**The Business Retention Expansion COVID-19 Business Impact Assessment**

The following CoviD-19 Business Impact Survey was developed by 25 volunteer economic development professionals who came together to meet the need for concrete information on the human and economic impacts being felt by companies in the communities we represent.

Thanks to all of the members of the Steering Committee that helped shape this survey instrument, especially the Institute of Decision Making, The University of Northern Iowa.

The survey is available for any organization to use.

**How to use this survey**

Set up the questions of the survey in your favorite survey tool.

If you don’t have a favorite survey tool, after a lot of testing our tech team at Fusion Technology highly recommends SurveyGizmo (www.surveygizmo.com). If you are a Synchronist user, we will be able to draw survey responses from SurveyGizmo back into Synchronist attached to the responding company. The tech team can tell you what you need to do to make this possible! Talk to Blane, Canada before you launch your survey.

**Local questions**

The questions shown in black type are required questions. Those questions shown in *colored type and italics* are optional. Yes, you can add or exclude these optional questions. If you have some local issues, address them remembering to keep your final survey reasonable in length and focused.

**When**

Your choice. The sooner the better. The need is now, political leaders and your business leadership are asking Network members for info now. This survey delivers it. With the results, you reinforce your position as the preferred business information source!

**How long**

When you push the survey out, leave it open for 3-5 business days. Then, pull the responses. See what you learn. Send a copy of your results to info@blanecanada.com in Microsoft Excel format for a pooled analysis. We will give you the results of the pooled data analysis to compare with your local results.

**Before you pull the trigger**

Recruit partner organizations and others with business executive email list to help you get the word out. Ask them to send the survey link to business executives and encouraging a response. The more partners the better. Don’t worry about overlap. It will happen. Working with partners will help you get the best result.

**Privacy Statement**

The Network Steering Committee recommends you display a link **(privacy statement)** right below the copy of your email message giving access to your organization’s privacy statement. A sample is available on request.

**Survey Fatigue**

Yes, it is real. Yes, there are many people sending out surveys on COVID-19 to business executives. This is the only one we are aware of that looks specifically at business impact without an agenda (branding or promotion). Your known brand in among business leaders with the recommended subject line: **Business Impact of COVID-19, YourTown, (start date – end date), (your logo)** will help you get the results needed.

**Analysis**

Dig in, see what it says. If you need help with analysis, send your data to us and we will help you. info@blanecanada.com

**Reporting**

In your report of the results, mention your partners and that you are a contributing part of the BR|E COVID-19 Response Network, a national collaboration of economic development officials working to make a difference. Contact info@blanecanada.com for national results.

**Survey Updates**

This is a version 1. As this slow-rolling disaster moves onward, we anticipate other issues will become important. Therefore, questions may change. If you are on our distribution list, we will send you updates released by the Network Steering committee as they are available. If you are not on the distribution list, send contact info to info@blanecanada.com to be included in these releases.

**Share**

Coordinate locally & regionally to maximize the reach of your survey. Otherwise, set it free. Feel free to share this survey with your peers. Encourage them to join the Network and distribute this survey to their business executives for responses to drive local action.

**Business Retention Expansion COVID-19 Business Impact Survey**

*Suggested subject line:* **Business Impact of COVID-19, YourTown, (start date – end date), (your logo)**

*Suggested cover email – edit as you wish.*

COVID-19 is a rolling-disaster that has reshaped the business landscape. Things are changing on an hour to hour, day to day basis. To help prepare for a full recovery and the possible application for businesses financial assistance, the \_\_\_\_(org name) \_\_\_ will be conducting a series of business surveys to monitor the impact of COVID-19 on business operations in \_\_\_\_\_\_\_(service area)\_\_\_\_\_\_\_\_\_\_.

As a business executive, we would very much appreciate your response*.* It will take approximately 7 minutes to complete the survey. *Your responses are absolutely confidential. Responses will only be reported in aggregate.* If you ask for help, \_\_\_\_(org name) \_\_\_ will reach out to you personally if your contact information is provided.

The results will be used to inform local and state elected officials, government agencies, and others.

Thank you for your support!

**(privacy statement)**

**Note: The questions in black are high priority questions. Please include all of these questions in your survey. Those questions shown in color can be excluded to make room for local questions, if desired.**

-------------- Survey copy ------------------

# Operations & Supply Chain 2

What is your current operating status?

Still operating facility \_\_\_\_% capacity

Operating remotely \_\_\_\_% capacity

 Voluntary closure Date: \_\_/\_\_/\_\_

Forced closure Date: \_\_/\_\_/\_\_

Are you able to receive supplies/services Yes \_\_\_\_%, No

Are you able to ship/deliver goods or services Yes \_\_\_\_%, No

# Workforce 2

What is your current total employee count? Full time \_\_\_\_ Part-time \_\_\_

Has your employee count changed due to COVID-19 specifically? Yes No

If yes, new hires \_\_\_\_\_

Or, how many employees have been laid off or terminated?

