

Impact of COVID-19: Pioneer Valley Business/Organization Survey Findings

Report assembled by Franklin Regional Council of Governments, April 3, 2020.

Introduction

COVID-19 is creating a global health and economic crisis. The purpose of the survey was to collect data to demonstrate its impact on businesses and organizations located in Franklin County, Hampshire County, and Hampden County, Massachusetts. The information will be used to advocate for resources to help now and in the coming weeks and months.

The survey was released on March 24, 2020 on the online Survey Monkey platform, with responses requested by midnight on March 31, 2020. The survey was released on the same day an order by Governor Charlie Baker went into effect for all non-essential businesses to cease in-person operations until April 7, 2020, and a stay at home advisory was issued by the MA Department of Public Health¹. Since that announcement, the order and advisory have been extended through May 4, 2020. Also since the release of the survey, the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act was enacted on April 2, 2020. The CARES Act will allocate \$2.2 trillion in support to individuals and businesses impacted by the COVID-19 pandemic and economic downturn.

A copy of the survey is included in the appendix. Findings are released in the aggregate; individual responses will be kept confidential by the Franklin Regional Council of Governments. Comments submitted were reviewed and grouped into themes. Please note that comments quoted in this report may have been edited to remove identifying information.

This survey was conducted by a partnership of the Franklin Regional Council of Governments, Common Capital, Economic Development Council of Western Mass., Franklin County Chamber of Commerce, Franklin County Community Development Corporation, Greater Westfield Chamber of Commerce, MassHire Franklin Hampshire Employment Board, MassHire Hampden Employment Board, Pioneer Valley Planning Commission, and with the support of the Economic Development Partners (EDP), a group of regional and municipal planners and economic development leaders.

¹ Press Release from the Office of Governor Charlie Baker and Lt. Governor Karen Polito, 03/23/20, www.mass.gov/news/governor-charlie-baker-orders-all-non-essential-businesses-to-cess-in-person-operation

Survey Results for All Pioneer Valley Respondents

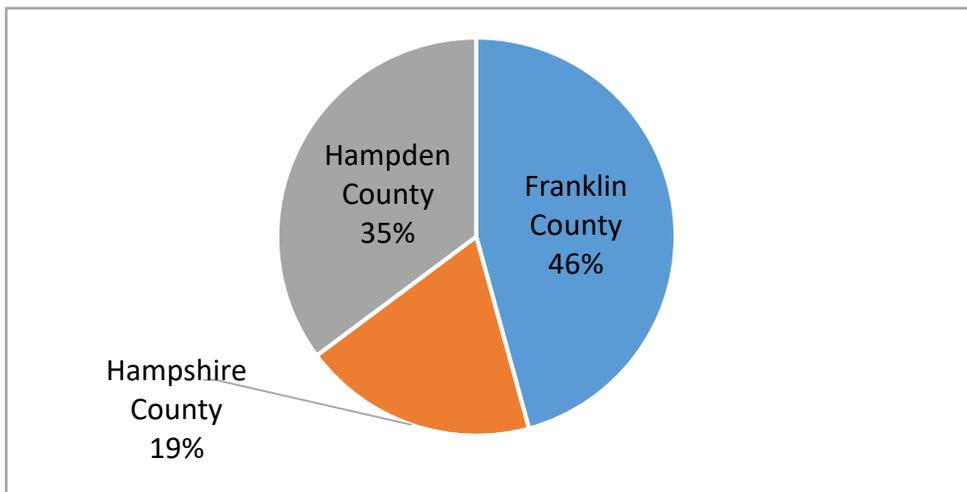
There were 297 total responses to the survey from March 24-31, 2020:

- 96% of responses were from Pioneer Valley based businesses and organizations (284 total)
- 4% of responses were from non-Pioneer Valley based businesses and organizations, including entities from Berkshire County, Worcester County and other states (13 total)

For the purposes of this report, only the 284 responses from Pioneer Valley based businesses and organizations were included in these findings.

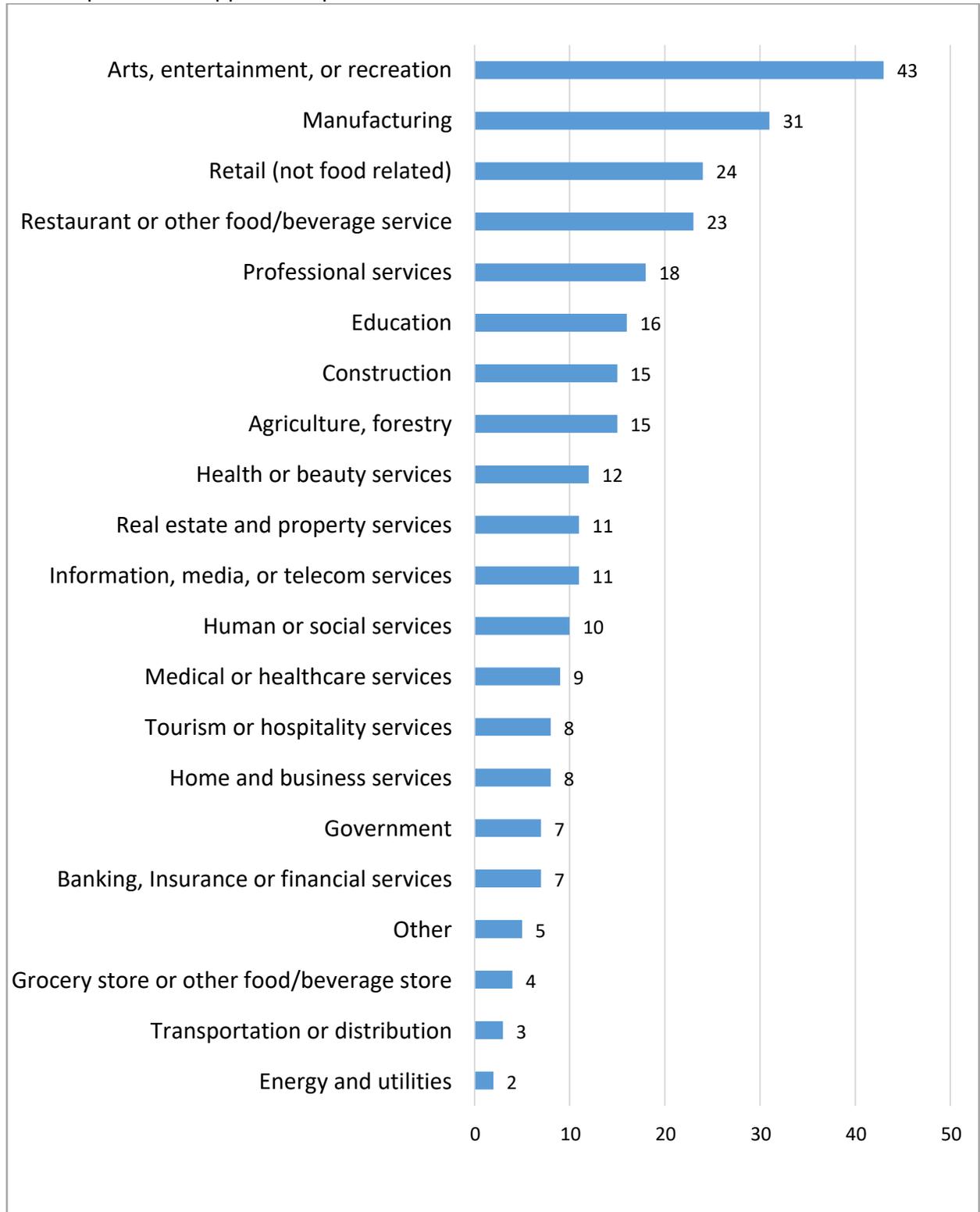
1. **Where is your business/organization primarily located? (select all that apply)**

Of the 284 responses, 15 selected more than one county as their primary location. The chart below depicts all selections.



