

# Business Recovery Survey Results

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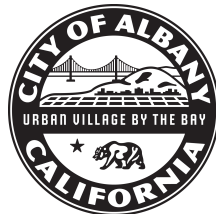
2021 - City of Albany



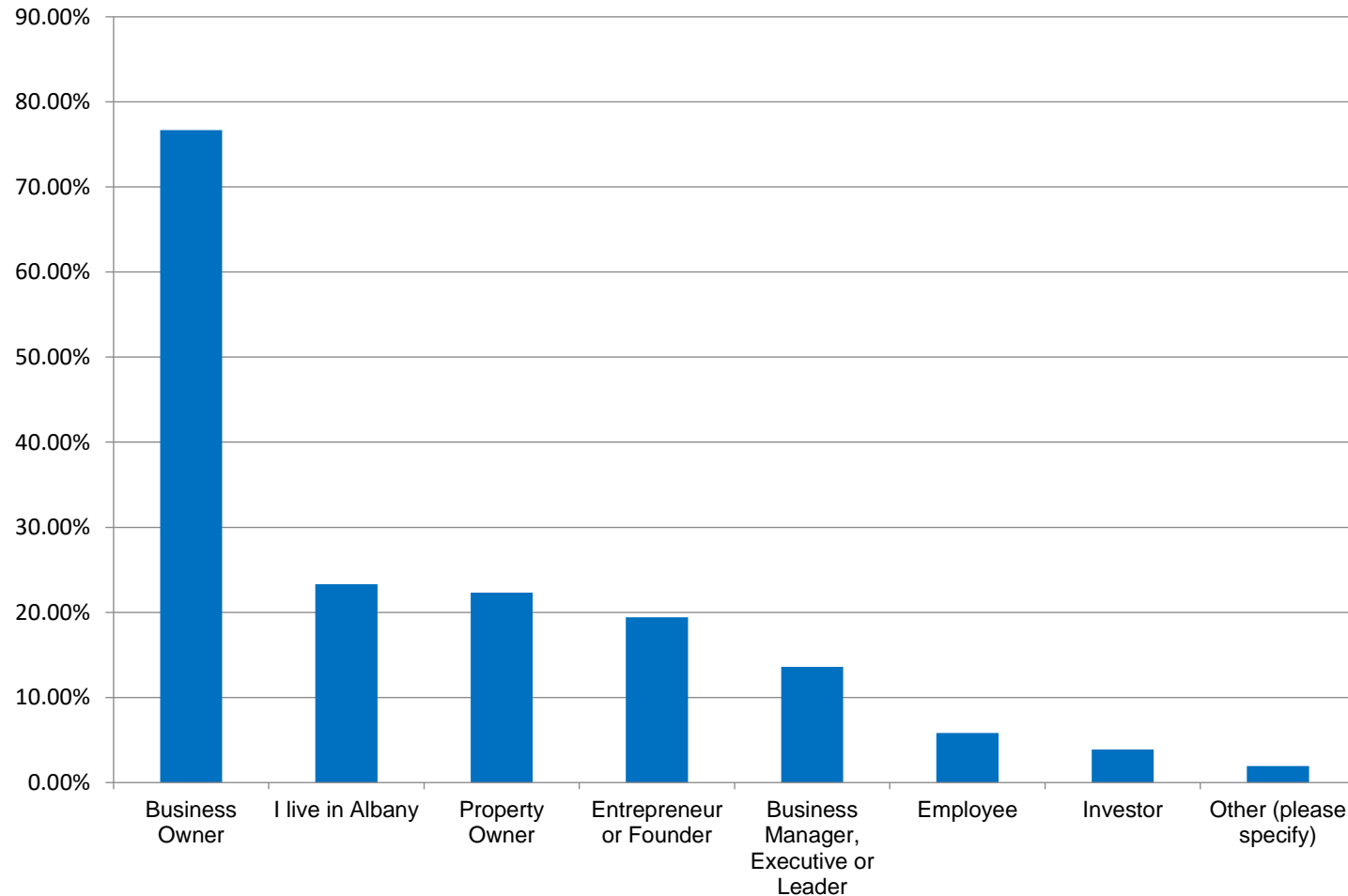
# Introduction

The Albany Business Recovery Survey – 2021 was requested by the Economic Development Committee and administered by the City of Albany. The purpose of this survey is to find what our business community's most important short-term needs are. This will help the Economic Development Committee make more informed decisions when making recommendations to City Council on items intended to support local businesses.

- Survey was open between May 27 and June 20 of 2021.
- Survey was sent to those who have filed for a business license in Albany, totaling 1109 email addresses. 103 responded to the survey.
- Survey takers were asked 12 questions focusing on support, concerns, and business modifications due to the COVID-19 pandemic and shelter-in-place order.
- This survey is a follow-up from the original Albany Business Recovery Survey, distributed in May of 2020.



