



MARCH 31, 2020

**e!evate**

## COVID-19 BUSINESS IMPACT ASSESSMENT

This survey was conducted by the Coachella Valley Economic Partnership (CVEP) with the support of the Coachella Valley Economic Recovery Team (CVERT). CVERT is a coalition of economic, business, government, and tourism organizations from across the Coachella Valley, working together to share resources and best practices as we move towards economic recovery. CVEP is also a contributing member of the BRJE COVID-19 Response Network, a national collaboration of economic developers working to measure the impacts of this crisis.

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### PURPOSE OF THE SURVEY

#### **Assess business impacts of COVID-19 within the Coachella Valley**

- The survey was conducted between March 24, 2020 and March 31, 2020
- CVEP distributed the survey with the assistance of its board of directors as well as the CVERT Network. Some partners sent it via email, some via social media.
- A total of 117 participants completed the survey
- Cities with the most engagement: Cathedral City, Indian Wells, and Palm Desert

### TYPES OF QUESTIONS

- Effects of COVID-19 on business operations
- Current workforce challenges and concerns
- Uncertain future – financing and workforce reductions



## RESPONSE OVERVIEW

### Effects of COVID-19 on business operations

- 62% of respondents are open for business, 31% closed
- For on-site operations, the highest percentage (37%) of businesses are operating at a 0% to 20% level from normal, but 31% are operating at 61% or over. The average on-site operating level is 45%.
- For remote operations, 43% of businesses are operating at levels 0%-20%, while another 43% are operating at 61% or more. The average remote operating level is 46%.
- 69% of businesses were forced to close, 31% closed voluntarily

### Current workforce challenges and concerns

- 28% responded that their employee count has changed due to COVID-19, while 36% have not changed their employee count (36% did not respond)
- 33% of respondents replied that 61% or more of their employees are working remotely. A majority (52%) have 20% or fewer of their employees working remotely.

- Most respondents (59%) said that 20% or less of their employees are unable to work remotely, while 33% said that 61% or more employees are unable
- 73% replied that employees temporarily not working will NOT be paid

### Uncertain future – financing and workforce reductions

- A little over half of businesses responded to the question, “has your company’s weekly revenue experienced an increase or decrease?” Of those responses, 80% had already experienced a decrease, with the majority experiencing a 91-100% decrease.
- 36% do not have standing lines of credit (49% gave no response)
- Most businesses (53%) expected they could survive a business slowdown of 9 or more weeks, with 11 weeks being the average response.

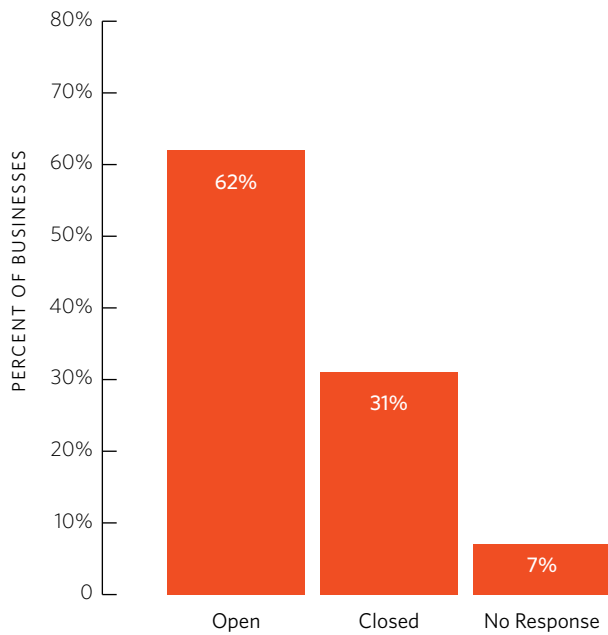
## SOME THOUGHTS, CONCERNS, OR ACTIONS SHARED

- “Don’t give in to the fear of uncertainty, claim the certainty of investing in your business, employees, training and education to make your business stronger. If you are not doing business online, seek out the knowledge and resources available to offer your product and services online.”
- “Set up some sort of local fund for those who may be receiving their funds from the Government who don’t really need it can contribute to in order to help our community members who need it the most”
- “My suggestion is that, to whatever extent possible, all valley cities act in a unified fashion in their approach to assistance, support and recovery”
- “Better understanding of when we can get back to work. The lack of information or the changing of information is what is going to negatively effect our ability to keep good employees and make educated decisions on how to better run our business.”
- “Some of my lower wage employees are doing fine with unemployment and government assistance while higher paid commission employees and managers suffer with 50% of their income”
- “We need EXPERT assistance in dealing with the voluminous paperwork required to request government assistance”
- “We will get through this as a valley, but unfortunately a lot of businesses will have to close permanently”
- “What can we learn from this to make us more nimble in the future. What are NEW business practices that we can employ?”
- “I think it would be foolish to relax the safety standards in place in order to send people back to work. It is an awful situation, but we need the world to heal before we send our family and friends back out into the streets.”

## BUSINESS OPERATIONS RESPONSES

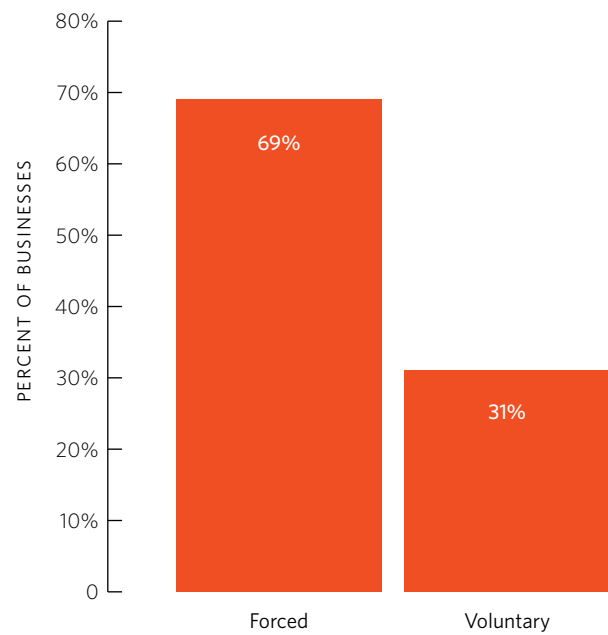
What is the current operating status of your business?

