

# How is the Coronavirus impacting your local business?

## THE IMPACT OF COVID-19 ON YOUR BUSINESS



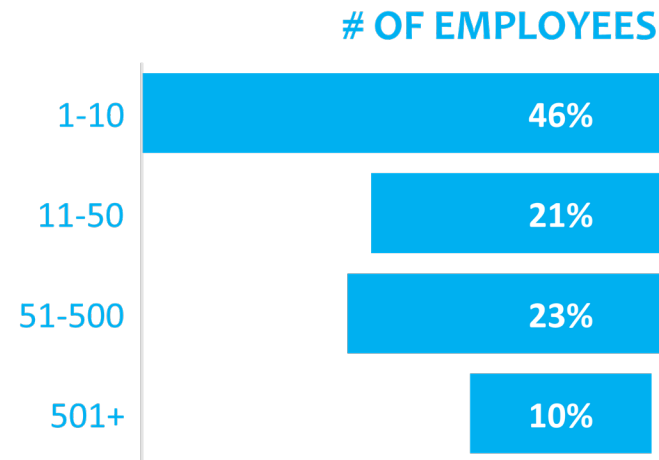
# SURVEY OVERVIEW AND RESPONDENT PROFILE

262 Respondents

The **Greater Miami Chamber of Commerce**, **MBAF**, and the **South Florida Business Journal** teamed up to gather vital data as we aim to understand the impact COVID-19 is having on our SFL community and local businesses in efforts to best assist.

*This report shares the results from our 2<sup>nd</sup> Survey* in a coordinated effort to provide quarterly updates on how South Florida businesses are being affected by the Coronavirus Pandemic.

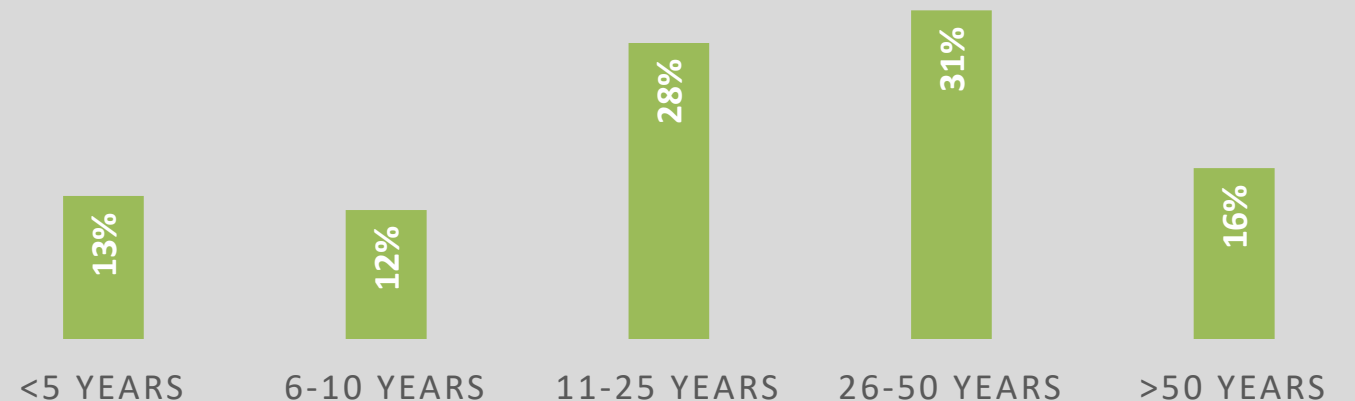
- **1<sup>st</sup> Survey:** March 19 to April 16, 2020
  - 209 responses; Sent to 11,000+ Miami business contacts
- **2<sup>nd</sup> Survey:** June 11 to July 23, 2020
  - 262 responses; Sent to 16,500+ SFL business contacts
- **3<sup>rd</sup> Survey:** *expected* to run in October 2020
- **4<sup>th</sup> Survey:** *expected* to run in January 2021



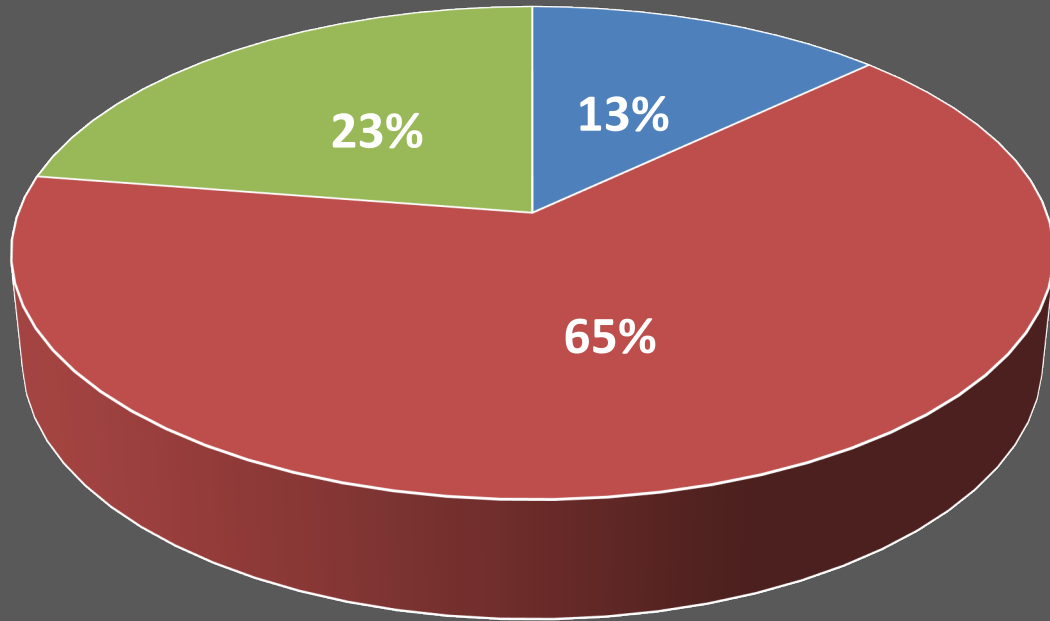
### TITLE/POSITION

<b>81%</b>	Owner/CEO
<b>10%</b>	Senior Management
<b>8%</b>	Mid-level Management
<b>2%</b>	Staff

