

Economic Conditions Survey

February 2021

99 local employer responses

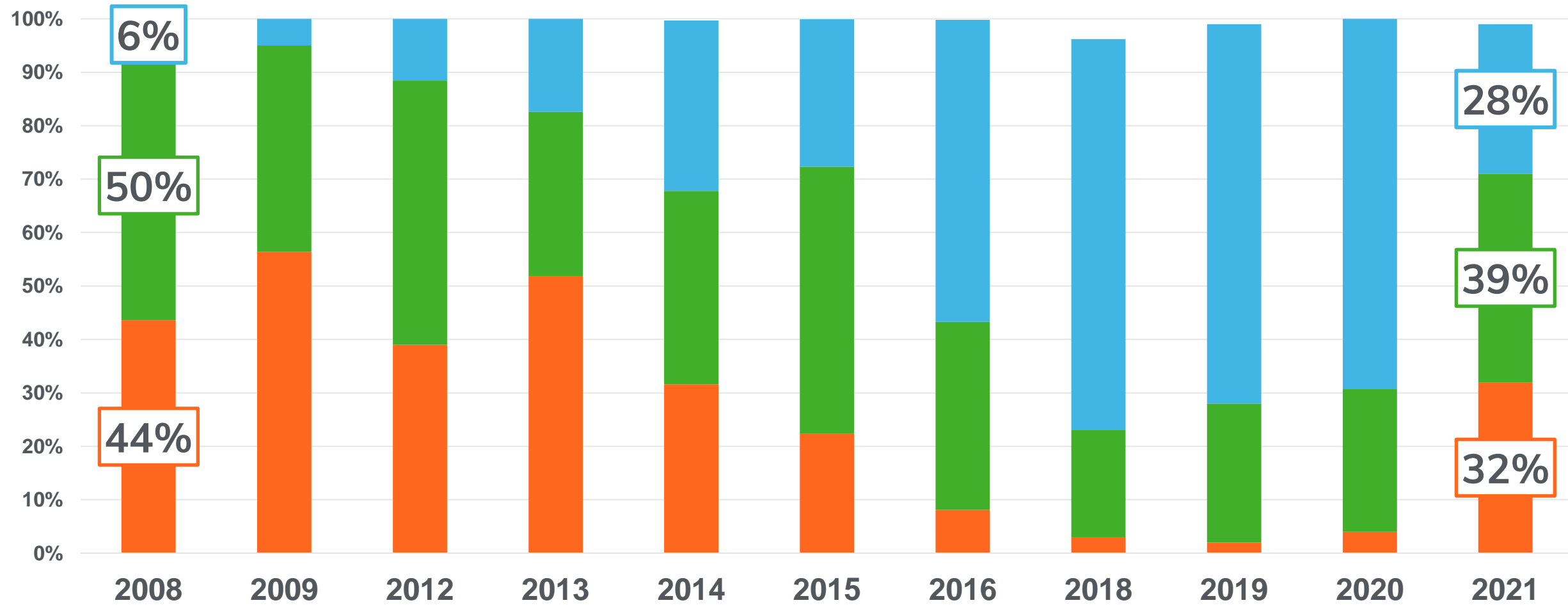




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How has the current state of the economy affected your organization?