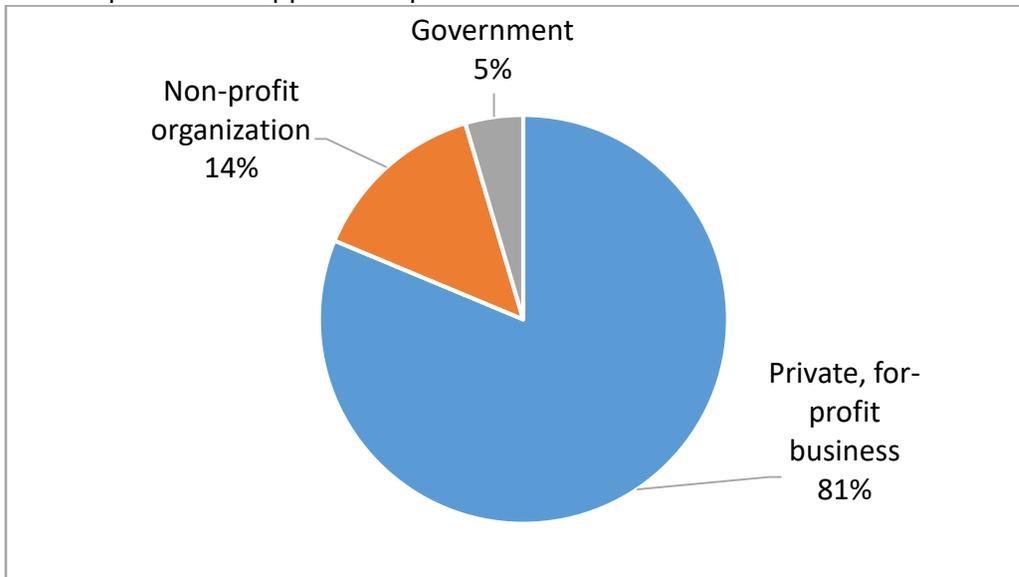
2. Which industry sector best describes your business or organization? (select one)

Two respondents skipped this question.



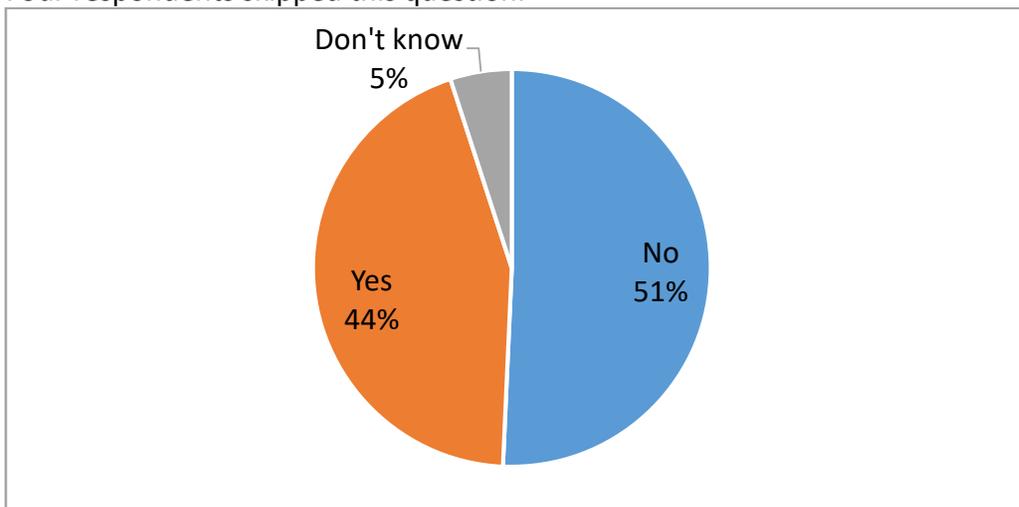
3. Which best describes your type of business or organization? (select one)

Two respondents skipped this question.

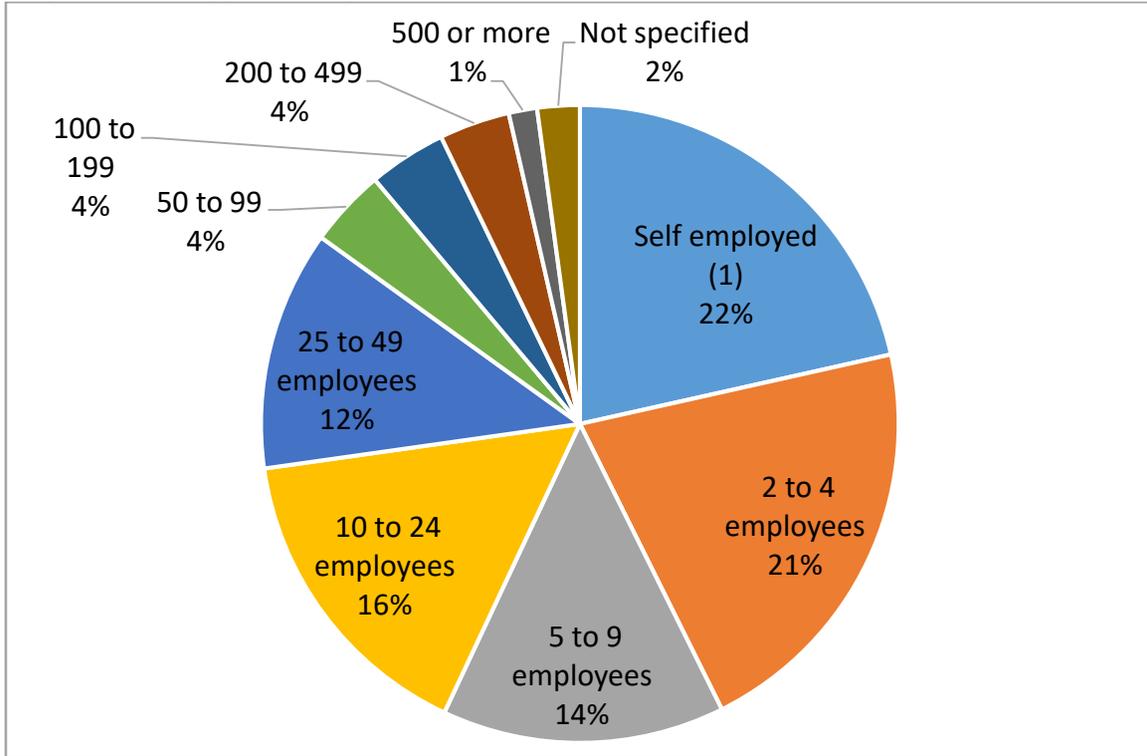


4. Is your business/organization designated an “Essential Service” under Governor Baker’s recent emergency order to close non-essential services from March 24-April 7? (select one)