### LENGTH OF OPERATION



# How **optimistic** are you about the **health** of your **business now**, compared to before the Coronavirus pandemic?

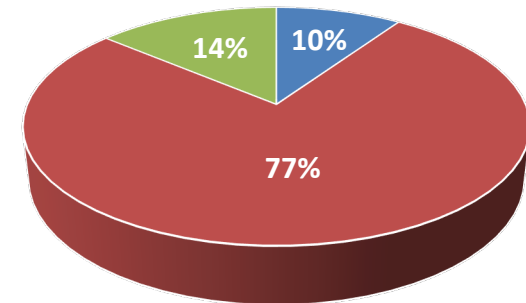


- More optimistic
- Less optimistic
- About the same

Leaders are slightly more optimistic now compared to the earlier stages of the Coronavirus pandemic.

From a similar survey we conducted from March 19 through April 16 2020, **77%** of respondents were **less optimistic** about the health of their businesses compared to before the Coronavirus pandemic. In our recent survey conducted from June 11 through July 23 2020, **65%** are **less optimistic** about the health of their business compared to before the Coronavirus pandemic.

*March/April Survey*



- More optimistic
- Less optimistic
- About the same

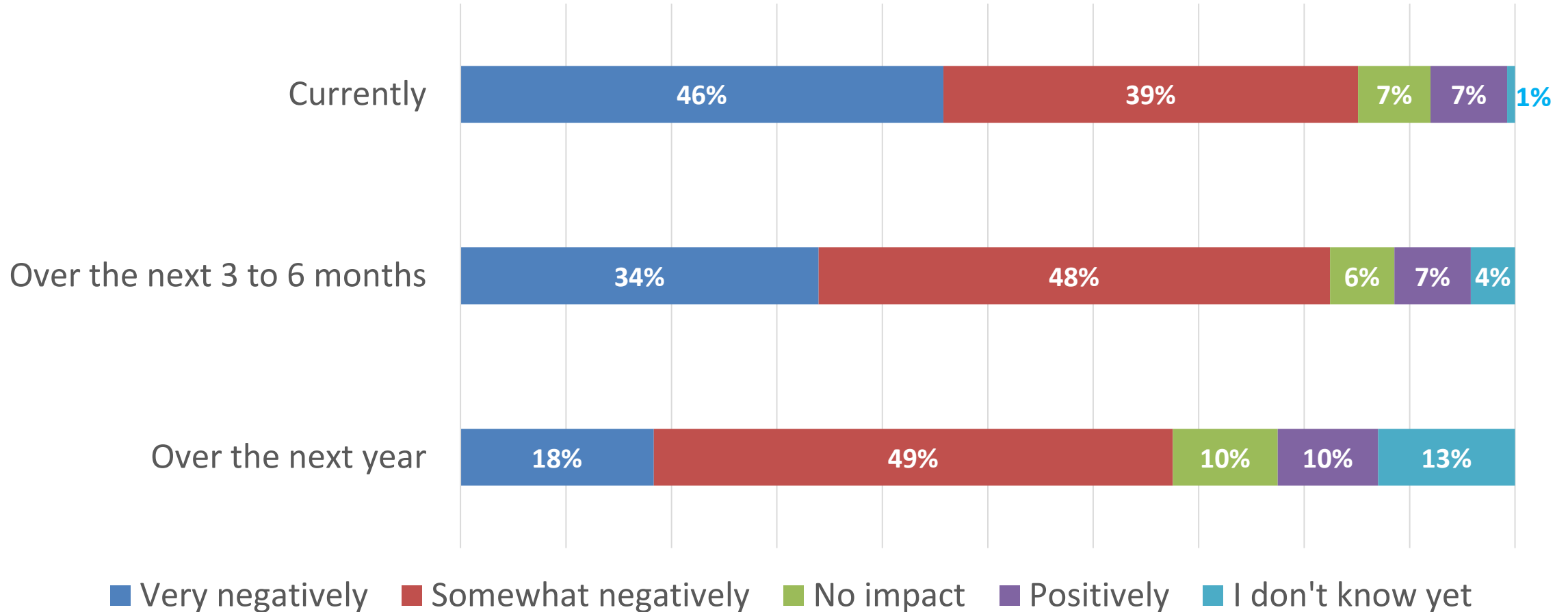
**THE VAST MAJORITY OF SOUTH FLORIDA BUSINESSES BELIEVE THEY WILL BE NEGATIVELY IMPACTED OVER THE NEXT YEAR BY THE CORONAVIRUS PANDEMIC.**

*85% expressed that the Coronavirus pandemic is negatively impact their business now.*