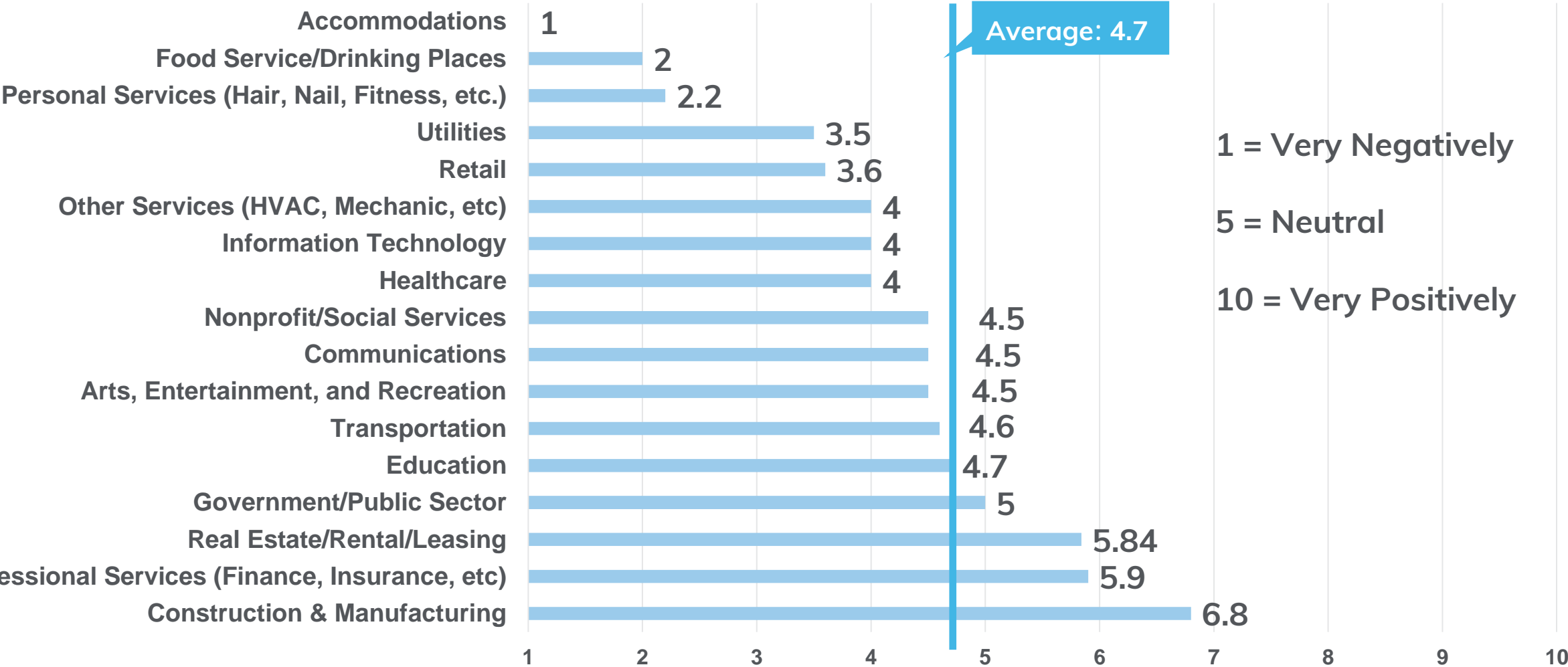
How Has the Current State of the Economy Affected Your Organization?



