

COVID-19 BUSINESS SUPPORT SURVEY RESULTS & RECOMMENDATIONS



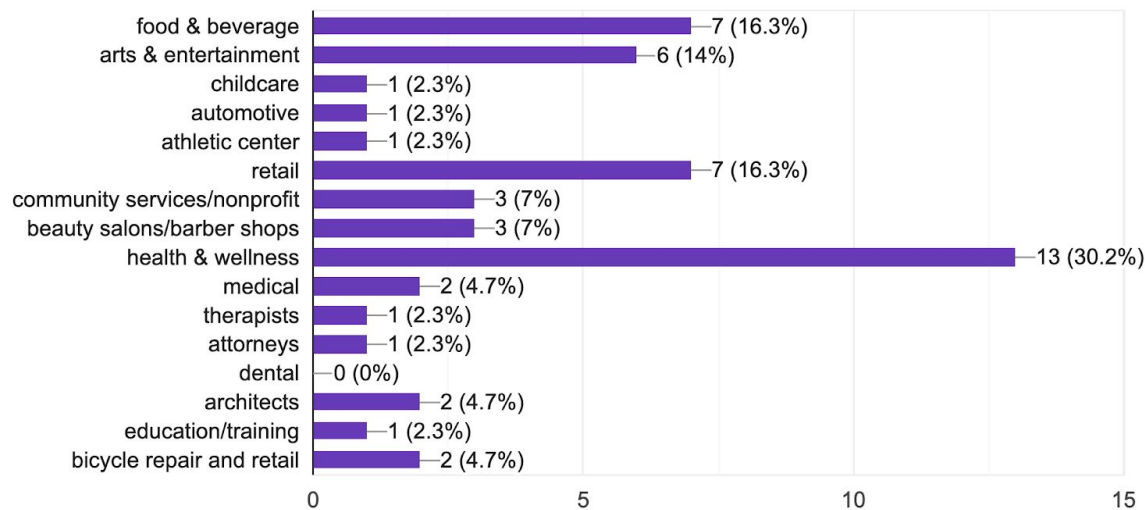
OVERVIEW OF SURVEY

The COVID-19 Business Support Survey was sent to over 400 businesses in Carrboro to get real time feedback from the business community. The intention of the survey is to better assess what we can do to help our beloved business community in this time of need.

- 43 businesses responded to the COVID-19 Business Support Survey. Note that many businesses selected multiple categories for their business.

Type of business (check multiple if applicable)

43 responses



- This short survey focused on impact of COVID-19 and how the Town of Carrboro can best support and included the following:
 - Estimate percentage of gross revenue up or down year over year March 1st-today (excluding any loans or grants received)
 - Would your business benefit from more outdoor space to accommodate your customers and clients than your current interior space allows?
 - Follow up question to specify type of outdoor spaces
 - Current square footage/capacity of space (insufficient and inconsistent responses to this question for reporting purposes).
 - Estimate how long your business can survive
 - Number of local employees both full and part-time (see graphs on page 3)
 - What are ways the Town of Carrboro can support your business during this time?

Estimate percentage of gross revenue up or down year over year March 1st-today (excluding any loans or grants received).

The below summary is broken down by category. Note that many businesses selected multiple categories for their business.

Bicycle repair and retail

2 businesses reported

- Up 40% / \$137,786

Food and beverage

7 businesses reported

- Down 25% to 85% - majority in the 75-85% range

Arts and Entertainment

6 businesses reported

- Down 35-90% - majority in the 50-90% range

Childcare

1 business reported

- Down 90%

Automotive

1 business reported

- Down 65%

Retail

7 businesses reported

- Down 50-90% - majority in the 50-80% range

Community Services/Nonprofits

3 businesses reported

- Down 25-70%

Beauty Salons/Barber Shops

3 businesses reported

- Down 98-100% / \$30,000

Architects

2 businesses reported

- Down 20-50%

Health and Wellness/Therapists/Medical/Athletic Centers

17 businesses reported

- Down 35-100% - majority falling into 50-100%
 - Many businesses in this category are using online platforms but many are unable to operate at all (massage therapist, estheticians and

yoga/pilates/workout classes that require equipment and are not adaptable to an online model)