BUSINESSES CURRENT OPERATION STATUS



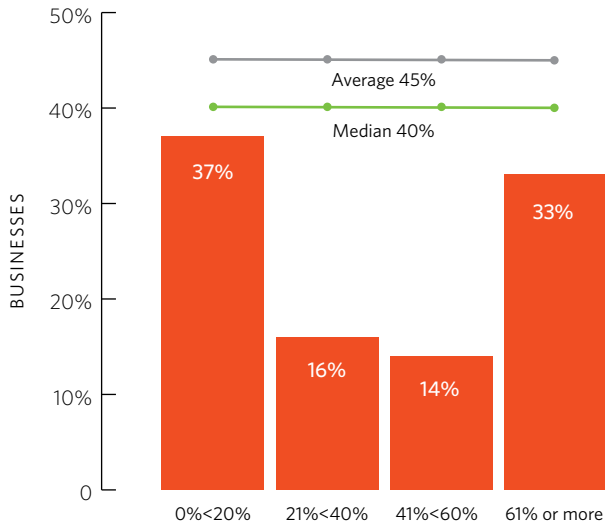
Was the decision to close forced or voluntary?

DECISION TO CLOSE (26 RESPONSES)



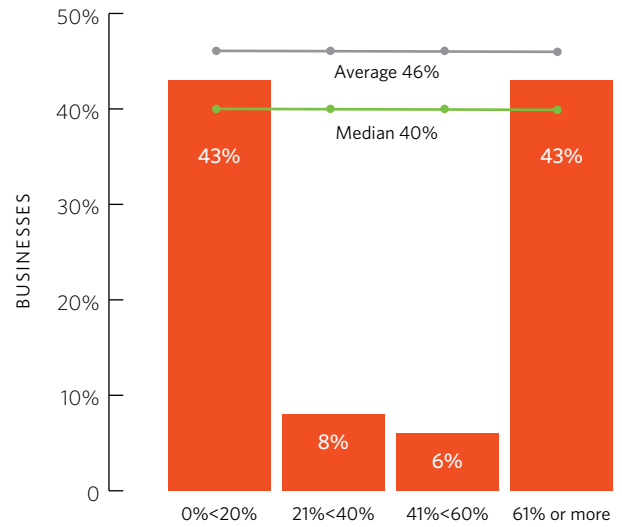
What is your current on-site operating level?

**CURRENT ON-SITE OPERATING LEVEL  
(51 RESPONSES)**



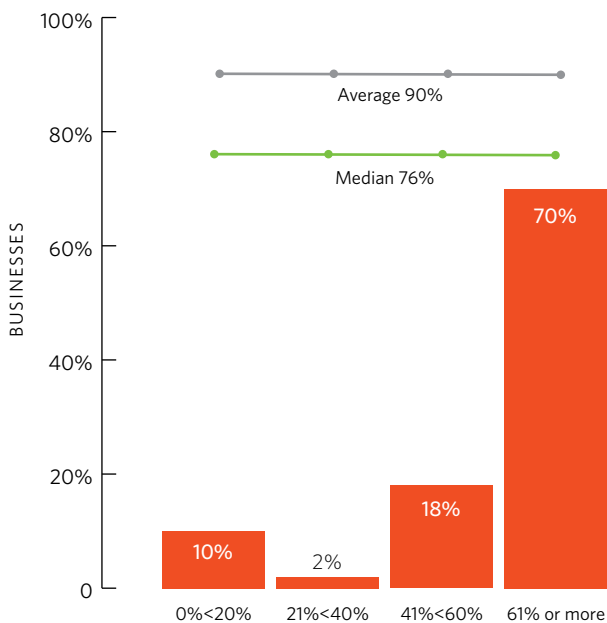
What is your current remote operating level?

**CURRENT REMOTE OPERATING LEVEL**



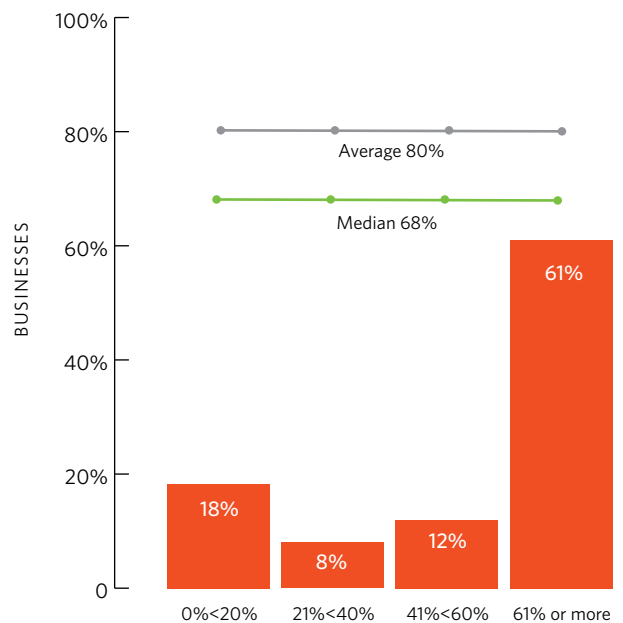
What percentage of your supplies/ services are you able to receive?

**SUPPLIES/SERVICES ABLE TO RECEIVE  
(51 RESPONSES)**



What percentage of your goods or services are you able to ship/deliver?

