**The Business Retention Expansion COVID-19 Business Impact Assessment Round 2**

This is Round 2 Version 4, 4/20/20 of the survey instrument. This survey is to be used after Round 1 survey. Most questions are directly from the original survey to allow us to track changes. A few changes were made for clarity. (See Mark-Up copy) and adjust to changes due to Federal Programs. Questions? info@blanecanada.com

The following COVID-19 Business Impact Round 2 Survey was developed by 25 volunteer economic development professionals who came together to meet the need for concrete information on the human and economic impacts being felt by companies in the communities we represent.

Thanks to all of the members of the Steering Committee that helped shape this survey instrument.

The survey is available for any organization to use. The Network highly recommends completing the original survey if you have not already done that. Copies of the original survey can be downloaded at https://blanecanada.com/bre-covid-19/

**How to use this survey**

Set up the questions of the survey in your favorite survey tool. ***Please*** ***keep the question language and question structure unchanged! Keep the order as presented. (see below)***

If you don’t have a favorite survey tool, after a lot of testing our tech team at Fusion Alliance highly recommends SurveyGizmo ([www.surveygizmo.com](http://www.surveygizmo.com)). We are trying to get a transferrable template for anyone who wants it. **And, if you are a Synchronist user, we will be able to draw COVID-19 survey responses from SurveyGizmo back into Synchronist attached to the responding company’s record. The tech team can tell you what you need to do to make this possible! Synchronist users, check with Blane, Canada before you launch your survey.**

**Local questions**

Please include all questions in the Network survey in your local survey. However, if you are adding local questions remember to keep the survey short. If you add local issues, they should be placed after the Future questions and before the Respondent information.

***When you setup your email survey, please keep the question language, numbers, and question structure unchanged! Keep the order as presented. Make sure to specify the correct type of response, number, text, percent to ensure data consistency in the data table. Please add your custom questions to the end of your survey please – after Future section and before Respondent. When we pull the data back from it will be useless if you have changed questions, ignored response type (#, txt, %), and reconfigured the survey. Consistency will be critical for aggregating the data to get a national view.***

**When**

Your choice. After the 1st round survey, a week or two is adequate. Things are changing fast. The need for information is now, political leaders and your business leadership are asking Network members for info now. This survey delivers it. With these results, you reinforce your position as the preferred business information source!

**How long**

When you push the survey out, leave it open for 3-5 business days. Promote consistently while open. Recruit partners to promote the survey link as well. Then, close the survey and pull the responses. See what you learn.

**Before you pull the trigger**

Recruit partner organizations with business executive (board members, insurance brokers, banks, accountants, etc.) with business email list to help you get the word out. Ask them to send the survey link to executives and encourage a response. The more partners the better. Don’t worry about overlap. It will happen. Working with partners will help you get the best result.

**Best Practice Survey Release**

Those who are getting the best survey results have a method in advance of releasing the survey. Multiple senders, Multiple sends for any survey open more than 2 days.

Engage partners: City, Chamber, EDC, Main Street, as well as specialty business groups, e.g. manufacturing, agriculture, etc.

Engage business to business: insurance agencies, banks, accountants, real estate, etc.

Send more than one blast request to all participants.

**Privacy Statement vs. Opt-In**

The Network Steering Committee recommends you display a link **(privacy statement)** below email message giving access to your organization’s privacy statement. A sample is available on request.

The Opt-In style survey option goes above and beyond by making certain the individual is choosing to respond to the survey. Therefore, essentially the title page of the survey explains the purpose and intended use of the data. It is a Yes/No question “Do you wish to participate in this survey.” If yes, the second question, the first substantive Network survey question, is presented and the respondent moves forward through the survey. If no, the survey is closed with one question answered. This provides a hard count on the people who made a decision not to participate in the survey.

**Survey Fatigue**

Yes, it is real. Yes, there are many people sending COVID-19 info and surveys to business executives. This is the only one we are aware of that looks specifically at business impact without an agenda (branding or promotion). Being a trusted entity in the community and, with the recommended subject line: **Business Impact of COVID-19, YourTown, (start date – end date), (your logo)** will help get the results needed.

**Analysis**

Dig in, see what it says. If you need help with analysis, send your data to us and we will help you.

