Elk Grove Chamber of Commerce
COVID-19 Business Impact
End of Year Survey

Published
December 31, 2020
The Elk Grove Chamber of Commerce conducted a survey of the business community to determine the immediate impact of the COVID-19 pandemic on their revenue, operations, and access to funding. Additionally, the survey asked about the impact expected over the coming weeks and months. Several recurring themes were identified across all industries:

With 43% of responding businesses operating at 50% of normal or less, needs are great. 70% reported lay offs or reduced employee hours and 77% have seen a reduction in weekly revenue.

The Elk Grove Chamber of Commerce is committed to providing information and resources as quickly as possible. So that we can continue to determine the priorities of our business community, we will regularly conduct surveys and request feedback from the business community.
What is the current operating status of your organization?

- **Open - operating at 76-100%**: 22.45%
- **Open - operating at up to 25%**: 18.37%
- **Temporarily closed (voluntary closure)**: 14.29%
- **Temporarily closed (forced closure)**: 10.20%
- **Other (Please specify)**: 12.24%
- **Permanently closed**: 4.08%
Was your business deemed essential/nonessential for the “stay at home” executive order?

- Essential: 39.58%
- Nonessential: 39.58%
- I’m not sure: 20.83%
If your business (or industry) was deemed essential, what “workplace distancing” practices have you implemented in your workplace to protect the safety of the employees?

1. Everyone is 6 feet apart. We are no longer accepting walk in appointments. We are doing phone appointments.

2. Curbside Service only. All employees masked inside. Frequent sanitation of all touched surfaces. Temperatures and masks required for anyone entering the building

3. We all have separate offices. Distancing has not been a problem.

4. Masks for clients who enter office. 6’ distance in chairs for conversations. Hand Sanitizer available.

5. Our employees primarily worked remotely/independently from their respective homes as well as independently in the field doing inspections. We provide all necessary PPE and have implemented social distancing requirements and mandating wearing a mask on instances when employees needed to come to office/warehouse.

6. masks, mandatory 6ft social distancing in and out of the pool, sanitizing all equipment used

7. NA

8. Encourage masks, stagger work hours.

9. 2 of us work together at all times to

10. I will do anything to work and make money.

11. N/A

12. Wash hands

13. Mask, social distance and size of training classes

14. Mandatory mask, hand sanitizer, social distancing, plexiglass shielding where appropriate, constant sanitizing of surfaces, temperature monitoring, contact tracing of patients.

15. I am not permitting appointments in office at this time and when there is client or real estate contact using all recommended safe guarding and compliance.

16. Wash hands and put masks on before entering. They Sanitize at desk. Also Shields between students. After classes we sanitize and fog. Also have an air filter to purify air in classroom.
If your business (or industry) was deemed essential, what “workplace distancing” practices have you implemented in your workplace to protect the safety of the employees? Continued...

17. Telehealth

18. We provide services in our client's homes not in an office. Our client's are at work or out of town. We wear masks and use hand sanitizer and hand washing during our visits.

19. All health and safety protocols as outlined by the CDC.

20. We provide psychotherapy and counseling services through telehealth.

21. Put all clerical support staff in their private homes to work remotely. All investigators were already working from their individual offices.

22. We have safety Glass 6 foot distancing, masks, gloves, sanitizer and so on

23. Use mask and gloves and Clorox to sanitize the bathrooms and floors.

24. N/Au

25. Full PPE, air purifiers with UV lights, additional suction cones, automatic temperature reader and hand sanitizer, COVID19 questionnaire.


27. I am a sole proprietor and have no employees.
How has your employee count changed due to COVID-19 specifically?

- 29.17%: No change so far
- 16.67%: We have implemented a hiring freeze
- 14.58%: We have reduced some staff hours
- 31.25%: We have temporarily laid off some staff
- Other (Please specify)
What percentage of your current workforce is working remotely vs. onsite?

