

Q4 2020 COVID-19 Economic Impact Survey

Executive Summary

(December 18, 2020 – Long Beach, CA) The Q4 COVID-19 Economic Impact Survey was distributed citywide from Tuesday, November 10, to Friday, December 4. In total, 203 total responses were collected from business owners or operators, including independent contractors, providing an updated insight into their current challenges and greatest needs. The survey promotion was a joint effort by the Downtown Long Beach Alliance, Long Beach Economic Development Department, Long Beach Area Chamber of Commerce, and the Council of Business Associations. Results will inform economic recovery efforts.

EMPLOYMENT

COVID-19 has continued to have disparate economic impacts depending upon industry and business size (Fig.2). The hospitality, accommodation, and food service industry experienced increased layoffs since Q2 2020, whereas the professional, scientific, and technical services (traditional office sector) decreased reported layoffs, possibly due to more flexible restructuring of operations and business adaptation to the pandemic economy. The reported number of employee layoffs increased for each employee type during the same period (Fig. 3). However, the increase in reported layoffs was influenced by the participation of larger employers in the Q4 survey, particularly those in the hospitality sector (Fig. 4). Concern over COVID-19 regulations also increased since Q2 2020 (Fig. 5), with over half of businesses reporting difficulty in the hiring and/or rehiring process (Fig. 6).

REVENUE

Top financial impacts reported by survey respondents included declining sales (a notable 83% of respondents), cancellation of group reservations or planned events, no reduction in rent, and inability to pay bills or fees (Fig. 9). Total losses in revenue per business ranged from 0-10% of revenue to 91% or more, with the largest portion of respondents reporting revenue losses of 51-70% (Fig. 10).

FINANCIAL ASSISTANCE

The ability for business to access financial assistance, as well as their preferred resources, are key findings among the survey results. Overall, 1 in 3 businesses reported receiving funds from both the Paycheck Protection Program (PPP) and Economic Injury Disaster Loan (EIDL) program, with mid-size to large businesses receiving funds at higher rates than microenterprises (Fig. 7). Grant relief funding and waiving local business-related fees were still at the forefront of requested assistance, while the request for low-cost loans decreased over 20% since Q2 (Fig. 8). 37% of businesses requested municipal credit for COVID-19-related compliance costs, including expenses such as personal protective equipment and construction of outdoor operations.

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

The Q4 COVID-19 Economic Impact survey was distributed citywide from Tuesday, November 10 to Friday, December 4. In total, 203 individual responses were collected from business owners or operators, providing insight into their ongoing COVID-19-related challenges and needs. The survey was a joint effort with the Long Beach Economic Development Department, Long Beach Area Chamber of Commerce and Council of Business Associations, and the Downtown Long Beach Alliance.

Q2. Which of the below best describes your business?		
ROW LABELS	COUNT	PERCENT
Hospitality, accommodation and Food Services	65	32%
Other (please specify)	40	20%
Retail Trade	27	13%
Professional, Scientific, and Technical Services	19	9%
Educational Services	10	5%
Health care and Social Assistance	10	5%
Finance and Insurance	9	4%
Arts, Entertainment, and Recreation	7	3%
Real Estate Rental and Leasing	6	3%
Manufacturing	3	1%
Construction	2	1%
Information	2	1%
Public Administration	1	0%
Utilities	0	0%
Wholesale Trade	0	0%
Transportation and Warehousing	0	0%
Total	201	100%

Q3. How is your business structured?		
ROW LABELS	COUNT	PERCENT
S Corporation	58	29%
Limited Liability Company	43	21%
Sole Proprietorship	42	21%
Non-Profit	20	10%
C Corporation	17	8%
Limited Partnership	9	4%
Partnership	7	3%
Other (please specify)	5	2%
Co-Op	0	0%
Total	201	100%