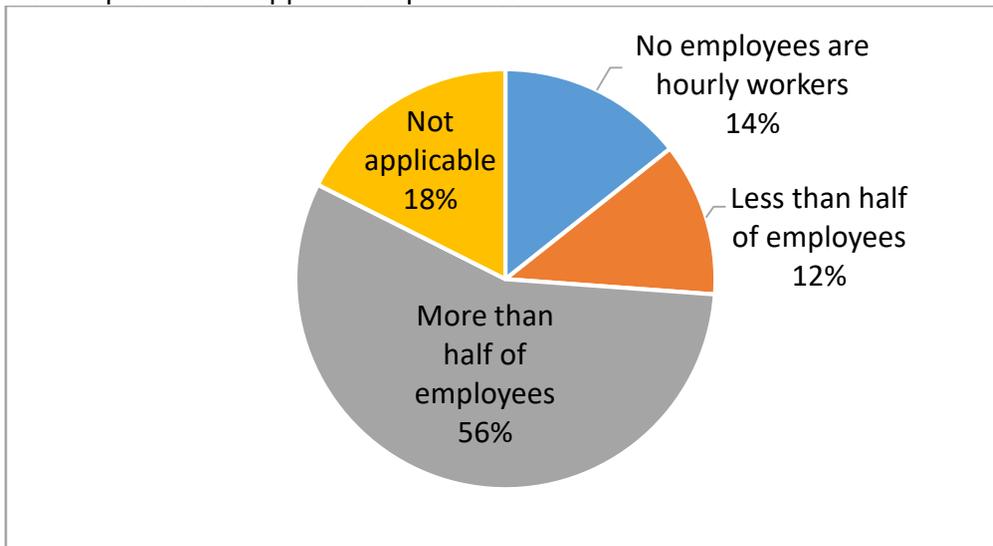
Four respondents skipped this question.



5. **How many people did your business/organization employ before the COVID-19 state of emergency (including full-time, part-time, seasonal)? If self-employed, please enter 1.** Respondents were asked to enter a number. The 279 businesses and organizations that responded to this question estimated they had over 23,200 employees before the state of emergency. These responses were grouped into the following employment ranges. Five respondents skipped this question.

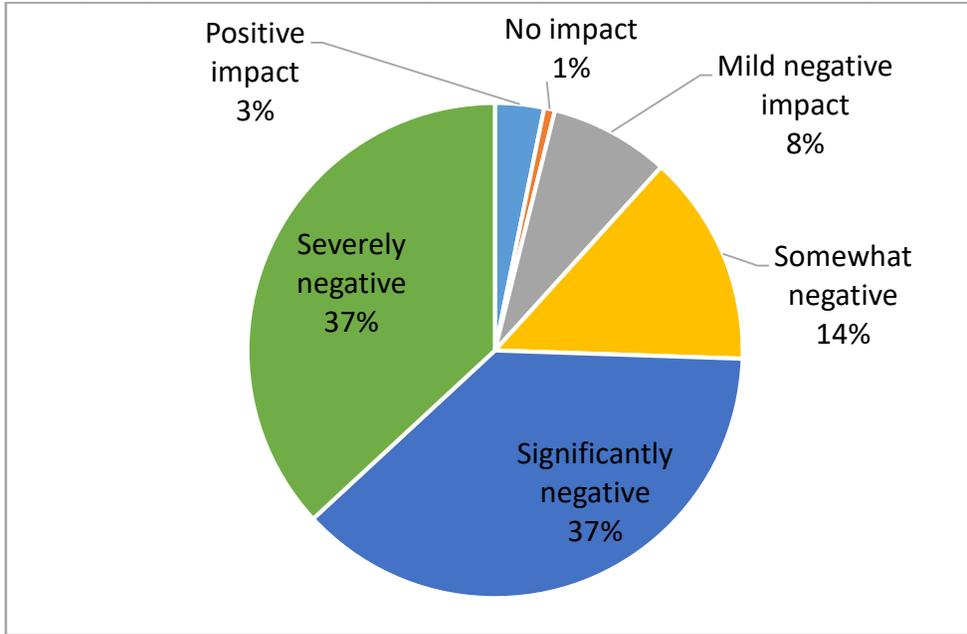


6. **How many employees from the previous question are hourly workers? (select one)** Five respondents skipped this question.



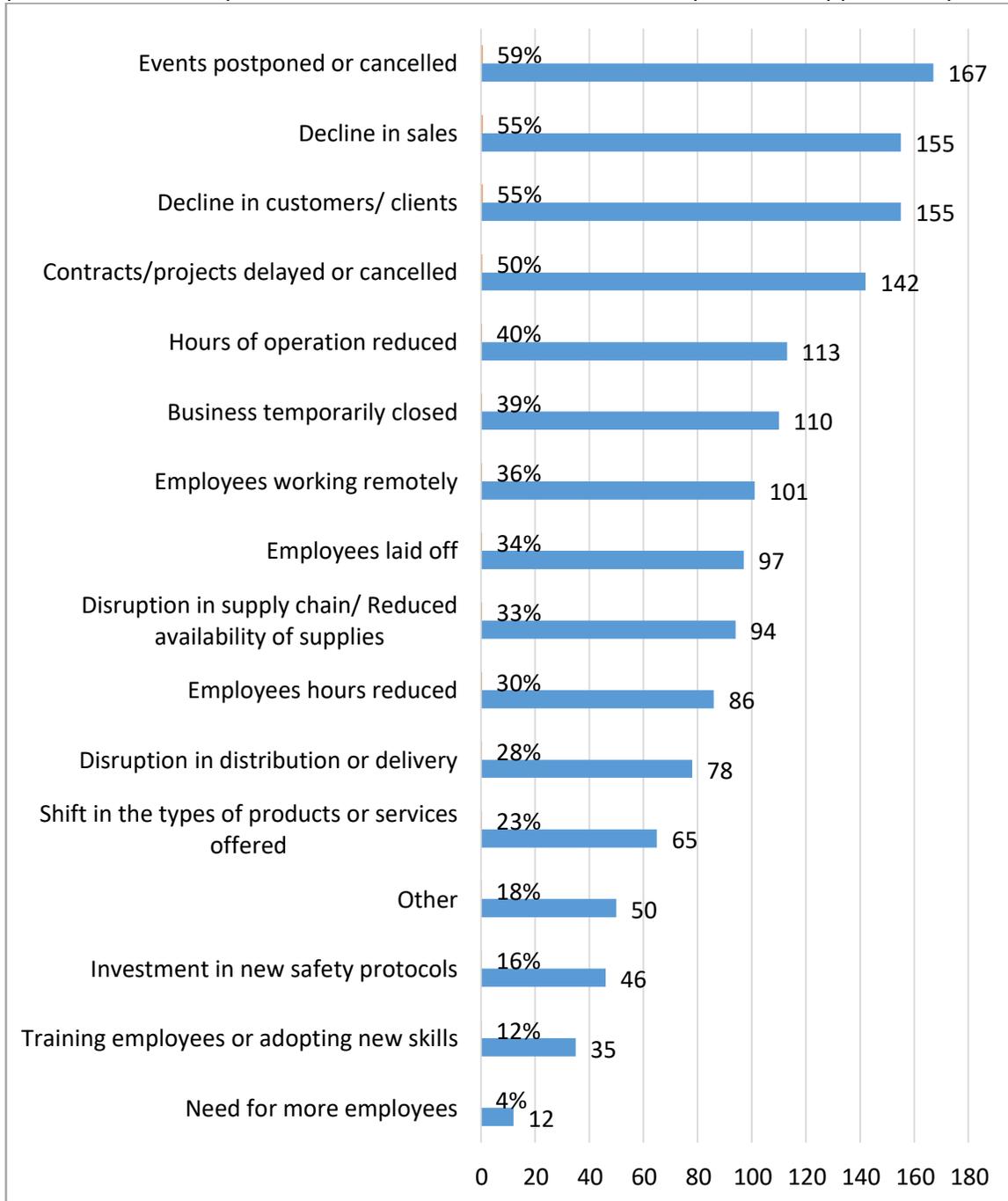
7. **What financial impact do you anticipate the COVID-19 state of emergency is having on your business/organization? (select one)**

