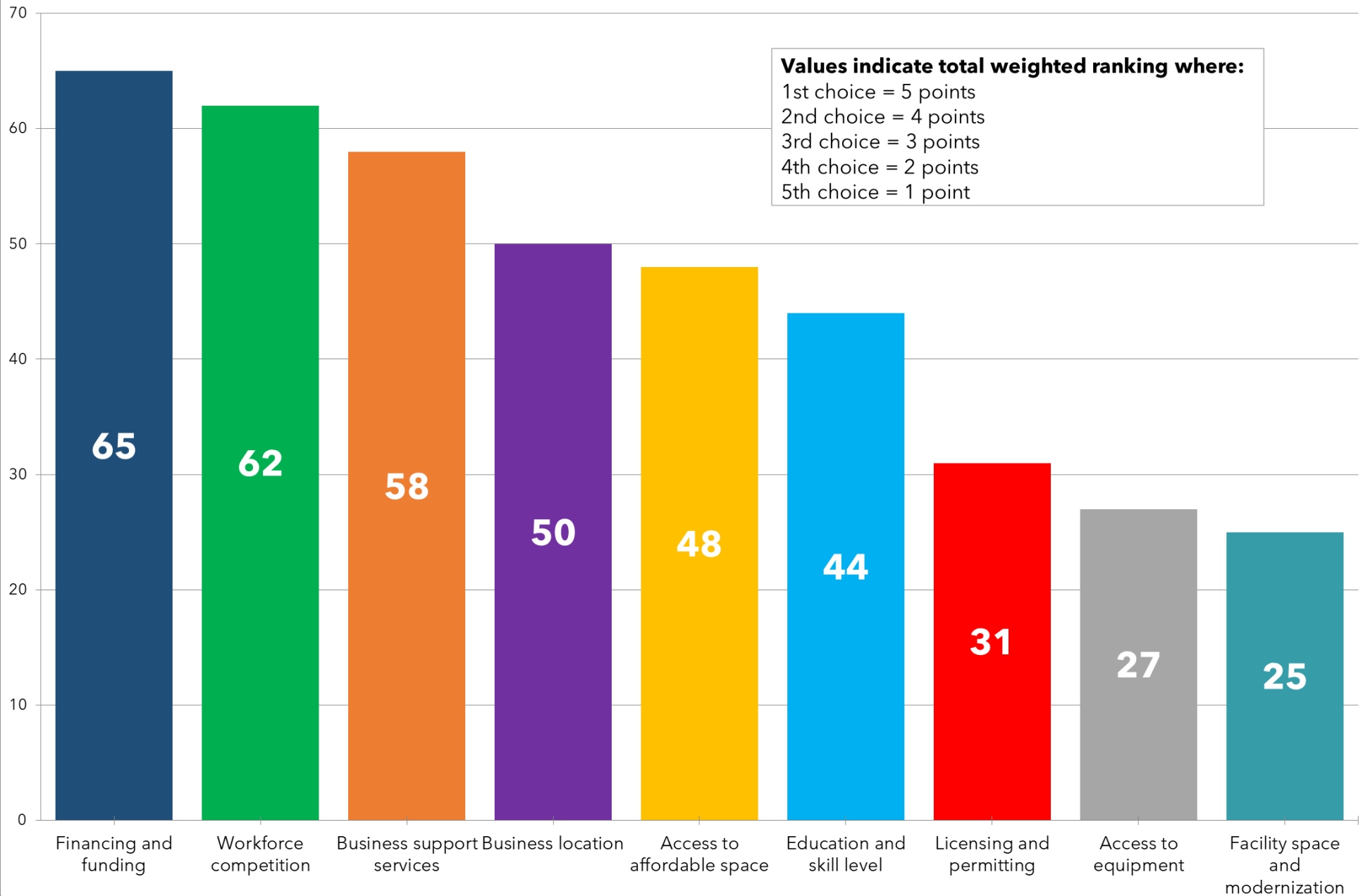


Do you have adequate access to funding and financing resources to grow your business?