**Reporting**

In your report of the results, mention your partners and that you are a contributing part of the **BR|E COVID-19 Response Network**, a national collaboration of economic development officials working to make a difference. Aggregated responses from all Network participants are being made available through a Power BI Dashboard created by our corporate partner, Fusion Alliance. The list will be shared as soon as it is available Check my website for a link to the BR|E COVID-19 Business Impact Dashboard. <https://blanecanada.com/bre-covid-19/>

**Dashboard**

The report dashboard displaying all the survey results provided by Network partners is live. Check it out. Share it with leadership, partners, and others. Compare your local results and add to your local report.

[covid19.blanecanada.com](http://covid19.blanecanada.com/)

Oh, btw… congratulations. You and the other Network members have accomplished a huge first for economic development. You created unmatched information working together for the common good!

Thanks to our friends on the data team for building the dashboard in Microsoft PowerBI.

**Survey Updates**

As this slow-rolling disaster moves onward, we anticipate other business impact issues will emerge. These are the core questions, but new questions may be added. This is the 2nd version. If you are on our distribution list, we will send you updates released by the Network Steering committee as they are available. If you are not on the distribution list, send contact info to [info@blanecanada.com](mailto:info@blanecanada.com) to be included in these releases. The latest version is always available for download at <https://blanecanada.com/bre-covid-19/>

**Share**

Coordinate locally & regionally to maximize the reach of your survey. Then, set the data free. Share your survey results with your peers and community leaders. Encourage them to join the Network and distribute this survey to their business executives for responses to drive local action.

**National Roll-Up**

COVID-19 is first and foremost a local issue impacting your community. This is why the Network formed to developed and share this survey instrument quickly. Benefiting everyone. But, at the same time, this is a national crisis gradually moving around the country. Therefore, if you conduct this survey, we hope you will share your data for a confidential national analysis. Use the data template on our website <https://blanecanada.com/bre-covid-19/> and send your data to [info@blanecanada.com](mailto:info@blanecanada.com). Thank you!

**Questions**

Eric Canada, Blane, Canada Ltd. 630-462-9222x700 or [ecanada@blanecanada.com](mailto:ecanada@blanecanada.com)

**Business Retention Expansion COVID-19 Business and Human Impact Round 2 Survey**

*Suggested subject line:* **Business Impact of COVID-19, YourTown, (start date – end date), (your logo)**

*Suggested cover email – edit as you wish.*

**Everyone is scrambling to manage their business in response to COVID-19. All of us are overwhelmed with a flood of information that can change quickly.**

**Numbers are critically important to tell the collective story of the COVID-19 virus impact on our business community locally. Our numbers help detail the reality for decision makers. Leaders locally, regionally, and nationally are acting on assumptions. With your help, we can give them real numbers.**

Take the Survey Now ((button))

As a business executive, we would very much appreciate your input*.* It will take about 7 minutes to complete the survey. *Your responses are absolutely confidential. Responses will only be reported in aggregate.*

The aggregate results of this survey will be used to inform local and state elected officials, government agencies, and others of the economic and human impact of the COVID-19 virus here. This survey is part of a national effort by local economic development organizations and chambers of commerce. It will be conducted several times as things are changing quickly.

Thank you for your support!

Take the Survey Now ((button))

((Sender))

((Signature block and organization name and logo))

**privacy statement ((recommended inclusion, not essential))**

1. Use the questions and response format as presented. We have provided a lot of detail to avoid problems. Consistency is critical to Phase II (national roll-up) of the research. In this emergency circumstance the national roll-up is essential for painting the true picture of the COVID-19 Virus. A BR|E COVID-19 Business Impact Dashboard will be released very soon.
2. The questions in Round 2 are a short subset of questions from the Round 1 survey. There have been a few tweaks to correct “interpretation” problems in the original version.
3. Custom questions - Add any custom questions after the Future section and before Respondent info.

**Programming Rules, Notes, & Tips**

1. **All number questions should be set to accept 0 and 0%**
2. **Numeric fields must be numbers**, computers cannot convert “3 weeks”, “N/A”, or other text.
3. **Percent fields must be percent**, not a whole number. Lumping “50” and “50%” side by side, as humans we understand, but to a computer that is comparing 5000% to 50%.
4. **Locational data is essential for the national roll-up. City, State, and Zip Code must be required fields.**
5. Please follow the survey text and structure as it is presented to ensure consistent results. These results will be collected to create a national view of what we in economic development are learning.
6. Avoid complex controls like sliders instead of textboxes for percentage, because they may not be supported on all browsers.
7. If your software tool has a question library feature: Create the base question, and save it to the library, add the question to your survey from the library and create your display and requirement logic on the survey itself.  It makes rework much easier for future iterations of the survey.
8. Don’t forget to add an appropriate thank you response for survey participants.