**GOODS OR SERVICES ABLE TO SHIP  
(51 RESPONSES)**

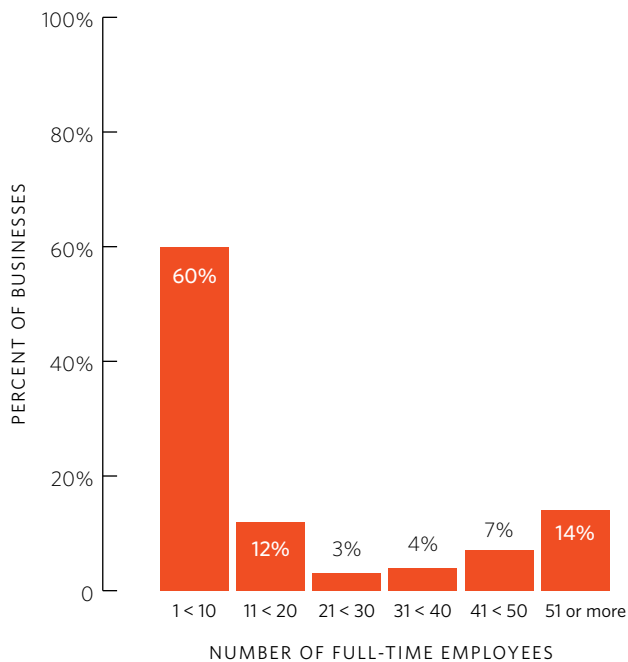




## WORKFORCE CHALLENGES AND CONCERNS RESPONSES

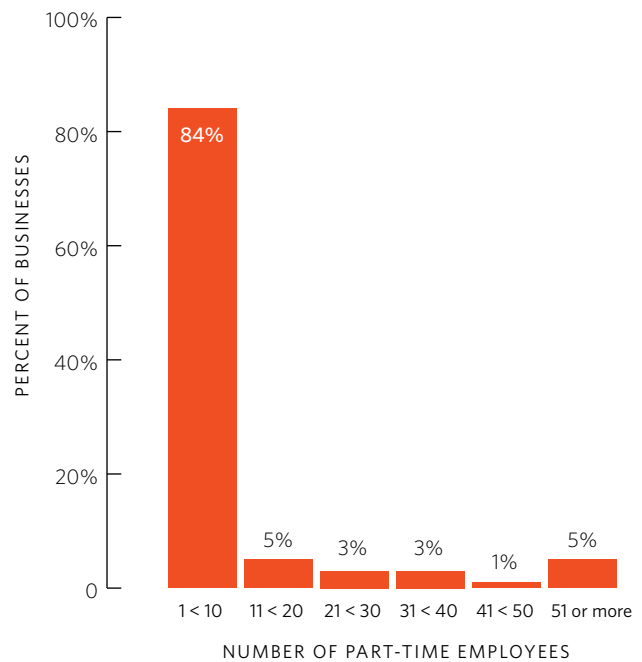
What is your current total employee count - FULL TIME?

FULL-TIME EMPLOYEE COUNT



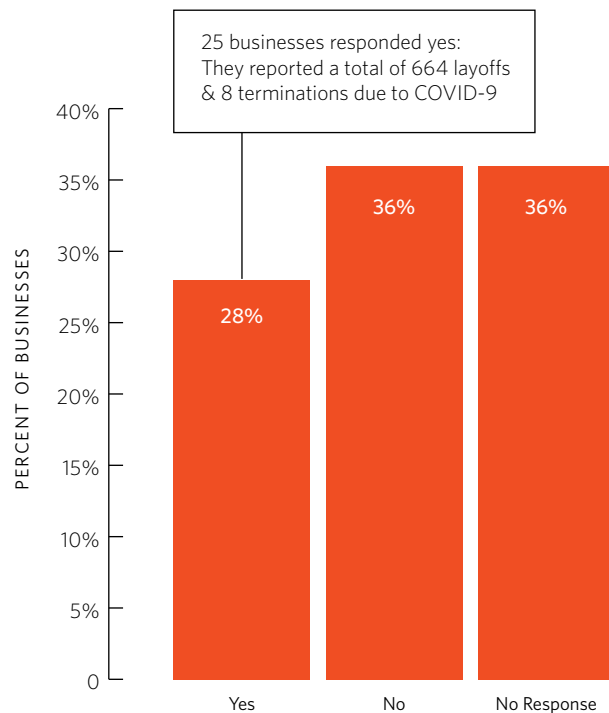
What is your current total employee count - PART-TIME?

PART-TIME EMPLOYEE COUNT



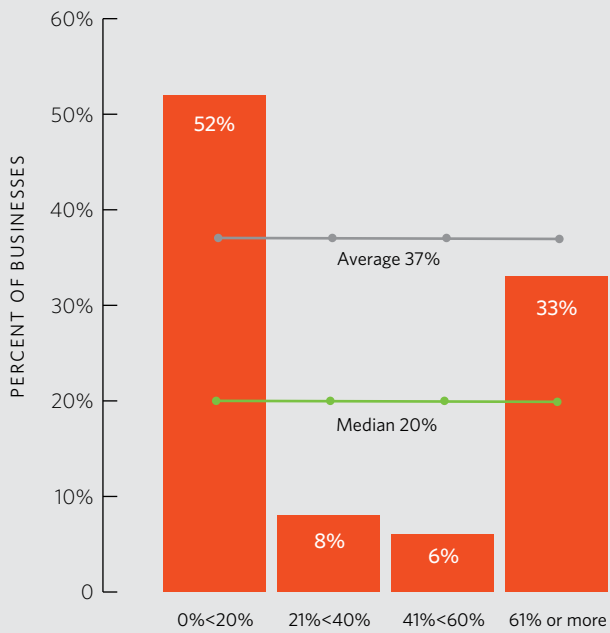
Has your employee count changed due to COVID-19 specifically?