- All current staff is working onsite: 31.91%
- Up to 25% remote, the rest onsite: 23.40%
- 51-75% remote, the rest onsite: 17.02%
- 76-100% remote: 12.77%
- 26-50% remote, the rest onsite: 6.38%
- Staff can only work onsite, but are unable to currently meaning they can’t work remotely: 6.38%
- Other (Please specify): 2.13%
If employees are temporarily not reporting for work, what percentage will be paid during the work hiatus?

- Paid: 45.00%
- Unpaid: 40.00%
- Other (Please specify): 15.00%
Does your organization anticipate a sustained reduction in services or personnel as a result of COVID-19, even after stay at home orders are lifted?
Has your organization’s weekly revenue experienced an increase or decrease as a result of COVID-19?
If your revenues have declined as a result of the COVID-19 pandemic, please briefly explain how/why:

1. Losing jobs and going into Medi-Cal

2. We are not able to offer any services at this time because we cannot socially distance from our clients - in addition - we can hold NO in person fundraisers which rely on to sustain our program

3. Business clients have closed their doors, WC income down as companies use less staffing, uncertainty with Residential clients and prospects keeps people from making changes or adding coverages.

4. Our revenues have decreased substantially due to the Governor's regulatory commands. We have had to close all indoor operations and only function with limited outdoor space. Due to winter conditions, we have had to again purchase unnecessary equipment in order to sustain outdoor operations.

5. Cancellation of several in person large events and revenue: Teacher Training, Retreats and workshops. Initially Zoom classes created revenue. Now experiencing Zoom fatigue from clients, competition of larger businesses offering free or membership classes.

6. Children's parents are staying at home so they are keeping there kids home

7. I offer design and printing services. I'm a luxury to businesses and everyone is cutting back.

8. I am independent contractor. If I can't work, I make no money.

9. I cannot instruct indoor classes, thus cannot create a proper revenue stream nor a presence within the community.
10. People have to stay home.

11. Unable to have quality and effective services

12. A large part of our urgent care/occupational health business is made up of children and workers. No school, no illnesses. No work, no injuries. In our medical aesthetics practice, patients don't have disposable income and are less likely to spend their savings on aesthetic procedures.

13. We are not taking many new cases and are dealing with existing clients and on going legal cases and real estate transactions for previous estate clients and completing matters.

14. Businesses & sports teams have not been ordering decorated apparel

15. We have now been forced to close for the third time due to COVID19 mandate. As a result we cannot treat our clients at all which negatively effects our revenues significantly. We also have a 25%additional expenses due to COVID19 requirements and safety protocols.

16. Less students coming to us to be trained as they are staying home

17. NA

18. There has been no opportunity to sell art work in public shows nor expose to and consult with potential clients. Advertising opportunities greatly diminished.
If your revenues have declined as a result of the COVID-19 pandemic, please briefly explain how/why: Continued...

19. Our client’s use our services to care for their pets while they are on vacation or at work. Covid-19 forced our clients to cancel their vacation trips and work at home.

20. As a performer there are no places left for which to perform.

21. The government keep closing the beauty service. I don’t even know where our customer went. Haven’t seen them for 9 month and now we are close again. I think our beauty reception is ruin. People are think salon give COVID. But they will go to Walmart and Costco where there is a lot of people. I don’t even want to come back to do hair. I feel like there is no respect for hair.

22. I work in the event industry (stationery, invitations, & signage) - specifically weddings. Weddings can't happen, so I am temporarily out of work, and since they take time to plan, even when things reopen, it will be a few months before I can start working again.

23. Unable to provide services on a large scale, had to cut back, due to decreased bookings can’t afford to hire staff or give consistent hours to contracted staff in order to retain them plus the cost of goods has increased for a lot of overhead costs

24. reduction in capacity.

25. I am a photographer and videographer specializing in weddings and events. All weddings and events have been cancelled due to Covid-19.

26. We have lost half of our members. We also are not getting the walk in business we normally rely on. We have struggled to attract new members virtually.

27. Loss of student enrollment.

28. I’ve lost staff and the rest had to absorb the work so we are unable to take on new clients. We have let our office space go because of the significant reduction in income.

29. Clients are not ordering criminal background investigations since there are less people applying for jobs, or apartments, less people committing crimes.