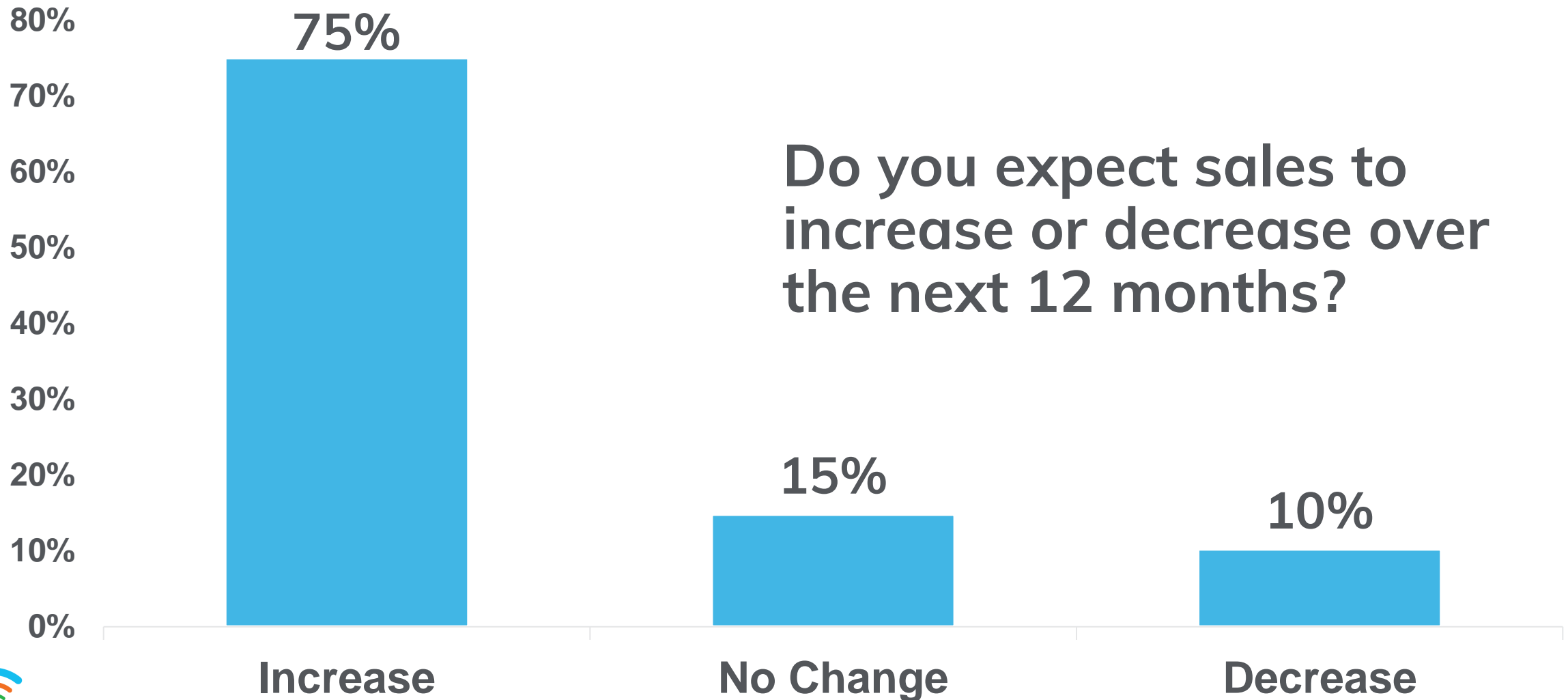
Negatively **Not Much** **Positively**

Same Storm, Different Boats

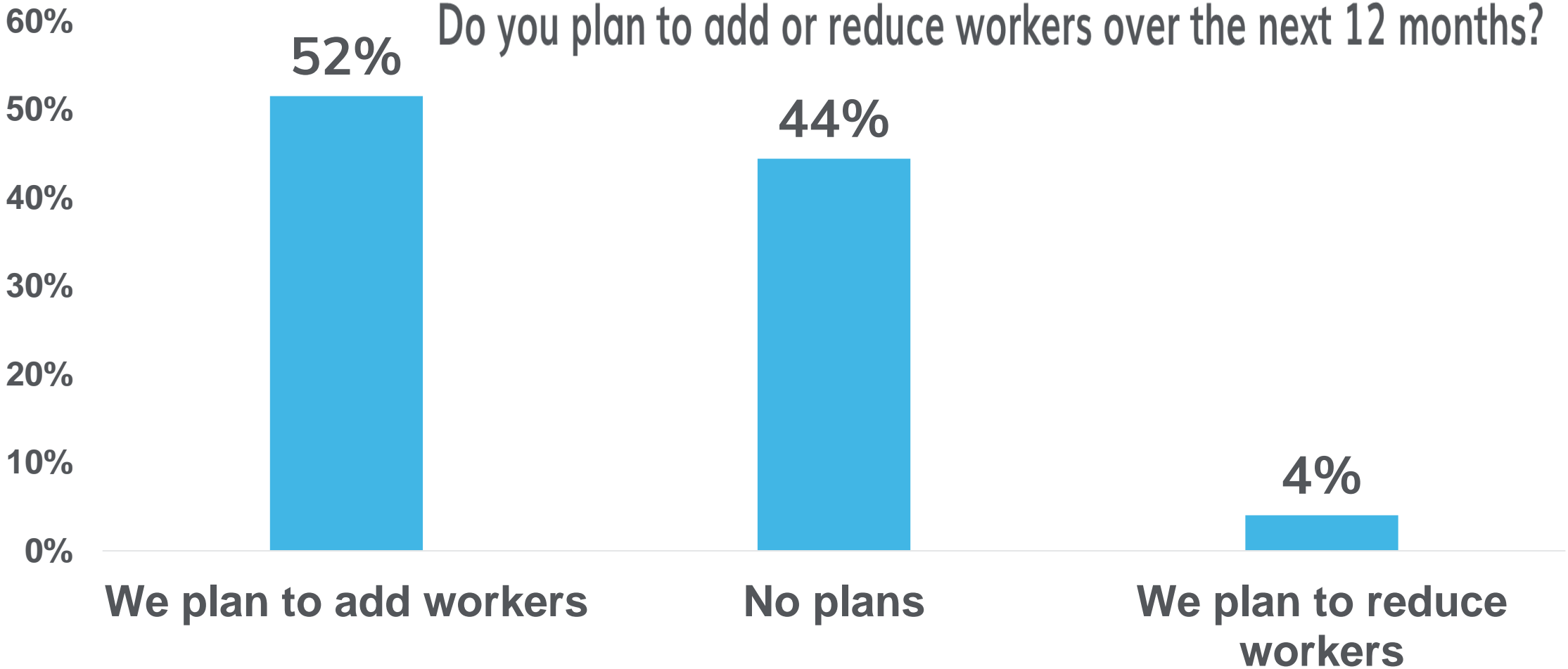
How has the current state of the economy affected your organization?



