



City of Port Moody

Report/Recommendation to Council

Date: August 4, 2020
Submitted by: Economic Development Office
Subject: COVID-19 Business Impact Survey Results

Purpose

To provide Council with a summary of findings from the COVID-19 Business Impact Survey.

Recommended Resolution(s)

THAT the report dated August 4, 2020 from the Economic Development Office regarding COVID-19 Business Impact Survey Results be received for information.

Background

At the June 9, 2020 Special Council Meeting, the following resolution was passed:

RC20/242

THAT Council confirm its go-ahead for the steps being undertaken by the Economic Development Committee to support local businesses in their COVID-19 recovery efforts, and to adjust the Committee's annual work plan to accommodate a focus on COVID-19 recovery, as described in the report dated June 9, 2020 from Councillor Hunter Madsen regarding Updating Economic Development Committee 2020 Work Plan to Focus More on Local Business Recovery during the COVID-19 Pandemic Crisis.

As part of this resolution, Council approved a COVID-19 business impact survey to be coordinated by the Economic Development Committee and Economic Development Office.

Interim results were reviewed at the June 25, 2020 Economic Development Committee meeting and the final results at the July 8, 2020 meeting. The following resolution was passed:

EDC20/016

THAT the COVID-19 Business Impact Survey Final Results and Breakdown of Top Four Responding Sectors be forwarded to Council for information.

Discussion

The COVID-19 Business Impact Survey was distributed to 732 small businesses via email and was open for two weeks, from June 22 to July 6. Hard copies were also offered to those businesses that had expressed this preference in the past. Large chains, out-of-town

contractors, and other non-small and medium-sized enterprise business licence holders did not receive the survey. Other than staff time, no costs were incurred in the distribution of the survey.

Ninety-five responses were received (**Attachment 1**). Ninety-four surveys were complete and one was incomplete for a 13% response rate.

Attachment 2 contains a comprehensive summary of the survey. Highlights of the summary include:

- 55% of respondents surveyed stayed open during peak COVID-19 closure times and many used multiple strategies such as reducing business hours, having staff work from home, and temporarily laying off staff to modify operations;
- 63% of businesses are not expecting normal operations to continue in the near future, while 59% require physical distancing requirements to ease for their business to be viable in the long term;
- restaurants, cafes, and fitness and wellness businesses appear to be most vulnerable to a second COVID wave;
- retail businesses were strongly supportive of a “buy local” campaign;
- 38% of respondents did not lay off staff and 33% had all or most employees return;
- 57% of respondents indicated that they did not have a reliable or stable supply of PPE in the coming months;
- the Canada Emergency Business Account (CEBA) was the only government program that the majority of respondents participated in;
- rent relief continues to be a need with only 17% of businesses having applied for the Canada Emergency Commercial Rent Assistance program (CECRA);
- respondents suggested three areas where the City could provide support: active support of local businesses; advocacy for rent assistance and ensuring future Provincial guidance or orders in the event of a second wave continue to allow businesses to operate; and in a facilitation role for business collaboration, PPE supply, and mental wellness resources; and
- businesses with 10 to 19 employees before COVID were most significantly impacted with respect to loss of FTEs and PTEs.

Other Option(s)

THAT the report dated August 4, 2020 from the Economic Development Office regarding COVID-19 Business Impact Survey Results be referred to staff to report back on potential actions that the City can undertake to respond to the survey findings.

Financial Implications

Further information on financial implications of potential actions in response to this survey would be provided by staff should this report be referred to staff for action.

Communications and Civic Engagement Initiatives

Further information on communications and civic engagement requirements would be provided by staff should this report be referred to staff for action.

Council Strategic Plan Objectives

The following Council Strategic Plan Objectives are supported: Economic Prosperity – Support the growth of businesses and business neighbourhood development.

Attachment(s)

1. COVID-19 Business Impact Survey data.
2. Results of COVID-19 Business Impact Survey presentation.

Report Author

Joji Kumagai
Manager of Economic Development

Report Approval Details

Document Title:	COVID-19 Business Impact Survey Results.docx
Attachments:	- Attachment 1 - COVID-19 Business Impact Survey data.pdf - Attachment 2 - COVID-19 Business Impact Survey presentation.pdf
Final Approval Date:	Aug 28, 2020

This report and all of its attachments were approved and signed as outlined below:

Tracey Takahashi for Dorothy Shermer, Corporate Officer - Aug 21, 2020 - 2:20 PM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement - Aug 21, 2020 - 4:17 PM

Paul Rockwood, General Manager of Finance and Technology - Aug 23, 2020 - 6:36 PM

Jeff Moi for Tim Savoie, City Manager - Aug 28, 2020 - 12:01 PM