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

Q4. Is your business located within a Business Improvement District (BID)?		
ROW LABELS	COUNT	PERCENT
Downtown Long Beach PBID/PBIA	110	55%
Bixby Knolls PBIA	39	19%
No, my business is not located within a BID	32	16%
Zaferia Parking and Business Improvement Area	9	4%
Belmont Shore PBIA	9	4%
Midtown PBID	1	0%
Magnolia Industrial Group PBID	1	0%
Uptown PBID	0	0%
Fourth Street PBIA	0	0%
Total	201	100%

Q5. Are you a member of the Long Beach Chamber of Commerce?		
ROW LABELS	COUNT	PERCENT
No	127	63%
Yes	74	37%
Total	201	100%

Q6. How many employees do you have at your business?		
ROW LABELS	COUNT	PERCENT
Self-employed	27	13%
1-2	28	14%
3-5	40	20%
6-9	24	12%
10-24	43	21%
25-49	21	10%
50-100	7	3%
More than 100	12	6%
Total	202	100%

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

Q7. What is the annual operating budget of your business?

ROW LABELS	COUNT	PERCENT
Under \$5K	2	1%
\$5K-10K	3	2%
\$11k-\$50k	21	11%
\$51-\$100K	22	11%
\$101K-\$499K	58	29%
\$500K and \$1M	33	17%
\$1.1M and Above	53	27%
Other (please specify)	5	3%
Total	197	100%

Q8. Has your business permanently laid off or furloughed employees due to revenue losses since March 2020?

ROW LABELS	COUNT	PERCENT
Yes	109	54%
No	92	46%
Total	201	100%

Q9. If applicable, please estimate the number of employees who have been furloughed and/or released from duty due to impacts surrounding COVID-19 since March 2020.

	Average Number of Employees
Full-time employees	9.1
Part-time employees	10.0
Seasonal Employees	4.6

Q10. If you will need to increase your company's number of employees, are you concerned about being able to fill those roles due to COVID-19 federal and local government restrictions?

ROW LABELS	COUNT	PERCENT
Yes	75	37%
No	45	22%
I'm not sure	45	22%
Not applicable	36	18%
Total	201	100%

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

Q11. Please rate the difficulty in hiring and/or rehiring employees since March 2020, if applicable.

ROW LABELS	COUNT	PERCENT
Extremely Easy	2	1%
Very Easy	9	5%
Moderately Easy	14	7%
Moderately Difficult	42	21%
Very Difficult	26	13%
Extremely Difficult	37	19%
N/A	66	33%
Other (please specify)	4	2%
Total	200	100%

Q12. Has your business experienced reservations in the hiring process due to COVID-19-related risks (employer liability, facility health and safety, etc)?

ROW LABELS	COUNT	PERCENT
Yes	85	43%
No	48	24%
Other (please specify)	8	4%
N/A	57	29%
Total	198	100%

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

Q13. Which of the below financial impacts have you experienced since March 2020? Please check all that apply.

ROW LABELS	COUNT	PERCENT
Decline in sales	169	83%
Cancellation of group reservations or planned events	111	55%
No rent reduction	98	48%
Inability to pay bills, fees	82	40%
COVID-19 workplace liability	59	29%
Loss of sponsors or vendors	38	19%
Decline in subscription/membership	33	16%
Other (please specify)	26	13%
Consideration of bankruptcy	22	11%
ADA-related costs	14	7%
COVID-19-related health and safety violations	13	6%
Evicted	2	1%
Total Respondents	203	100%

Q14. Has your business applied for the Paycheck Protection Program (PPP) or an Economic Injury Disaster Loan (EIDL)?

ROW LABELS	COUNT	PERCENT
Applied for both PPP and EIDL	93	47%
Applied for PPP	55	28%
No, did not apply for PPP or EIDL	27	14%
Applied for EIDL	12	6%
N/A	12	6%
Total	199	100%

Q15. Has your business received funding via PPP and/or EIDL?