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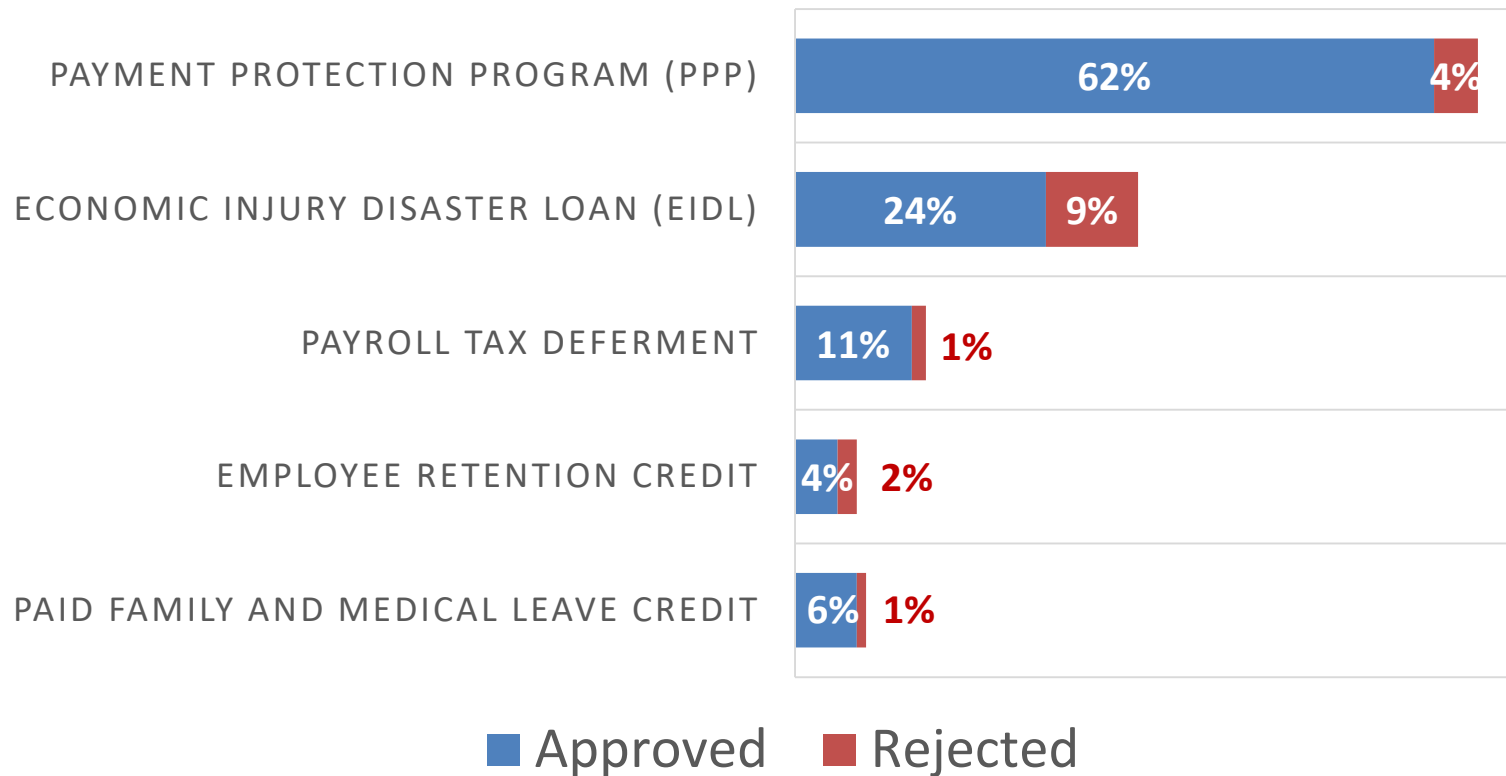
*68% expect it to negatively impact their business over the next year. This is down from 77% when we asked the same question in our March/April survey.*

# How will the overall financial impact of the Coronavirus pandemic affect your business?



**71% OF BUSINESSES RECEIVED SOME TYPE OF DISASTER RELIEF FUNDS.**  
**62% of businesses** were approved for a **PPP loan**; 24% were approved for an EIDL.

## WHAT RELIEF PROGRAMS DID YOUR BUSINESS APPLY FOR?



## RANGE OF DISASTER RELIEF PROCUREMENT

Less than \$50,000	19%
\$50,000 to \$200,000	20%
\$200,000 to \$500,000	8%
\$500,000 to \$1,000,000	9%
\$1,000,000 to \$2,000,000	6%
\$2,000,000 to \$5,000,000	4%
Over \$5,000,000	3%
APPLICATION WAS REJECTED	4%
DID NOT APPLY	25%

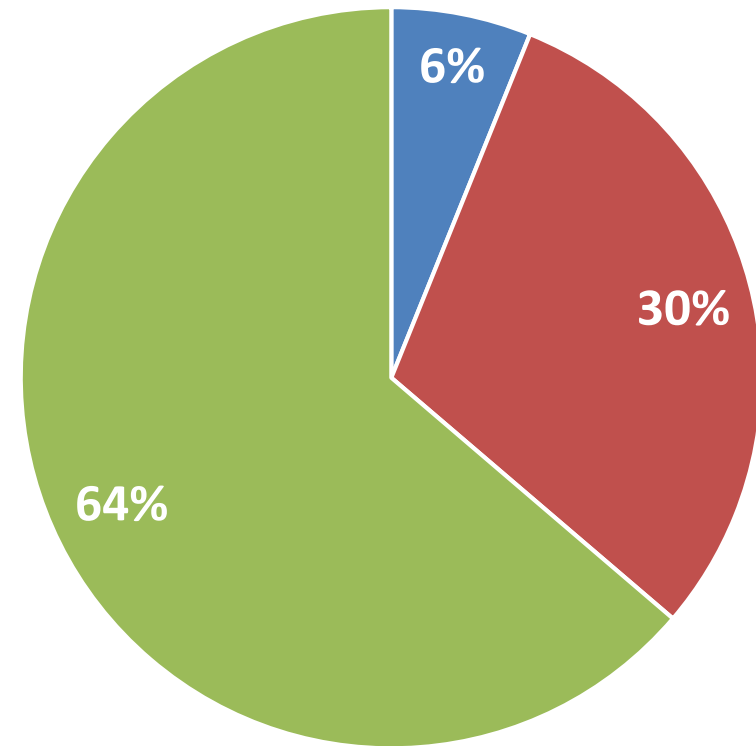
*Nearly 56% of all approved loans were less than \$200,000.*

**9%** of businesses had to temporarily shut down due to the Coronavirus pandemic.

Only **1%** had to permanently close.

