



Kalamazoo Downtown
PARTNERSHIP

COVID-19

IMPACT ASSESSMENT

DOWNTOWN KALAMAZOO | KEY FINDINGS

METHODOLOGY + BUSINESS RESPONDENT PROFILE

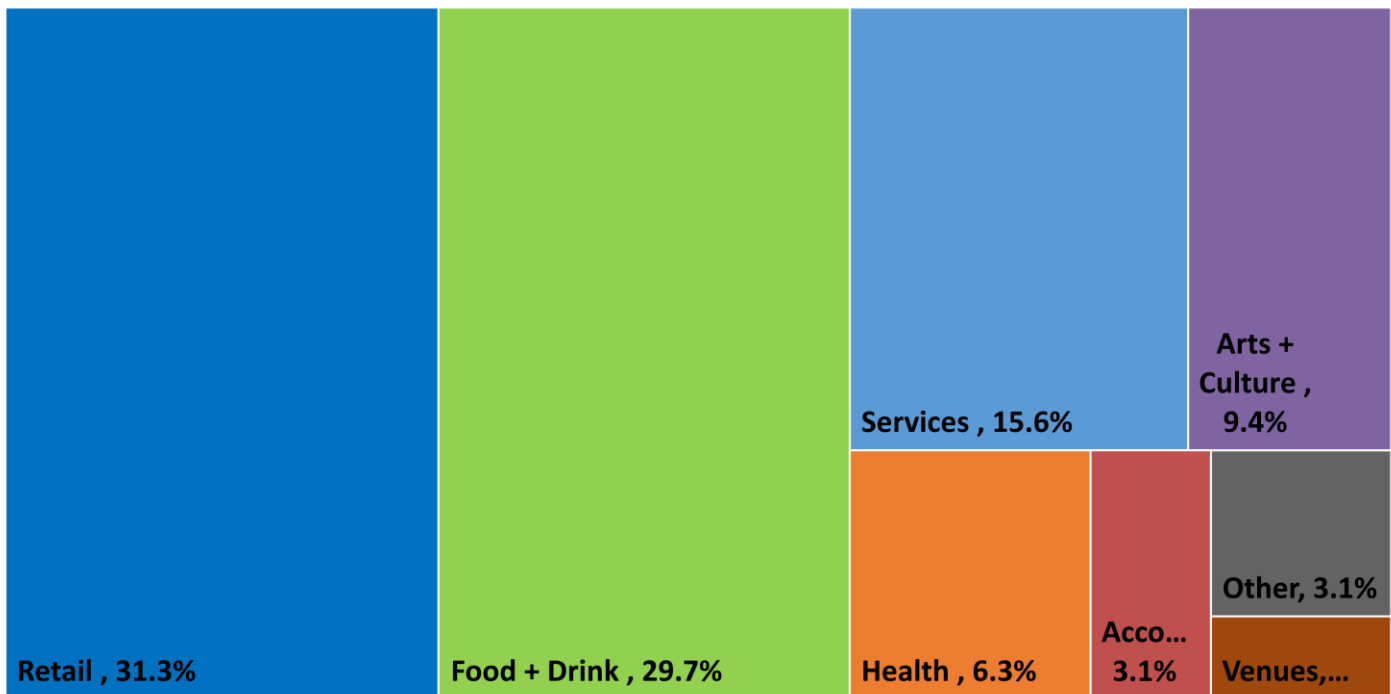
METHODOLOGY *The Kalamazoo Downtown Partnership distributed an online survey to downtown businesses to assess the impact of COVID-19 on the downtown economy, identify how the Partnership can advocate on behalf of downtown businesses, and inform our initiatives and services to support downtown businesses going forward.*

The survey was open from May 14, 2020 to May 31, 2020, and distributed via the organization's business list (256 subscribers), newsletter (3,440 subscribers), and via social media channels (50K+ followers). The survey included 26 questions and took an average of 7 minutes to complete.