EMPLOYEE COUNT CHANGE



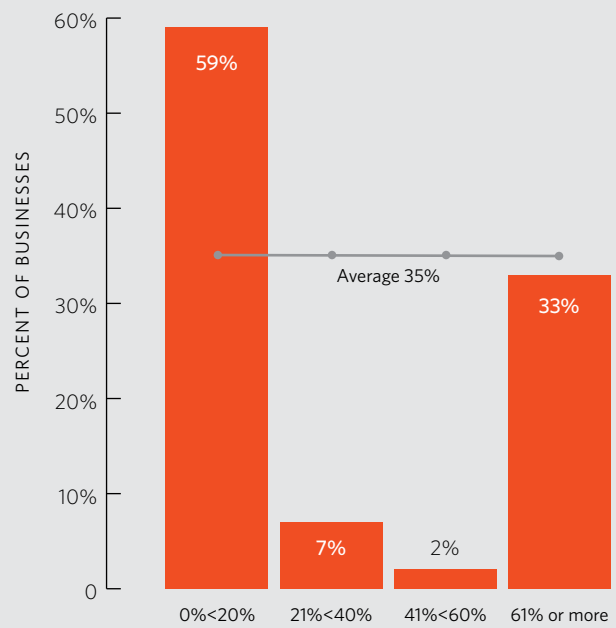
What percentage of your workforce is currently working remotely?

**WORKFORCE WORKING REMOTELY  
(61 RESPONSES)**



What percentage of your workforce is unable to work remotely?

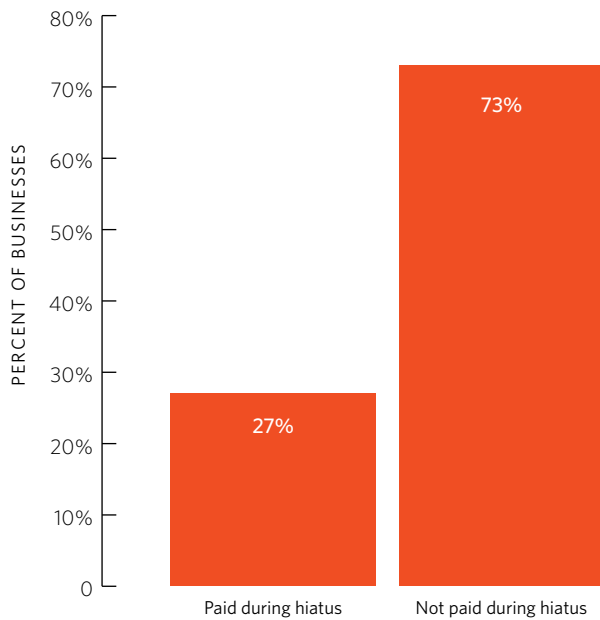
**WORKFORCE UNABLE TO WORK REMOTELY  
(56 RESPONSES)**





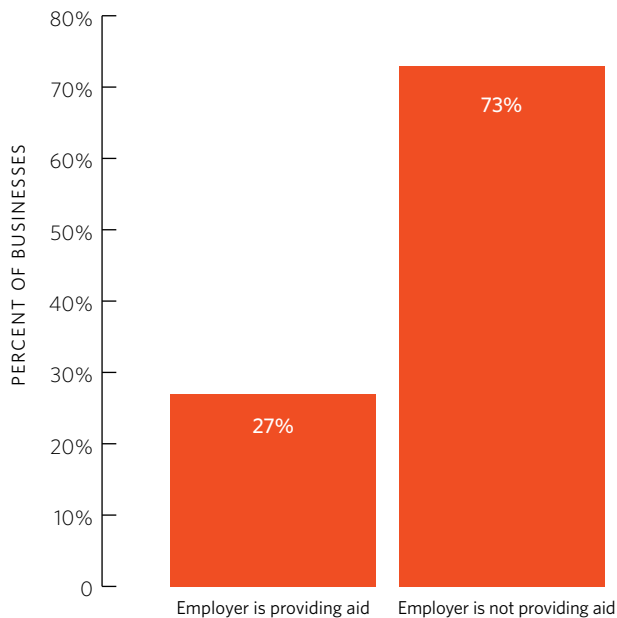
If employees are temporarily not reporting for work, what percentage will be paid during the work hiatus?

#### EMPLOYEE PAYMENT DURING WORK HIATUS



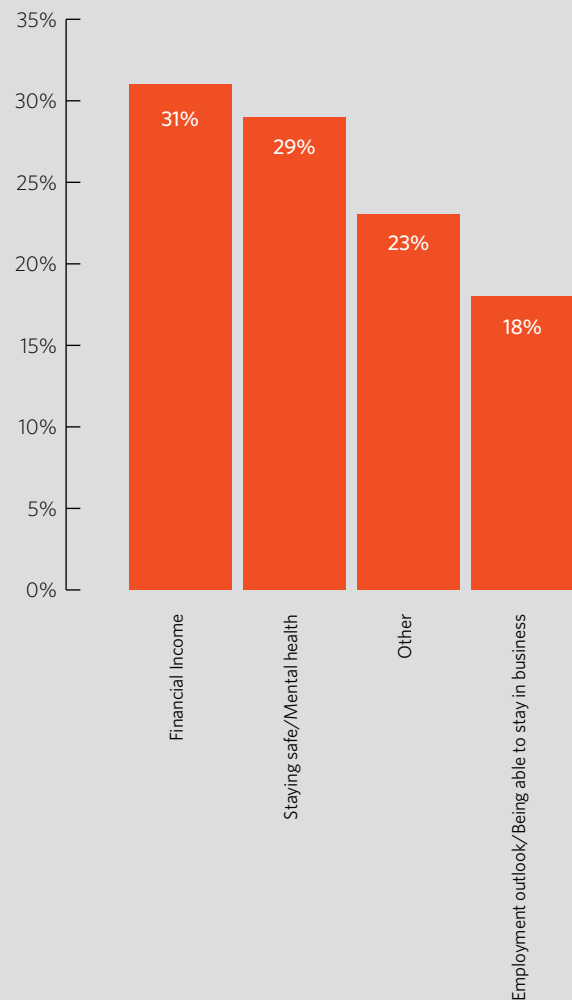
Is the company providing any temporary aid to unpaid employees during their furlough?