## 64% OF BUSINESSES ARE FULLY OPERATING.

What is the current operational status of your business/organization?



■ Not operating yet ■ Partially operating ■ Fully operating

**OVER 30% REMAIN UNCERTAIN AS TO WHAT WILL COME OVER THE NEXT YEAR IN REGARDS TO THEIR STAFF AND EXPECTED HIRING.**

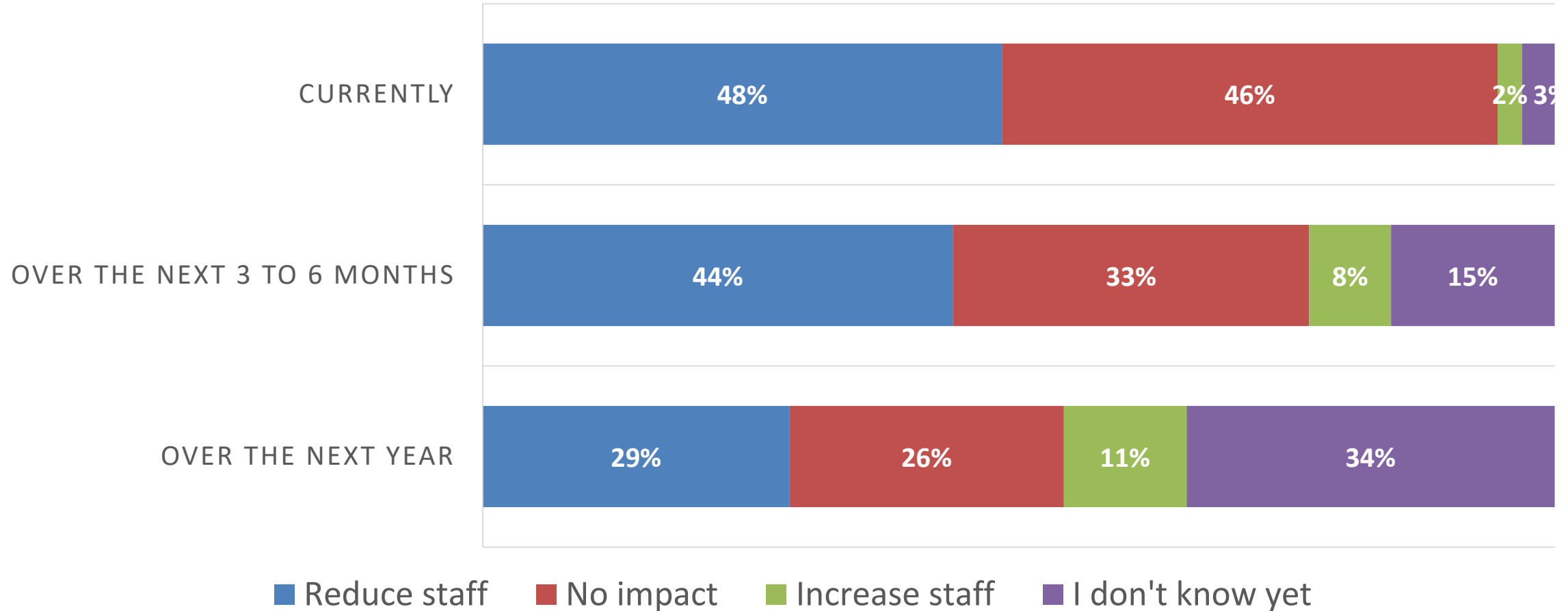
*48% of businesses had to reduce staff while 54% had to reduce hiring due to the Coronavirus pandemic.*

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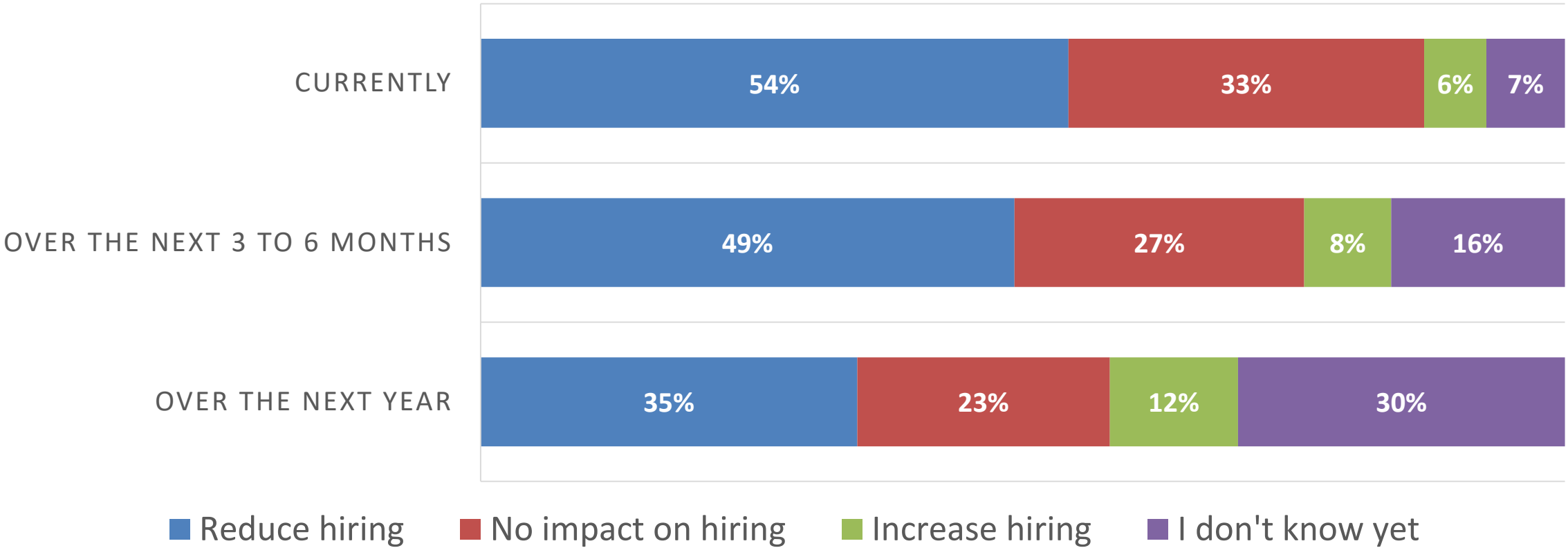
*29% expect to reduce staff while 35% expect to reduce hiring over the next year.*