Education/Training

1 business reported

- Down 25%

Real Estate

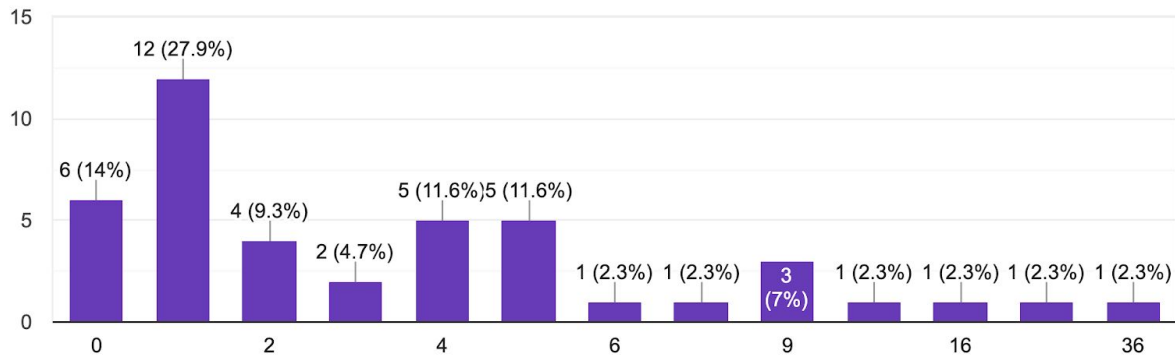
2 businesses reported (1 designated attorney noting in the comments section that they are real estate agents)

- Down 25-35%

EMPLOYEE BREAKDOWN (prior to Covid-19)

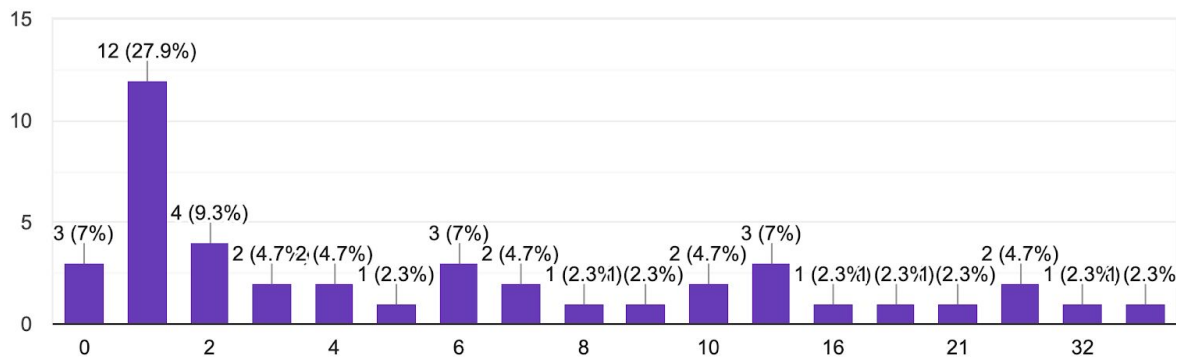
Number of local full time employees

43 responses



Number of total local employees

43 responses



Estimate how long your business can survive under current social distancing requirements

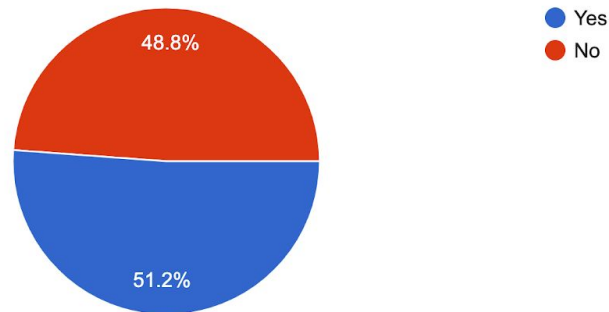
The majority of businesses do not know given the uncertain nature of COVID-19. 12 businesses estimated 2-3 months; 8 businesses estimated 6-8 months; massage therapists and estheticians are unable to offer their services at all at this time. The vast majority of businesses reported that they will be unable to hire new employees or bring back the entirety of their staff given current social distancing requirements (with the exception of bicycle retail and service businesses).

Suggestions from the business community for how the Town of Carrboro can support them in this time of need.