ROW LABELS	COUNT	PERCENT
Yes - both PPP and EIDL	66	33%
Yes - received just PPP	66	33%
No - received no EIDL or PPP funding	36	18%
Yes - received just EIDL	15	8%
N/A	12	6%
Other (please specify)	5	3%
Total	200	100%

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

Q16. Which of the below programmatic impacts have you experienced since March 2020? Please check all that apply.

ROW LABELS	COUNT	PERCENT
Temporary closures	146	72%
Drop in foot traffic	136	67%
Rescheduled events	113	56%
Cancelled programs	106	52%
Other (please specify)	23	11%
Total Respondents	203	100%

17. What COVID-19-related preventive measures has your business taken since March 2020 (check all that apply)?

ROW LABELS	COUNT	PERCENT
Increased sanitation efforts (hand sanitizers, more frequent cleaning)	167	82%
Limiting the number of customers in your business or office location	139	68%
Employee health monitoring/self-quarantine policies	133	66%
Shut down physical business location	103	51%
Switch to pick-up and/or delivery-only services	73	36%
Augmented business location, including outdoor operations	65	32%
Switch to appointment-only operations	53	26%
Voluntary/flexible telework for employees	50	25%
Mandatory telework for employees	50	25%
Suspended employee travel	37	18%
Other (please specify)	21	10%
Total Respondents	203	100%

Q18. Please share your approximate year-to-date percentage loss in revenue as compared to this time in 2019.

ROW LABELS	COUNT	PERCENT
0-10%	11	7%
11-20%	13	8%
21-30%	23	14%
31-40%	24	15%
41-50%	26	16%
51-70%	31	19%
71-90%	23	14%
91% and above	10	6%
Grand Total	161	100%

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

Q19. Please share your projected percentage loss in revenue as compared to this time in 2019

Percentage Loss	If restrictions/closure mandates last through the end of 2020, revenues are expected to be...		If restrictions/closure mandates last through Q1 2021, revenues are expected to be...		If restrictions/closure mandates last through Q2 2021, revenues are expected to be...	
	Count	Percentage	Count	Percentage	Count	Percentage
0-10%	15	11%	14	12%	12	12%
11-20%	8	6%	8	7%	6	6%
21-30%	17	13%	11	9%	11	11%
31-40%	17	13%	17	15%	11	11%
41-50%	19	15%	15	13%	16	16%
51-70%	25	19%	22	19%	18	18%
71-90%	18	14%	16	14%	14	14%
91% and above	12	9%	13	11%	14	14%
Total	131	100%	116	100%	102	100%

Q20. How likely is it your business reopen with full staffing and indoor operations if regulations/closures last through...

	End of 2020	Q1 2021	Q2 2021
Very Likely	16%	13%	12%
Likely	15%	14%	14%
Neutral	18%	19%	18%
Unlikely	23%	23%	22%
Very Unlikely	28%	31%	34%
Total	100%	100%	100%

COVID-19 ECONOMIC IMPACT SURVEY: Q4 2020

Q21. What resources would be necessary for your business to recover and adapt to the economic impacts of COVID-19? Select all that apply.

ROW LABELS	COUNT	PERCENT
Relief Funding Program (grants)	147	72%
Waiving of local taxes and fees	118	58%
Reduction of local taxes and fees	111	55%
Advocacy at the local, state, and federal level concerning business protections	99	49%
Business Loan Program (low to 0% interest)	89	44%
Updated Marketing/Social Media campaign promoting your business	85	42%
Municipal credit/reimbursement for public health compliance costs	75	37%
Consistent special events to encourage foot traffic	65	32%
Delay of local taxes and fees	59	29%
Business Development advisement and direction on accessing resources	40	20%
Education program focusing on Business Strategy	39	19%
Public health advising with health department officer	28	14%
Access to workforce and labor	24	12%
Federal SBA Program Education	23	11%
Total Respondents	203	100%