# 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

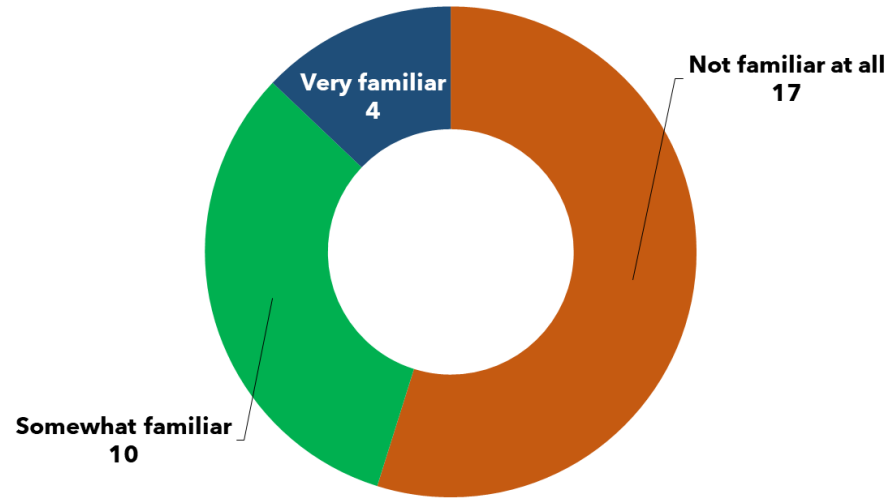
› Would you like to learn more about these types of programs?

Yes

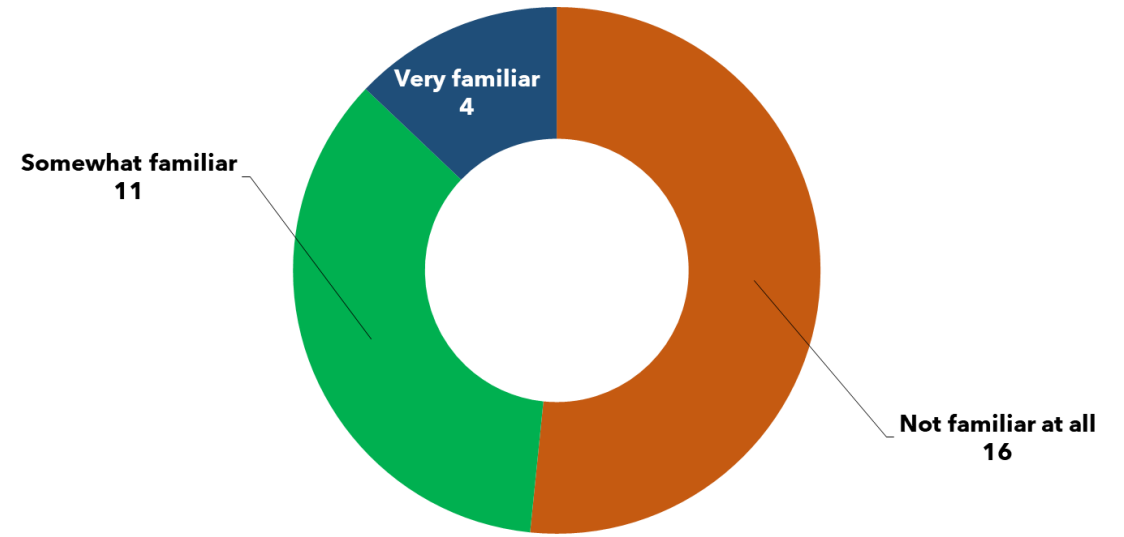
No



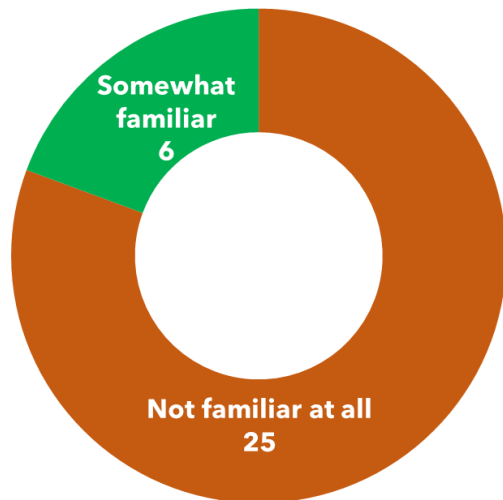
### How familiar are you with business incubator and accelerator programs?