# Which of the following titles apply to you in relation to your Albany business? (check all that apply)

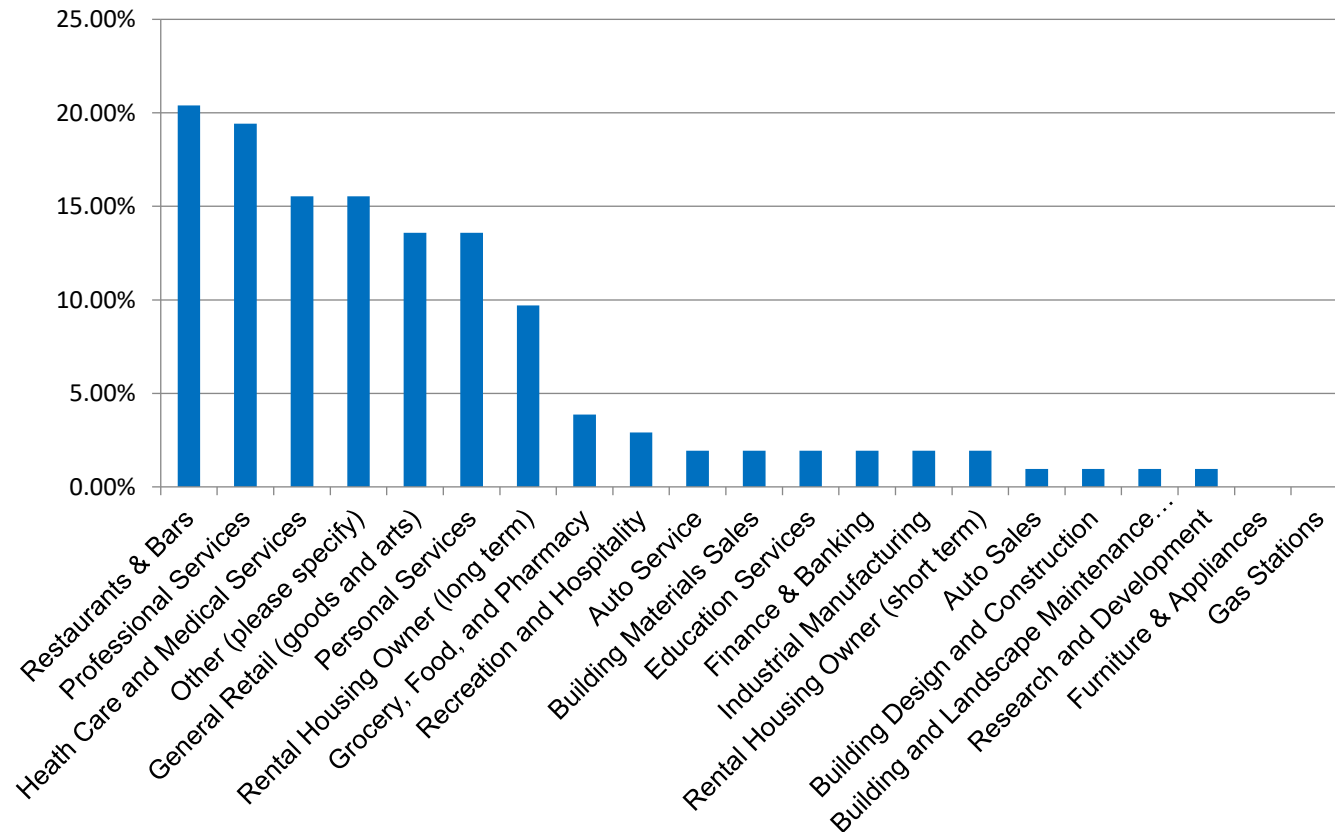


## Most Common Responses:

1. Business Owner – 76.7%
2. I live in Albany – 23.3%
3. Property Owner – 22.33%
4. Entrepreneur or Founder – 19.42%

# Which industry sector(s) do you identify with most? (check all that apply)

Restaurants & Bars as well as Professional Services showed the highest response rate. Other industries not listed include entertainment, publishing, design, real estate, religious organization, insurance, tax preparation, and accessibility, translation & interpretation.