#### PROVIDING EMPLOYER AID



What is your greatest concern for employees during this time of emergency?

#### CONCERN FOR EMPLOYEES



UNCERTAIN FUTURE - FINANCING AND  
WORKFORCE REDUCTIONS RESPONSES

Has your company's weekly revenue experienced an increase or decrease as a result of COVID-19?

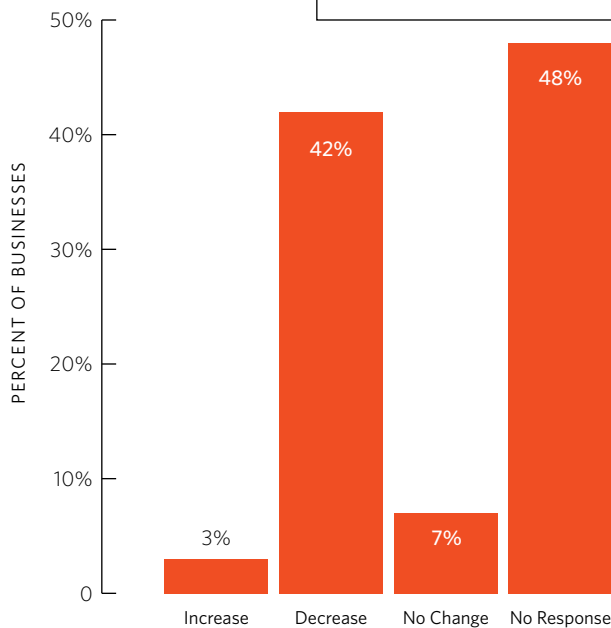
REVENUE CHANGES

12 responses:

0-10% increase = 50%  
11-20% increase = 17%  
21-30% increase = 25%  
31-40% increase = 8%

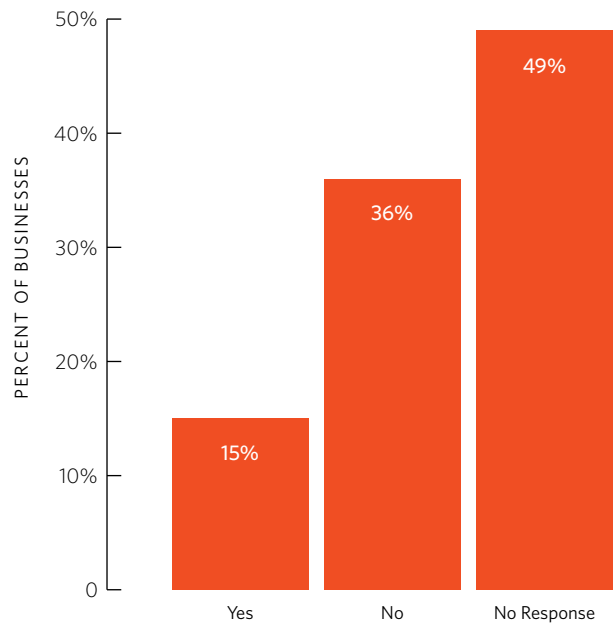
48 responses:

0-10% decrease = 6%  
11-20% decrease = 6%  
21-30% decrease = 8%  
31-40% decrease = 6%  
41-50% decrease = 13%  
51-60% decrease = 6%  
61-70% decrease = 10%  
71-80% decrease = 8%  
81-90% decrease = 6%  
91-100% decrease = 29%



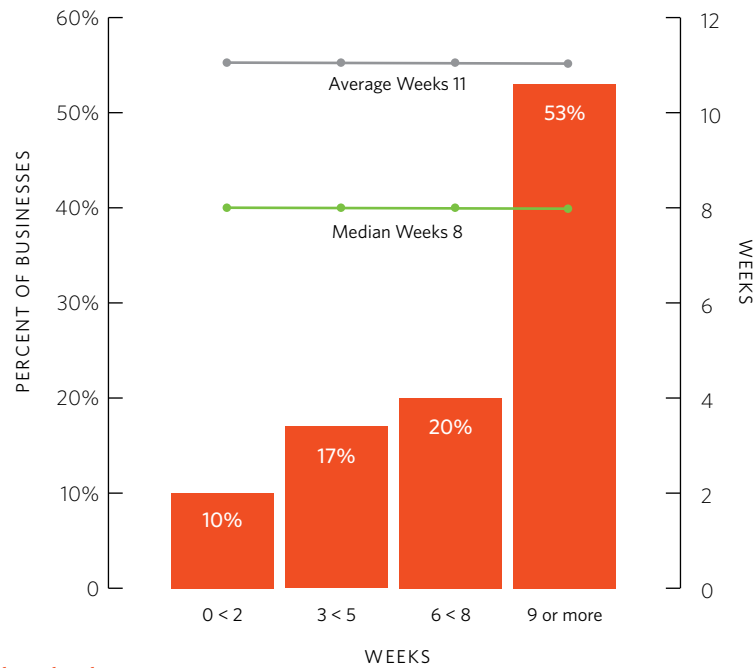
Do you have standing lines of credit to help bridge this business interruption?