# How has the Coronavirus pandemic **affected** your workforce?

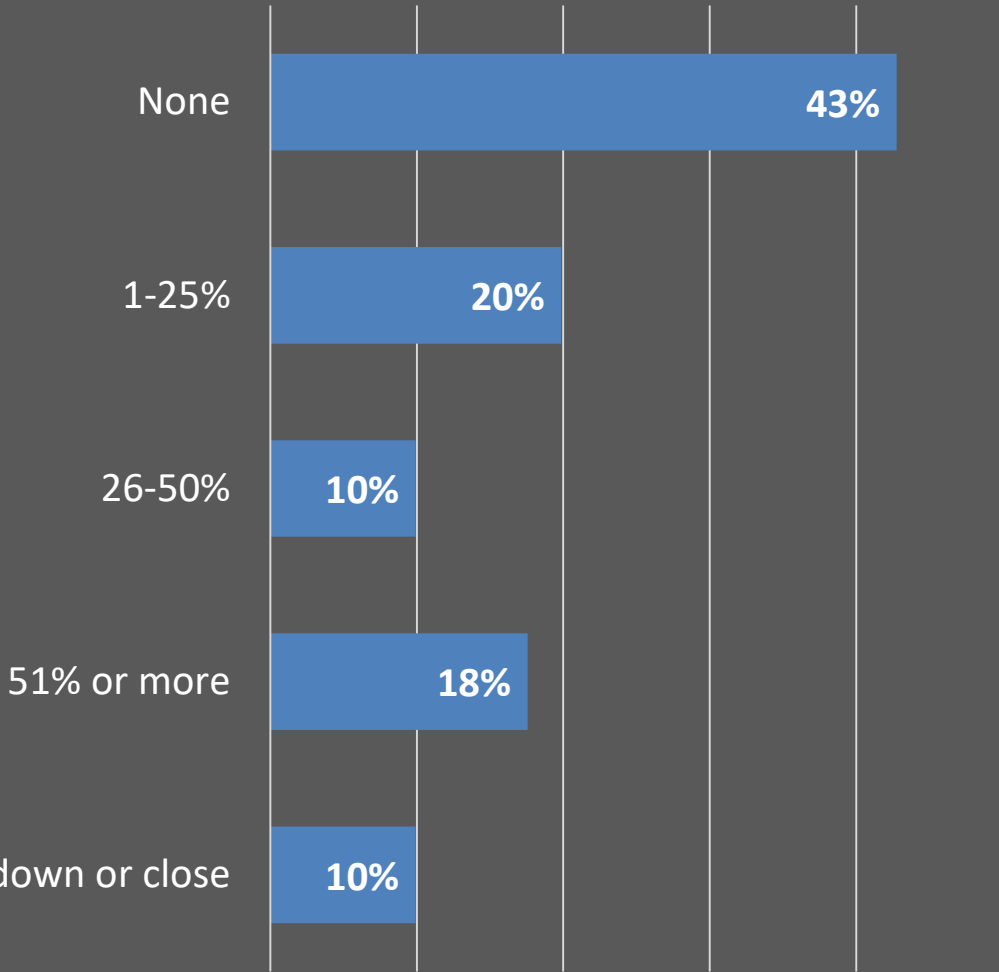


# How has the Coronavirus pandemic impacted your business from a hiring standpoint?

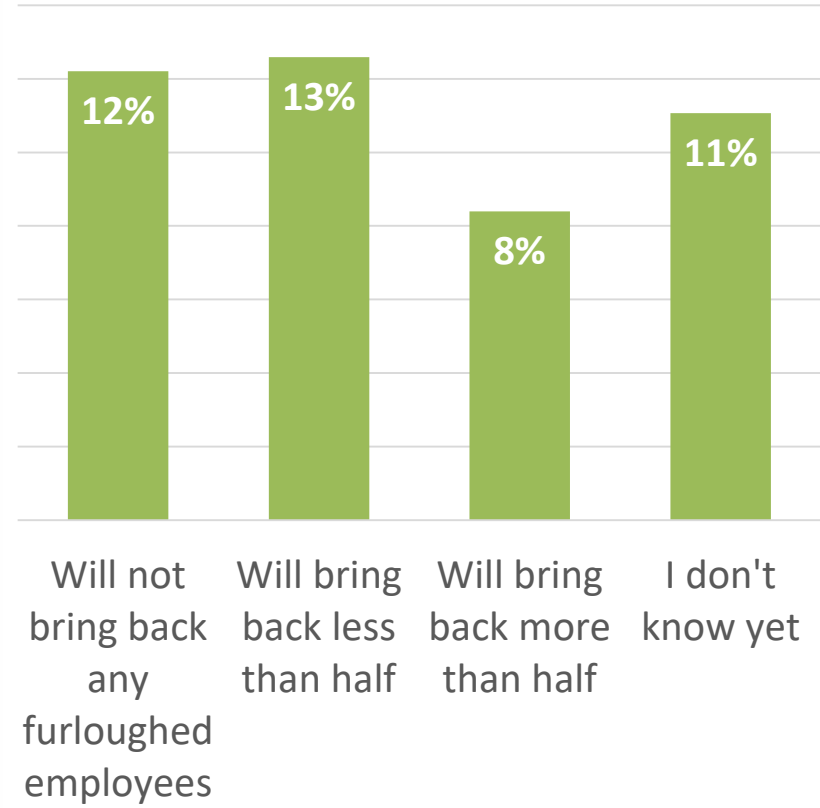


**Business leaders have a slightly more optimistic view now compared to their outlook in our March/April survey.** When we asked the same question, 40% expected to reduce hiring over the next year compared to 35%.

