

Grandview COVID-19 Business Survey

Findings

June 14, 2022

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Purpose

- Gather small business information and stakeholder input to support the development of ARPA grant proposals to fund improvements to the Grandview community's economy and quality of life.
- Improve understanding of the impacts of COVID-19 on businesses in Grandview:
 - Topics include staffing and recruiting challenges, financial resources, and Grandview's economic development and public spaces.
- Identify priorities for City actions:
 - Business support
 - Economic development
 - Downtown improvements
 - COVID-19 recovery



Grandview City Council wants to hear how the COVID-19 pandemic has impacted your business and what resources are most needed to help your business recover, as well as what your priorities are for the City's investments in economic development and recovery. This survey should take about six minutes.

El Concejo Municipal de Grandview quiere escuchar cómo la pandemia de COVID-19 ha impactado su negocio y qué recursos son los más necesarios para ayudar a su negocio a recuperarse, así como cuáles son sus prioridades para las inversiones de la Ciudad en desarrollo económico y recuperación. Esta encuesta debería durar unos seis minutos.

Thanks for responding to the survey!

Please return within 3 days of receiving it to:

City of Grandview
207 W. Second Street
Grandview, WA 98930

Or take the survey online at:
surveymonkey.com/r/Grandviewbusinesssurvey

¡Gracias por responder a la encuesta!

Por favor devuélvala dentro de los 3 días de haberla recibido a:

City of Grandview
207 W. Second Street
Grandview, WA 98930

O complete la encuesta en línea en:
es.surveymonkey.com/r/GrandviewEncuestaEmpresarial

Online and Paper Survey in English and Spanish

55 business survey responses

- City Council members recruited business participation, focusing on private businesses in the downtown area.
- Responses were gathered between April 18 and May 4, 2022.
- The survey included 16 questions in multiple choice format, with options to provide open-ended responses.

27 downtown business interviews

- An interviewer contacted representatives of downtown businesses to respond to the survey and gather additional input on improving their storefronts or buildings.
- The interviews included four additional open-ended questions.

Grandview COVID-19 Business Impact Survey

About your business

1. What is your business name?

2. Who is completing this survey?
Name
Role

3. What industry is your business in? Select best fit.

Employment

4. How many employees does your business employ?

Full Time: Year-Round	<input type="text"/>
Full Time: Seasonal Summer	<input type="text"/>
Full Time: Seasonal Winter	<input type="text"/>
Part Time: Year-Round	<input type="text"/>
Part Time: Seasonal Summer	<input type="text"/>
Part Time: Seasonal Winter	<input type="text"/>

5. How many open positions does your business currently have?

Seasonal or part-time	<input type="text"/>
Entry level	<input type="text"/>
Mid-level	<input type="text"/>
Senior-level	<input type="text"/>

Participating Businesses

Q: What is your business name?

Martha's Kut-N-Kurl

Grandview Auto Electric

Imagine Educational Toys & Gift Shop

J's Sweet Shack

Gwen's Health and Beauty

Scratch Bakery

Tortilleria La Milpa

Finishing Touch Barbershop

Hierveria La Esperanza

Easy Tax Group LLC

Casa Tequila

GoodFellas Barbershop

Beauty on the Block

Delisias La Mexicana

New Reflections

Antojos Al Gustito LLC

Dulcenea

Carniceria Coalcoman

Happy Watermelon

The Dance Factory

ABC Daycare

Thomas Telecom

Panaderia Y Antojitos Mexicano Rodriguez

Grandview Physical Therapy

Yolanda Beauty Salon

American Tartaric Products Inc. (ATP)