Two respondents skipped this question. Nearly $\frac{3}{4}$ of respondents reported that the crisis is having a significant or severe negative impact on their business/organization.



8. **If your business/organization is being impacted, in what ways? (select all that apply)**

The chart displays the number of times an item was selected by respondents, and the percent of total respondents that selected the item. One respondent skipped this question.

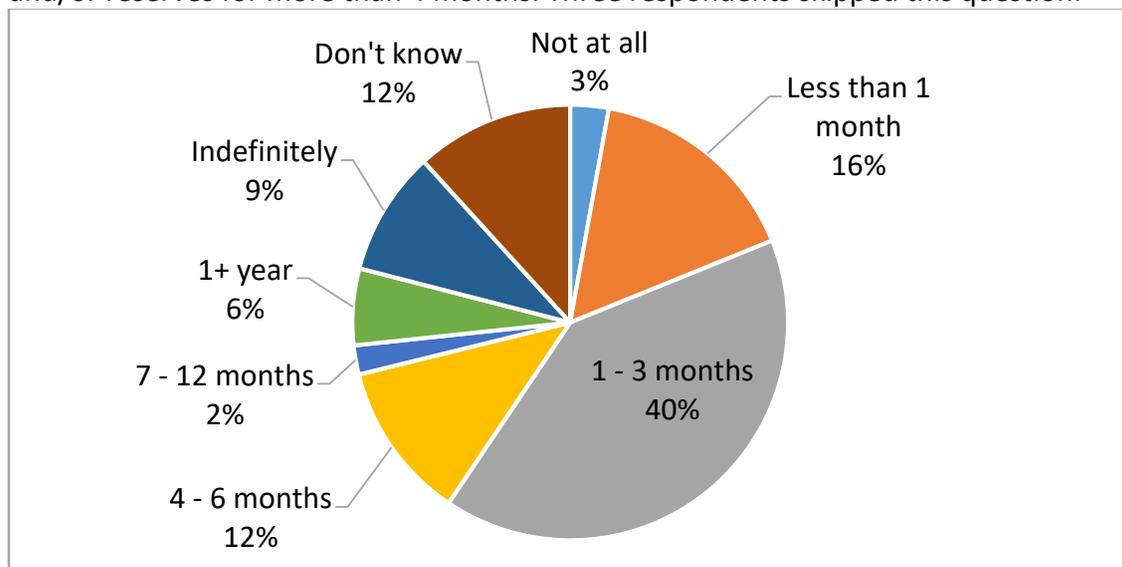


Fifty respondents selected “Other (please specify)” for Question 8. Common entries included were, in order from most common to least:

- Decline in charitable giving/halt to fundraising activities
- Worker absence due to concerns about health, illness, and need for childcare
- Loss of rent payments
- Inability to access current workspace and/or the need to relocate
- Need for immediate change to their business model
- Challenges with transition to online
- Rapid increase in sales
- Receivables not able to be collected
- Industry specific challenges
- Need to refund deposits for services not provided
- Lack of business’ service/product offered is a loss to the community
- Limited inventory
- Grant payments delayed
- Customer base harmed by overall economy
- Cannot bring on new clients
- Waiting for government waiver
- Advertisers on pause

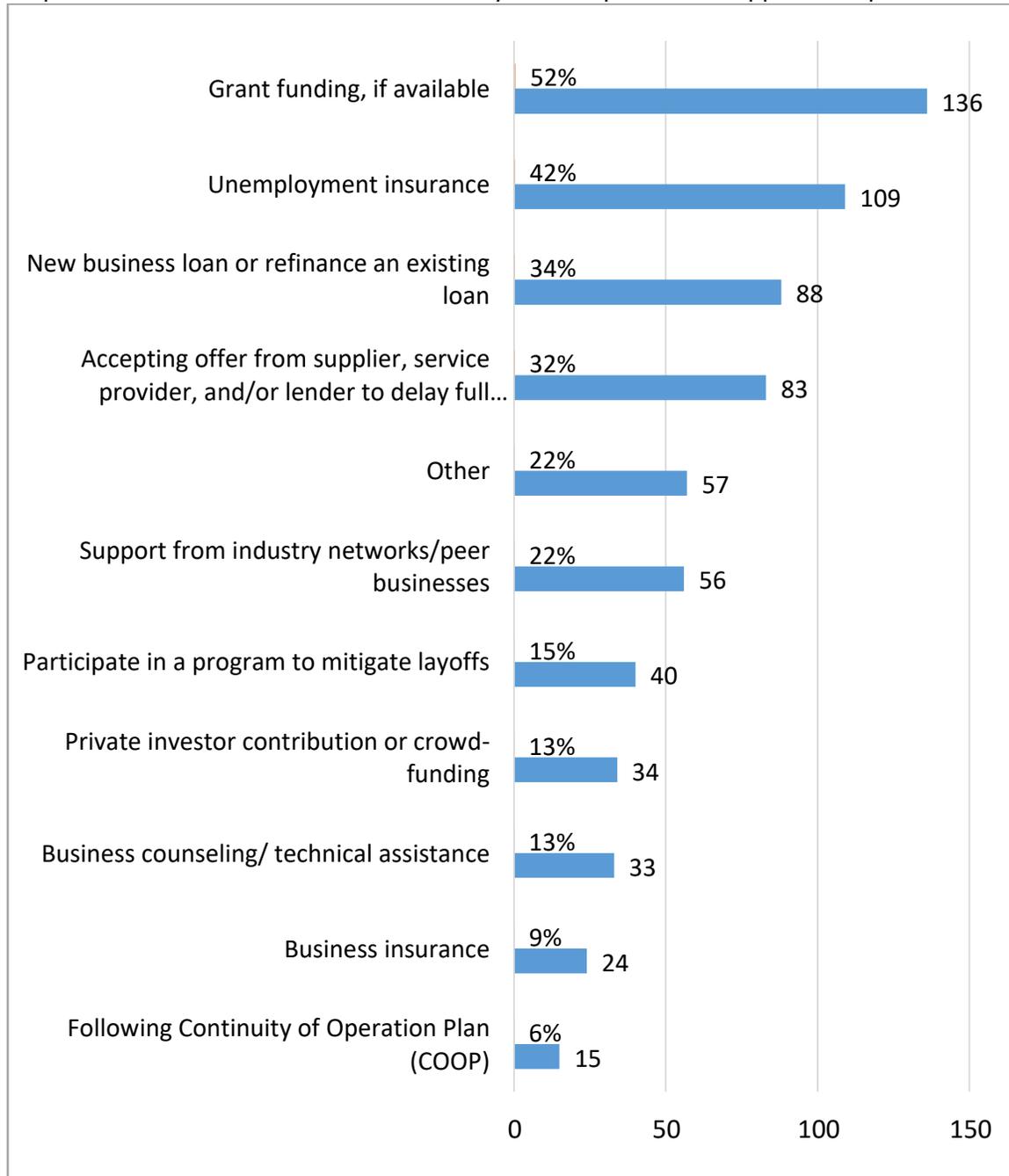
9. **At this rate, how long do you estimate your business/organization can operate with your current cash flow and/or reserves? (select one)**