64

BUSINESS RESPONDENTS

BUSINESS RESPONDENT SECTORS

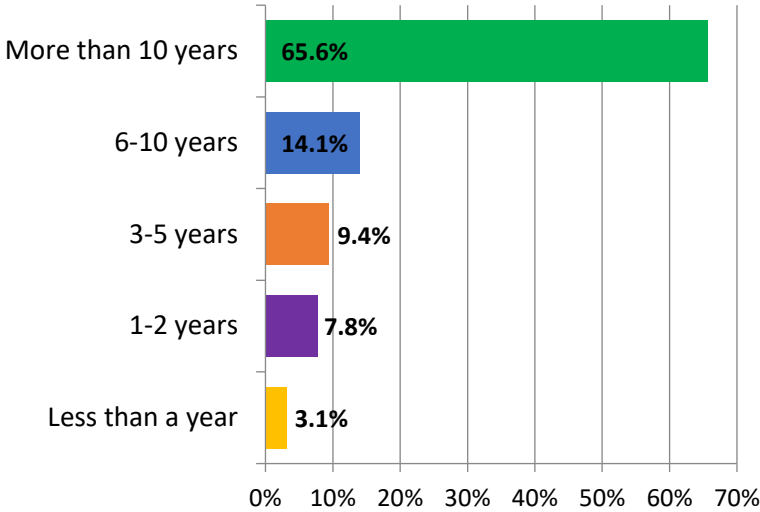


- Arts + Culture
- Food + Drink
- Retail
- Accommodations
- Services
- Health
- Education
- Venues
- Other

BUSINESS RESPONDENT PROFILE

OWNERSHIP + OPERATIONS

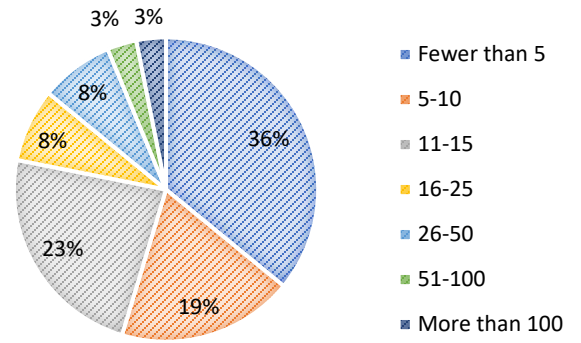
YEARS OF OPERATION



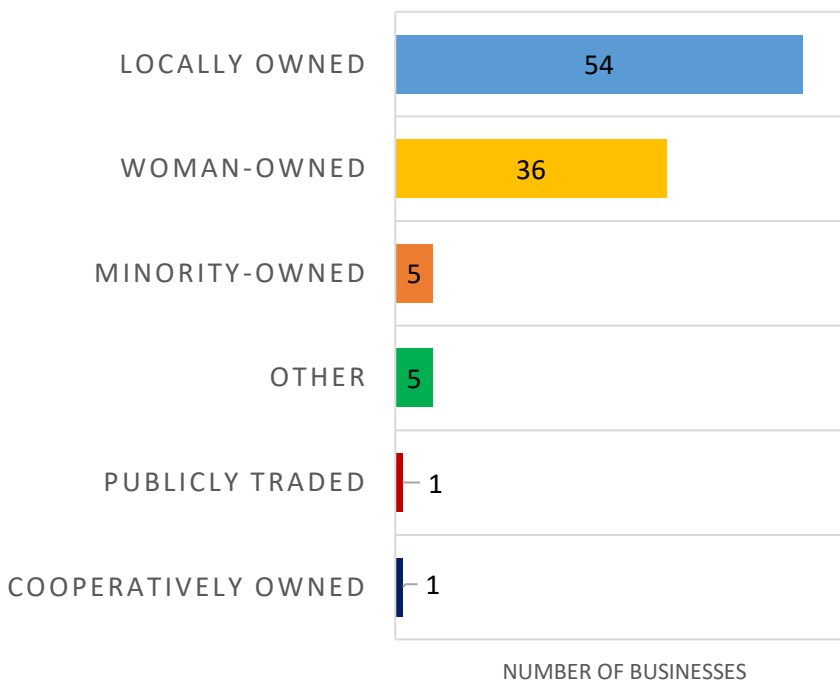
42 respondents have been in business for more than 10 years

78% of business respondents employed 15 or fewer employees pre-COVID

EMPLOYEES PRE-COVID



OWNERSHIP



respondents own their business space **22**

OWN OR LEASE?