ACCESS TO CREDIT



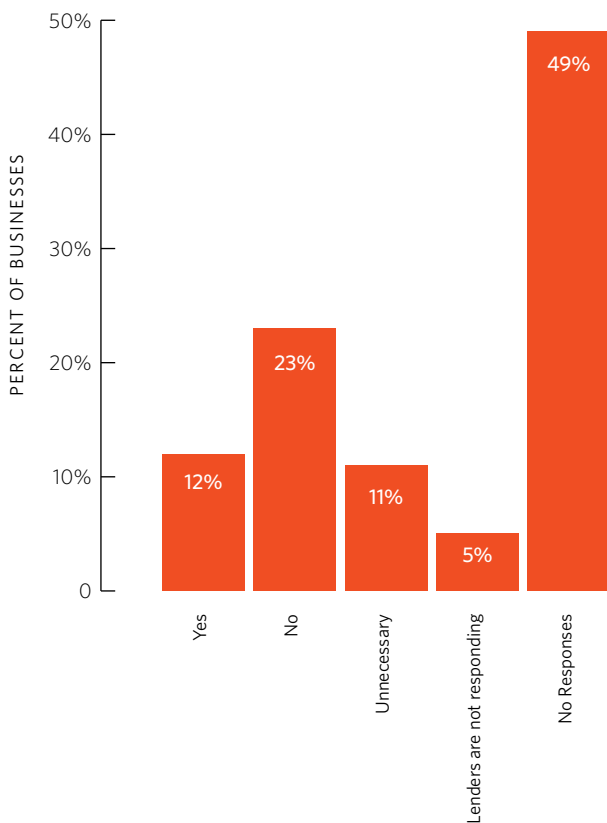
How many weeks of a business slowdown or shutdown would you estimate your business could survive before closing?

#### WEEKS FOR BUSINESS SURVIVAL



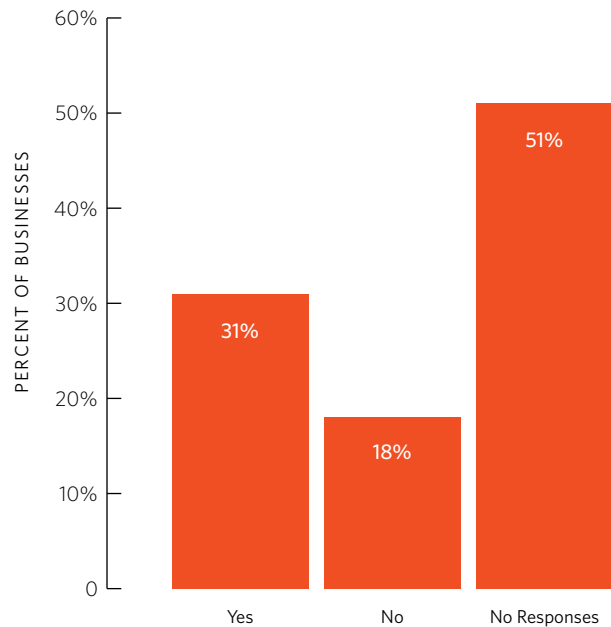
Have you contacted your bank about a bridge loan or other financing?

#### CONTACTING BANKS (60 RESPONSES)



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

#### INTEREST IN SBA ECONOMIC INJURY DISASTER LOAN (57 RESPONSES)

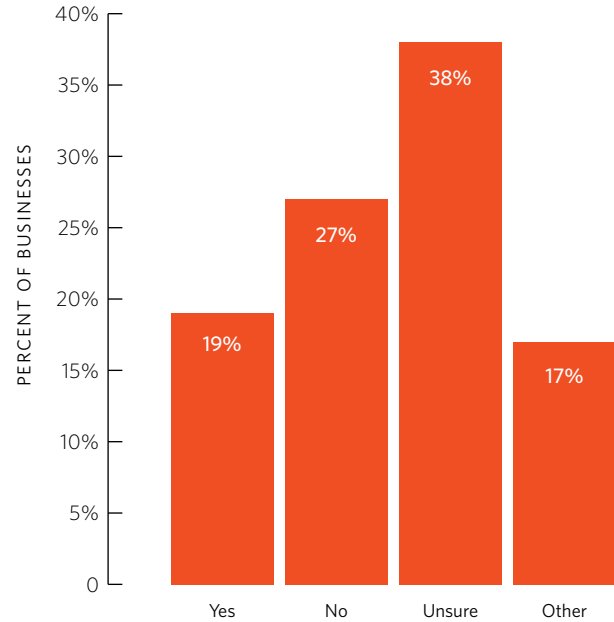
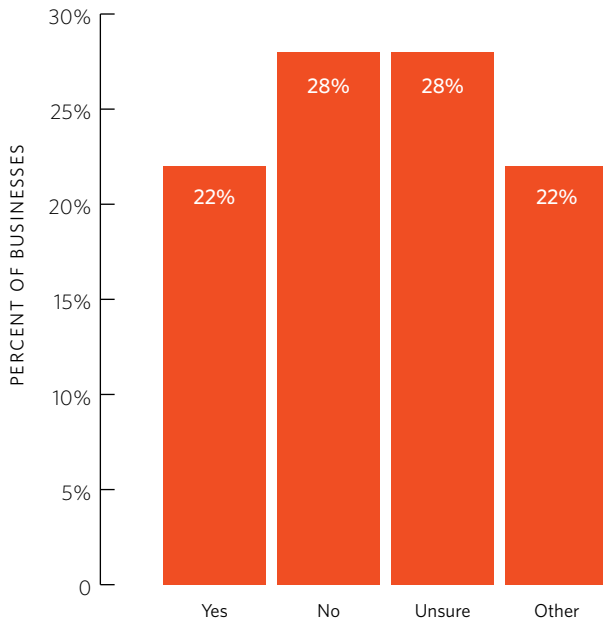


In the next 3 months, do you anticipate any permanent reductions in your workforce?

In the next 6 months, do you anticipate any permanent reductions in your workforce?