- Personal protective equipment and social distancing
 - Provide PPE equipment for business owners for their staff and patrons
 - Launch educational campaigns through social media platforms and signs around town about the importance of PPE
 - Incentivize/require that patrons to wear PPE when frequenting local businesses
 - Ensure all town staff wear PPE, model social distancing protocol and model best/safest behavior
 - Share Consistent and ample messaging around the importance of PPE and social distancing
- Expedited permitting and fee waiving
 - Accelerate food truck permits
 - Offer blanket “sidewalk sale” permits at no cost
 - Conduct courtesy-only fire inspections with no fee and lots of flexibility on when they will return.
 - Allow additional signage to raise awareness of open status (adjust sign ordinances and/or authorize Manager to temporarily waive certain rules, or temporarily limit enforcement.
 - Allow for more street facing signage
 - A-frame type signage for curbside pick-up details/hours of operation and larger banners etc.

- Outdoor Spaces

Would your business benefit from more outdoor space to accommodate your customers and clients than your current interior space allows? For ... for outdoor dining and possibly retail display, etc
43 responses



- Offer space for [Carrboro United](#) to use (they will have to leave the 300 East Main lot in the coming week)
- Expedite and/or relax permitting for use of parking areas
 - Offer temporary no-cost outdoor restaurant operations permits
 - Restaurants and bars request that an allowance for alcohol to be made allowing businesses to serve in parking lots and other outdoor spaces without additional fees or permits
 - Create new safe “retail zones” for both restaurants and retailers to meet customers/clients outdoors
- Use of public spaces for classes, markets, food and beverage, events, music, art shows
 - Bring public spaces, like “Carrboro Town Commons,” to life (safely) not just on Wednesdays and Saturdays with the Carrboro Farmers Market Town but everyday with retail.
- Close certain streets (Main St was the only one specifically referenced) in the evenings once or twice a week for outdoor events/outdoor dining that allow for social distancing
- Use of covered picnic areas and spaces for outdoor classes (yoga, workout etc.)
- Requests for outdoor spaces to be viable for businesses long term
 - Rent tents, chairs, tables, hand washing stations, porta-johns for parking lots for outdoor dining/experiences
 - Shade coverings and partial enclosures
 - Heating and cooling
 - Access to electricity

- Recycling
 - Pick-up the cost of cardboard recycling (Carrboro businesses are required to recycle cardboard, each pays a fee for this service, yet there is no pick-up location in Carrboro. Acme is currently paying for private recycling pick-up and other businesses are using it. It would be helpful if the town would absorb this expense during this time).
- Marketing
 - Leverage digital, radio, social media and other platforms to inform the community about businesses that are open:
 - Promote local businesses, perhaps through mini-features and highlight those local businesses that have earned high marks from the health department and/or the NC covid safety certification.
 - Emphasize the benefit of buying local and use unusual channels to increase reach (such as OWASA billing stuffers, mailers, posters, and Next Door app/neighborhood lists).
 - Keep the [The Carrboro Covid-19 Business Updates spreadsheet](#) up to date and accessible to the community (currently available on the town of Carrboro website and the StimulUS site).
 - Amplify local delivery options such as Takeout Central (vs) global platforms with significantly higher fees.
 - Continue to support the [StimulUS campaign](#)
 - Market and support [Carrboro United](#)
- Incentives
 - Offer incentives for multipoint local shopping experiences, perhaps with a “community business passport” or \$X at one business earns you X at another local business.
 - Offer incentive for local shopping that gives a kickback to nonprofits andgmail.com
 - community organizations
- Rent
 - Tax breaks
 - Grants for rent payment relief
 - Coalition of local landlords who are willing to offer spaces at reduced rates during social distancing

Other Feedback/Concerns/Requests

- Gratitude for the Emergency Loan/Grant Fund Program

- Request that future relief loan/grant programs not require two full-time employees as this excludes many local small businesses that did not qualify for federal funding either.
- Request for no additional requirements above what state and county requires for clarity and consistency.
- From 3 restaurants in the survey and 3 on the CBA call the following concern was voiced the following:
 - Opening a restaurant to dine-in with social distancing is a complete fantasy, and would tank most restaurants in a week, not to mention the threat of liability if someone were to get sick at our business. These restaurants requested to remain in to-go only as long as possible until strongly encouraging dine-in. Any stance in between will result in even more closures.