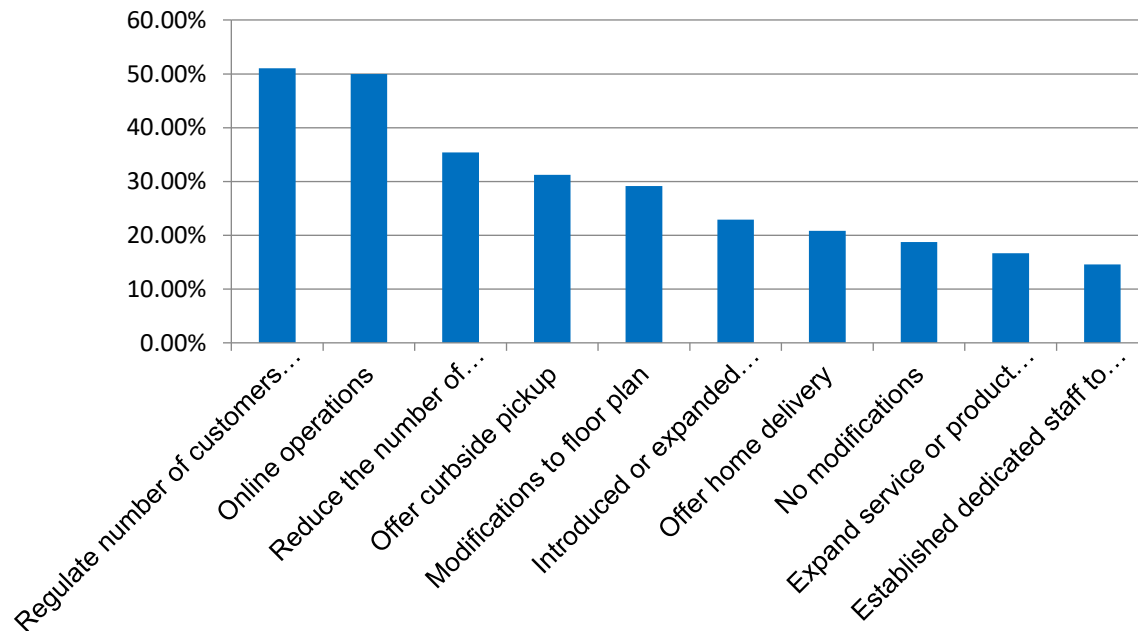


## Most Common Responses:

1. Restaurants & Bars – 20.39%
2. Professional Services – 19.42%
3. Health Care and Medical Services – 15.53%
4. General Retail (goods and arts) – 13.59%
5. Personal Services - 13.59%
6. Rental Housing Owner (long term) - 9.71%

# What modifications, if any, did you implement to your place of business during the COVID-19 pandemic? (check all that apply)

Reductions to those allowed on site, modifications to online operations, and adjustments to the space were the primary changes made.



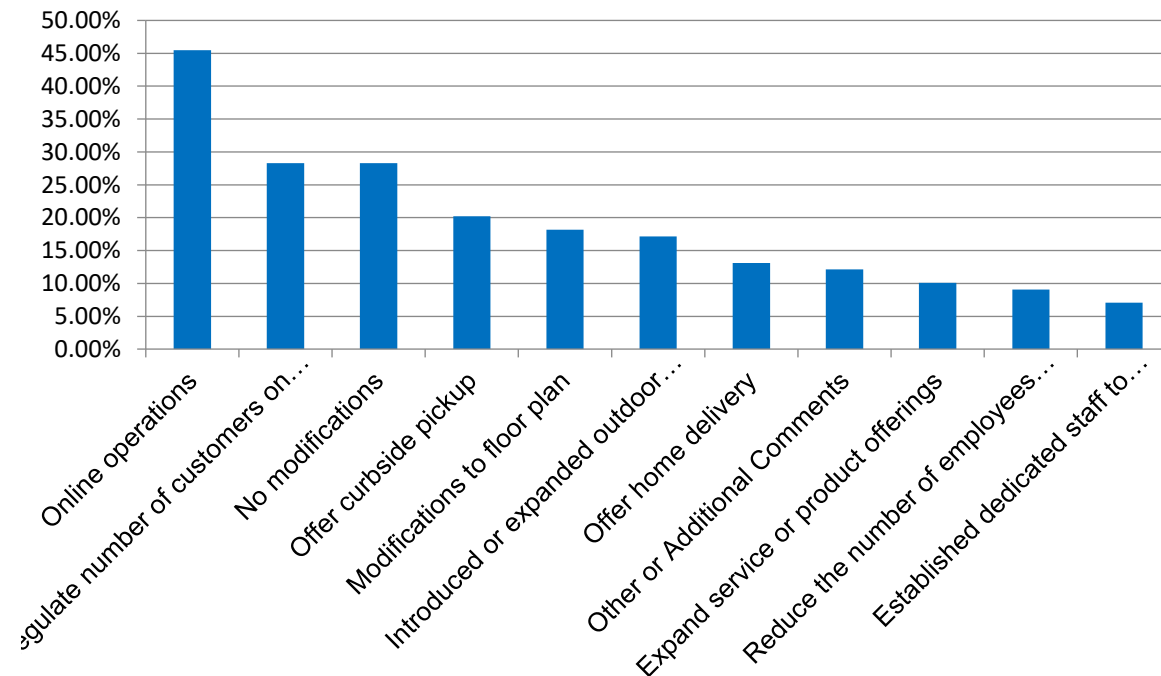
## Most Common Responses:

1. Regulate number of customers on site - 51.04%
2. Online operations – 50%
3. Reduce the number of employees on site – 35.42%
4. Offer curbside pickup – 31.25%
5. Modifications to floor plan – 29.17%
6. Introduced or expanded outdoor operations, including outdoor seating - 22.92%
7. Offer home delivery - 20.83%
8. No modifications - 18.75%

**Notable Additional Comments:** Other modifications included in the comment section were the postponement of rent increase, use of PPE's, introduction of temperature and oxygen level checks, modification to ventilation system, use of disclosure agreements (apartment viewing), short-term rental transitioned to long-term rental, renovation and improvements to space, retraining of staff, and working with staff on unemployment applications.

# If you have made modifications to your place of business, which, if any, do you plan to keep as COVID-19 pandemic limitations evolve? (check all that apply)

Primarily, those who have made modifications to online operations plan to keep them.