# What percentage of your staff has been laid-off, furloughed, or had a reduction in hours or salary?

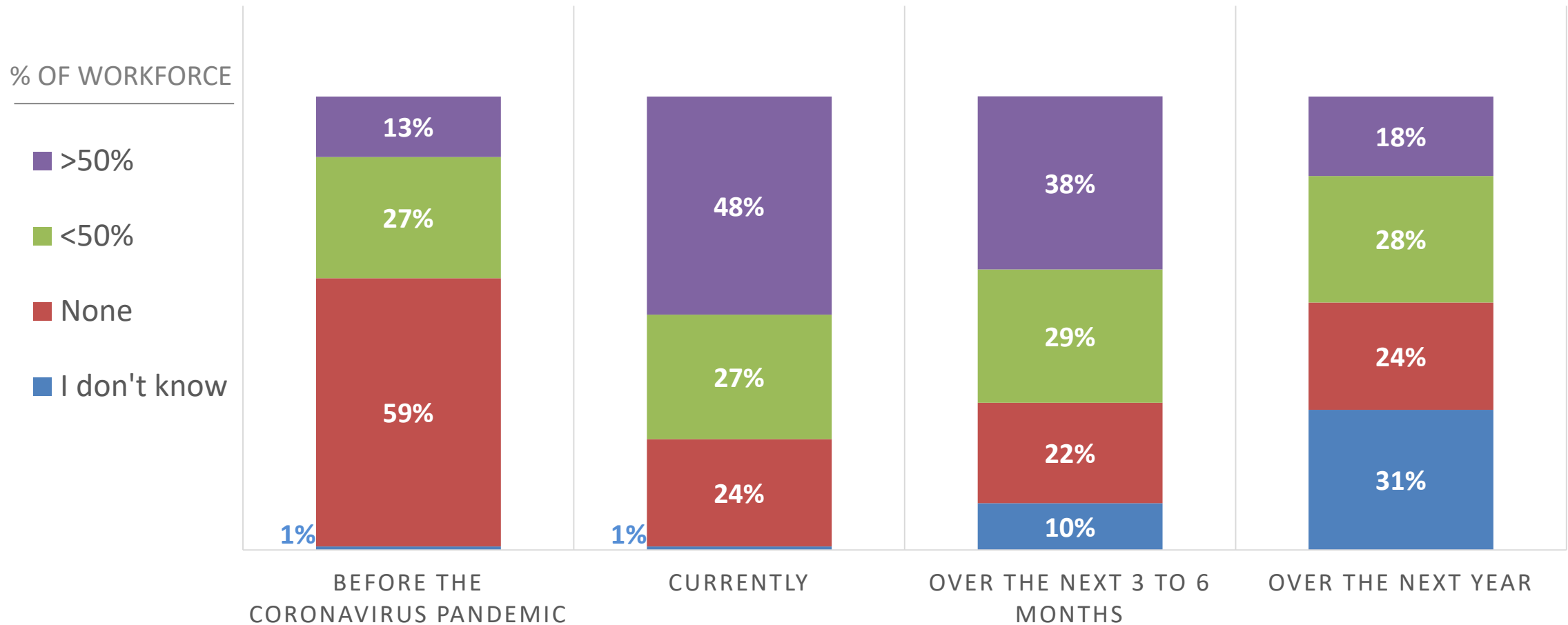


56% said they did not furlough any employees!



25% said they will not bring back any or less than half of their furloughed employees.