30. N/A

31. Less days to clean because some buildings are closed or not more contracts to do

32. The wedding and events industry has collapsed. No events are permitted, specialty cakes & desserts are rescheduled, cancelled or reduced in size.

33. I am not receiving any calls to book parties. Parties are my main source of income. No parties, no revenue.

34. No interactions with clients. Unable to meet and greet potential clients.

35. We where forced to close at the beginning of the pandemic and lost all hygienist with small children leaving us with only one hygienist for 1 day a week. We made $200,000 less revenue this year.

36. Our primary source of revenue was new refrigeration installations for restaurants.
Have you taken any of the following steps to mitigate harmful COVID-19 impacts to your revenue expenditures and receipts?

- 22.50%: Draw down reserves
- 42.50%: Cut or decrease personnel
- 42.50%: Raise fees for services
- 15.00%: Furloughing employees
- 30.00%: Delaying anticipated capital construction
- 42.50%: Reducing maintenance and repair schedules
- 27.50%: Delaying debt payments
- 15.00%: We do not anticipate harmful impacts to our expenditures and receipts (click here only if you did not answer any of the actions listed above)
- 17.50%: Other (if you were impacted in a way not listed here; please explain in the space provided below)
- 0%: Cut or decrease services indefinitely
- 0%: Cancelling services indefinitely
- 0%: Increasing borrowing/debt
Have you applied for any financial relief with the CARES Act, SBA, PPP, EIDL, etc?
Have you contacted your bank about a bridge loan or other financing?

- Yes: 65.12%
- No: 13.95%
- Considering it: 16.28%
- Unnecessary: 4.65%
- Pending lender response: 0%
How many weeks of a business shutdown would you estimate your business can survive before closing?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>52</td>
</tr>
<tr>
<td>2.</td>
<td>12</td>
</tr>
<tr>
<td>3.</td>
<td>Six months</td>
</tr>
<tr>
<td>4.</td>
<td>n/a Insurance goes on...electronically</td>
</tr>
<tr>
<td>5.</td>
<td>8</td>
</tr>
<tr>
<td>6.</td>
<td>Unknown at this time. Will depend on what additional conditions are placed on our business.</td>
</tr>
<tr>
<td>7.</td>
<td>NA</td>
</tr>
<tr>
<td>8.</td>
<td>0</td>
</tr>
<tr>
<td>9.</td>
<td>Not sure at this time</td>
</tr>
<tr>
<td>10.</td>
<td>Unknown. Depends on insurance, bills, fees.</td>
</tr>
<tr>
<td>11.</td>
<td>8</td>
</tr>
<tr>
<td>12.</td>
<td>4 months</td>
</tr>
<tr>
<td>13.</td>
<td>6-8</td>
</tr>
<tr>
<td>14.</td>
<td>2-3</td>
</tr>
<tr>
<td>15.</td>
<td>560</td>
</tr>
<tr>
<td>16.</td>
<td>4</td>
</tr>
<tr>
<td>17.</td>
<td>4</td>
</tr>
<tr>
<td>18.</td>
<td>Maybe 4 weeks</td>
</tr>
<tr>
<td>19.</td>
<td>4</td>
</tr>
<tr>
<td>20.</td>
<td>Do not anticipate closing home business.</td>
</tr>
<tr>
<td>21.</td>
<td>Unknown, will continue to remain open as long as possible</td>
</tr>
<tr>
<td>22.</td>
<td>Until unemployment benefits cease.</td>
</tr>
<tr>
<td>23.</td>
<td>3 more month</td>
</tr>
<tr>
<td>24.</td>
<td>20</td>
</tr>
<tr>
<td>25.</td>
<td>0</td>
</tr>
<tr>
<td>26.</td>
<td>2 months</td>
</tr>
<tr>
<td>27.</td>
<td>12</td>
</tr>
<tr>
<td>28.</td>
<td>Another month or two and I don’t know if we will be able to reopen.</td>
</tr>
<tr>
<td>29.</td>
<td>4-6 weeks</td>
</tr>
<tr>
<td>30.</td>
<td>Unknown</td>
</tr>
<tr>
<td>31.</td>
<td>unknown</td>
</tr>
<tr>
<td>32.</td>
<td>0</td>
</tr>
<tr>
<td>33.</td>
<td>Depending in my clients if they are open I will be open if not then I will close</td>
</tr>
<tr>
<td>34.</td>
<td>8</td>
</tr>
<tr>
<td>35.</td>
<td>0. I am probably shutting down my website, Facebook page and putting up my equipment for sale 01/01/2021</td>
</tr>
<tr>
<td>36.</td>
<td>unsure.... not many</td>
</tr>
<tr>
<td>37.</td>
<td>4</td>
</tr>
<tr>
<td>38.</td>
<td>12</td>
</tr>
<tr>
<td>39.</td>
<td>2</td>
</tr>
<tr>
<td>40.</td>
<td>My business can work remotely and is not shutting down</td>
</tr>
</tbody>
</table>
Are you incurring (or do you anticipate incurring) any of the following expenses as your organization responds to COVID-19?