Sleep Shop Furniture

United Tae-Kwon Do

Ace Auto Sales LLC

The Orchards at Grandview

Eli & Kathy's

Real Estate Holly Castle

Karen's Floral LLC

R H Smith Distribution

Grandview Ladders LLC

Valley Family Dentistry

Westside Family Dental

Herbs Bar and Grill

Mid Valley Counseling

Sam's Cycle Service

Modas y Curiosidades Alex

Parejas Cellars

Horace Mann Insurance

Newhong Kong Restaurant

Boboth Vision Clinic

Stegeman Electric

Beauty Fashion

Roberta Cain Tax Service

OBRI

Lower Valley Brokers

Pleasant Ridge Construction LLC

Mercadito La Plazita

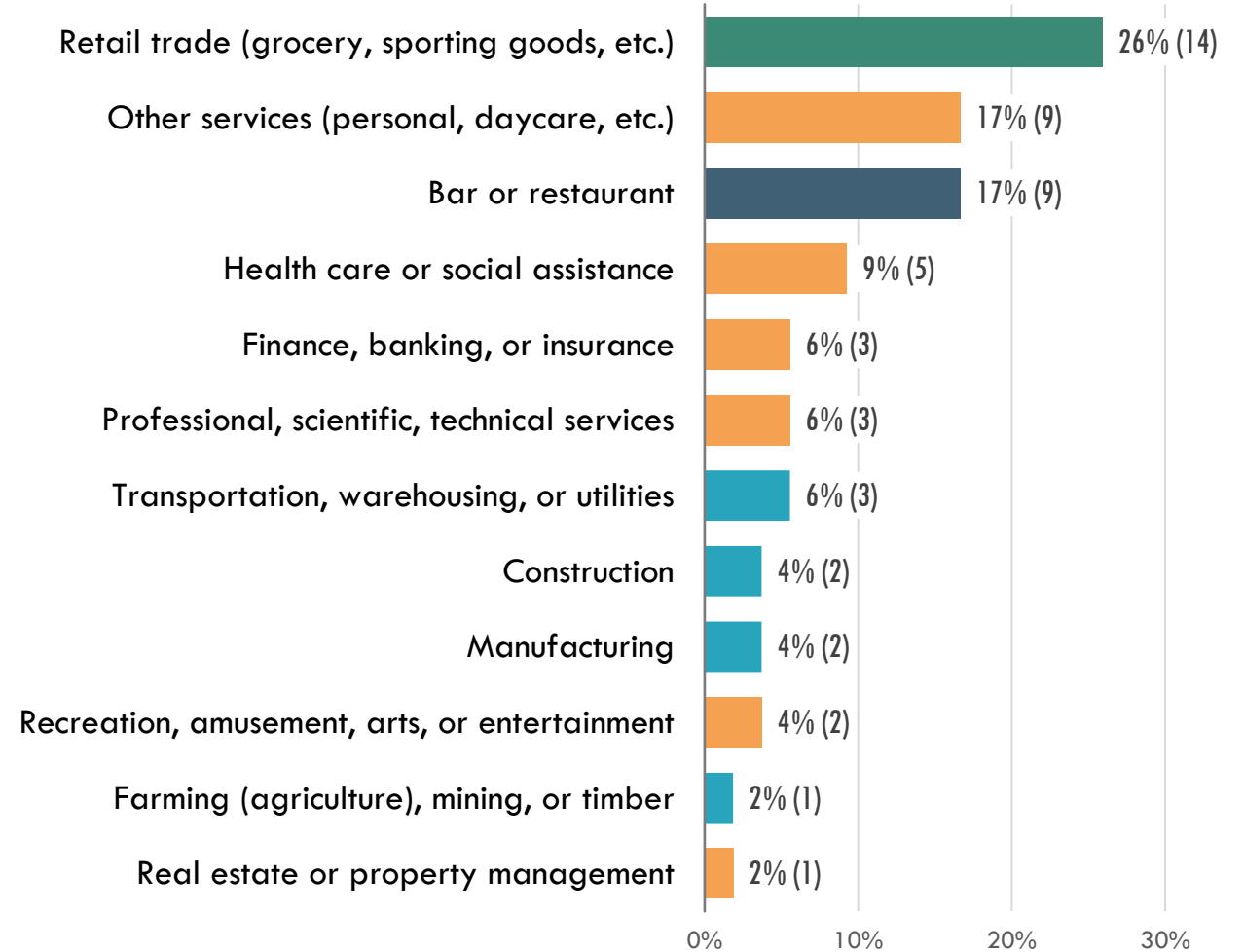
Dionbilt Mgn

ABC Preschool and Daycare, Inc

Industry Category

- The most common industry represented was **Retail trade (26%)**, including grocery, furniture, floral, sporting goods and other stores.
- **Food service establishments** represent **17%** of respondents.
- **Public-focused services** represent **42%** of the business respondents.
- The remaining business (**15%**) represent **business to business services** including construction, manufacturing, farming, and transportation, warehousing, or utilities.

Number of Businesses by Industry

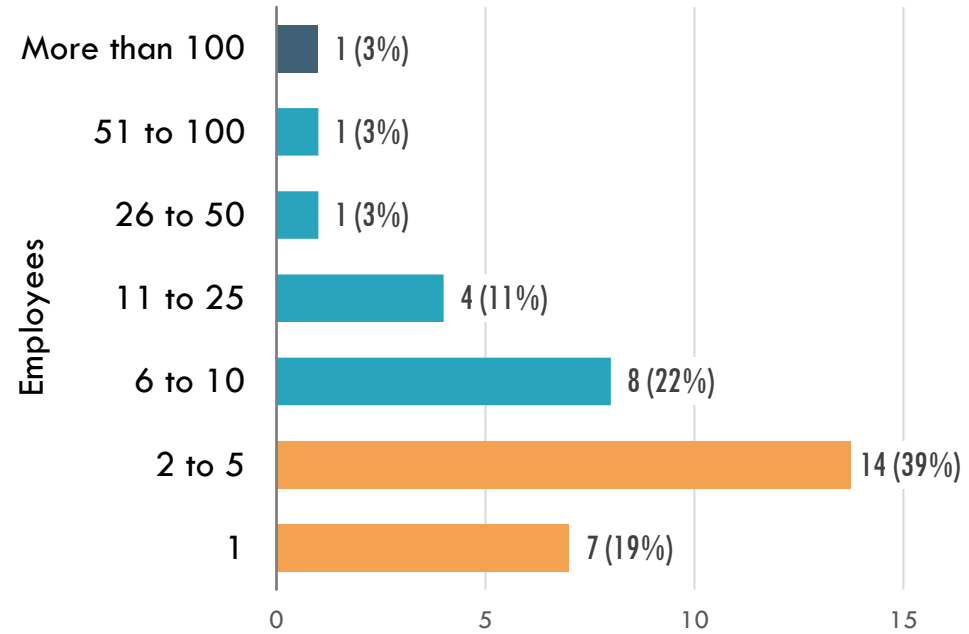


Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: $r = 54$

Employees

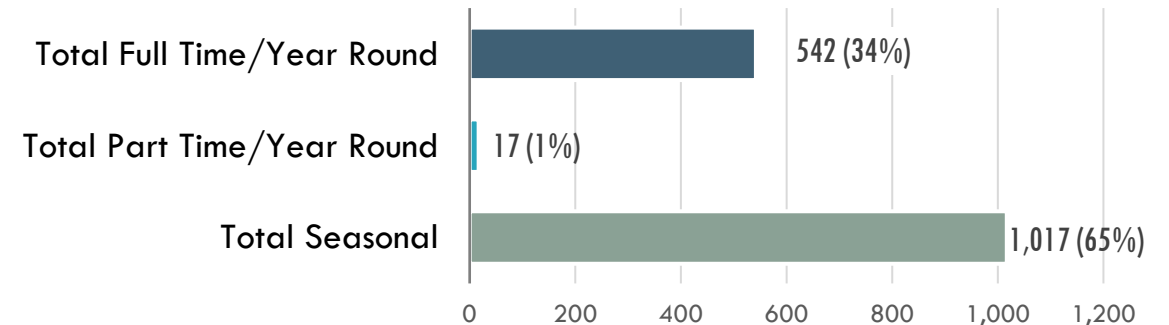
- Business respondents are primarily small businesses (or micro-businesses). More than half (**58%**) have **5 or fewer employees**.
- The **largest business responding** is in the agricultural industry and reported 1,300 employees including 300 year-round / full time employees.
- Across all respondents, there were **542 full time employees**, **17 part time employees**, and **1,017 seasonal employees**. The seasonal employees were dominated by a single firm in the agricultural industry.

Number of Businesses by Employee Count



Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: r = 36

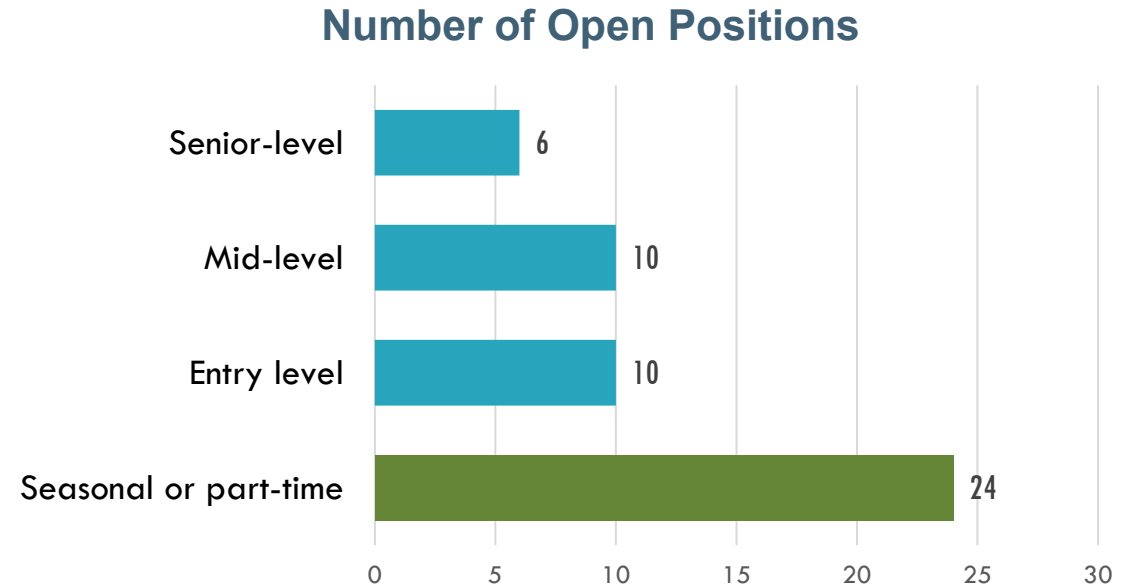
Number of People Employed



Sources: Grandview Business Survey, 2022; BERK, 2022 | Responses: r = 36

Open Positions

- **20** businesses reported they currently have at least one open position.
- Of the fifty (50) open positions, about half (**24**) are **seasonal or part-time**.
- The remainder are spread across senior-level, mid-level, and entry level positions.



Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: r = 20

Open Positions (cont.)

- Open positions are spread across many industries, with the greatest vacancies reported in Farming (12) and Services (14).
- About half the open positions (24) are for seasonal or part-time work, though there are vacancies across the employment classes.

Number of Open Positions by Type and Industry

	Seasonal or Part-time	Entry Level	Mid Level	Senior Level	Total
Retail trade (grocery, sporting goods, etc.)	5				5
Other services (personal, daycare, etc.)	5	3	3	3	14
Bar or restaurant	3	2		1	6
Health care or social assistance		3	1		4
Finance, banking, or insurance	1		3		4
Professional, scientific, technical services		1		1	2
Transportation, warehousing, or utilities				1	1
Construction			1		1
Manufacturing			1		1
Farming (agriculture), mining, or timber	10	1	1		12
	24	10	10	6	50

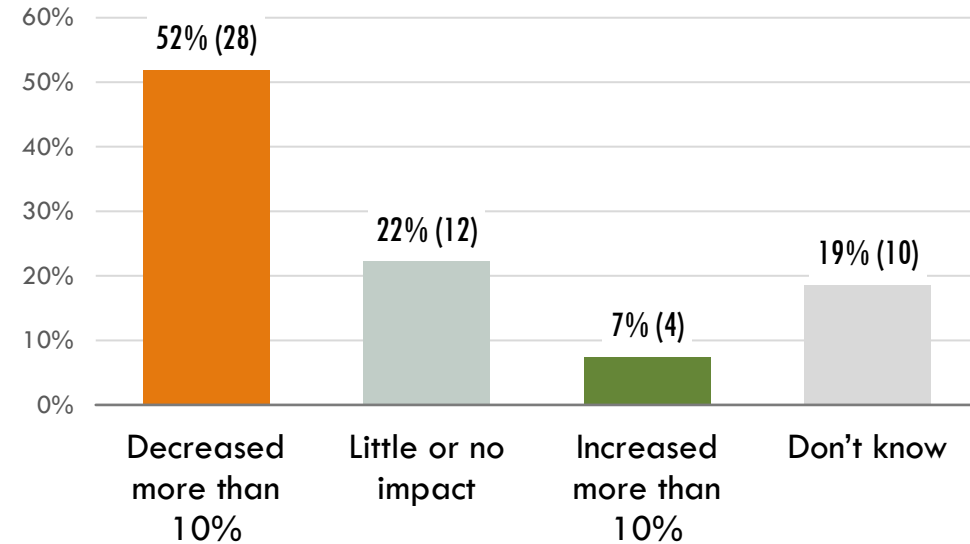
Sources: Grandview Business Survey, 2022; BERK, 2022

Responses: r = 20

COVID Pandemic Impacts

- The COVID-19 pandemic has negatively impacted many of Grandview's businesses.
- About half of businesses (**52%**) report a **decrease in business revenues** of greater than 10%, with an additional **19%** being unsure.

How has COVID-19 impacted your business revenues?



Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: $r = 54$

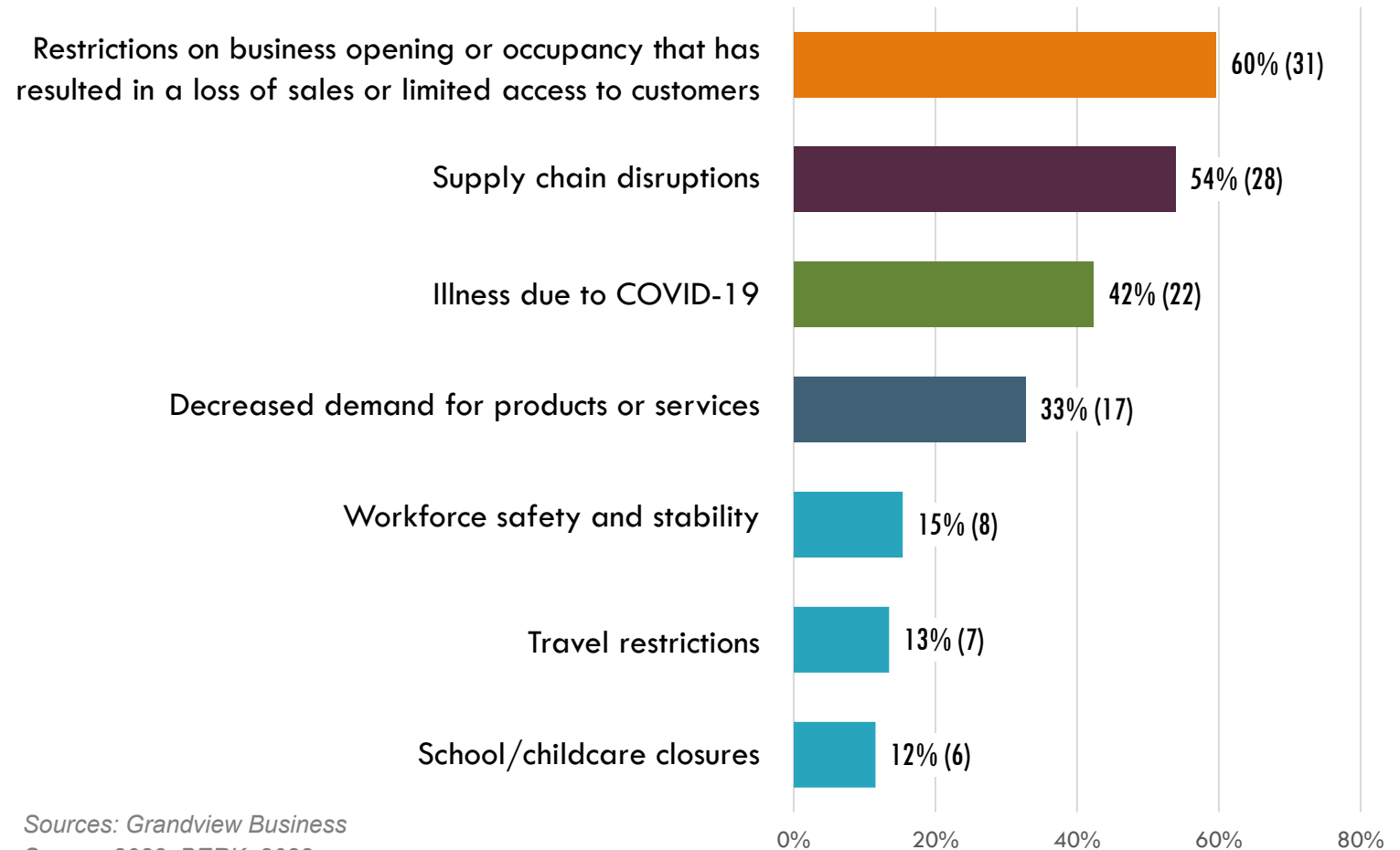
Factors Most Impactful to Businesses

- More than half of businesses (**60%**) report that **operational restrictions** due to COVID-19 had impacts on their business.
- Additionally, **supply chain** disruptions impacted **54%** of businesses. Open response cite the increased cost of materials and supplies.
- More than a third (**42%**) report **illness due to COVID-19** and (**33%**) **decreased demand** as factors.