# What percentage of your workforce is working remotely?

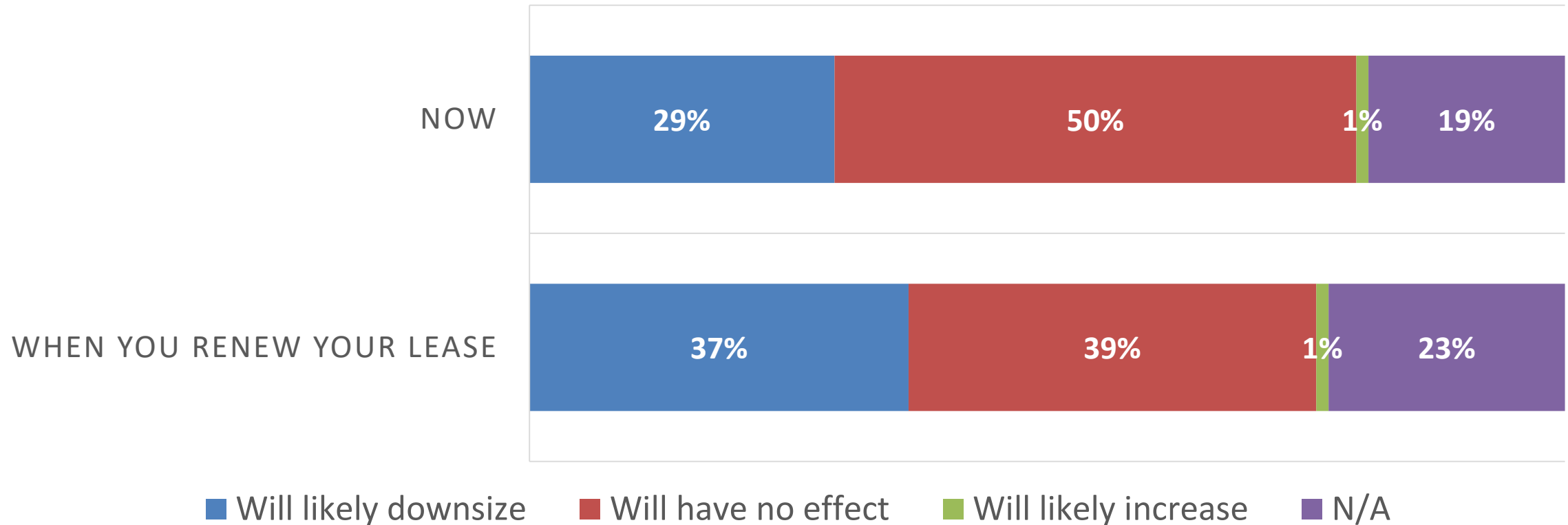


# Business leaders' **opinions** on employees **working remotely** have become **more favorable**.



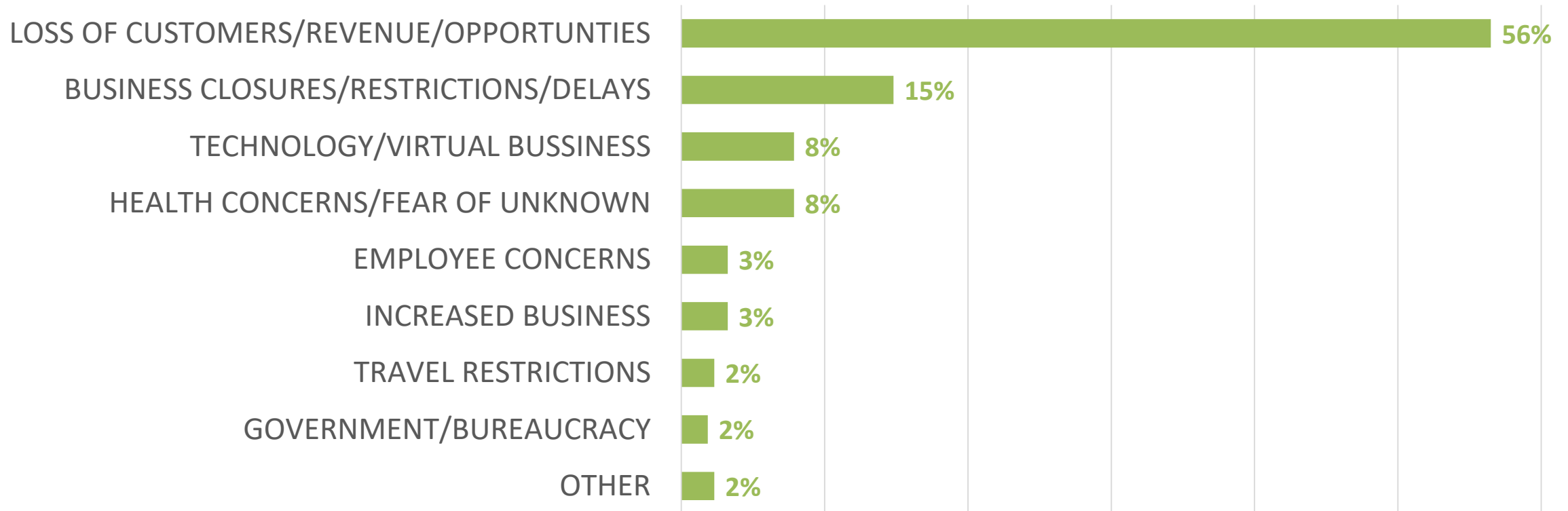
# Many businesses will likely **downsize** their commercial office space.

How will the Coronavirus pandemic impact your need of commercial office space square footage?



# What is the **most significant impact** your business/organization will encounter because of the Coronavirus pandemic?

*Our research team was able to categorize open-ended answers into nine categories.*



**The most significant impact to businesses remains nearly the same from March/April.** When we asked the same question in our previous survey, 72% expressed the most significant impact was related to loss of customers, revenue, and/or cash flow – comparable to the top two categories above at 71%.

# 46% OF BUSINESSES SAID THEY ARE TAKING ADVANTAGE OF OPPORTUNITIES CREATED BY THE CORONAVIRUS PANDEMIC.

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“Developed an online training platform.”

“We made a two month investment in documenting business practices and policies. We also implemented a new web-based platform with integrated CRM, bookkeeping, billing, enhanced email, and surveying apps.”

“I am offering complimentary consulting services to new businesses in hopes that it will lead to new consulting contracts once the economy recovers.”

“We added a new Business Continuity service. We partnered with a group of infectious disease physicians to be able to counsel businesses on best protocols for reopening and staying open.”