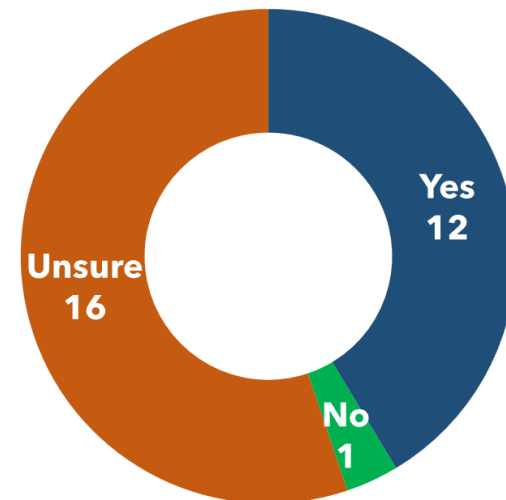
### How familiar are you with makerspaces?



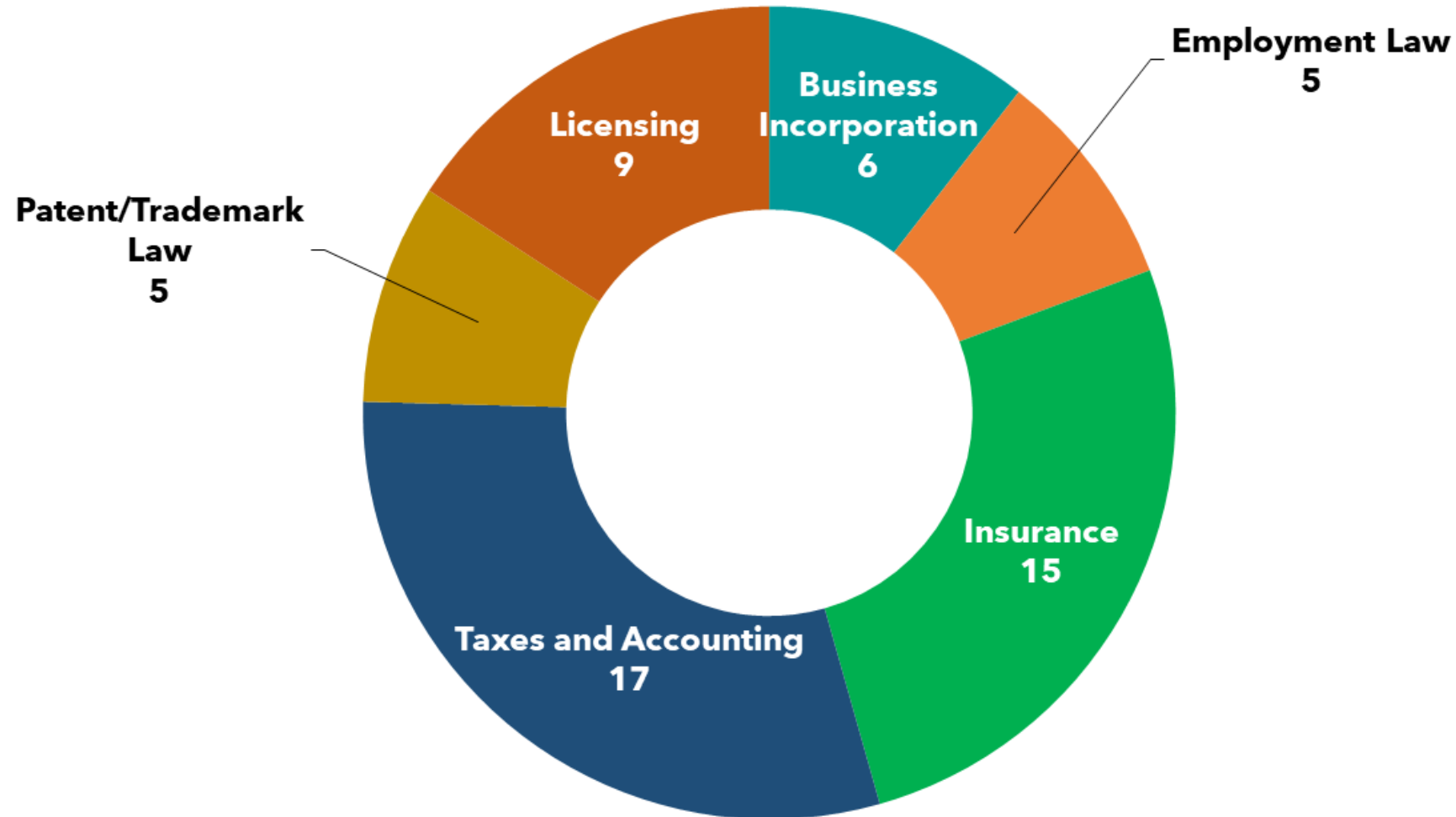
### How familiar are you with food service makerspaces specifically?