\_\_\_Laid off \_\_\_ Terminated

What portion of your workforce is currently working remotely? \_\_\_ %

What portion of your workforce is unable to work remotely? \_\_\_%

If employees are temporarily not reporting for work, what percentage will be paid during the work hiatus.

Paid \_\_% If paid, how many weeks \_\_\_\_

Unpaid \_\_%

Is the company providing any temporary aid to unpaid employees during their furlough?

Comment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On a scale of 1-7 how would you evaluate workforce morale today?

Low 1 2 3 4 5 6 7 Determined

In addition to general health, what is your greatest concern for employees during this time of emergency?

Comment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Finance 2

Please estimate your company’s weekly revenue change experienced as a result of COVID-19

Increase 0%; <10%; 10-20%; 21-30%; 31-40%; 41-50%; 51-60%; 61-70%; 71-80%; 81-90%; 91-100%.

Decrease 0%; <10%; 10-20%; 21-30%; 31-40%; 41-50%; 51-60%; 61-70%; 71-80%; 81-90%; 91-100%.

How many weeks of a business slow down or shutdown would you estimate your business could survive before closing? \_\_\_\_ Weeks

Do you have standing lines of credit to help bridge this business interruption? Yes, No

Have you contacted your bank about a bridge loan or other financing?

Yes, No, Unnecessary, Lenders are not responding

# Future 2

What are your top three concerns looking forward? (Check 3 only)

Decreasing consumer confidence/spending

Financial impact on operations and/or liquidity and capital

Global or US recession

Impact on tax and trade issues

Lack of information for decision making

Lower productivity

Supply chain disruptions

Workforce reduction

Employee stress

Other (Please describe) \_\_\_\_\_\_\_\_\_\_\_\_

Do you anticipate any permanent reductions in your workforce?

Next 3 months? Yes \_\_\_ # reduction No Unsure

Next 6 months? Yes \_\_\_ # reduction No Unsure

Are you interested in an SBA Economic Injury Disaster Loan if or when they become available?

Yes No (Requires contact info for follow-up, next section, or email ---(org email address ---)

What business supports would you think beneficial as we navigate this global challenge?

Technical assistance

Employee resources

Distribution of other employer best practices

Assistance referrals

Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# *Respondent Information | All responses will be held in confidence |*

Name

Business Name

Business Address

*\*Zip/Postal Code*

Email address

Phone number

*\* Required*

Name of your company’s COVID-19 Customer Response Coordinator

Name

Title

Email address

Phone number

\* **Which one of the following best describes your organization’s primary industry? (Select one only.)**

* Agriculture, Forestry, Fishing and Hunting (farming, crop production, animal production, fishing, etc.)
* Mining, Quarrying, and Oil and Gas Extraction
* Utilities
* Construction
* Manufacturing
* Wholesale Trade (i.e. purchase or sale of goods for resale)
* Retail Trade (i.e. auto dealers, furniture stores, hardware stores, grocery stores, pharmacies, gas stations/convenience stores, clothing stores, jewelry stores, gift stores, florists, office supplies, etc.)
* Transportation and Warehousing (i.e. transportation services, warehousing and storage)
* Information (i.e. newspapers, movie and sound recording, telecommunications, data processing and hosting)
* Finance and Insurance
* Real Estate and Rental and Leasing
* Professional, Scientific, and Technical Services (i.e. legal services, accounting services, architectural and engineering services, computer system design services, consulting services, etc.)
* Management of Companies and Enterprises (i.e. management and holding companies)
* Administrative Support and Waste Management and Remediation Services (i.e. administrative and support services, employment services, business support services, travel agencies, security services, janitorial services, landscaping services, waste management services)
* Educational Services (i.e. elementary and secondary schools, colleges and universities, technical and trade schools, and educational support services)
* Health Care and Social Assistance (i.e. doctors and dentist offices, hospitals and clinics, home health care services, nursing care facilities, family services, child care services)
* Arts, Entertainment and Recreation (i.e. performing arts, sports and fitness companies and facilities, artists, writers, performers, museums, tourism and historical sites, casinos, etc.)
* Accommodation and Food Services (hotels, bed and breakfasts, restaurants, bars, caterers, mobile food services, etc.)
* Other Services (i.e. automotive repair and services, equipment repair, barber/beauty shops, funeral services, dry cleaning, churches and religious organizations, civic and social organizations, business and professional associations, and labor union organizations
* Public Administration (local, state and federal governments and organizations)
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not sure

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