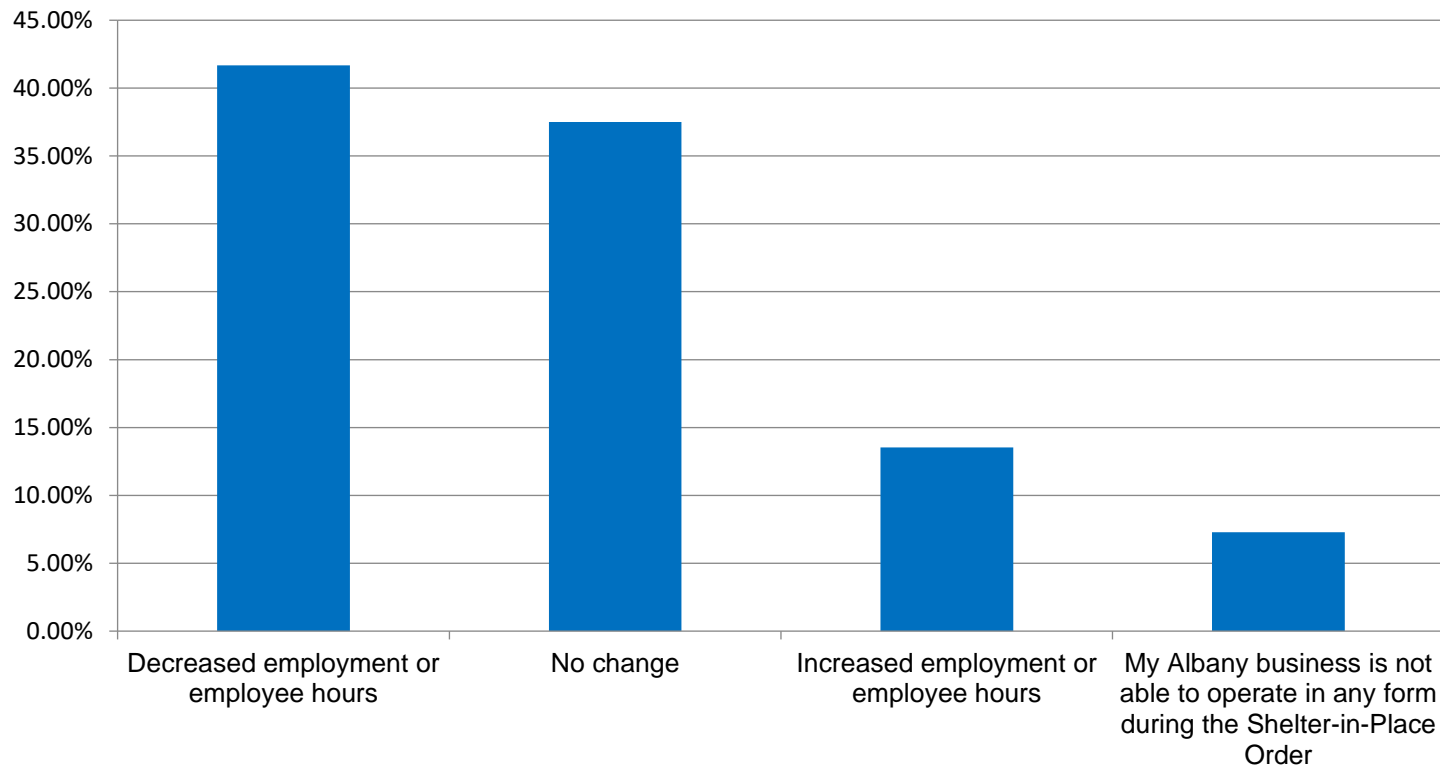


## Percent that would like to keep modifications that have been implemented (most common responses):

1. Regulate number of customers on site – 57.14%
2. Online operations – 93.75%
3. Reduce number of employees on site – 26.47%
4. Offer curbside pickup – 66.67%
5. Modifications to floor plan – 64.29%
6. Introduced or expanded outdoor operations, including outdoor seating – 77.27%
7. Offer home delivery – 65.00%

**Notable Additional Comments:** Some survey takers plan to continue to maintain extra ventilation and air purification, continue with heightened sterilization and sanitation protocols, and continue to wear masks indoors. There were two comments that would like to continue outdoor dining with the opinion that Solano feels livelier outside, the Bay Area weather allows it to be a comfortable option for most of the year, and COVID-19 is and will likely continue to be a community concern for months, if not years.

# How has your business changed the number of employees or employee hours of work for your Albany location since January 1st, 2021?



## Most Common Responses:

1. Decreased employment or employee hours – 41.67%
2. No change - 37.5%
3. Increased employment or employee hours – 13.54%
4. My Albany business is not able to operate in any form during the Shelter-in-Place Order – 7.29%

**Notable Additional Comments:** A survey taker stated that they have increased employment since outdoor seating became available in order to provide better service to customers and more staff must be available to prepare food. Another survey taker commented that they have the same hours but fewer appointments in order to clean between clients.

# Please indicate your level of concern regarding the following potential long-term impacts of COVID-19 and the Shelter in Place order on your business.

Loss in revenue and customer base were the biggest concerns.