Less than a third (29%) of respondents estimated they could operate at current cash flow and/or reserves for more than 4 months. Three respondents skipped this question.



**10. What resources or assistance, if any, will you use to manage impacts from COVID-19?
(select all that apply)**

The chart displays the number of times an item was selected, and the percent of total respondents that selected the item. Twenty-four respondents skipped this question.



There were fifty-seven respondents who selected “Other (please specify)”. Most entries described or were similar to the resources or assistance selected previously. Some items that were not previously described or similar were: use of savings, lowering expenses due to work not completed, and finding new suppliers.

11. What other areas of support do you anticipate needing in the short-term?

Respondents were offered the opportunity to submit a comment to this question. Upon reviewing these entries, they were grouped into common themes. The groupings created are list below in order from most to least frequent.

- Financial support to assist with payroll expenses and investment in equipment. Also mentioned was the need for quick decisions and flexible terms. Grants for artists and financial support for educational institutions not collecting tuition were also noted.
- Mortgage or rent payment deferment or relief for businesses.
- Business technical assistance, guidance, and support for a range of topic areas including: transitioning the business model, communications and marketing, understanding the programs and resources available for help, Continuity Of Operations Plan (COOP) planning.
- Access to expanded unemployment benefits (such as for self-employed) and other support for laid-off workers.
- Access to safety and sanitizing supplies.
- Assistance with IT support and equipment, and access to broadband.
- Need for additional staff for agriculture, product distribution, cleaning and sanitation, health and medical staff as well as the need for more volunteer staff.
- Assistance to small businesses in providing health insurance to their employees.
- Need for deferral of tax payments or reduction of tax burden.
- Support for worker training, particularly for transition to online and for improved safety protocols.
- Support for housing security for workers.
- Support for fundraising and grants for non-profit organizations.
- Assistance with finding new workspace or relocating.
- Assistance with finding alternate suppliers.
- Assistance with coordinating new wholesale and retail delivery services.
- Greater understanding by the community at large about social distancing and having patience.
- Need to temporary elimination or forgiveness of monthly corporate franchise and advertising fees.

Most of these groupings could be further aggregated to fall under three general areas: accessing financial relief and resources, pivoting or transitioning the business or organization, and providing support to workers.

12. What other areas of support do you anticipate needing in the long-term?

Respondents were offered the opportunity to submit a comment to this question. Upon reviewing these entries, they were grouped into common themes. The groupings created are list below in order from most to least frequent.

- Financial support through loans, grants or flexible financing, and support for debt management.
- Business technical assistance, guidance, and support for a range of topic areas including: transitioning business model, marketing, client attraction and retention, re-establishing consumer confidence, using technology, and COOP planning.
- Mortgage or rent payment deferment or relief for businesses.
- Hiring additional workers.
- Accessing alternate suppliers.
- Managing scaling up of operations, once economy returns.
- Access to expanded unemployment benefits (such as for self-employed) and other support for laid-off workers.
- Access to tax abatements or tax credits.
- Assistance with IT support and equipment, and access to better broadband.
- Access to workforce training.
- Return of advertisers and attracting new advertisers.
- Guidance on safety protocols.
- Housing support for workers.
- Access to child care.
- Access to safety and sanitizing supplies.

Similar to the comments provided under the previous question on anticipated short-term needs, most of these groupings could be further aggregated to fall under three general areas: accessing financial relief and resources, pivoting or transitioning the business or organization, and providing support to workers.

13. Are there any ideas or concerns you would like to share?

Again, respondents were offered the opportunity to submit their comment. Upon reviewing these entries, common themes were identified and are presented in order from most to least frequent.

- Ensuring small businesses are prioritized and eligible for resources and programs.
- Concerns about long-term economic conditions and uncertainty about recovery, and the rippling effects of business closures.
- Ensure people understand proper social distancing.
- Access to information and understanding the programs and resources available.
- Concern about most vulnerable populations getting what they need.
- Concern about the long-term impacts on students and the education system.
- Concern about debt management.
- Support artists and self-employed, as they fall through the cracks for benefits and assistance.
- Allow claims on business disruption insurance.
- Impacts to seasonal businesses and agricultural businesses.
- Challenge of retaining trained staff, when cannot provide full time work.
- Changing environment for business regulation.
- Need for cleaning and remediation services to transition business location.
- Closure of childcare facilities will impact overall workforce.
- Concern about potential delay in government services or approvals required for businesses to open.
- Need for unemployment benefits for self-employed.
- Concern about impact on Unemployment Insurance rating.
- Need to build an economy that is more resilient and includes young people and workers.
- Need to continue healthcare insurance coverage in the community.
- Impacts on plans for retirement.
- Mobilize private sector to help implement federal response for business support.
- Need to maintain access to outdoor spaces.
- Support solar industry and mitigating climate change.

The following are selected quotes in response to this question. Please note, some quotes were edited to remove identifying information.

- "Loans and deferrals are great but will delay the financial burdens on small business that they will not be able to meet later."