75% of Respondents Expect Sales to Increase in the Next 12 Months



52% of Respondents Plan to Add Workers in 2021





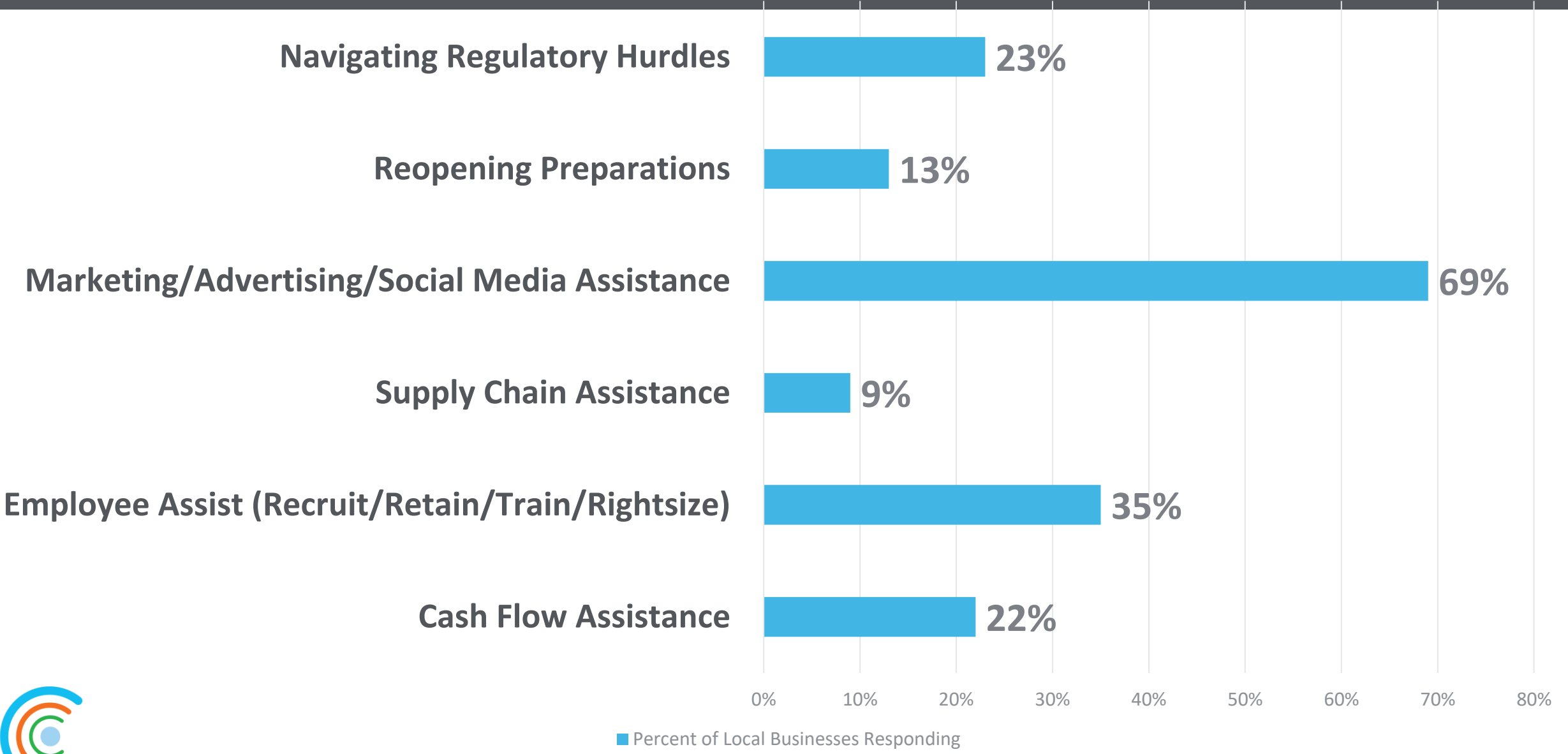
Business Needs Assessment Survey

April 2021

104 local employer responses



What Organizational Resources Do You Need?





