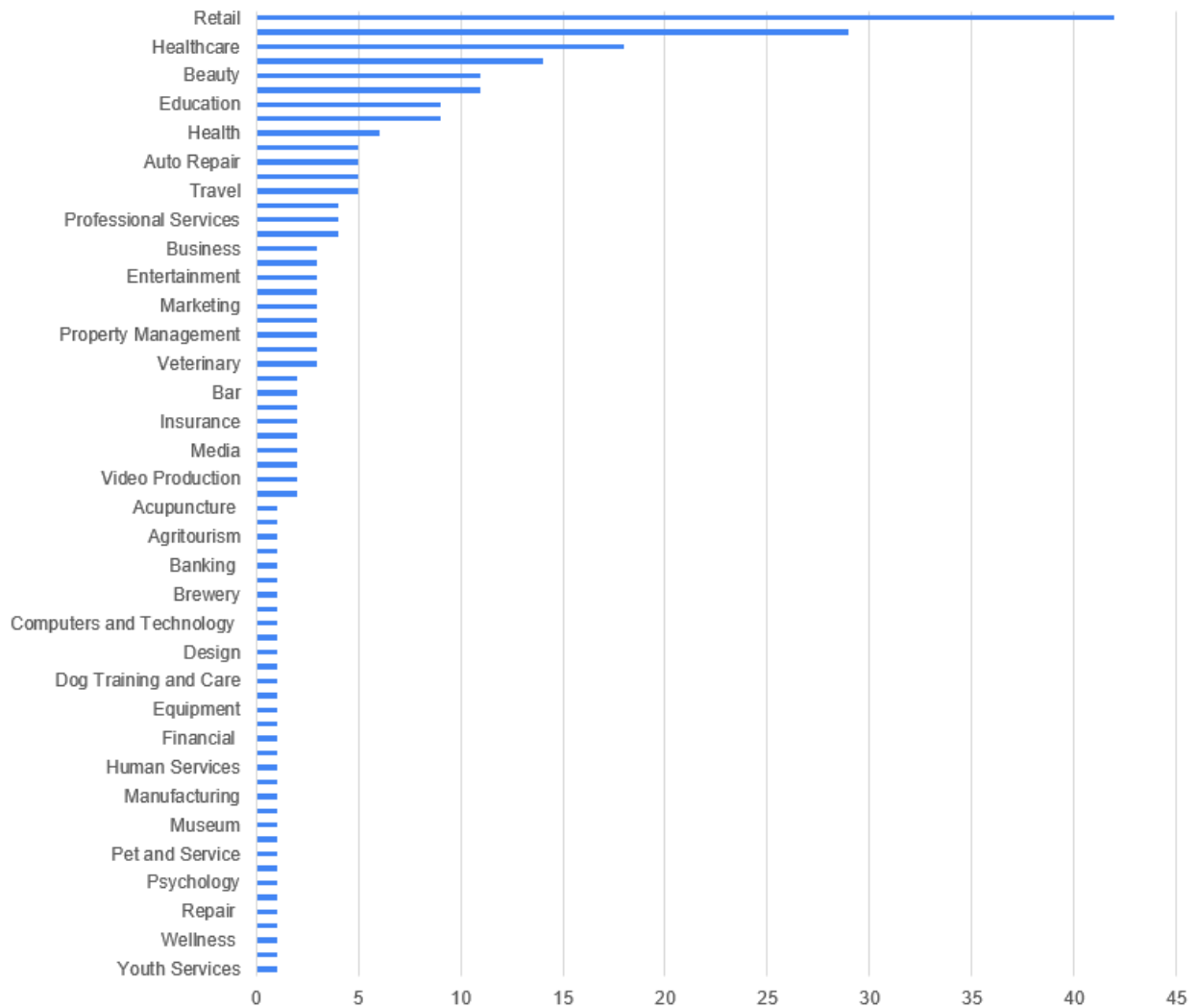
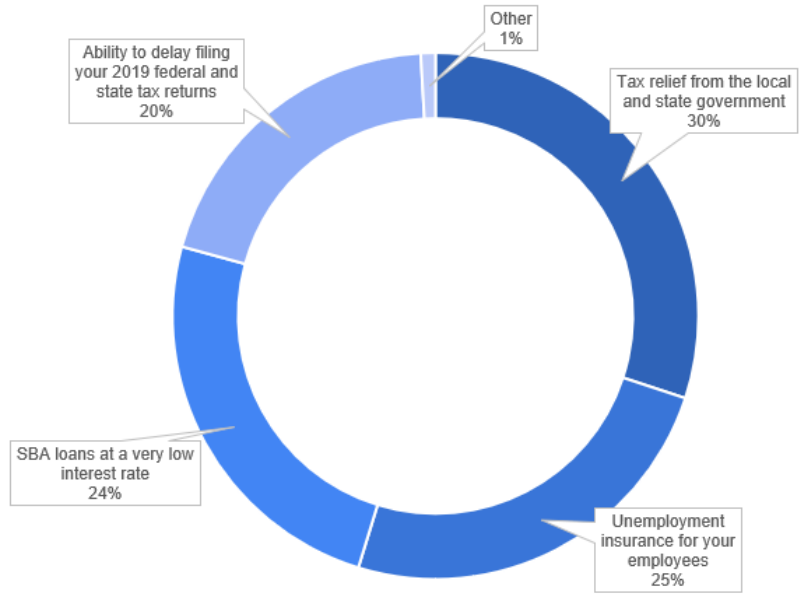