- "I am wondering who will want or be able to afford - our products - once the curve is flattened and we can get out of isolation. That is one question that will remain to be answered."
- "Many businesses we work with have been forced to close altogether or have needed to lay-off many staff. The impact will have a ripple effect to us."
- "Just some restless nights and listening to others in how to go about a new marketing plan."
- "At this time it is hard to gauge whether to hire new employees without clear indicators of the pandemic end."
- "Hoping that people that we had to lay off come back to work, since they are all trained. Wondering if our older staff members will come back to work."
- "I am concerned I won't be able to afford to bring my full team back with enough hours at first. Bringing them all back too soon will hurt us all financially. But not having available staff keeps us from making money."
- "I think it's great that utilities won't be shutting off electricity or gas, but I don't know how I will ever catch up after months of not being able to pay in full, or at all depending on how long this goes on."
- "I need MA to get the self employed unemployment up and running!!!"
- "As a seasonal business over 80% of our business occurs April through September."
- "Thousands of artists like me are in the same position - we make our living via high end juried shows, public events. What are we to do long term except find other work?"
- "My greatest concern is that the option that will be available to the business will be additional debt be it unemployment or direct loans and the business will never get out of debt."
- "Small businesses are going to need grants to be able to stay afloat. A loan will only cause more unnecessary debt in these times. Our insurance companies need to qualify the mandated shut down as a loss of use."
- "The child care community is being crushed by this. Families are going to find (when this is over) that their centers have gone out of business. Without childcare, families cannot work. It is going to be devastating to our community."
- "Want more clarity on safety measures / protocols."
- "Please take this crisis seriously and continue to stay isolated and with social distancing. If possible, please ready to support civic and social needs when needed."
- "We are grateful that we have been able to remain open. It has been stressful adjusting but the mentoring we received prior to opening has helped us to work hard and not get into debt. We hope to continue along this path."
- "We are all in this together and we also want to support others."

14. Respondents were asked to provide their name, company name, and email address.
The respondents' contact information was requested in case clarification was needed.

15. If your business or organization needs to hire more workers and would like assistance with recruitment, please check the box below. If you check the box, your name, company name, title and email address will be forwarded to the MassHire Franklin-Hampshire Career Center Biz Team or the MassHire Career Centers in Springfield and Holyoke region.
Twenty-six respondents checked the box to have their contact information shared with the appropriate MassHire Career Center. This information distributed to the MassHire Career Centers on April 1, 2020.

Appendix

- Breakdown of data points by Franklin, Hampshire and Hampden Counties
- Copy of Survey

Franklin County Survey Findings

1. Where is your business/organization primarily located? (select all that apply)

139 or 49% of all Pioneer Valley survey respondents selected Franklin County.

2. Which industry sector best describes your business or organization? (select one)

% of Total	Selected	Industry Sector
14%	19	Arts, entertainment, or recreation
12%	17	Manufacturing
9%	12	Retail (not food related)
8%	11	Construction
7%	10	Professional services
7%	10	Restaurant or other food/beverage service
6%	9	Agriculture, forestry
6%	8	Real estate and property services
4%	6	Information, media, or telecom services
4%	5	Home and business services
3%	4	Banking, Insurance or financial services
3%	4	Education
3%	4	Grocery store or other food/beverage store
3%	4	Human or social services
3%	4	Tourism or hospitality services
2%	3	Government
2%	3	Transportation or distribution
1%	2	Health or beauty services
1%	2	Other
1%	1	Energy and utilities
0%	0	Medical or healthcare services
1%	1	Skipped question
100%	139	Total

3. Which best describes your type of business or organization? (select one)

% of Total	Selected	Type
4%	6	Government
10%	14	Non-profit organization
86%	119	Private, for-profit business
0%	0	Skipped question
100%	139	Total

Franklin County Findings continued...

4. Is your business/organization designated an “Essential Service” under Governor Baker’s recent emergency order to close non-essential services from March 24-April 7? (select one)

% of Total	Selected	Essential Service
42%	59	No
51%	71	Yes
6%	9	Don't know
0%	0	Skipped question
100%	139	Total

5. How many people did your business/organization employ before the COVID-19 state of emergency (including full-time, part-time, seasonal)? If self-employed, please enter 1.

% of Total	Selected	Employment Range
21%	29	Self employed (1)
22%	30	2 to 4 employees
14%	19	5 to 9 employees
15%	21	10 to 24 employees
12%	16	25 to 49 employees
2%	3	50 to 99 employees
5%	7	100 to 199 employees
3%	4	200 to 499 employees
1%	2	500 employees or more
3%	4	Not specified
3%	4	Skipped question
100%	139	Total

6. How many employees from the previous question are hourly workers? (select one)

% of Total	Selected	Hourly Workers
14%	19	No employees are hourly workers
10%	14	Less than half of employees
59%	82	More than half of employees
16%	22	Not applicable
1%	2	Skipped question
100%	139	Total

Franklin County Findings continued...

7. What financial impact do you anticipate the COVID-19 state of emergency is having on your business/organization? (select one)

% of Total	Selected	Financial Impact Anticipated
6%	9	Positive impact
1%	1	No impact
6%	8	Mild negative impact
19%	26	Somewhat negative
39%	54	Significantly negative
29%	41	Severely negative
0%	0	Skipped question
100%	139	Total

8. If your business/organization is being impacted, in what ways? (select all that apply)

% of Total	Selected	Ways Impacted
11%	80	Events postponed or cancelled
11%	80	Decline in sales
10%	72	Contracts/ projects delayed or cancelled
10%	72	Decline in customers/ clients
7%	55	Hours of operation reduced
7%	51	Employees laid off
7%	49	Disruption in supply chain/ Reduced availability of supplies
7%	49	Business temporarily closed
6%	48	Employees working remotely
6%	47	Employees hours reduced
6%	43	Disruption in distribution or delivery
4%	29	Shift in the types of products or services offered
4%	27	Investment in new safety protocols
3%	22	Other
2%	15	Training employees or adopting new skills (such as using IT services, social media marketing)
1%	7	Need for more employees
0%	0	Skipped question
100%	746	Total

Franklin County Findings continued...

9. At this rate, how long do you estimate your business/organization can operate with your current cash flow and/or reserves? (select one)

% of Total	Selected	Estimate for Operations
1%	4	Not at all
8%	22	Less than 1 month
19%	53	1 - 3 months
5%	15	4 - 6 months
1%	2	7 - 12 months
4%	10	1+ year
6%	17	Indefinitely
5%	15	Don't know
0%	1	Skipped question
49%	139	Total

10. What resources or assistance, if any, will you use to manage impacts from COVID-19? (select all that apply)

% of Total	Selected	Resources or Assistance
18%	60	Grant funding, if available
16%	54	Unemployment insurance
14%	46	Accepting offer from supplier, service provider, and/or lender to delay full payment
13%	42	New business loan or refinance an existing loan
8%	28	Other
8%	27	Support from industry networks/ peer businesses
8%	25	Participate in a program to mitigate layoffs, such as the WorkShare or Rapid Response
5%	16	Private investor contribution or crowd-funding (like Kickstarter, Indiegogo, Patronicity, Kiva, Fundable, etc.)
5%	15	Business insurance (such as commercial general liability insurance, property insurance, event cancellation insurance)
4%	12	Business counseling/ technical assistance
2%	7	Following Continuity of Operation Plan (COOP)
0%	0	Skipped question
100%	332	Total

Hampshire County Survey Findings

1. Where is your business/organization primarily located? (select all that apply)

58 or 20% of all Pioneer Valley survey respondents selected Hampshire County.