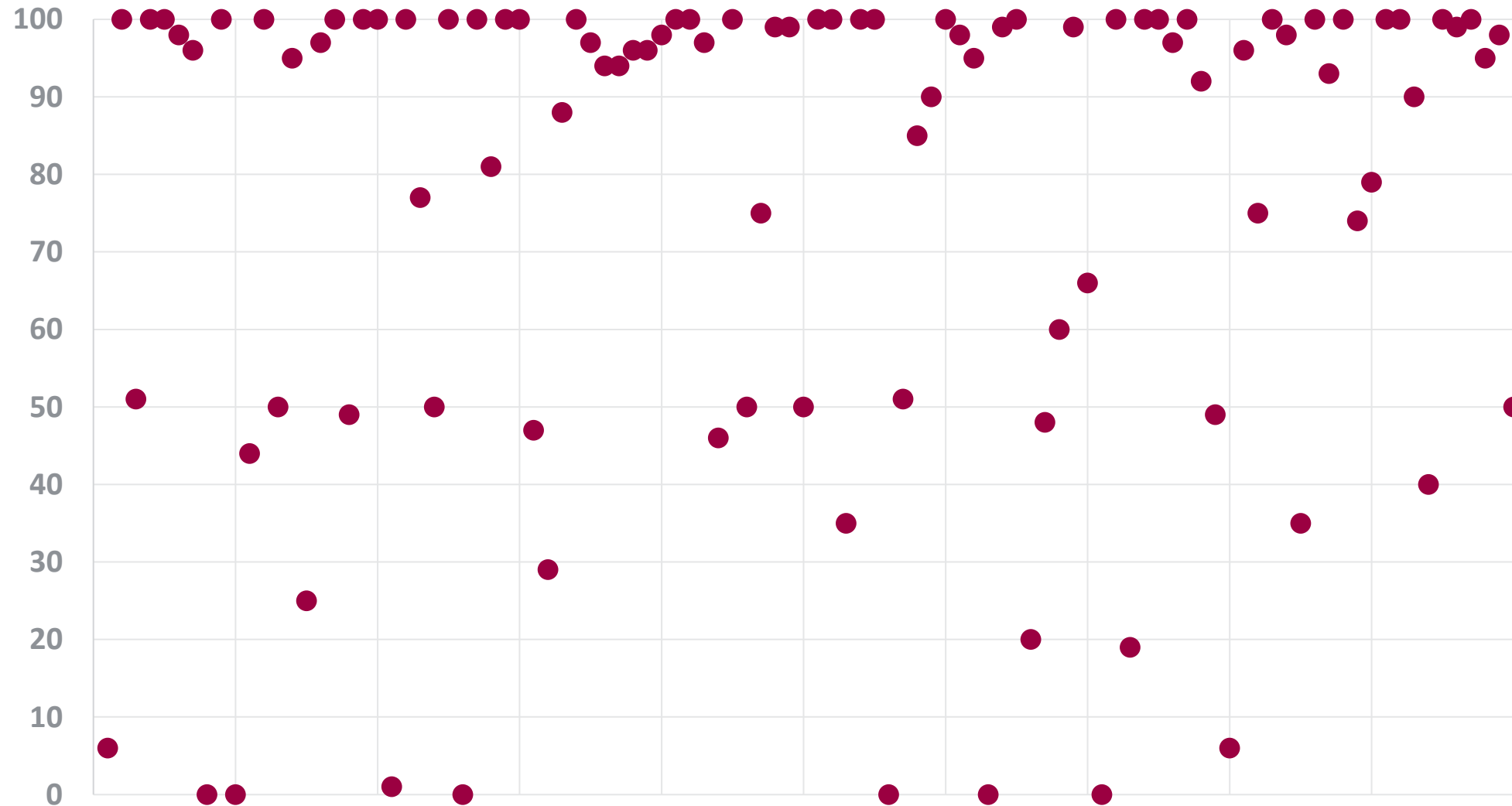
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**How Concerned Are You About
Your Organization's Ability to
Remain in Operation in 2021?**

How Concerned Are You About Your Organization's Ability to Remain in Operation in 2021

[Very Concerned (0) Not Concerned At All (100)]

Average: 76



Challenges

Today, what is the most significant challenge to the future growth and survival of your organization?



The Next 6 Months

What do you need most in order to survive and thrive in the next six months?



If You Had \$500,000 to Improve the Local Economy?

- Grants to Small Business (10+)
- Small Business Support (10+)
- Free Parking
- Business Training
- Job Training
- Marketing Support
- Vaccine Confidence Marketing
- Restaurant Support
- BIPOC Business Support
- Universal PreK and childcare so parents can go to work



If You Had \$500,000 to Improve the Local Economy?

- \$100,000 new festivals
- \$100,000 to micro grants for marketing for local businesses
- \$100,000 to public art in underserved communities
- \$100,000 in 2 for 1 vouchers for local restaurants
- \$100,000 to [xxx org] manage these programs collaboratively with community groups.



Summary...

Those that have made it expect to make it, but need help

- Workers
- Marketing support
- Grants and financial support
- Customers
- Training
- Reduced 'friction'





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Questions