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

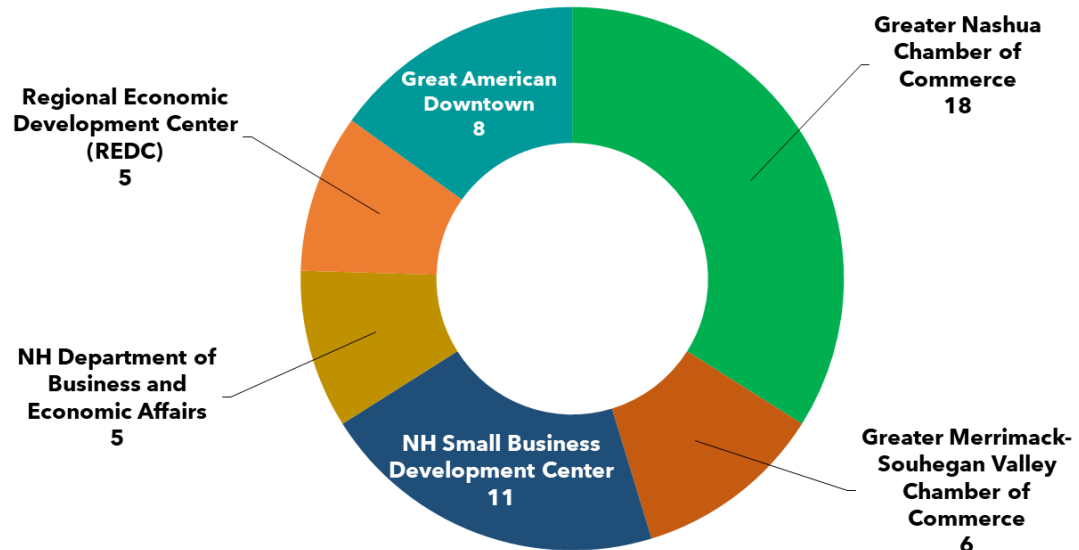


**Have you obtained or do you plan to obtain assistance in any of the following areas? (Check all that apply)**

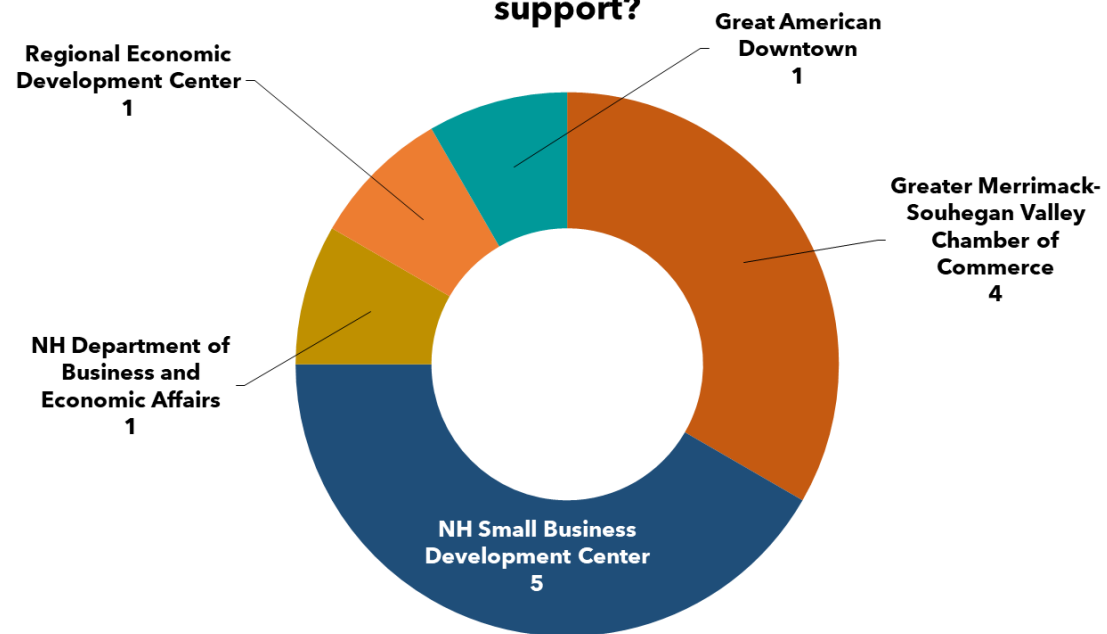




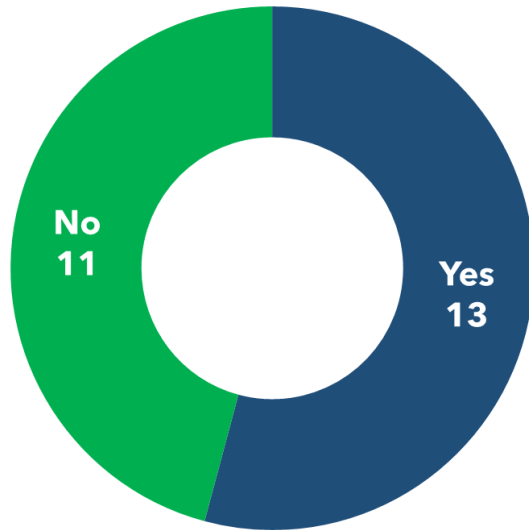
### Which of the following organizations are you FAMILIAR with?



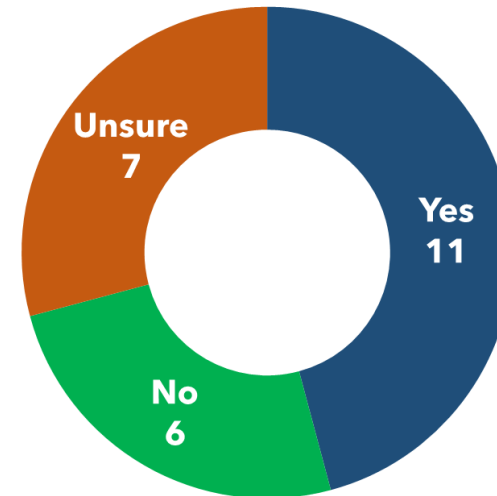