Which COVID-19 factors have impacted your business the most?

Choose up to four.

Restrictions on business opening or occupancy that has resulted in a loss of sales or limited access to customers

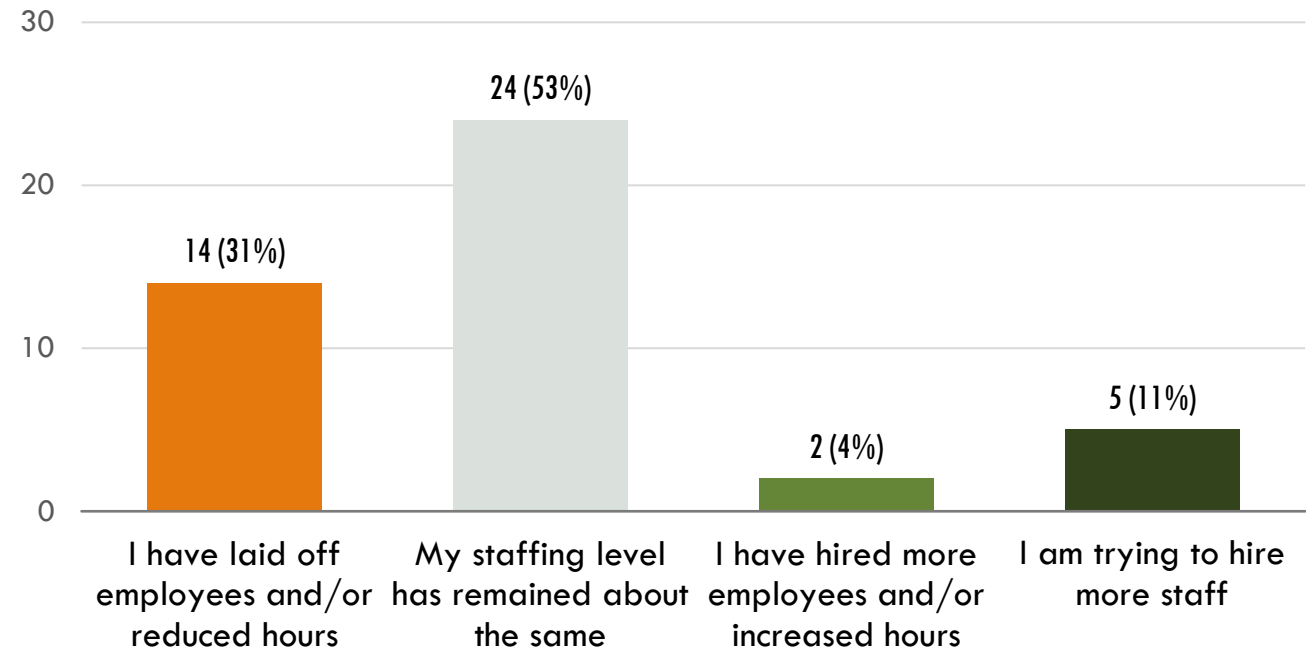


Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: $r = 52$

Staffing Needs

- Staffing needs have **remained about the same** for **53%** of businesses.
- About a third (**31%**) had to **reduce their staffing** since the beginning of COVID-19.
- A couple of businesses (**4%**) have **increased their staffing**, though another **11%** report **difficulty in finding employees**.
- Open-ended responses note a reduction in sales and reliance on family members for employees.

How have staffing needs changed since the beginning of COVID-19?

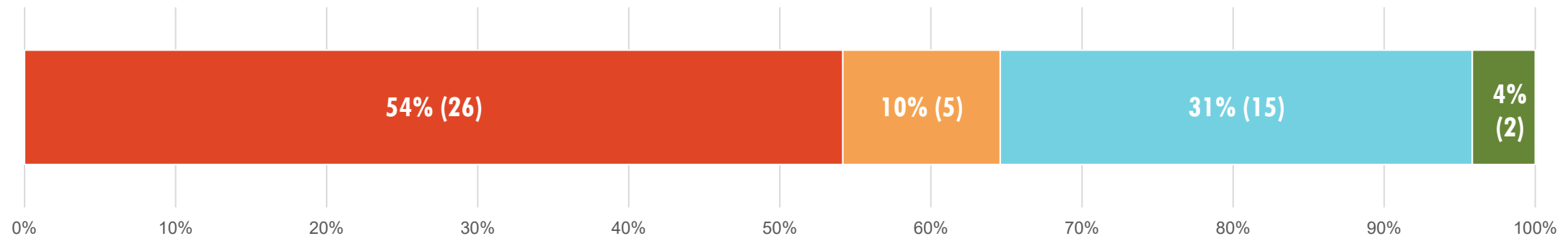


Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: $r = 45$

Staffing Impacts of COVID-19

- Employers have had more difficulty retaining and hiring employees since the pandemic, with **54%** of respondents saying it has been **much more difficult** and **10%** saying it has been **somewhat more difficult**.
- Only **4%** say it has been **somewhat easier**.
- Open responses note decreased sales and decreased profits making hiring challenging.

Since the pandemic started, how difficult has it been for your business to retain employees or hire new ones?



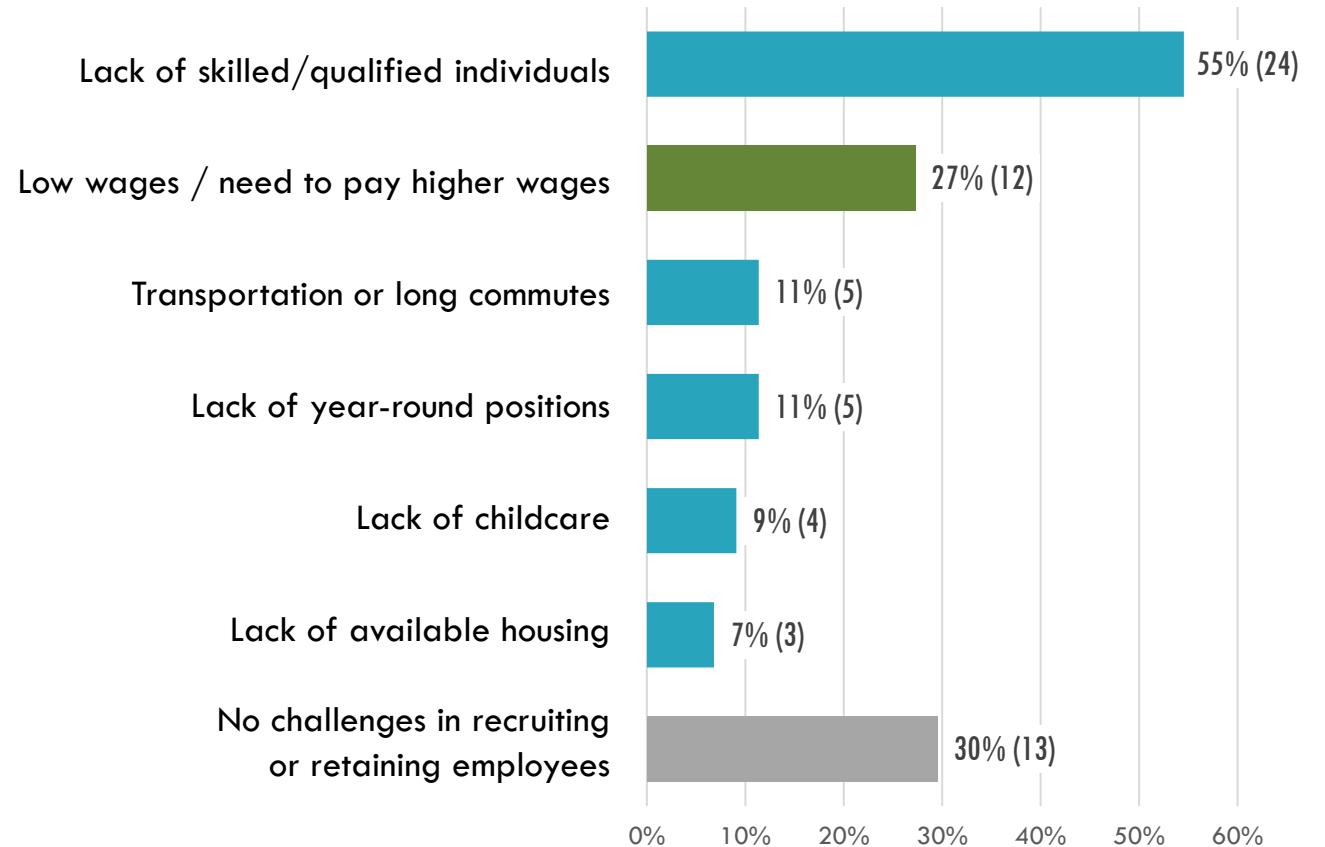
Sources: Grandview Business Survey, 2022; BERK, 2022