## Not Concerned – Most Common Responses:

1. Inability to access necessary personal protective equipment – 38.78%
2. Reduced parking availability due to alternative use of parking spaces - 36.9%
3. Repayment or deferment of rent – 36.73%
4. Change in types of employees I hire – 28%
5. Difficulty scheduling/retaining employees due to childcare needs – 28%

## Very Concerned – Most Common Responses:

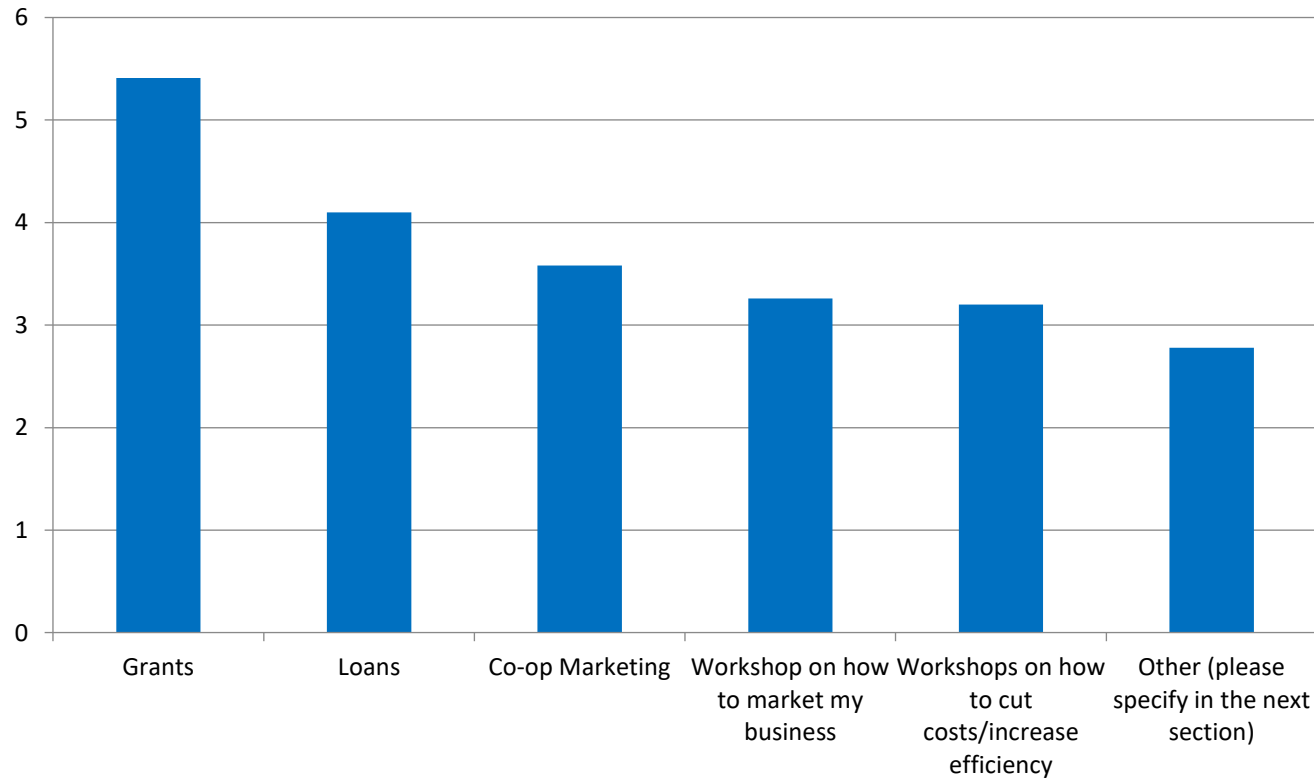
1. Continued loss of revenue – 35%
2. Reduced/changed customer base - 28.28%
3. Supply chain issues/availability of necessary supplies – 28.28%
4. Fewer in-person events/operations – 24.24%
5. Reduced number of employees – 21.78%
6. Repayment or deferment of rent - 20.41%

**Notable Additional Comments:** One comment supported alternative use of parking spaces, finding it beneficial that more people are walking to and from destinations which brings them new customers. However, another commenter was very concerned about the reduction in parking, finding that patrons would park in front of their place of business and going to other restaurants. Another survey taker stated that their supplies are more expensive, and I haven't felt comfortable raising prices, so they are making less per client than before. Lastly one survey taker said that they continue to operate on one third of their usual income.



# What support would be most helpful for your business in the near-term? (Please rank in order of priority)

A majority of survey takers thought grants would be most beneficial.