42 respondents lease their business space

BUSINESS RESPONDENT PROFILE

OWNERSHIP + OPERATIONS

72%

of business respondents have an online sales component

36 businesses offer online orders through their website



16 businesses have a Facebook shop



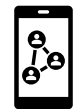
7 businesses accept orders via email



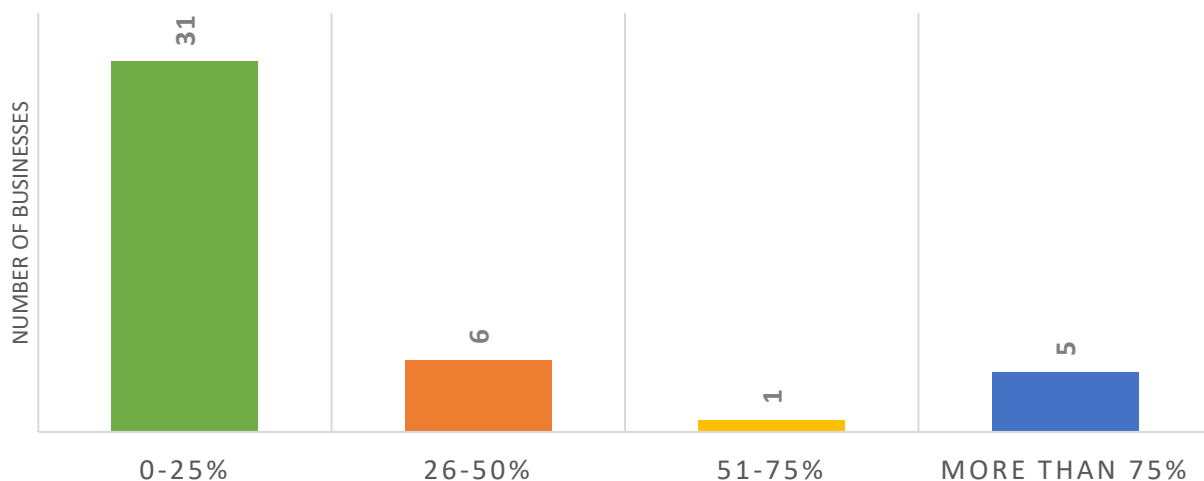
1 business has an Etsy shop



10 businesses sell online through other formats: Shopify, Square, MindBody, apps, affiliate links