Responses: $n = 48$

Challenges in Recruiting and Retaining Employees

- Half of employers (**55%**) report **lack of skilled or qualified workforce** to be the primary challenge in recruiting and retaining employees.
- About a third (**30%**) report **no challenges** in recruiting or retaining employees.
- Reflecting the decreased revenues and constrained profits described above, **27%** report **inability to pay high enough wages** to attract employees.

What are the primary challenges in recruiting and retaining employees? Choose up to four.



Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: $r = 50$

Business Support Needs for Getting Back to Normal

- More than half of businesses (61%) said **guidance for applying for grants to cover payroll expenses** would be helpful.
- Another 46% said financial **assistance to pay rent and utilities** would be helpful.
- More than half of business 59% said **local business promotions** would help get them back to normal.

What would help you to get your business back to normal before COVID-19? Select all that apply.

Guidance for applying to state or federal loan/grant programs to help cover payroll expenses

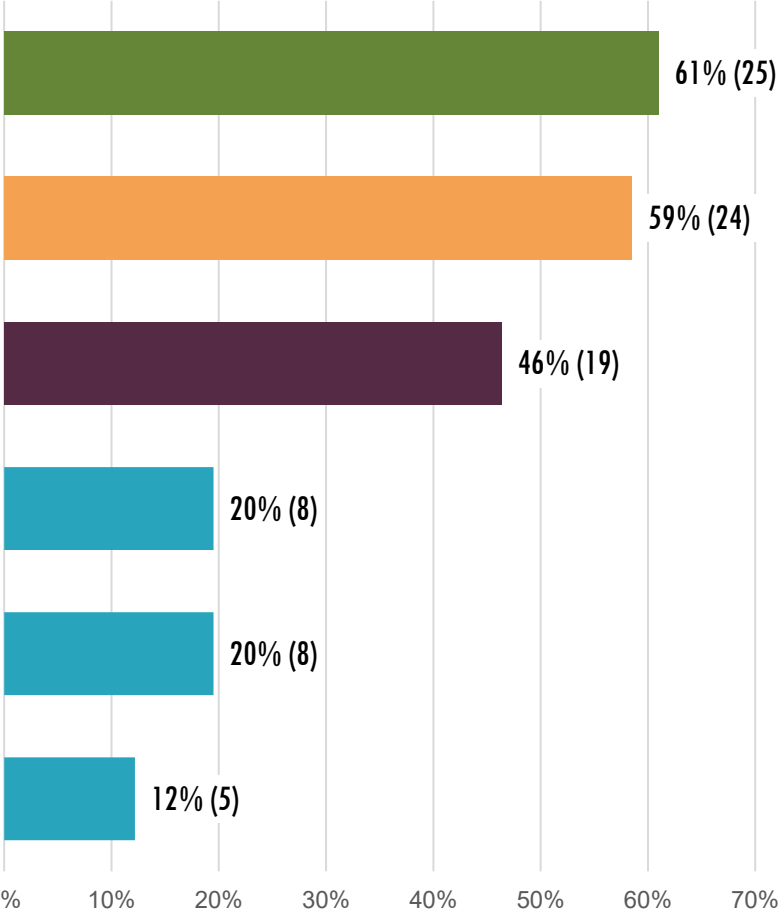
A promotional campaign for local businesses

Assistance for paying rent and utilities

Recruiting assistance

Connecting to resources like technical assistance or legal advice

Assistance with COVID-19 health and safety guidelines compliance



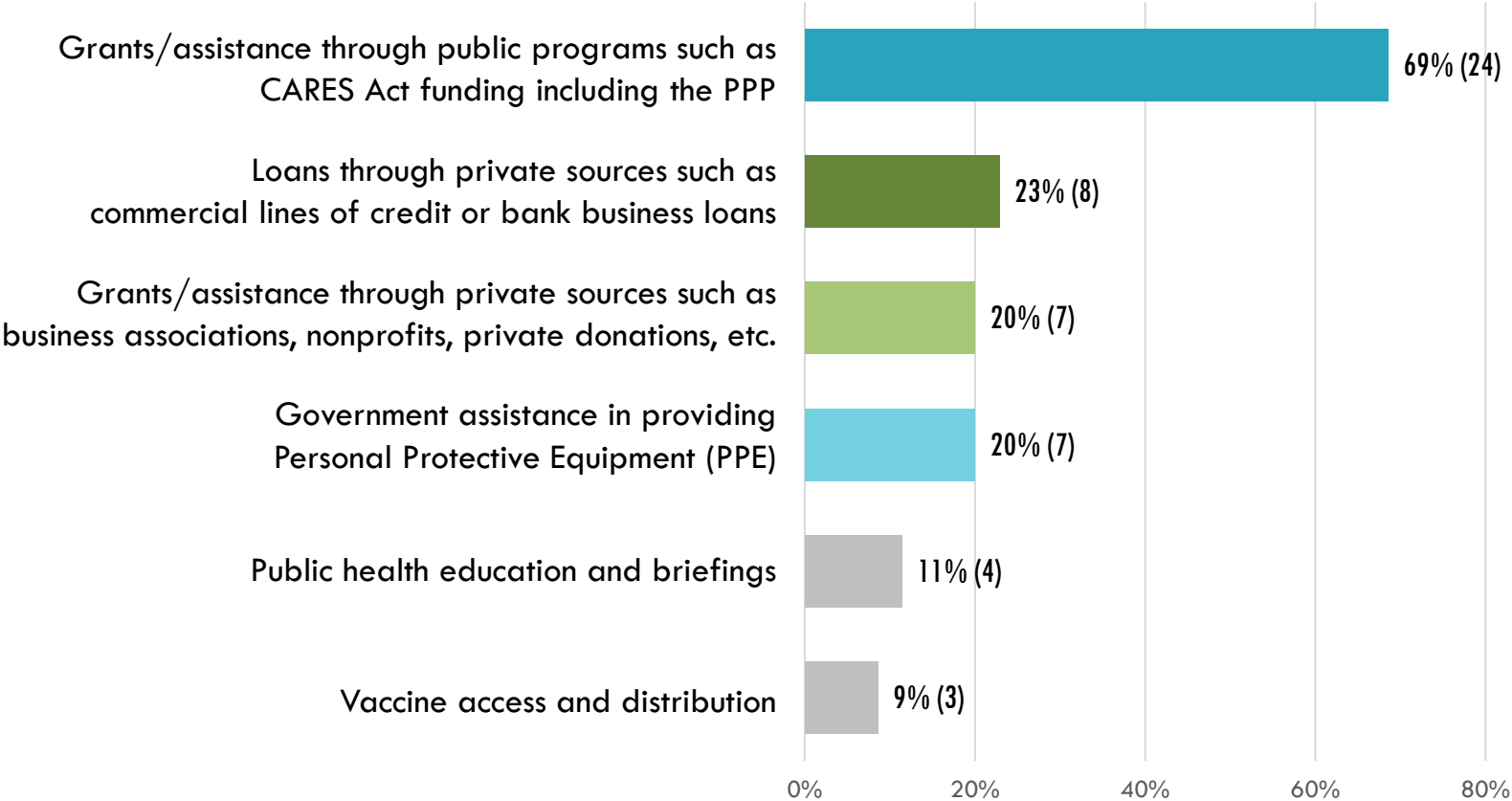
Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: r = 41