<table>
<thead>
<tr>
<th>Expense</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of personal protective equipment and other specialized equipment</td>
<td>58.97%</td>
</tr>
<tr>
<td>Emergency operations/training costs</td>
<td>28.21%</td>
</tr>
<tr>
<td>Purchase of technology/software for remote work and operations</td>
<td>33.33%</td>
</tr>
<tr>
<td>Disinfection of public facilities</td>
<td>51.28%</td>
</tr>
<tr>
<td>Increased non-safety personnel costs (includes overtime)</td>
<td>30.77%</td>
</tr>
<tr>
<td>Increased legal costs</td>
<td>12.82%</td>
</tr>
<tr>
<td>Increased paid leave policies due to federal unfunded mandate</td>
<td></td>
</tr>
<tr>
<td>Crisis communications/Public facing communications</td>
<td></td>
</tr>
<tr>
<td>Disinfection of staff workspace</td>
<td></td>
</tr>
<tr>
<td>Increased law enforcement and security costs (includes overtime)</td>
<td></td>
</tr>
<tr>
<td>Increased calls for service</td>
<td></td>
</tr>
<tr>
<td>No additional expenses incurred or anticipated</td>
<td></td>
</tr>
</tbody>
</table>
Overall what is your biggest challenge relating to COVID-19 response impacts on operations now and moving forward, and do you have ideas on how to address it?

1. Our clients are already medically fragile and susceptible to illness. Because we cannot distance our selves from our clients to safely allow participation, we cannot offer any services at this time. When we are able to begin again, it will be at a very modified rate and only with those riders who do not need our assistance to ride, which is about 4% of our client base. It will certainly be a slow road back to our normal 125 clients per week.

2. Curbside service has made us less efficient and we have 25-50% reduced capacity. I can’t even accept new clients anymore.

3. Working with clients remotely instead of at their place of business. This is new for everyone.

4. STOP closing down businesses...let people be adults and decide for themselves what risks to take. Example: allow restaurants/churches to open (no less safe than WalMart) and people can decide if they are safe and willing to risk it. Keep Government out of the decision....

5. Decreased employee camaraderie and unity. Difficulty with effective trainings and education during pandemic.

6. The challenge is figuring how to operated with a negative budget with no end in sight.

7. My challenge was paying overhead on a business space I owned but couldn’t use. Property taxes, insurance, LLC and business license fees. After online novelty wore off it’s been difficult to keep clients engaged in sessions.

8. There needs to be a safe plan for returning to work and for children to return to school (which allows employees to work).

9. Getting new clients and Disinfecting

10. I just need the state to open and depositions to resume so that I can work again.

11. I am an indoor training facility and have been forced to close on multiple occasions. Moving forward with the vaccine, I am hoping restrictions are lifted and I am giving a chance to pursue the martial arts school properly. I am hoping to invest in online training as soon as revenue comes in and I am able to afford it.

12. Inability to continue training and services based on Covid protocol’s.

13. Employees have chosen to leave the workforce due to the lack of hours so re-hiring and training costs have increased. Businesses need some financial support in order to meet the very basic operational costs, specifically rent and payroll expenses.