PERCENTAGE OF OVERALL BUSINESS REVENUE GENERATED BY ONLINE SALES



COVID-19 IMPACT

TOP BUSINESS IMPACTS

TOP 5 IMPACTS

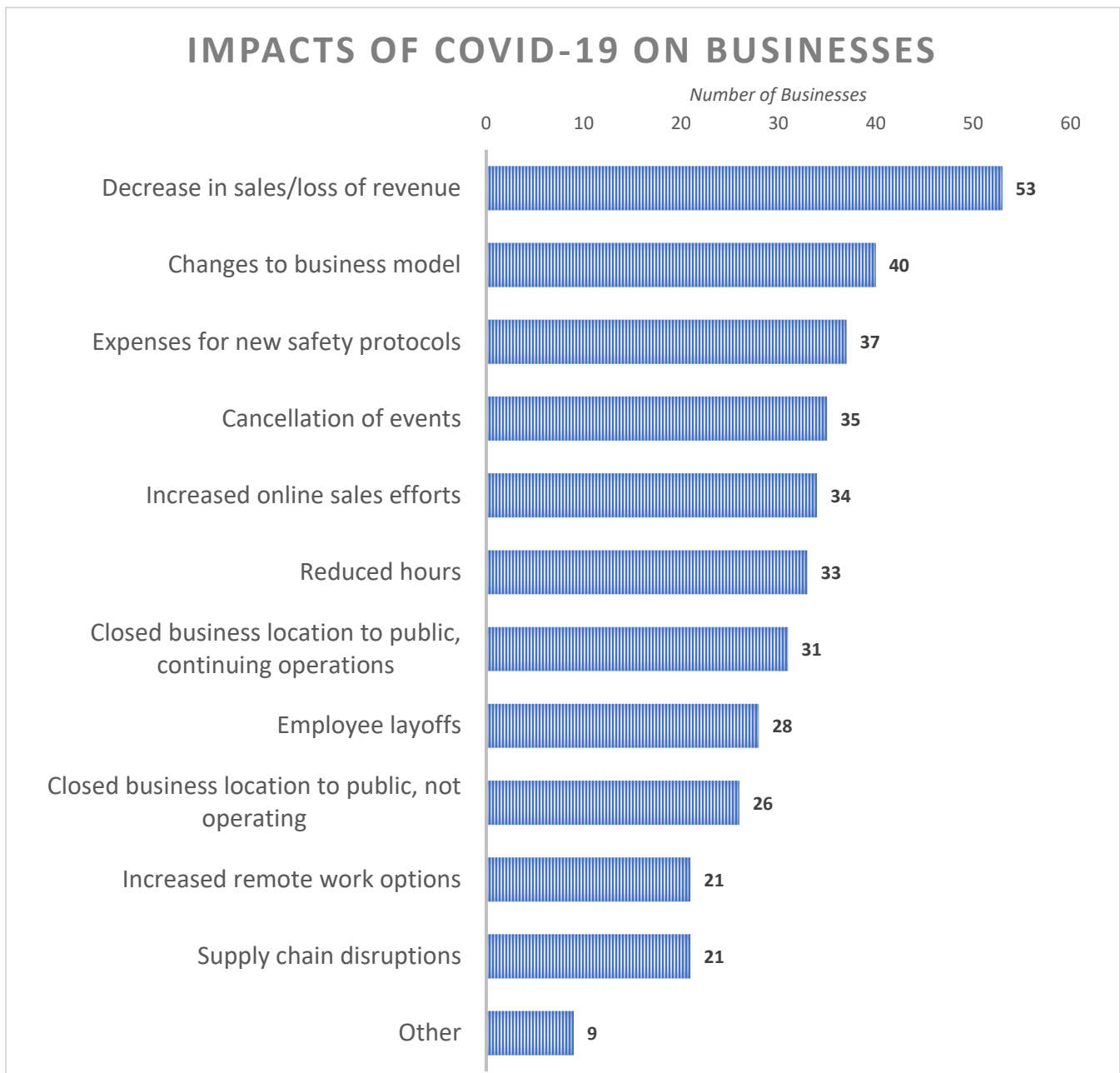
83% report a decrease in sales/loss of revenue