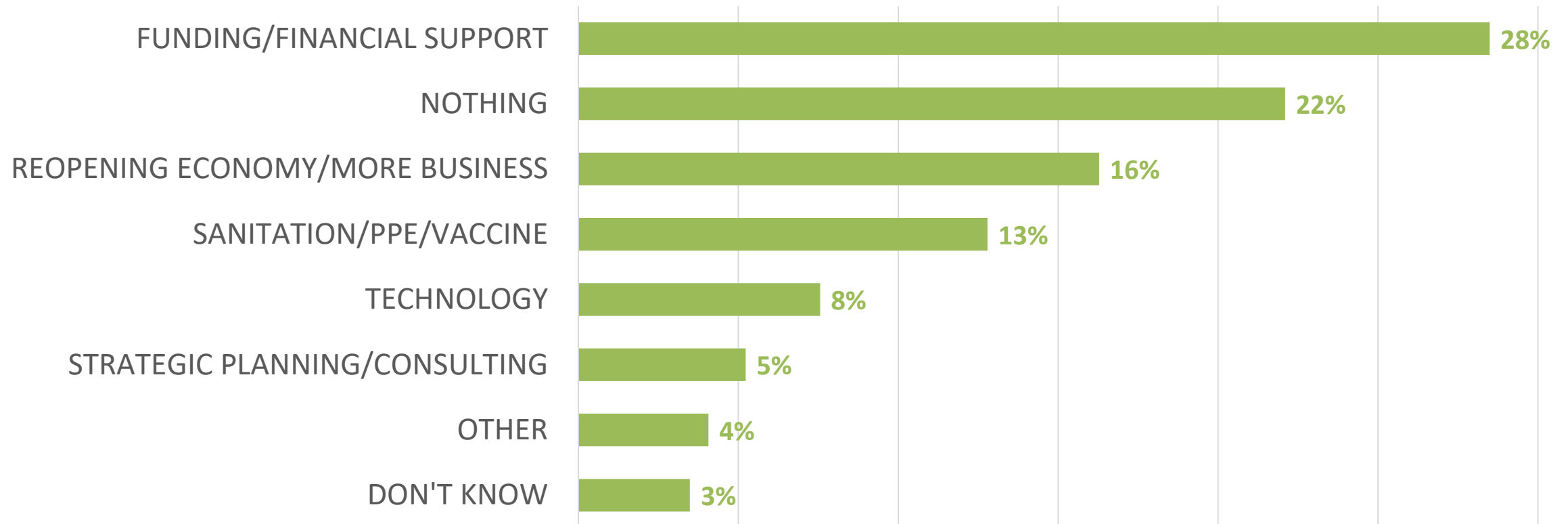
“Added a productivity monitoring tool and Microsoft Teams Service offerings.”

“Restructuring our staff functions.”



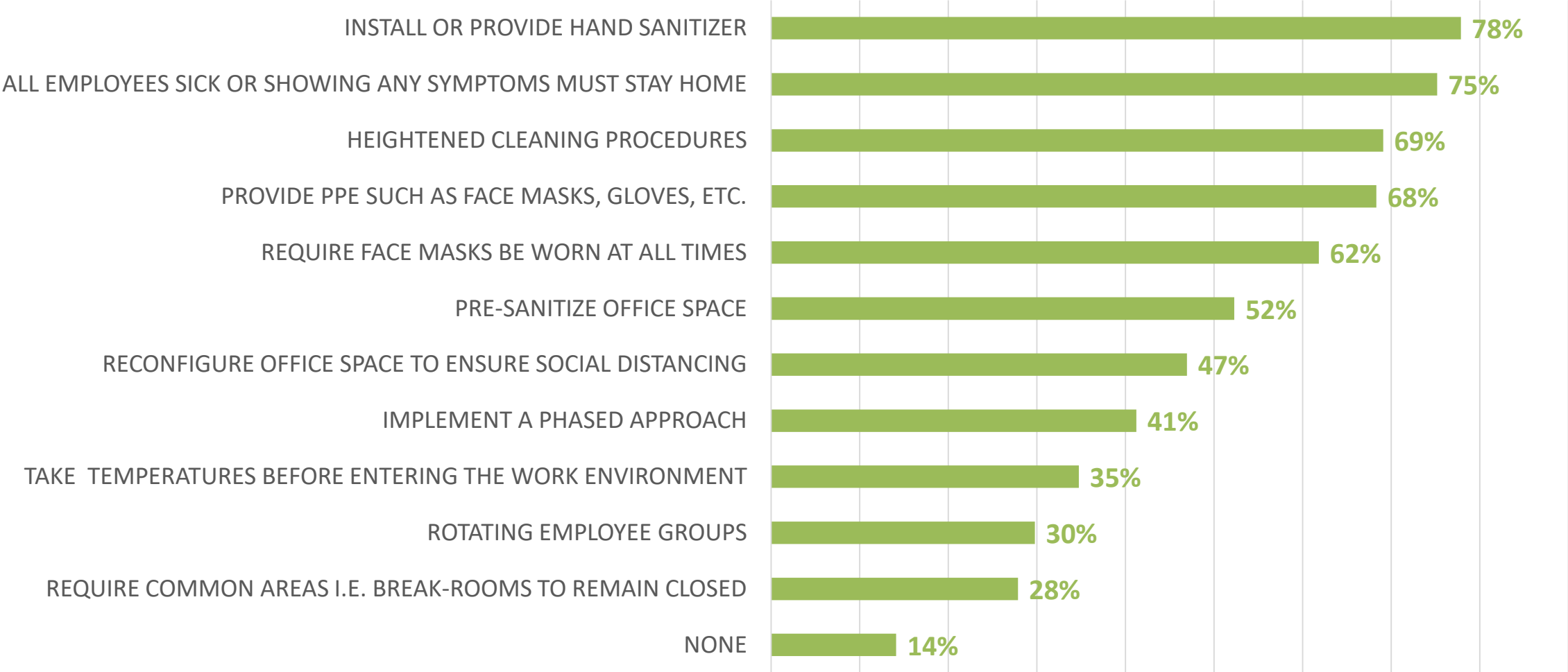
# What **services or resources** does your business **need to help deal** with the Coronavirus pandemic?

*Our research team was able to categorize open-ended answers into eight categories.*



**Funding is less needed now than in March/April.** When we asked the same question in our previous survey, nearly 50% identified needing some type of funding compared to only 28% now. This is likely due to the fact that 71% of businesses responded that they received some type of disaster relief funds.

# Strategies that businesses are using to open safely.



# How is the Coronavirus impacting your local business?

WE HOPE YOU FIND VALUE IN THIS REPORT!

For more information on this survey report,  
contact Wolfgang H. Pinther at [wpinther@mbafcpa.com](mailto:wpinther@mbafcpa.com).



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