-------------- Survey copy ------------------

# Operations & Supply Chain

1. What is the current operating status of your business? \*

0 Open

0 Closed

0 Reopened

((If Reopened))

What was the date of reopening? \_\_/\_\_/\_\_

((If open or Reopened))

Number %

* 1. What is your current business operating level?

Number %

* 1. What percentage of your supplies/services are you able to receive?

Number %

* 1. What percentage of your goods or services are you able to ship/deliver?

((If closed))

What was the date of closure? \_\_/\_\_/\_\_

# Workforce

1. What was your total employee count prior to COVID-19? \*

Number

Full time

Number

Part-time

1. Has your employee count changed due to COVID-19 specifically? \*

0 Yes

0 No

((If yes)) Workforce change

Number

New hires

Number

Furloughed

Number

Laid off

Number

Terminated

1. If employees are temporarily not reporting for work, what percentage will be paid during the work hiatus? \*

0-100 %

Paid

Unpaid

0-100 %

0 Does not apply

# Finance

1. Has your company’s weekly revenue experienced an increase or decrease as a result of COVID-19? \*

0 Increase

((If increased)) Please estimate the percent increase.

0%; <10%; 10-20%; 21-30%; 31-40%; 41-50%; 51-60%; 61-70%; 71-80%; 81-90%; 91-100%.

0 Decrease

((If decreased)) Please estimate your decrease in revenue.

0%; <10%; 10-20%; 21-30%; 31-40%; 41-50%; 51-60%; 61-70%; 71-80%; 81-90%; 91-100%.

0 No change

1. How many weeks of a business shutdown would you estimate your business can survive before closing?

Number 0-52

Weeks

1. Have you contacted your bank about a bridge loan or other financing?

0 Yes

0 No

0 Unnecessary

0 Lenders are not responding

1. Have you applied for an US Small Business Administration Economic Injury Disaster Loan?

0 Yes

0 Pending

0 Successful

0 Unsuccessful

0 No

0 Do not qualify

0 I’d like more information on these programs (contact info required)

1. Have you applied for the Payroll Protection Program?

0 Yes

0 Pending

0 Successful

0 Unsuccessful

0 No

0 Do not qualify

0 I’d like more information on these programs (contact info required)

((If Yes, Successful))

$ Dollars

Amount of PPP grant?

Number

Number of employees retained?

Number

Number of employees rehired?

# Future

1. What business supports would you think beneficial as we navigate this global challenge?

Text comment box

Programmer note: For survey design integrity, please add local questions if any in a new section after Future and before Respondent Information. Thank you.

\*City

\*County

\*State

\*Zip/Postal Code

*\* Required*

# *Respondent Information | All responses will be held in confidence |*

((Required If requesting assistance))

Name

Business Name

Business Address

Email address

Phone number

Name of your company’s COVID-19 Customer Response Coordinator

0 Same as above

Name

Title

Email address

Phone number

\* Which one of the following best describes your organization’s primary industry? (Select one only.)

* Agriculture, Forestry, Fishing and Hunting (farming, crop production, animal production, fishing, etc.)
* Mining, Quarrying, and Oil and Gas Extraction
* Utilities
* Construction
* Manufacturing
* Wholesale Trade (i.e. purchase or sale of goods for resale)
* Retail Trade (i.e. auto dealers, furniture stores, hardware stores, grocery stores, pharmacies, gas stations/convenience stores, clothing stores, jewelry stores, gift stores, florists, office supplies, etc.)
* Transportation and Warehousing (i.e. transportation services, warehousing and storage)
* Information (i.e. newspapers, movie and sound recording, telecommunications, data processing and hosting)
* Finance and Insurance
* Real Estate and Rental and Leasing
* Professional, Scientific, and Technical Services (i.e. legal services, accounting services, architectural and engineering services, computer system design services, consulting services, etc.)
* Management of Companies and Enterprises (i.e. management and holding companies)
* Administrative Support and Waste Management and Remediation Services (i.e. administrative and support services, employment services, business support services, travel agencies, security services, janitorial services, landscaping services, waste management services)
* Educational Services (i.e. elementary and secondary schools, colleges and universities, technical and trade schools, and educational support services)
* Health Care and Social Assistance (i.e. doctors and dentist offices, hospitals and clinics, home health care services, nursing care facilities, family services, child care services)
* Arts, Entertainment and Recreation (i.e. performing arts, sports and fitness companies and facilities, artists, writers, performers, museums, tourism and historical sites, casinos, etc.)
* Accommodation and Food Services (hotels, bed and breakfasts, restaurants, bars, caterers, mobile food services, etc.)
* Other Services (i.e. automotive repair and services, equipment repair, barber/beauty shops, funeral services, dry cleaning, churches and religious organizations, civic and social organizations, business and professional associations, and labor union organizations
* Public Administration (local, state and federal governments and organizations)