63% report needing to make changes to their business model

58% report incurring additional expenses for new safety protocols

55% report cancelling events

53% report increased online sales efforts



COVID-19 IMPACT

REVENUE + EMPLOYMENT

95%

of business respondents reported lost revenue due to COVID-19



45%

Reported a decrease in revenue of more than 75% due to COVID-19

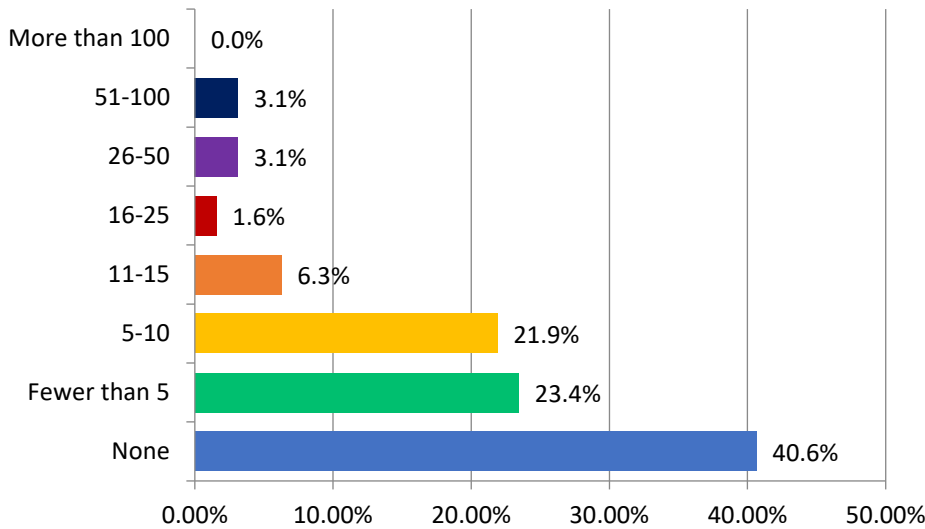
30%

Reported a decrease in revenue between 50% and 75% due to COVID-19

20%

Reported a decrease in revenue between 0 and 50% due to COVID-19

How many employees has your business had to lay off due to COVID-19?



59%

reported having to lay off employees due to COVID-19

41%

reported no employee lay offs

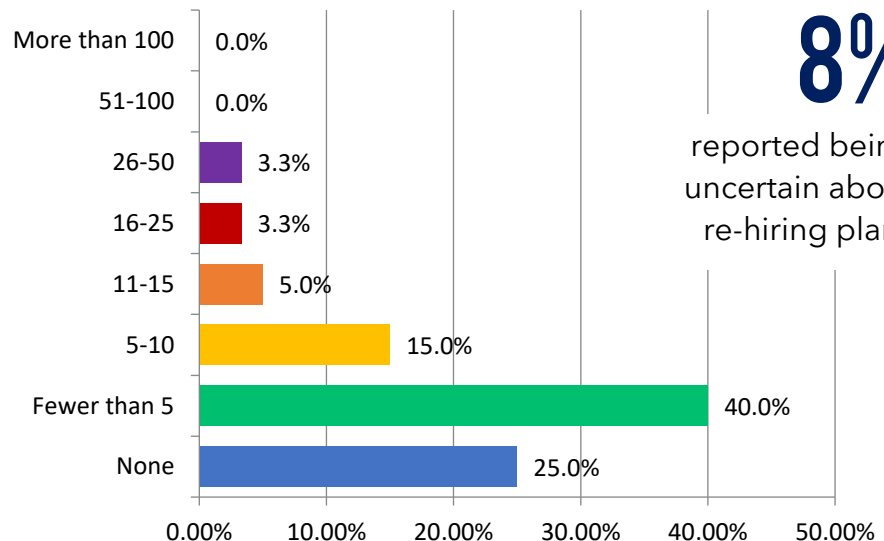
How many employees do you expect to re-hire when your business opens again?