Coronavirus COVID — 19 Survey Results
 Survey Conducted March 19 — March 25
 259 Response

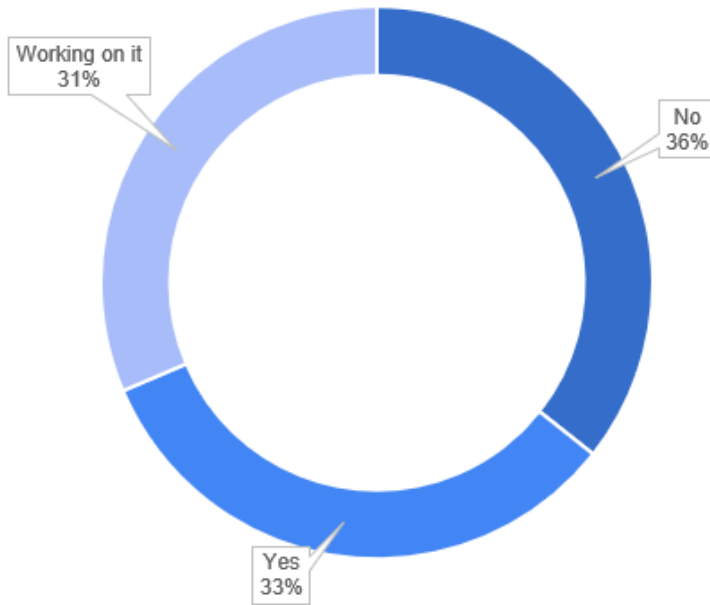
Number of Businesses That Participated in The Survey