### Which of these organizations have you USED for business support?



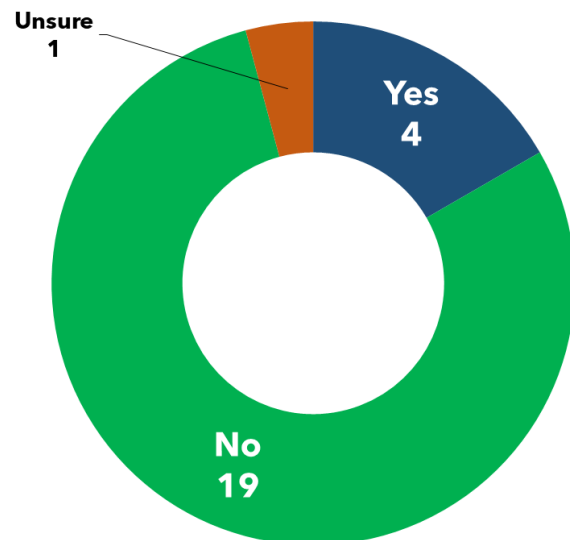
**Have you developed a strategic business plan?**



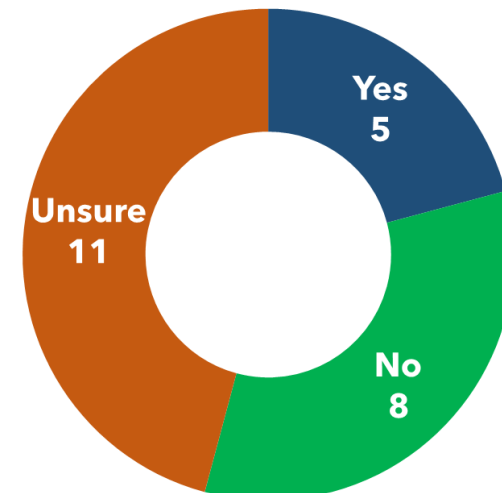
**Do you anticipate creating or updating a strategic business plan in the next year?**



**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?