30%

of business respondents expected to re-hire fewer employees than were laid off

38%

expected to re-hire a similar number of employees who were laid off



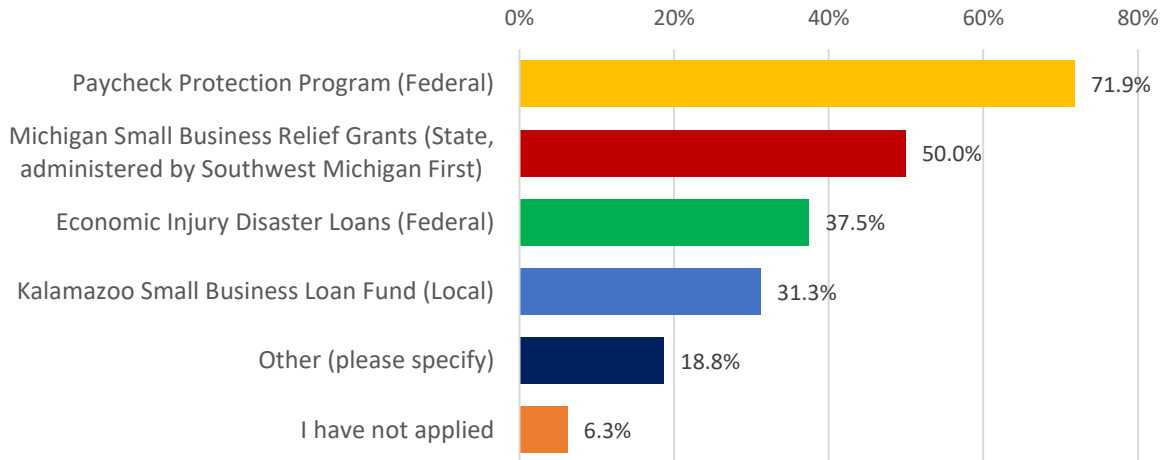
8%

reported being uncertain about re-hiring plans

COVID-19 IMPACT

FINANCIAL + TECHNICAL ASSISTANCE

Financial Assistance Programs Applied for by Respondents

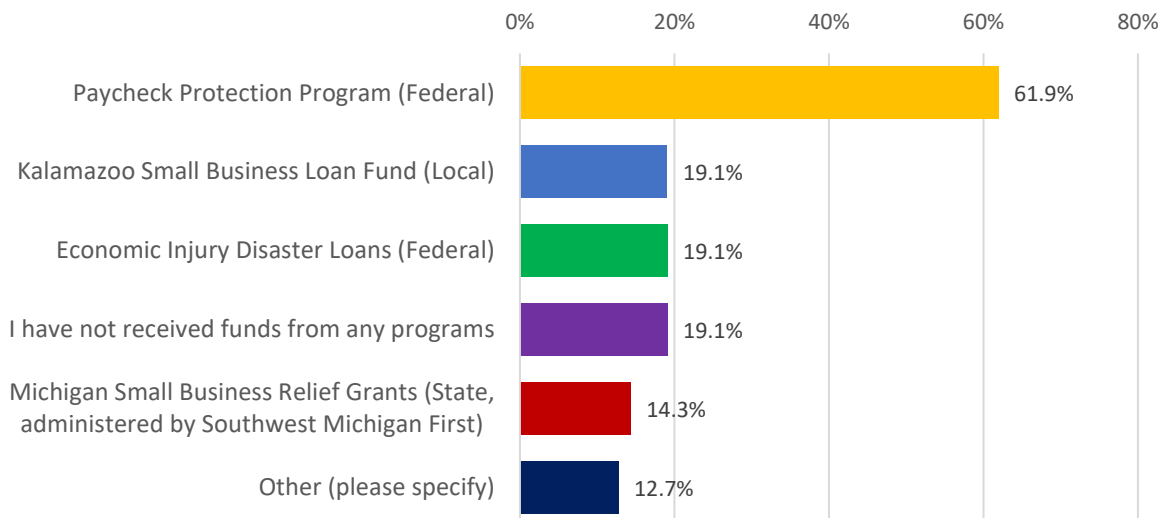


94% of respondents **applied** for federal, state and/or local financial assistance

81% of respondents **received** federal, state and/or local financial assistance

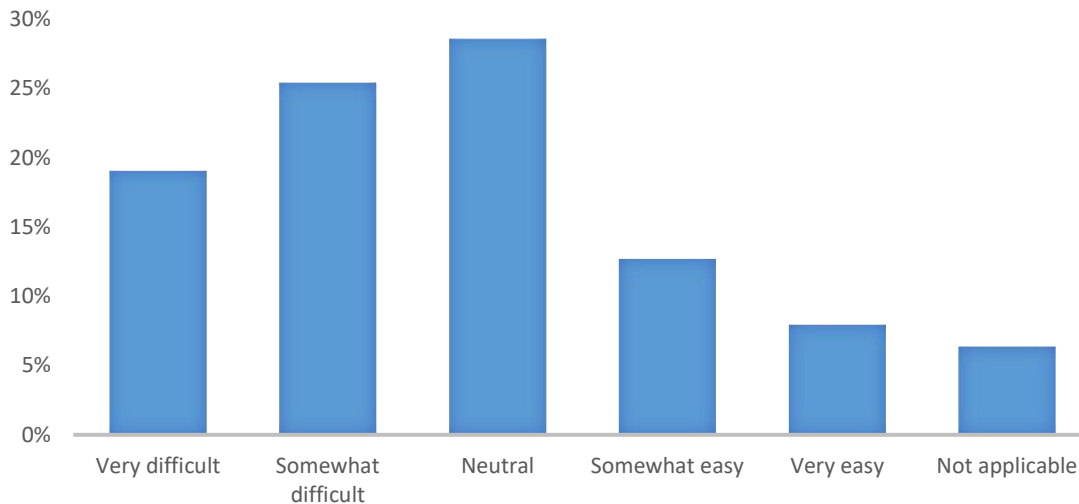
19% of respondents received no financial assistance from any programs