*\* Required*

-------------- Survey End --------------

---------- Mark-up Version ------------

The following shows the questions from version1 showing specific changes that are included in the Round 2 survey.

This will be a valuable aid if you are copying the survey or questions from a prior version.

-------------- Survey copy ------------------

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((If Reopened))

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((If open or Reopened))

Number %

* 1. What is your current ~~on-site~~ business operating level?

* 1. ~~What is your current remote operating level? (100% normal)~~

Number %

* 1. What percentage of your supplies/services are you able to receive?

Number %

* 1. What percentage of your goods or services are you able to ship/deliver?

((If closed))

0 ~~Forced closure~~

~~0 Voluntary closure~~

What was the date of closure? \_\_/\_\_/\_\_

# Workforce

1. What was your current total employee count prior to COVID-19? \*

Number

Full time

Number

Part-time

1. Has your employee count changed due to COVID-19 specifically? \*

0 Yes

0 No

((If yes)) Workforce change

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New hires

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Number 0-52

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0 I’d like more information on these programs (contact info required)

((If Yes, Successful))

Number $

Amount of PPP grant?

Number

Number of employees rehired?

# Future

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Text comment box

Programmer note: For survey design integrity, please add local questions if any in a new section after Future and before Respondent Information. Thank you.

\*City

\*County

\*State

\*Zip/Postal Code

*\* Required*

# *Respondent Information | All responses will be held in confidence |*

((Required If requesting assistance))

Name

Business Name

Business Address

Email address

Phone number

Name of your company’s COVID-19 Customer Response Coordinator

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Name

Title

Email address

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* Mining, Quarrying, and Oil and Gas Extraction
* Utilities
* Construction
* Manufacturing
* Wholesale Trade (i.e. purchase or sale of goods for resale)
* Retail Trade (i.e. auto dealers, furniture stores, hardware stores, grocery stores, pharmacies, gas stations/convenience stores, clothing stores, jewelry stores, gift stores, florists, office supplies, etc.)
* Transportation and Warehousing (i.e. transportation services, warehousing and storage)
* Information (i.e. newspapers, movie and sound recording, telecommunications, data processing and hosting)
* Finance and Insurance
* Real Estate and Rental and Leasing
* Professional, Scientific, and Technical Services (i.e. legal services, accounting services, architectural and engineering services, computer system design services, consulting services, etc.)
* Management of Companies and Enterprises (i.e. management and holding companies)
* Administrative Support and Waste Management and Remediation Services (i.e. administrative and support services, employment services, business support services, travel agencies, security services, janitorial services, landscaping services, waste management services)
* Educational Services (i.e. elementary and secondary schools, colleges and universities, technical and trade schools, and educational support services)
* Health Care and Social Assistance (i.e. doctors and dentist offices, hospitals and clinics, home health care services, nursing care facilities, family services, child care services)
* Arts, Entertainment and Recreation (i.e. performing arts, sports and fitness companies and facilities, artists, writers, performers, museums, tourism and historical sites, casinos, etc.)
* Accommodation and Food Services (hotels, bed and breakfasts, restaurants, bars, caterers, mobile food services, etc.)
* Other Services (i.e. automotive repair and services, equipment repair, barber/beauty shops, funeral services, dry cleaning, churches and religious organizations, civic and social organizations, business and professional associations, and labor union organizations
* Public Administration (local, state and federal governments and organizations)
* ~~Other \_\_\_\_\_\_\_\_\_\_\_\_~~
* ~~Not sure~~

*\* Required*

-------------- Survey End --------------