Use of Available Resources

- **Public assistance programs** like CARES Act or Paycheck Protection Program are resources that have been used by two-thirds (**69%**) of businesses. **20%** have used **government programs for Personal Protective Equipment**
- Businesses have also **received funding from private loans (23%)** and **other private sources (20%)**.

Has your business used any of the following resources during the pandemic? Select all that apply.

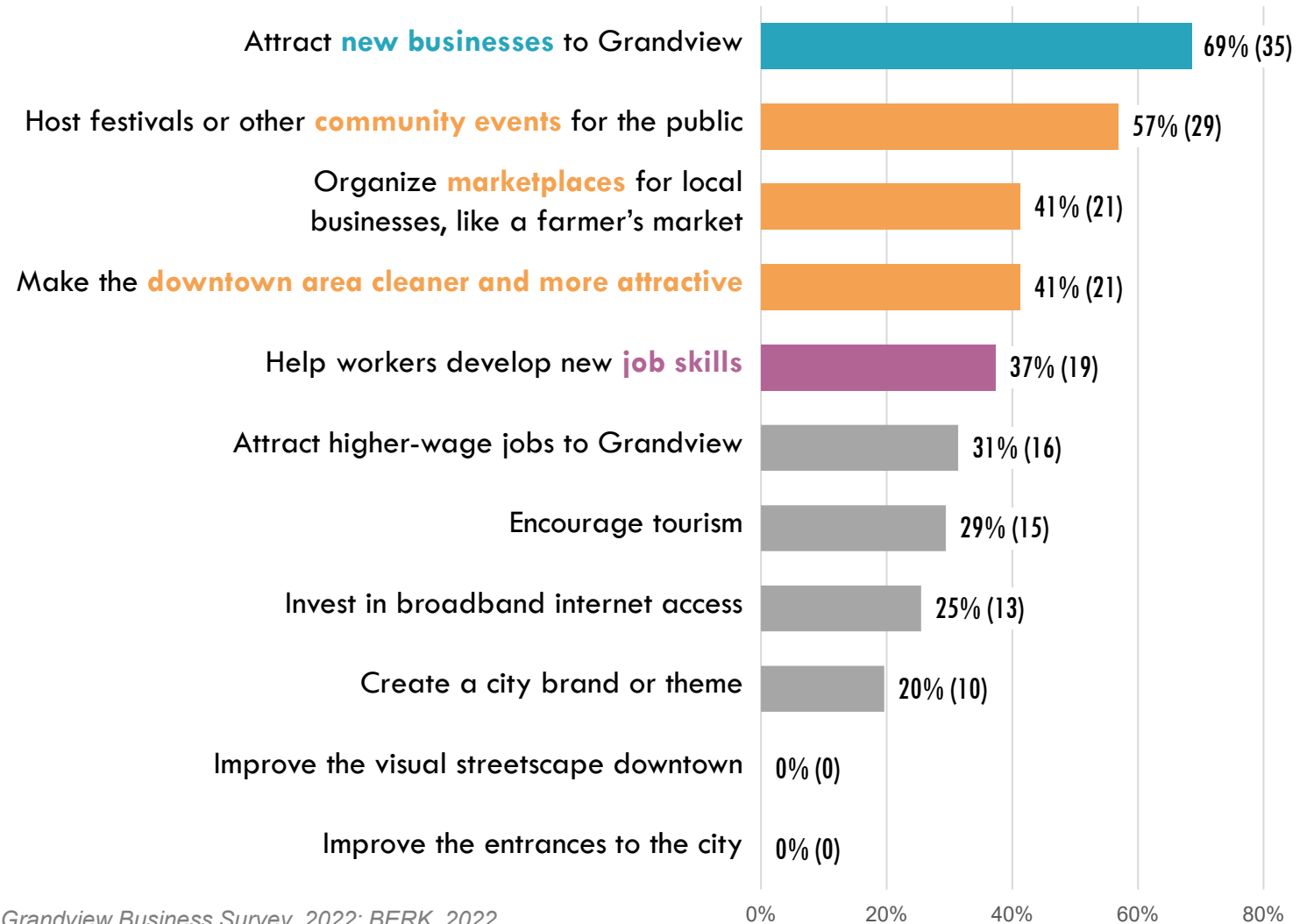


Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: r = 35

Economic Development

- **Attracting new businesses** was chosen as the most important way the City can improve the economy (**67%** of respondents).
- Respondents also prioritize investments in public spaces and community events, such as **festivals (57%)**, **a farmer's market (41%)**, or **beautifying downtown (41%)**.
- A third of respondents (**37%**) say **workforce development** is important.

In your opinion, what are the most important things the City can do to improve the economy in Grandview? Choose up to four.