Financial Assistance Received by Respondents



FINANCIAL + TECHNICAL ASSISTANCE

DESCRIBE THE EXPERIENCE YOUR BUSINESS HAS HAD IN FINDING FINANCIAL RESOURCES OR ASSISTANCE.

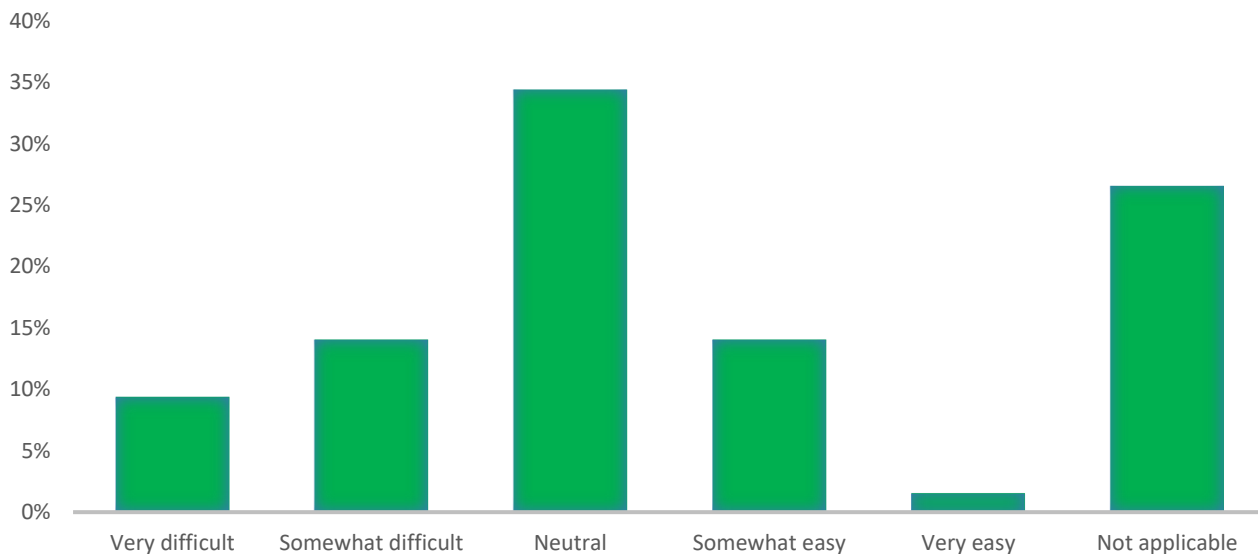


44%

of respondents reported having difficulty finding financial resources or assistance

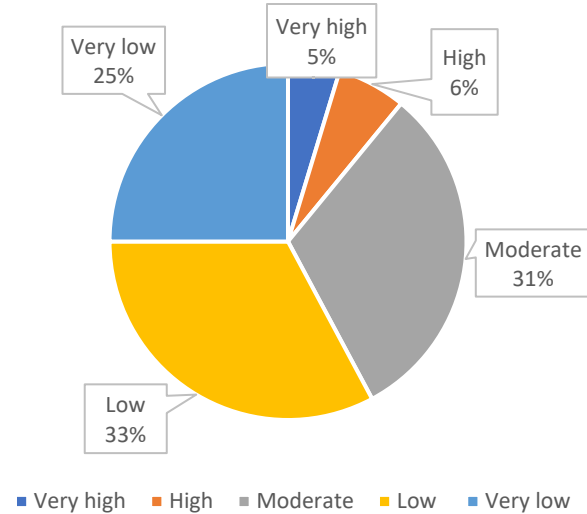
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DESCRIBE THE EXPERIENCE YOUR BUSINESS HAS HAD IN GETTING TECHNICAL ASSISTANCE.