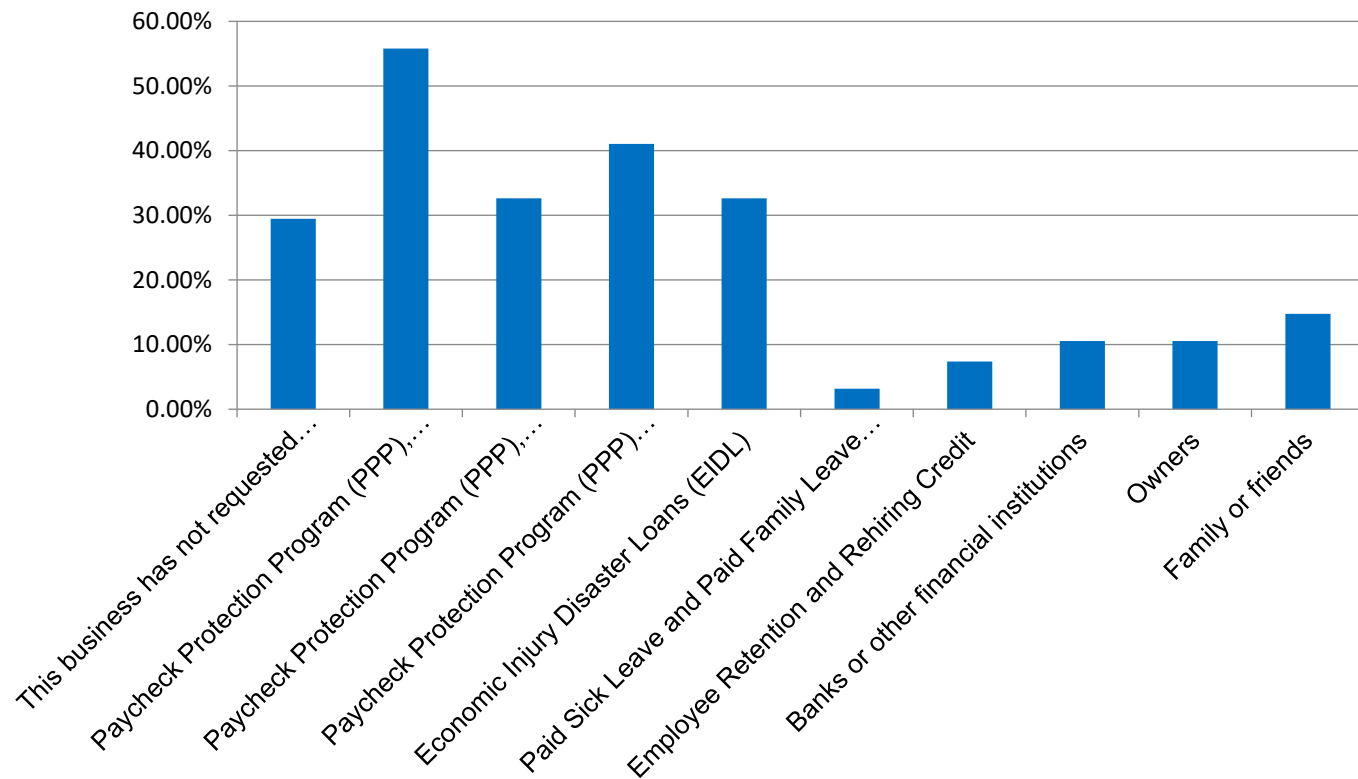
## Most Common Responses – Percentage shows share of number 1 rankings:

1. Grants – 61.25%
2. Loans – 6.25%
3. Co-op Marketing – 5%
4. Workshop on how to market my business – 2.5%
5. Workshops on how to cut costs/increase efficiency – 8.75%
6. Other – 16.25%

**Additional Information:** For Restaurants & Bars, Health Care & Medical Services, General Retail, and Personal Services the percentage that ranked Grants at number 1 was higher than 61.25%.

# Has this business REQUESTED financial assistance from any of the following sources? (check all that apply)

Many businesses applied to various Paycheck Protection Programs.