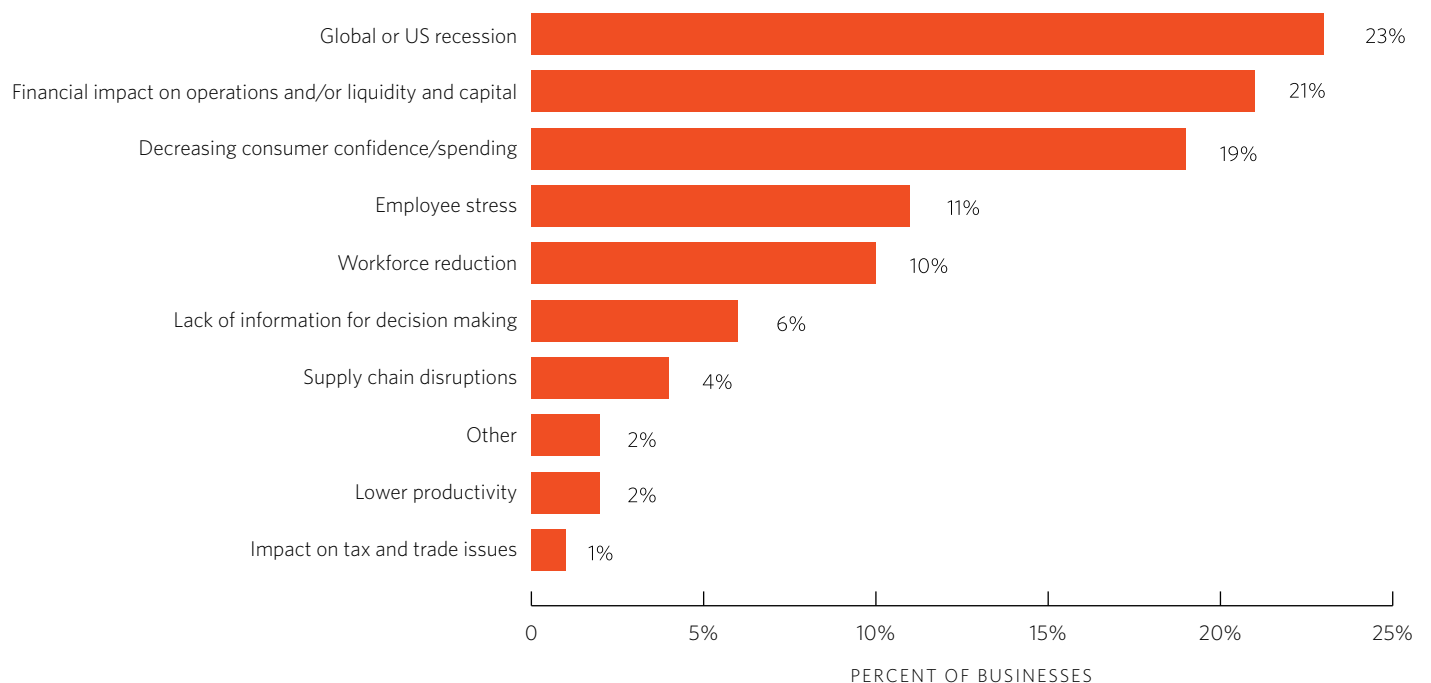
#### WORKFORCE REDUCTIONS IN THE NEXT 3 MONTHS

#### WORKFORCE REDUCTIONS IN THE NEXT 6 MONTHS



What are your top three concerns looking forward?