2. Which industry sector best describes your business or organization? (select one)

% of Total	Selected	Industry Sector
19%	11	Arts, entertainment, or recreation
14%	8	Restaurant or other food/beverage service
9%	5	Agriculture, forestry
9%	5	Education
9%	5	Manufacturing
7%	4	Medical or healthcare services
7%	4	Retail (not food related)
5%	3	Professional services
3%	2	Banking, Insurance or financial services
3%	2	Construction
3%	2	Energy and utilities
3%	2	Government
2%	1	Grocery store or other food/beverage store
2%	1	Home and business services
2%	1	Human or social services
2%	1	Information, media, or telecom services
2%	1	Tourism or hospitality services
0%	0	Health or beauty services
0%	0	Other
0%	0	Real estate and property services
0%	0	Transportation or distribution
0%	0	Skipped question
100%	58	Total

3. Which best describes your type of business or organization? (select one)

% of Total	Selected	Type
3%	2	Government
19%	11	Non-profit organization
78%	45	Private, for-profit business
0%	0	Skipped question
100%	58	Total

Hampshire County Findings continued...

4. Is your business/organization designated an “Essential Service” under Governor Baker’s recent emergency order to close non-essential services from March 24-April 7? (select one)

% of Total	Selected	Essential Service
48%	28	No
48%	28	Yes
3%	2	Don't know
0%	0	Skipped question
100%	58	Total

5. How many people did your business/organization employ before the COVID-19 state of emergency (including full-time, part-time, seasonal)? If self-employed, please enter 1.

% of Total	Selected	Employment Range
17%	10	Self employed (1)
12%	7	2 to 4 employees
17%	10	5 to 9 employees
12%	7	10 to 24 employees
21%	12	25 to 49 employees
5%	3	50 to 99 employees
7%	4	100 to 199 employees
2%	1	200 to 499 employees
5%	3	500 employees or more
0%	0	Not specified
2%	1	Skipped question
100%	58	Total

6. How many employees from the previous question are hourly workers? (select one)

% of Total	Selected	Hourly Workers
14%	8	No employees are hourly workers
5%	3	Less than half of employees
67%	39	More than half of employees
12%	7	Not applicable
2%	1	Skipped question
100%	58	Total

7. What financial impact do you anticipate the COVID-19 state of emergency is having on your business/organization? (select one)

% of Total	Selected	Financial Impact Anticipated
2%	1	Positive impact
0%	0	No impact
7%	4	Mild negative impact
12%	7	Somewhat negative
34%	20	Significantly negative
45%	26	Severely negative
0%	0	Skipped question
100%	58	Total

8. If your business/organization is being impacted, in what ways? (select all that apply)

% of Total	Selected	Ways Impacted
11%	37	Events postponed or cancelled
10%	33	Contracts/ projects delayed or cancelled
9%	32	Decline in sales
9%	31	Decline in customers/ clients
8%	27	Business temporarily closed
7%	24	Disruption in supply chain/ Reduced availability of supplies
7%	23	Disruption in distribution or delivery
6%	22	Hours of operation reduced
6%	21	Employees laid off
6%	20	Employees working remotely
5%	18	Shift in the types of products or services offered
4%	15	Investment in new safety protocols
4%	14	Other
4%	13	Employees hours reduced
2%	8	Training employees or adopting new skills (such as using IT services, social media marketing)
1%	4	Need for more employees
0%	0	Skipped question
100%	342	Total

Hampshire County Findings continued...

9. At this rate, how long do you estimate your business/organization can operate with your current cash flow and/or reserves? (select one)

% of Total	Selected	Estimate for Operations
3%	2	Not at all
9%	5	Less than 1 month
43%	25	1 - 3 months
9%	5	4 - 6 months
5%	3	7 - 12 months
9%	5	1+ year
5%	3	Indefinitely
17%	10	Don't know
3%	2	Skipped question
9%	5	Total

10. What resources or assistance, if any, will you use to manage impacts from COVID-19? (select all that apply)

% of Total	Selected	Resources or Assistance
19%	30	Grant funding, if available
16%	26	Unemployment insurance
15%	24	New business loan or refinance an existing loan
11%	17	Accepting offer from supplier, service provider, and/or lender to delay full payment
11%	17	Other
8%	13	Support from industry networks/ peer businesses
6%	10	Business counseling/ technical assistance
4%	7	Private investor contribution or crowd-funding (like Kickstarter, Indiegogo, Patronicity, Kiva, Fundable, etc.)
4%	7	Participate in a program to mitigate layoffs, such as the WorkShare or Rapid Response
3%	4	Business insurance (such as commercial general liability insurance, property insurance, event cancellation insurance)
2%	3	Following Continuity of Operation Plan (COOP)
0%	0	Skipped question
100%	158	Total

Hampden County Survey Findings

1. Where is your business/organization primarily located? (select all that apply)

107 or 38% of all Pioneer Valley respondents selected Hampden County.

2. Which industry sector best describes your business or organization? (select one)

% of Total	Selected	Industry Sector
14%	15	Arts, entertainment, or recreation
9%	10	Health or beauty services
9%	10	Manufacturing
8%	9	Retail (not food related)
7%	8	Education
7%	8	Restaurant or other food/beverage service
7%	7	Professional services
6%	6	Human or social services
5%	5	Medical or healthcare services
4%	4	Government
4%	4	Information, media, or telecom services
4%	4	Real estate and property services
3%	3	Banking, Insurance or financial services
3%	3	Construction
3%	3	Tourism or hospitality services
2%	2	Agriculture, forestry
2%	2	Home and business services
2%	2	Other
1%	1	Grocery store or other food/beverage store
0%	0	Energy and utilities
0%	0	Transportation or distribution
1%	1	Skipped question
100%	107	Total

3. Which best describes your type of business or organization? (select one)

% of Total	Selected	Type
7%	7	Government
16%	17	Non-profit organization
77%	82	Private, for-profit business
1%	1	Skipped question
100%	107	Total

Hampden County Findings continued...

4. Is your business/organization designated an “Essential Service” under Governor Baker’s recent emergency order to close non-essential services from March 24-April 7? (select one)

% of Total	Selected	Essential Service
56%	60	No
36%	38	Yes
5%	5	Don't know
4%	4	Skipped question
100%	107	Total

5. How many people did your business/organization employ before the COVID-19 state of emergency (including full-time, part-time, seasonal)? If self-employed, please enter 1.

% of Total	Selected	Employment Range
23%	25	Self employed (1)
21%	22	2 to 4 employees
12%	13	5 to 9 employees
17%	18	10 to 24 employees
8%	9	25 to 49 employees
6%	6	50 to 99 employees
3%	3	100 to 199 employees
6%	6	200 to 499 employees
1%	1	500 employees or more
2%	2	Not specified
2%	2	Skipped question
100%	107	Total

6. How many employees from the previous question are hourly workers? (select one)

% of Total	Selected	Hourly Workers
14%	15	No employees are hourly workers
15%	16	Less than half of employees
48%	51	More than half of employees
21%	23	Not applicable
2%	2	Skipped question
100%	107	Total

Hampden County Findings continued...