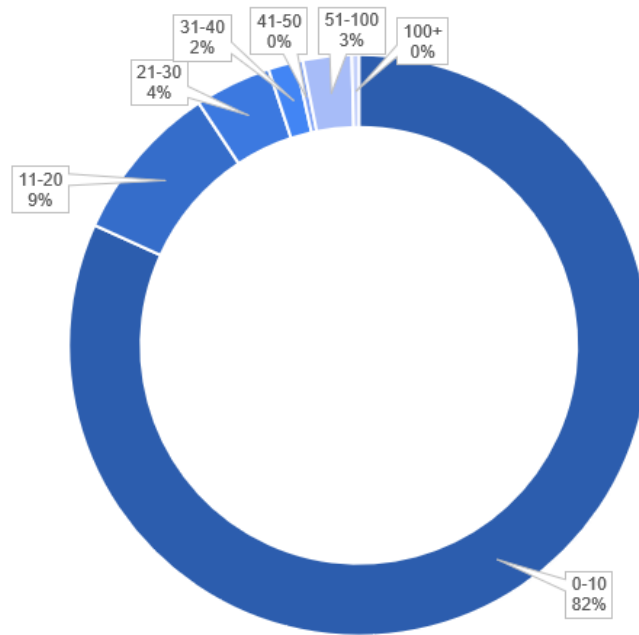
Most Helpful Programs



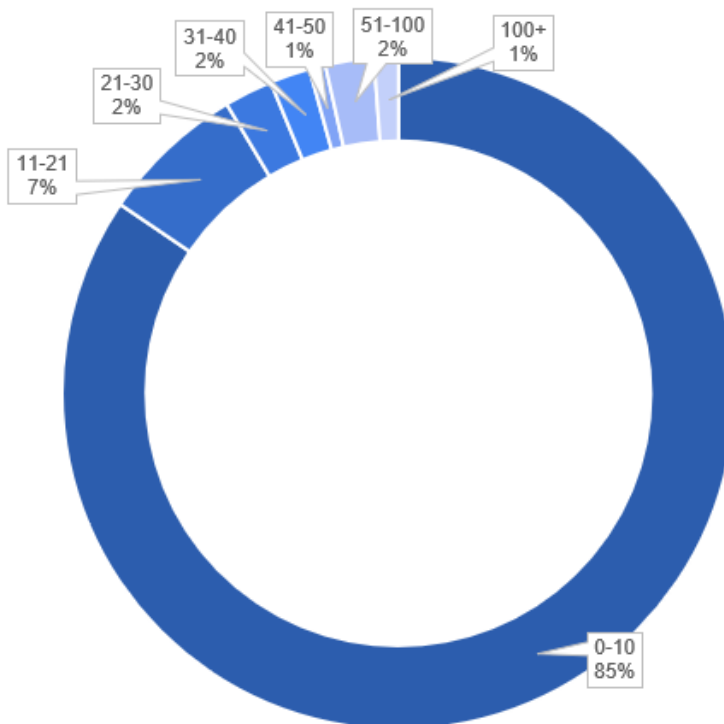
Businesses That Have Contingency Plans



Number of Businesses with Full-time Employees

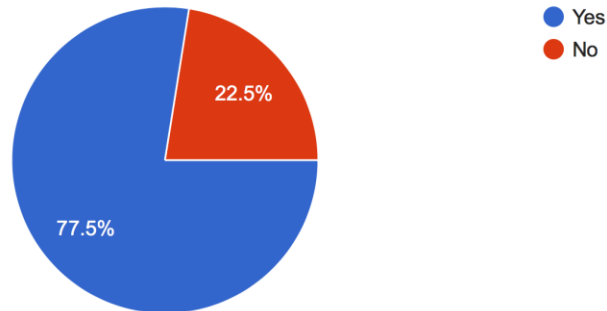


Number of Businesses with Part-time Employees



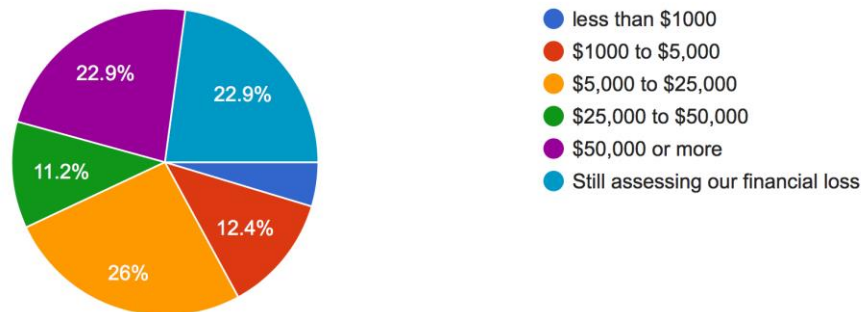
2) Have you taken any specific steps to collect financial data associated with your business' productivity

258 responses



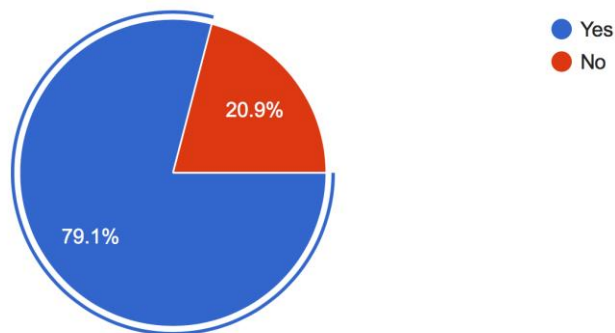
3) If yes to the question: What is your estimated loss of revenue?