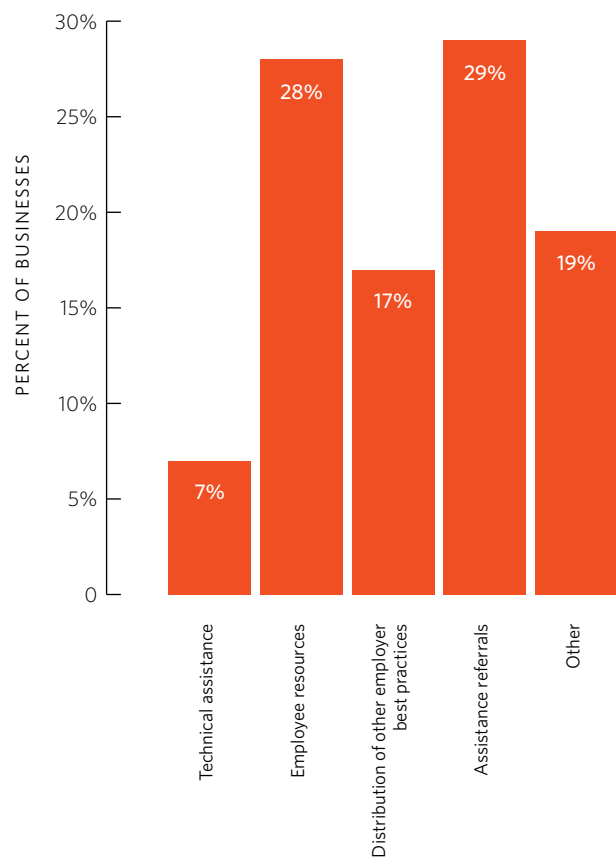
#### TOP 3 CONCERNS



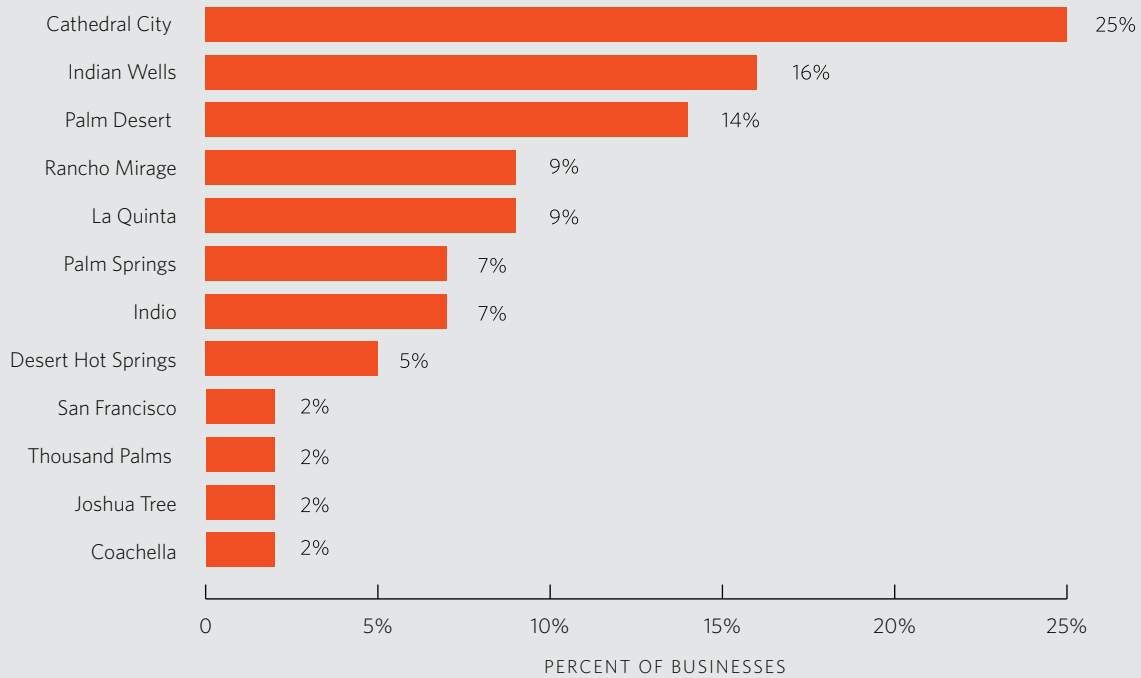


What business supports would you think beneficial as we navigate this global challenge?

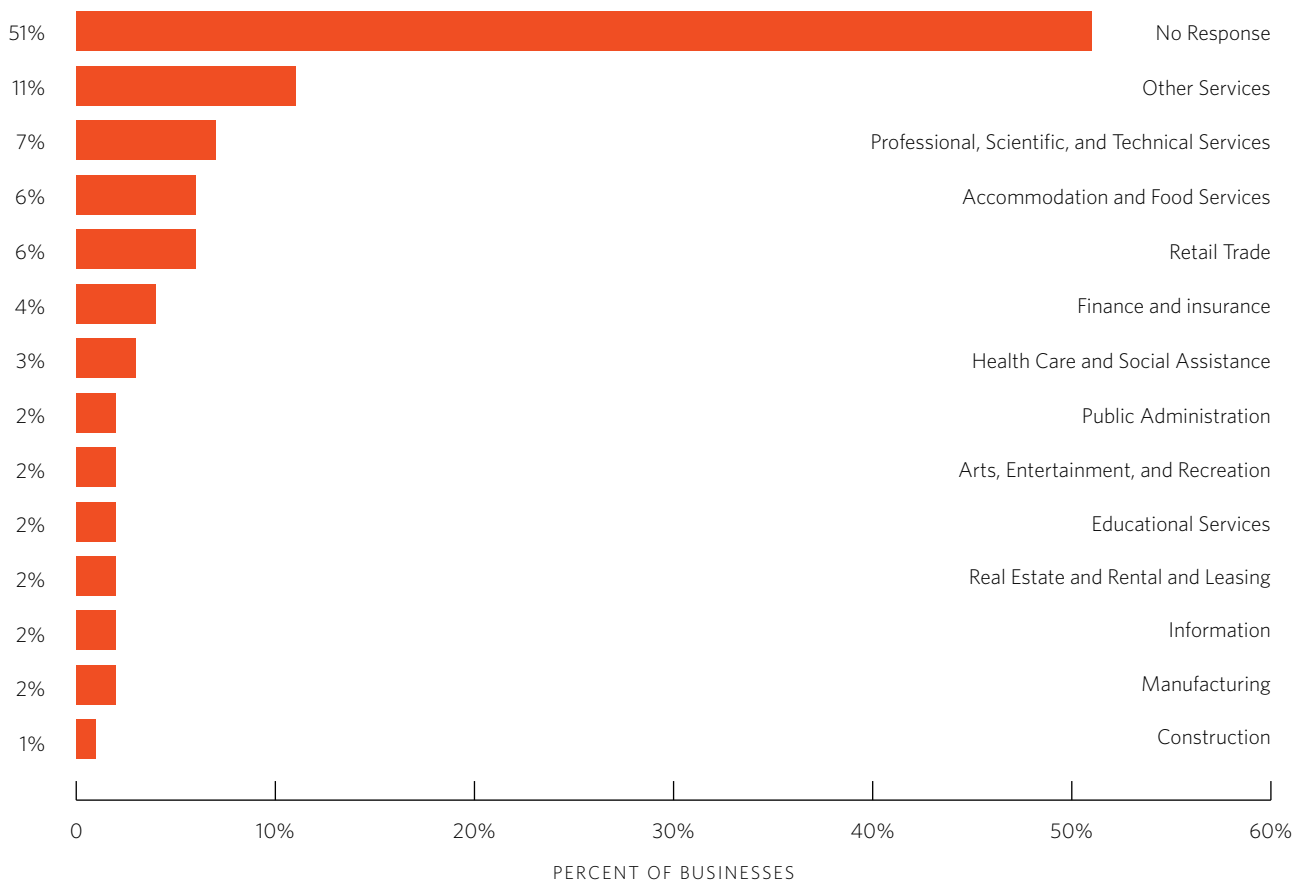
**BUSINESS SUPPORT (74 RESPONSES)**



## LOCATIONS OF BUSINESSES THAT PARTICIPATED IN SURVEY



## PRIMARY INDUSTRIES THAT PARTICIPATED IN SURVEY



Other Services includes: 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.





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