7. What financial impact do you anticipate the COVID-19 state of emergency is having on your business/organization? (select one)

% of Total	Selected	Financial Impact Anticipated
1%	1	Positive impact
1%	1	No impact
9%	10	Mild negative impact
9%	10	Somewhat negative
36%	38	Significantly negative
42%	45	Severely negative
2%	2	Skipped question
100%	107	Total

8. If your business/organization is being impacted, in what ways? (select all that apply)

% of Total	Selected	Ways Impacted
12%	63	Events postponed or cancelled
11%	59	Decline in customers/ clients
10%	53	Decline in sales
9%	48	Contracts/ projects delayed or cancelled
8%	46	Hours of operation reduced
8%	45	Business temporarily closed
8%	44	Employees working remotely
6%	33	Employees hours reduced
6%	31	Disruption in supply chain/ Reduced availability of supplies
6%	30	Employees laid off
5%	25	Shift in the types of products or services offered
4%	20	Disruption in distribution or delivery
3%	18	Other
3%	16	Training employees or adopting new skills (such as using IT services, social media marketing)
2%	10	Investment in new safety protocols
0%	1	Need for more employees
0%	0	Skipped question
100%	542	Total

Hampden County Findings continued...

9. At this rate, how long do you estimate your business/organization can operate with your current cash flow and/or reserves? (select one)

% of Total	Selected	Estimate for Operations
4%	4	Not at all
17%	18	Less than 1 month
43%	46	1 - 3 months
13%	14	4 - 6 months
2%	2	7 - 12 months
3%	3	1+ year
7%	8	Indefinitely
9%	10	Don't know
2%	2	Skipped question
100%	107	Total

10. What resources or assistance, if any, will you use to manage impacts from COVID-19? (select all that apply)

% of Total	Selected	Resources or Assistance
23%	54	Grant funding, if available
16%	37	Unemployment insurance
12%	27	New business loan or refinance an existing loan
11%	25	Accepting offer from supplier, service provider, and/or lender to delay full payment
8%	19	Support from industry networks/ peer businesses
7%	17	Other
6%	13	Private investor contribution or crowd-funding (like Kickstarter, Indiegogo, Patronicity, Kiva, Fundable, etc.)
6%	13	Business counseling/ technical assistance
5%	12	Participate in a program to mitigate layoffs, such as the WorkShare or Rapid Response
3%	8	Business insurance (such as commercial general liability insurance, property insurance, event cancellation insurance)
2%	5	Following Continuity of Operation Plan (COOP)
0%	0	Skipped question
100%	230	Total

Impact of COVID-19: Pioneer Valley Business/Organization Survey

COVID-19 is creating a global health and economic crisis. This survey is collecting data to demonstrate its impact on you and other local businesses and organizations. The information will be used to advocate for resources to help now and in the coming weeks and months. Please complete this brief survey by March 31, 2020.

Individual responses will be kept confidential by the Franklin Regional Council of Governments. A report of survey findings will be posted on FRCOG.org in early April.

This survey is being conducted in partnership by Franklin Regional Council of Governments, Common Capital, Economic Development Council of Western Mass., Franklin County Chamber of Commerce, Franklin County Community Development Corporation, Greater Westfield Chamber of Commerce, MassHire Franklin Hampshire Employment Board, MassHire Hampden Employment Board, Pioneer Valley Planning Commission, and with the support of the Economic Development Partners, a group of regional and municipal planners and economic development leaders.

1. Information about business/organization:

Company Name

City/Town

2. Where is your business/organization primarily located?

- Franklin County
- Hampshire County
- Hampden County
- Other (please specify)

3. Which industry sector best describes your business or organization? (select one)

- Retail (not food related)
- Restaurant or other food/beverage service
- Grocery store or other food/beverage store
- Banking, Insurance or financial services
- Real estate
- Professional services (such as accounting, engineering, legal, etc.)
- Information, media, or telecommunications services
- Arts, entertainment, or recreation
- Education
- Medical or healthcare services
- Human or social services
- Manufacturing
- Construction
- Transportation or distribution
- Agriculture, forestry
- Government
- Other (please specify)

4. Which best describes your type of business or organization? (select one)

- Private, for-profit business
- Non-profit organization
- Government

5. Is your business/organization designated an "Essential Service" under Governor Baker's recent emergency order to close non-essential services from March 24-April 7?

- Yes
- No
- Don't know

6. How many people did your business/organization employ *before* the COVID-19 state of emergency (including full-time, part-time, seasonal)? If self-employed, please enter 1.

7. How many employees from the previous question are hourly workers? (select one)

- No employees are hourly workers
- Less than half of employees
- More than half of employees
- Not applicable

8. What financial impact do you anticipate the COVID-19 state of emergency is having on your business/organization? (select one)

- Positive impact
- No impact
- Mild negative impact
- Somewhat negative
- Significantly negative
- Severely negative

9. If your business/organization is being impacted, in what ways? (select all that apply)

- Hours of operation reduced
- Employees working remotely
- Employees hours reduced
- Employees laid off
- Need for more employees
- Training employees or adopting new skills (such as using IT services, social media marketing)
- Shift in the types of products or services offered
- Contracts/projects delayed or cancelled
- Events postponed or cancelled
- Investment in new safety protocols
- Disruption in supply chain/Reduced availability of supplies
- Disruption in distribution or delivery
- Decline in customers/clients
- Decline in sales
- Business temporarily closed
- Other (please specify)

10. At this rate, how long do you estimate your business/organization can operate with your current cash flow and/or reserves?

- Less than 1 month
- 1 - 3 months
- 4 - 6 months
- 7 - 12 months
- 1+ year
- Indefinitely
- Not at all
- Don't know

11. What resources or assistance, if any, will you use to manage impacts from COVID-19? (select all that apply)

- New business loan or refinance an existing loan
- Private investor contribution or crowd-funding (like Kickstarter, Indiegogo, Patronicity, Kiva, Fundable, etc.)
- Grant funding, if available
- Participate in a program to mitigate layoffs, such as the WorkShare or Rapid Response
- Unemployment insurance
- Business insurance (such as commercial general liability insurance, property insurance, event cancellation insurance)
- Accepting offer from supplier, service provider, and/or lender to delay full payment
- Following Continuity of Operation Plan (COOP)
- Support from industry networks/peer businesses
- Business counseling/technical assistance
- Other (please specify)

12. What other areas of support do you anticipate needing in the **short-term**?

13. What other areas of support do you anticipate needing in the **long-term**?

14. Are there any ideas or concerns you would like to share?

15. Survey respondent information.

Name

Business/Organization

Title

City/Town

Email Address

16. If your business or organization needs to hire more workers and would like assistance with recruitment, please check the box below. If you check the box, your name, company name, title and email address will be forwarded to the MassHire Franklin-Hampshire Career Center Biz Team or the MassHire Career Centers in Springfield and Holyoke region.

Yes, forward my contact info to the MassHire Career Center

THANK YOU. We know this a stressful and busy time. We appreciate your participation in this survey.