258 responses



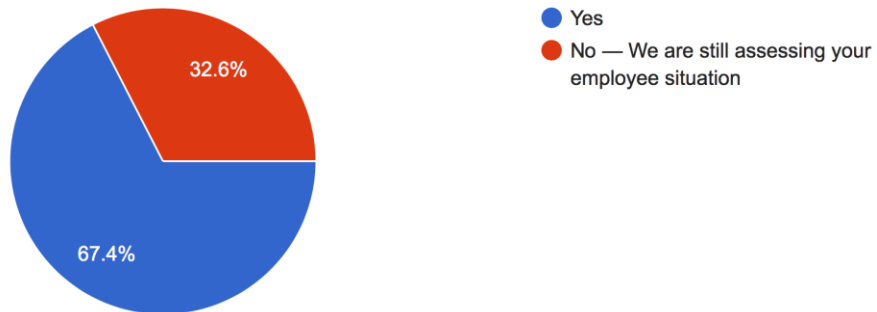
6) Has your business reduced hours of operation?

258 responses



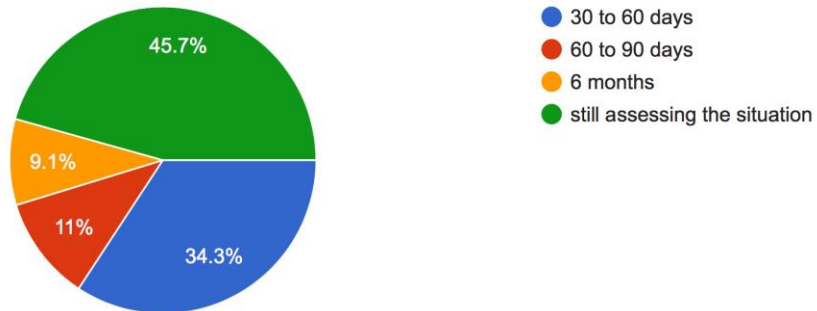
8) Have you reduced employee hours and/or the number of employees working for you?

258 responses



12) How long can your business continue under the current crisis?

254 responses



What Santa Cruz County Residents saying

Top highlights in Survey comments

- Concerns on how to make rent
- Fears of debt – to get a loan or to close business
- Property tax deadline extensions
- Owners working long hours to stay in business, after having to lay-off staff
- Impact to small businesses

1. **Grants and other immediate \$ financial assistance - #1 NEED**

- Feedback: they need options that do NOT increase their overall debt; small businesses are struggling to stay in business; help businesses pay payroll without laying off employees

2. **Rent Relief**

- Businesses: Paying rent for a business that cannot have its doors open is near impossible.
- Personal/Living: To lose a job and try to continue to pay rent in this town will be devastating.
- Need Rent Relief that does not break apart relations between the tenant and landlord.

3. **Loans / Debt Relief**

- Feedback: Deferment is not the answer as many businesses will take a long time to recover from the losses of this pandemic / people have lost their jobs yet are still required to pay student loans and the costs of living

4) **Easy Access to Unemployment for Employees –**

- Companies are laying off employees, having less hours to give, and closing their businesses. Because of this they are worried about not only their businesses financial stability but the financial stability of their employees and laid off employees.

5) **Internet Access / Bandwidth**

- With moving to working remotely, transitioning companies to working online can be tricky. Several responses were in correlation to assistance to moving businesses online, and financially covering internet bills or a stronger bandwidth.
- Have shifted in person classes to online, some hands-on, lab-related classes that cannot move online have had to be suspended. That and digital divide (students w/o access to technology) will result in a loss of some student enrollments, not clear how many yet.
- My ability to work is based on access to my computer & the internet. If either of these fail, I'll be in trouble.

6) **Best Practices / Guidance**

- We're on the front lines and trying to do our best to continue meeting the needs of our seniors in their home. However, fear has set in and our numbers are dropping drastically. Caregivers are quitting or becoming sick and clients are stopping services and asking their family for help instead. It's really hard to tell what the impact will be on our business, but right now it is NOT good.

7) **Future**

- PLEASE ask the SC County Clerk to postpone Property Tax payments for all landlords and owners. Those people are right here in Santa Cruz - not Washington DC or Sacramento. Just delay for 90 days. As the IRS did. Thank you.
- The effects of this will take 1 year to recover from and the City should be prepared to waive all taxes and fees and provide stimulus. Right now the Fed has offered support through SBA funding. What has Santa Cruz City done and what do they plan to do?