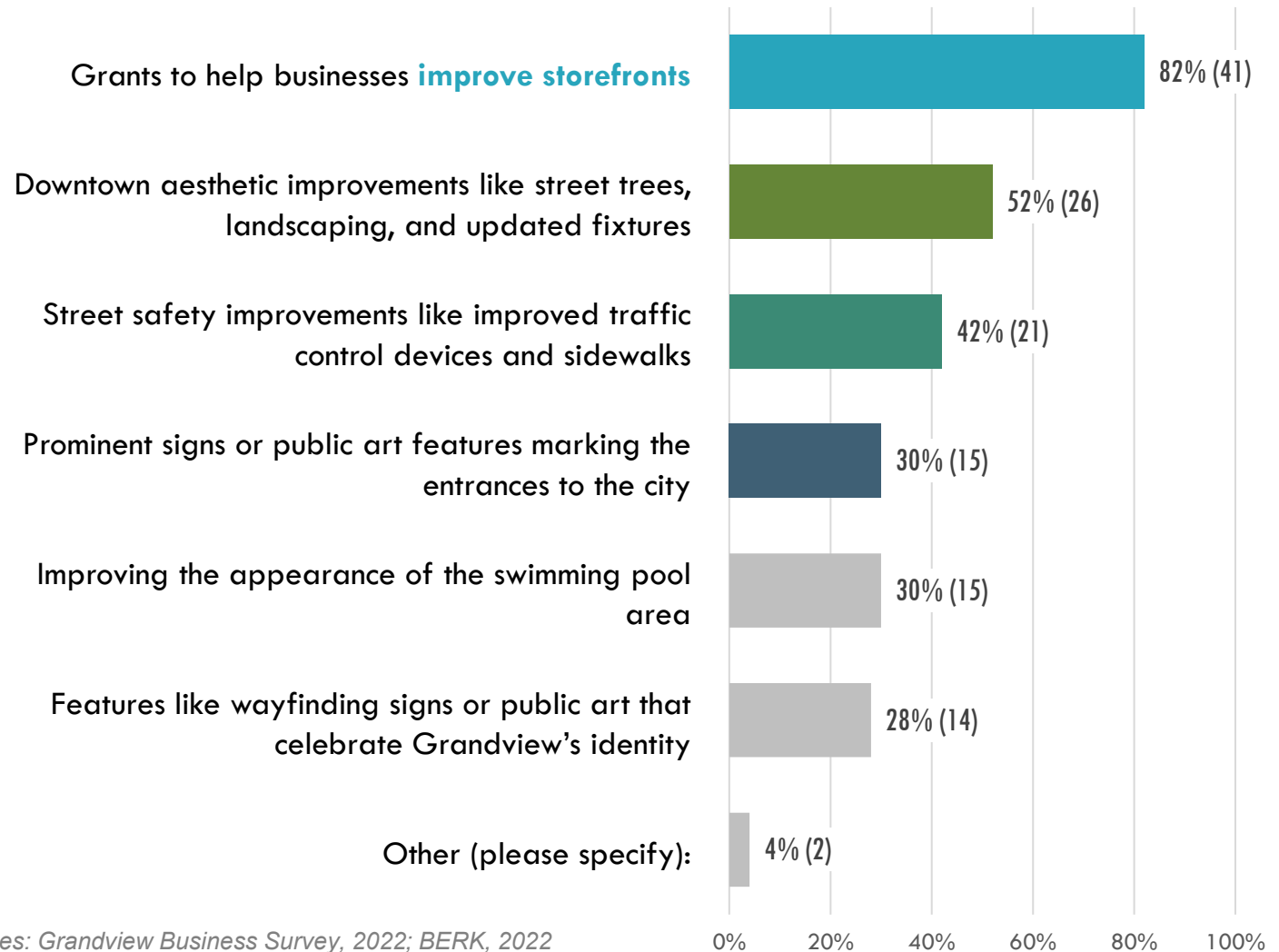
Sources: Grandview Business Survey, 2022; BERK, 2022
Responses: r = 52



Public Spaces

- Businesses say **grants for improving storefronts** would bring the most benefit to the community (**82%**).
- **Aesthetic improvements** to the downtown streetscape (**52%**) and **street safety improvements** (**42%**) were also chosen as most beneficial City investments.
- More than a quarter felt wayfinding, art, and signage would bring the most benefit.
- One open response suggested public restrooms.

In your opinion, what investments in the City's public spaces would bring the most benefit to the community? Select all that apply.



Sources: Grandview Business Survey, 2022; BERK, 2022

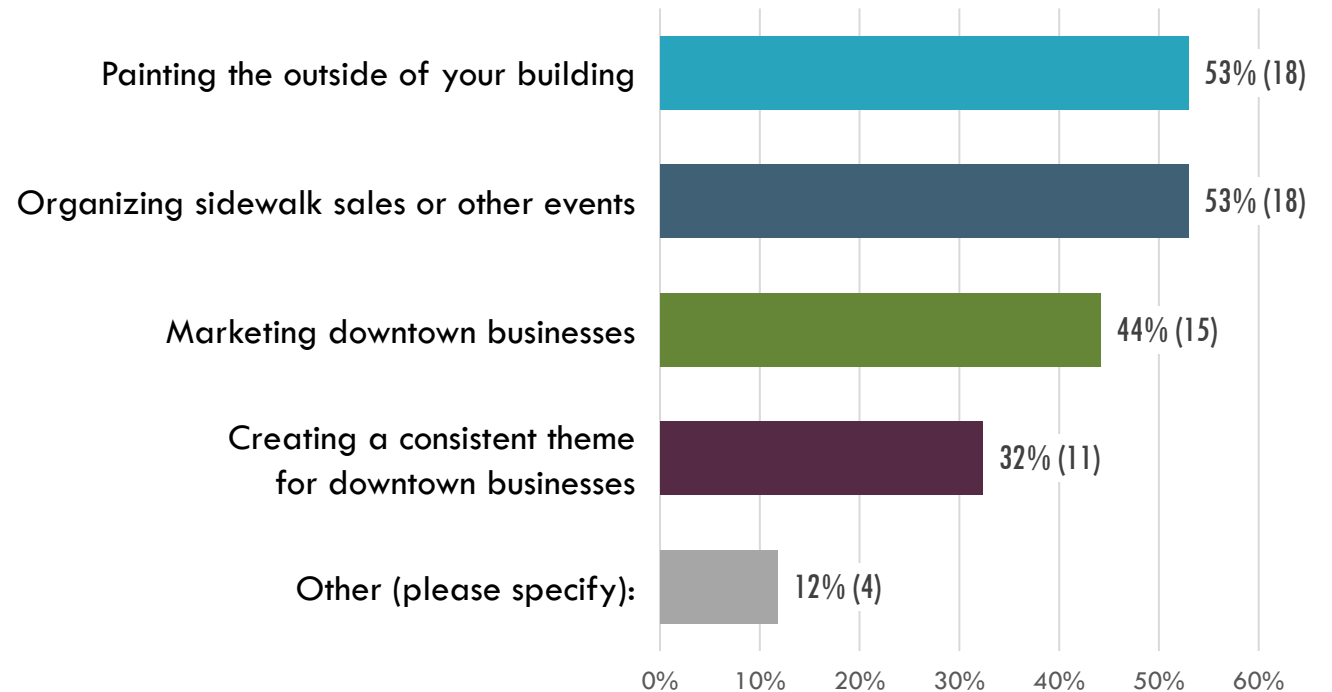
Responses: $r = 51$

Interest in Contributing to Downtown Programs

For the most part there is interest in contributing to efforts to improve downtown.

- More than half of respondents are interested in **improvements to the exterior of their buildings (53%)**, and a similar percentage **would contribute to events (53%)**.
- **44%** are interested in **supporting marketing of downtown businesses**.
- **32%** are interested in **creating a theme for downtown**.

Which of the following programs to help downtown would you be interested in participating or volunteering in? Select all that apply.



Sources: Grandview Business Survey, 2022;
BERK, 2022 | Responses: $r = 34$

Downtown Businesses' Support for Storefront Improvements

- 27 representatives of **downtown businesses participated in supplemental interviews** about improving their storefronts and buildings.
- Downtown businesses are nearly unanimous (93%) in their interest in improving the appearance of their storefronts.
- A similarly high portion (95%) of downtown businesses would be willing to paint their storefront to match a consistent theme for downtown.

