

# COVID-19 BUSINESS CHECK-IN SURVEY SUMMARY

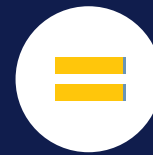
\*Report based on 130 total collected survey responses

## LEVEL OF AFFECT ON BUSINESSES

**80%** of local businesses reporting decreased revenue



**5%** of local business reporting no impact due to covid-19



**96%** of local business reporting challenges - losses, inability to grow, workforce, personal demands



**10%** of local businesses reporting increased sales



## WORKFORCE IMPLICATIONS

**No Employees**



**Retained or Increased Employees**



**Layoffs or Reduced Hours**



**Wish to Re-Employ if Given Opportunity**



\*Many impacted workers have lost faith in the government, and in their employers

## MOST SIGNIFICANT IMPACTS



Tourism & Hospitality



Personal Services



Female Led



Restaurants



Main Street Retail



Internationally Dependent

## WHAT OUR BUSINESS COMMUNITY NEEDS



- Vaccination clarity, consistency, supply and access
- Clear guidelines that are easy to follow and do not complicate an already complicated situation
- Restrictions geared towards activities that are known to spread the virus
- Tax breaks and easy to access grants; not loans
- Access to Professional services to help pivot businesses
- An end to shutdowns
- Reduction in bureaucracy - delays in licensing; access to international markets
- Access to high speed internet



## WHAT THE COUNTY HAS INVESTED IN THAT IS WORKING

SHOP LOCAL CAMPAIGNS  
*Resources and Education*  
SIMPLIFIED GRANT OFFERINGS  
Local Food Movement  
*Increased Communication*  
**#MIDDLESEXSTRONG**

## RECOMMENDATIONS



- Continue to offer marketing and training supports to Middlesex businesses
- Advocate for immediate vaccination reform - consistent with the best practices of other health units - mobile/multiple sites; supply; open access for Phase 2 groups who need and wish to be vaccinated
- Advise province on catastrophic impacts of targeting and imposing restrictions on trade and commerce; particularly on small business and the workforce that is keeping the economy churning, following protocols, and not known to be contributing to the spread
- Advocate for tax breaks and simplified grants over complicated programs and borrowing
- Seek support from regional groups such as SCOR, WOWC and OCC to champion these causes