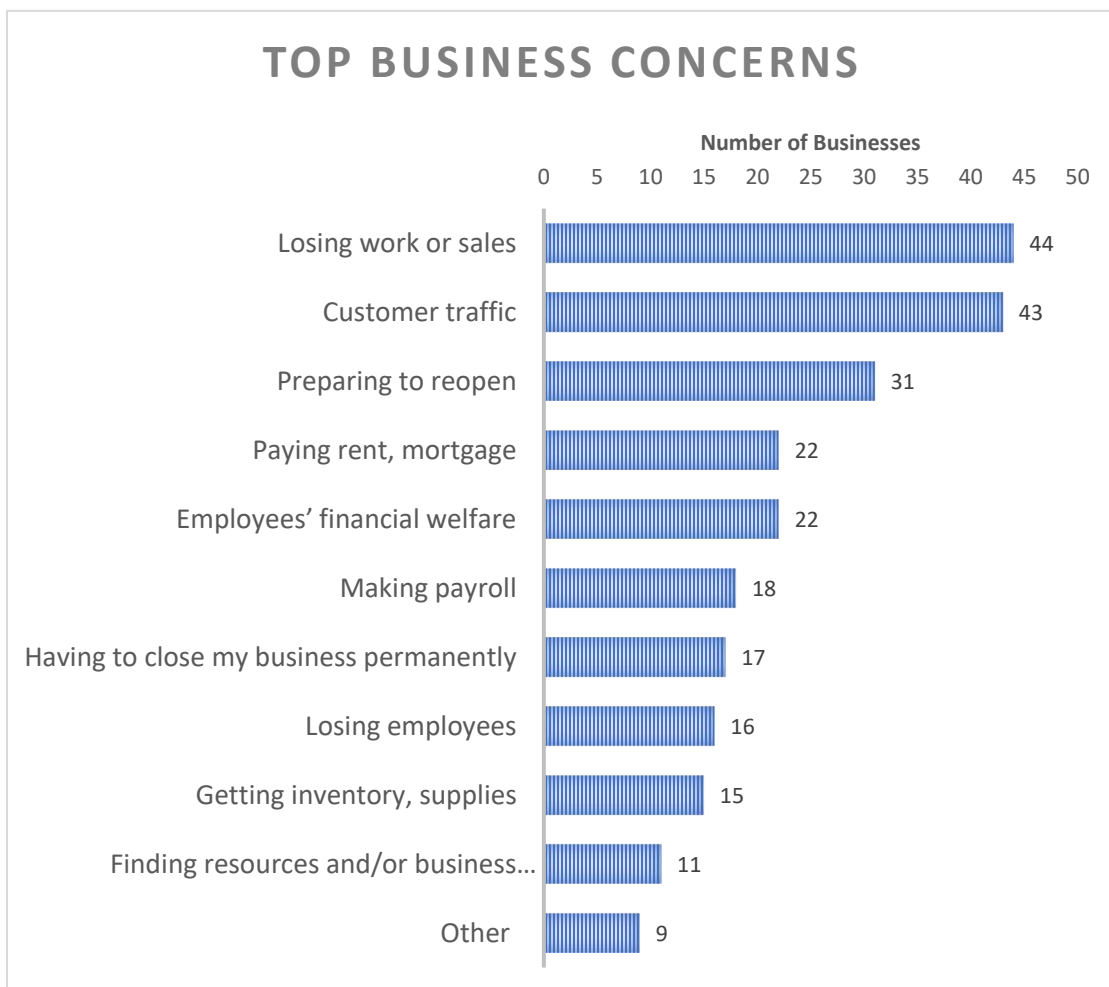


BUSINESS CONCERNS

Likelihood of Permanent Closure, Reported by Business Respondents



TOP BUSINESS CONCERNS





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