14. Businesses that we sell to are shut down. Until they open and get back to work, our sales will be effected.

15. We have additional expenses due to COVID19 policies and procedures as well as mandated shutdowns which are forcing us out of business if lasting more then a few more weeks. We have gone into debt and unemployed employees suffering to feed their families. Our clients and service is crucial in their therapeutic injury recovery yet we cannot provide service to them. We need to be allowed to stay open and not have any additional shutdown. I suggest if the government is going to shut down businesses then provide further financial assistance to sustain our local small business that provides important service of healing during this time. We have received minor PPP loan that covered 1-2 month expenses of the 9 months we were forced to close. We need more financial assistance. We struggle to pay rent and even to review our business license.

16. Finances. We do very well with cleanliness.
17. I cannot find employees. Biggest expense is $500/month listing.

18. My interactions with customers were limited to email, text or phone calls. Sometimes that's not enough to grab customers and make new sales. I do use contactless drop-offs and pickups at the door for items commissioned. I will look into online sales @ etsy or ebay, for example. However, increased expenditure for fees will be anticipated.

19. Our biggest challenge is having such a decrease in revenue during the holiday months that we will suffer financially in 2021 in our slow months of January - March 2021

20. Depression. I miss being able to do the shows. I am a sole proprietor, so I am keeping tabs on myself. I call other performer friends.

21. Increase service prices to catch up

22. My concerns are twofold: One, paying my bills to keep the lights on while I have no money incoming while events are shut down Two, affording capable staff to assist once things pick back up, since events have been postponed to the end of the year, causing me to be overbooked for services.

23. Myself including other friends I know in business are just getting behind in bills and experiencing a slow down in requests because a lot of individuals are also facing monetary struggles. The biggest challenge would be not being able to work in the same capacity or having to limit services while still having to pay all of the same bills.

24. We are mostly a service based industry that needs customer interaction for us to work. Our biggest challenge is the reduced capacity or elimination of some of the key services we use to offer that were our biggest profit makers. Our landlord has not help us negotiate rent. We are increasing debt, but without being able to earn an income it makes it hard to pay our rent and pay our debt. I think the idea of shutting down a business that has less than 10 people in their store at time is the issue. Big business like target, walmart, costco already has an online infrastructure in place and can take their orders online and have their employees deliver to cars. they should close their storefronts so the hundreds of people that funnel into those stores a day can funnel into small businesses.

25. My biggest challenge has been the cancelling of public gatherings. I plan to offer alternative services to help get me through the pandemic.

26. The large decrease of income is our biggest hurdle. Even after we can reopen, it will take months if not years to rebuild our membership base. People's comfort level with working out with other people even after we are allowed to reopen is unknown. Many people are also struggling financially and therefore don't have the disposable income we rely on people having. We have thought of different ways to market once we are reopened but there are many obstacles to try to overcome.

27. Our greatest challenge is Low enrollment. Mostly the consequence of so many parents working from home. Uncertainty parents face regarding the safety of placing children in childcare.

28. Hiring, training and retaining staff in this environment

29. Clients are paying us slow, as much as 120 days behind. We did not qualify for any grants because we received $3000 for the 3 employees we had when Covid first started.

30. The cost of doing business has increased, and because of that and ongoing taxes and fees that are rising on a regular basis, has caused me to increase the costs of most areas of my business, as we have to obtain the necessary funds to pay our employees and rent utilities taxes and fees.
Overall what is your biggest challenge relating to COVID-19 response impacts on operations now and moving forward, and do you have ideas on how to address it? Continued...

31. That buildings don’t have enough jobs to do
32. We need events to resume, or this industry will not recover
33. I am lucky that my landlord has been very understanding and allowing me to stay even though I am not paying rent like prior to third. I am also in the beginning stages of a workman’s Comp case with FedEx because I was injured on the job early February and involuntarily terminated on 09/22/2020. I am applying for unemployment and hopefully I receive it?
34. As a small business trying to stay afloat financially and meet the demands and needs of my clients. Trying to be more creative and innovative in reaching potential and current clients.
35. Unable to schedule the same amount of people because we need social distancing.
36. None
37. We just need restaurants to open back up.
Please rate your top three concerns looking forward?

