

April 12, 2021



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