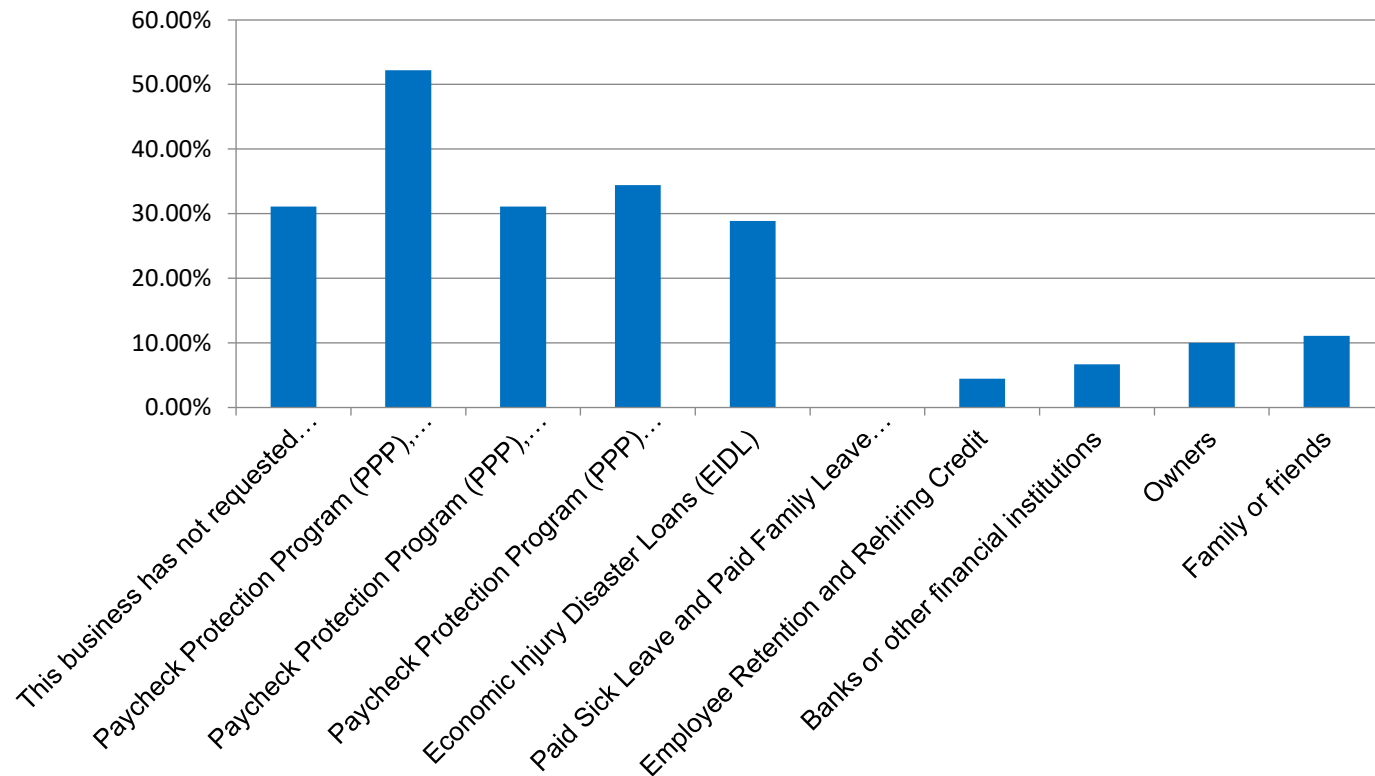
## Most Common Responses

1. Paycheck Protection Program (PPP), first time applicant – 55.79%
2. Paycheck Protection Program (PPP) loan forgiveness – 41.05%
3. Paycheck Protection Program (PPP), second time applicant – 32.63%
4. Economic Injury Disaster Loans (EIDL) – 32.63%
5. This business has not requested financial assistance from any source – 29.47%
6. Family or friends – 14.74%

**Additional Information :** Other forms of financial assistance came from unemployment, the California Small Business COVID-19 Relief Grant, the Restaurant Revitalization Fund, Working Solution Grant, the Albany Inside Out Grant, Facebook Small Business Grant Program, Comcast Rise Grant, a County grant, and a State grant.

# Has this business RECEIVED financial assistance from any of the following sources? (check all that apply)

A majority of survey takers received their request for financial assistance. However, one survey taker pointed out that they only received \$1,000 in financial assistance.

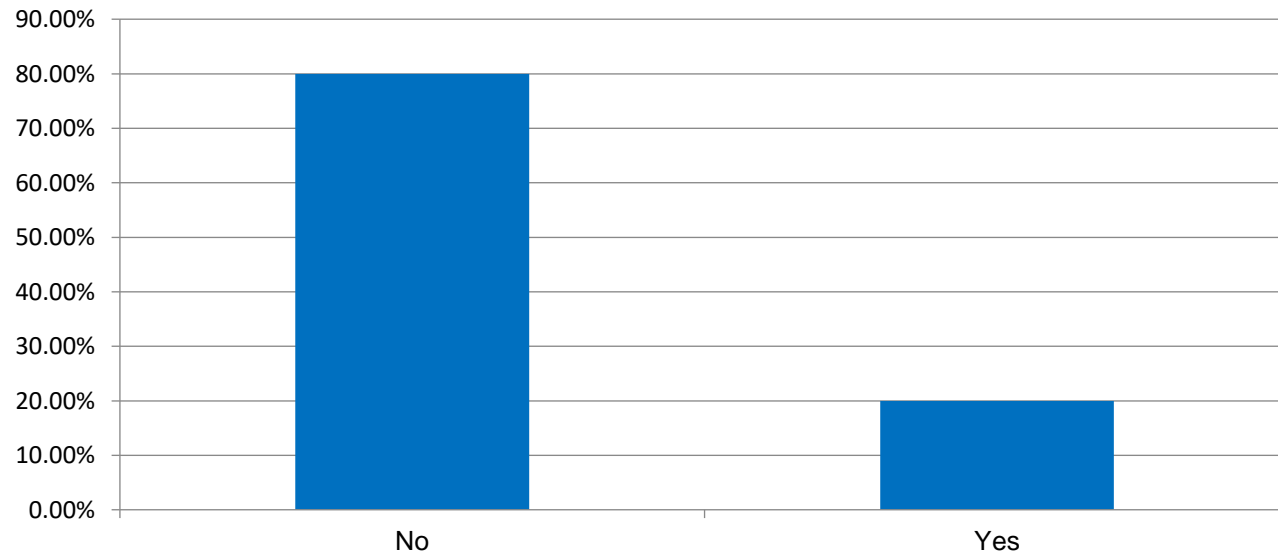


## Percentage in each most common category that received their request.

1. Paycheck Protection Program (PPP), first time applicant – 88.68%
2. Paycheck Protection Program (PPP) loan forgiveness – 79.49%
3. Paycheck Protection Program (PPP), second time applicant – 90.32%
4. Economic Injury Disaster Loans (EIDL) – 83.87%
5. Family or friends – 71.43%
6. Banks or other financial institutions – 60%

# If you've requested financial aid and did not receive it. Were you given a reason why?

A majority of survey takers were not given a reason why they did not receive their request.