<table>
<thead>
<tr>
<th>Row</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreasing consumer confidence/spending</td>
<td>20.59% (7)</td>
<td>23.53% (8)</td>
<td>61.76% (21)</td>
<td>34</td>
</tr>
<tr>
<td>Financial impact on operations and/or liquidity and capital</td>
<td>61.76% (21)</td>
<td>29.41% (10)</td>
<td>8.82% (3)</td>
<td>34</td>
</tr>
<tr>
<td>Global or US recession</td>
<td>38.89% (14)</td>
<td>41.67% (15)</td>
<td>19.44% (7)</td>
<td>36</td>
</tr>
<tr>
<td>Other Concerns: Please specify</td>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
</tbody>
</table>
Do you expect to take any of the following actions in response to the economic and fiscal impacts of COVID-19 in the next six months?

- Draw down reserves: 37.84%
- Cut or decrease personnel: 37.84%
- Raise fees for services: 48.65%
- Furloughing employees: 32.43%
- Delaying anticipated capital construction: 13.51%
- Delaying debt payments: 24.32%
- Reducing maintenance and repair schedules: 13.51%
- We do not anticipate harmful impacts to our expenditures and receipts (click here only if you did not answer any of the actions listed above): 37.84%
- Canceling service indefinitely: 43.24%
- Increasing borrowing/debt: 35.14%
- Other (click here if you were impacted in a way not listed here; please explain in the space provided below): 5.00%
If only partially open or temporally closed, what resources would be required for your organization to relaunch or consider a phased restart?

- Rent capital: 46.43%
- Payroll capital: 50.00%
- Worker (re)training: 39.29%
- Supplies provisioning capital: 25.00%
- Other (Please specify): 28.57%
Is your business in need of masks?

- Yes: 61.54%
- No: 38.46%
Do you have any additional suggestions, questions, or requests for help you and other organizations during the COVID-19 pandemic?

1. Thank you for being a great CHAMBER!

2. I think you can determine my thinking...overall, I appreciate you asking and helping EG Business; but we need to get the government out of our lives....fat chance, Ha! Happy Holidays

3. Possibly doing a local campaign for the basics of social distancing & masking to increase local support and community efforts.

4. I'm sorry, but I do not at this time.

5. Why do existing businesses receive vast amounts of help and brand new businesses left to suffer as they “do not meet the requirements and the demographic that suffers”

6. Not at this time

7. Increase federal, state and local government support for education of individuals in the medical field such as nursing assistants, LVN, Rn s, Physician's assistants, related medical training for medical hospital staff and double the size of medical students in the United States Provide more empathy to people serving in Congress and Senate for the average working persons that they can not relate to due to the economic disparity between them and the average working citizen.

8. Would like to see business grants or a low interest loan option for small businesses.

9. Financial assistance needed to sustain business during mandated closure. We need support to allow massage therapy to become an "essential" service as we treat people who are recovering from injuries, mental and physical pain and chronic diseases. Thank you. We are very worried for that we cannot help our clients with the therapy they need as well as a possible permanent closure. We love giving back to our community and city of Elk Grove. We have done many community events and volunteering and would be disappointed if we don’t have the means to help people which brings us the most joy during this time.

10. No

11. Rent forgiveness! I don't see how we get out of this without some sort of forgiveness. We cannot take on additional loans. The city of Sacramento offered portable heaters, the city of Elk Grove sis not offer any.

12. Share the grant money and don’t penalize existing businesses because they already received some tiny amount of money.

13. We need better government officials working on real actions on positive behavior from the elected officials, not to threaten the general public, we all walk in our shoes from different cultures, and beliefs, we need to respect the person for who they are and allow them to make their own respective decisions based on their abilities

14. Financial Relief, direction, hiring a senior citizen, tax preparation to allow stimulus monies to be sent to me. Anything that can be done would be done to assist me would be better than what I may become, homeless!!! Sincere regards, Steve Sivret Casino Party 2U

15. Freeze rent increases for small businesses