Are you interested in improving the appearance of your store front?



Sources: Interviews with downtown businesses, 2022; BERK, 2022
Responses: r = 27

Are you willing to paint your store front a color that would be like other buildings downtown using a consistent theme or set of colors?

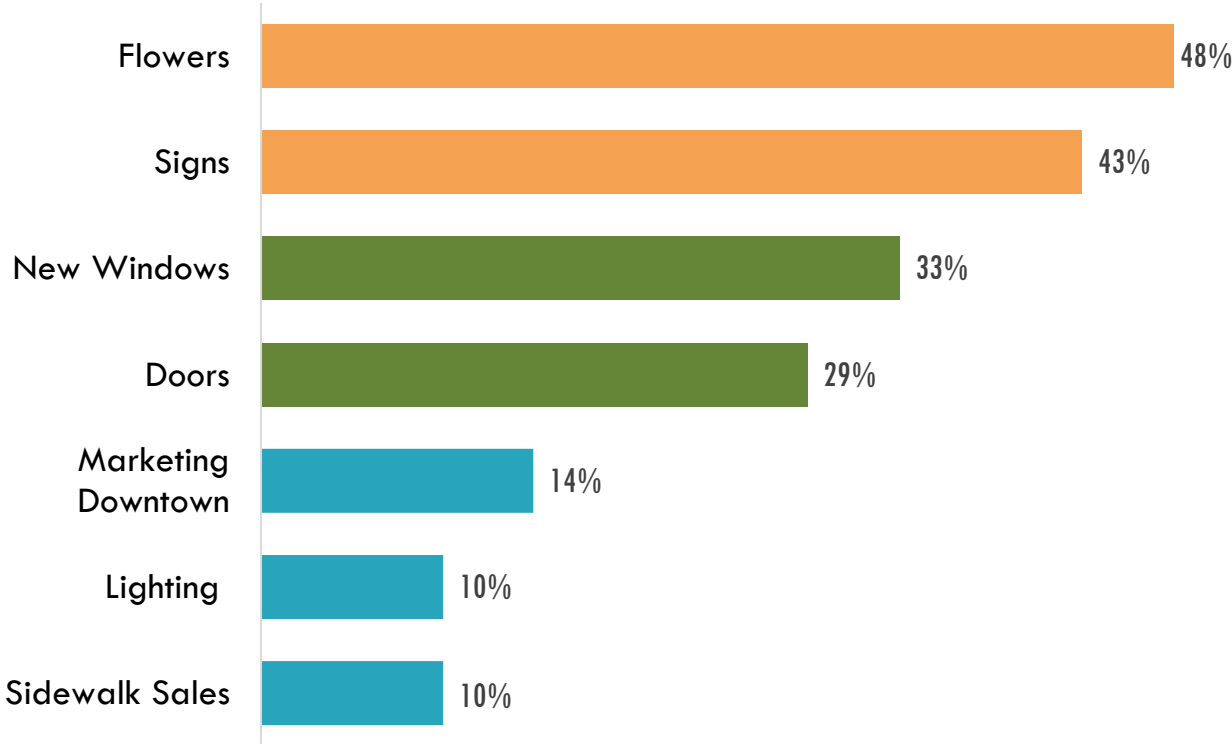


Sources: Interviews with downtown businesses, 2022; BERK, 2022
Responses: r = 19

Downtown Businesses' Support for Storefront Improvements

- Downtown businesses show strong interest in **decorating their buildings with flowers (48%)** and **signs (43%)**.
- They are also interested in **upgrading their buildings' windows (33%)** and **doors (29%)**.

What other improvements to your building do you need or suggest?



Sources: Interviews with downtown businesses, 2022; BERK, 2022
Responses: r = 21

Help for Downtown Businesses

- 24 businesses answered the question **“Tell us more about what you think would help downtown businesses.”**
- Economic development investments were the most common responses including:
 - › Investment in buildings/storefront improvements
 - › Parking
 - › Small business support
 - › Grants
- The remainder of the suggestions focused on ways to make downtown more active and vibrant, including:
 - › Greater variety of businesses, services, restaurants
 - › Encourage tourism
 - › Community events
 - › Advertising
 - › Streetscape maintenance
 - › Increase service hours
 - › Farmers markets

Renovate old looking buildings, more lights, and add more parking spaces

I think the City of Grandview spends too much time focusing on bringing new bigger business and forget to focus on the small business already bring people to this town. Can't forget about us.

Encourage more tourism would be great, or making farmers markets where we could also advertise. We are here to help as well.

I am always willing to support and develop future events

Sources: Grandview Business Survey, 2022; BERK, 2022

Responses: r = 24

Help for Downtown Businesses

Q: Tell us more about what you think would help downtown businesses:

- › We took the long path long ago- "Bedroom Community" was the goal decades ago. Whose idea was it to sell the iconic train station? I honestly don't have an answer. I've been here since birth (1959) and Grandview was something back in the 60's-70's, with a theater, bowling alley, train station, several "soda jerk" stations in town. Maybe we should have kept a 50's-60's look to the town.
- › buildings that are vacant, have owners update them
- › Even if a building is unoccupied the windows need to be cleaned and looking presentable. Too many storefronts looking dingy.
- › La apanencia es muy importante, para los cliente y las personas en general el que se invierta en grandview ayudana atraer mas personas de otros lugares. Para ayudar la economia de la ciudad.
- › I think it would help if we started to improve the outside of each business here in Grandview.
- › A good cleaning, and some paint!
- › Renovate old looking buildings, more lights, and add more parking spaces
- › More parking lots
- › Open city hall, open government meetings, be aware and provide parking areas close to businesses, keep sidewalks clean and trees pruned back so signs are seen, take arch down since it is a traffic hazard, don't close us down, -unjust- put people's rights before untested safety.
- › Improving the control of parking by employees and others all day on the streets with active businesses including Third St. I know staffing is an issue right now, but I would like the officers to make more friendly contact with business owners. More personal contact improves relationships and that can only help everyone stay safer in the long run.
- › Get rid of the big box stores. Giant corporations have crushed the small business owners.

Help for Downtown Businesses

Q: Tell us more about what you think would help downtown businesses:

- › I think the city of Grandview spends too much time focusing on bringing new bigger business and forget to focus on the small business already bring people to this town. Can't forget about us.
- › People hardly go downtown. Our small business is out of downtown and is just as important/vital to economy as any business directly in the downtown area.
- › Events like Grandview Days
- › mas eventos en el centro de pueblo
- › Bring in more variety of restaurants
- › support the businesses through some grants and do more business activities
- › Help support advertisements, more info regarding grants
- › Making tourism more attractive
- › Higher quality tenants, increased presence of businesses that support community growth and development, ie accounts, professionals offices, etc.
- › I am always willing to support and develop future events
- › Encourage more tourism would be great, or making farmers markets where we could also advertise. We are here to help as well.
- › There are new and old businesses, but they don't have regular hours and are closed when they are supposed to be open. Too many only speak Spanish, and so I can't stop and shop there. The banks don't open their lobby very often. Lots of empty buildings!
- › The city needs to stay out of people's businesses. Stop issuing permits to BLM protestors. Furnish water sewer and police protection. That's it. We don't need skate parks or play ground equipment unless you're going to keep it clean, needle free, and clean bathrooms.

Thank you!