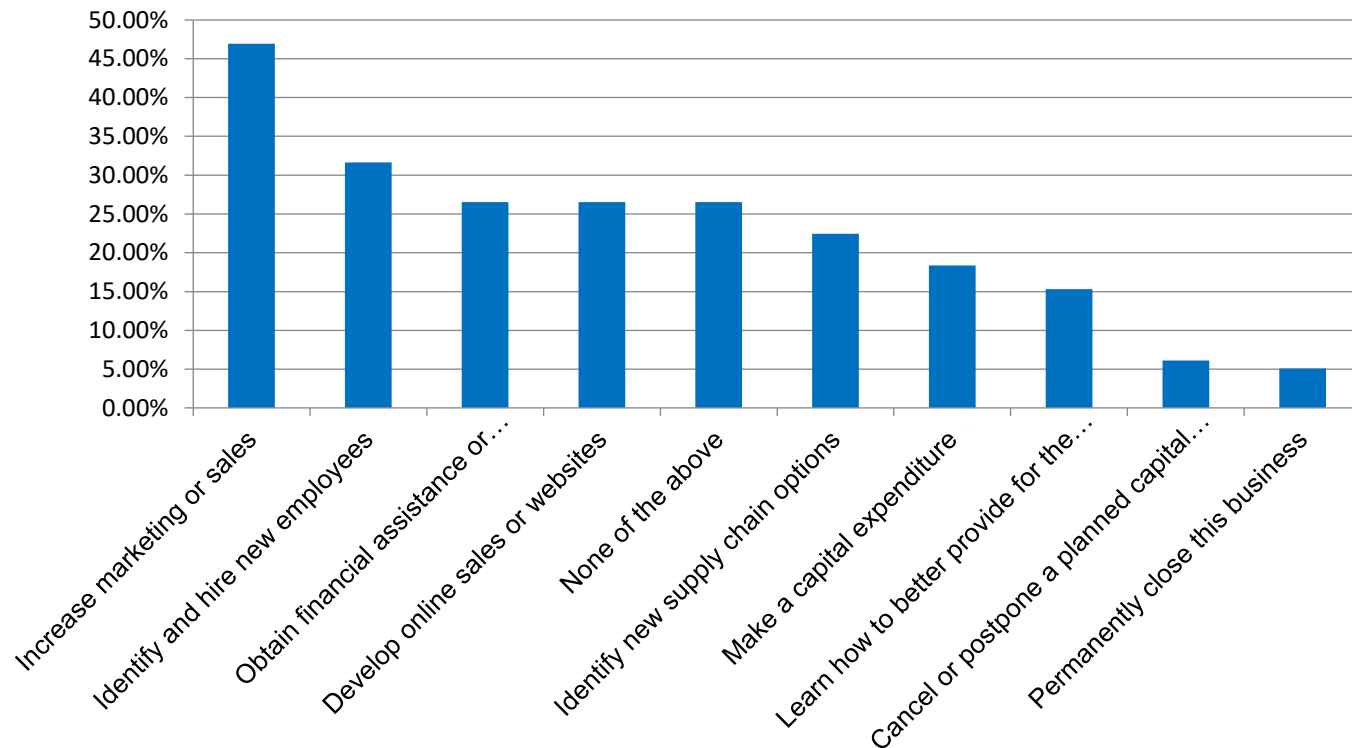
## Answers

1. No – 80% - 44 survey takers
2. Yes – 20% - 11 survey takers

**Notable Additional Comments:** One survey taker did not receive financial aid the first time because they were a new business. Another stated that they did not have payroll documentation because they are self-employed. Lastly, one comment stated that the funds of a grant had either already been distributed or distributed elsewhere.

# In the next 6 months, do you think this business will need to do any of the following? (select all that apply)

More employees need to be hired by Albany businesses.



## Most Common Answers

1. Increase marketing or sales - 46.94%
2. Identify and hire new employees - 31.63%
3. Obtain financial assistance or additional capital - 26.53%
4. Develop online sales or websites - 26.53%
5. None of the above - 26.53%
6. Identify new supply chain options - 22.45%
7. Make a capital expenditure - 18.37%

**Notable Additional Comments:** Five survey takers had to permanently close their businesses. One survey taker commented that they will need to make some capital expenditures and postpone others based on cash flow, business trends, and supply chain shifts.

# Please share your contact information if you would like to be contacted by members or staff from the City of Albany's Economic Development Committee.

32 survey takers provided contact information.

## **Most common titles of these survey takers**

- 26 - Business Owner
- 6 - Property Owner
- 6 - Live in Albany
- 5 - Entrepreneur or Founder
- 5 – Business Manager, Executive, or Leader

## **Most common industry sector(s) of these survey takers**

- 11 – Restaurants & Bars
- 7 – Professional Services
- 6 – Personal Services
- 6 – General Retail
- 4 – Health Care and Medical Services