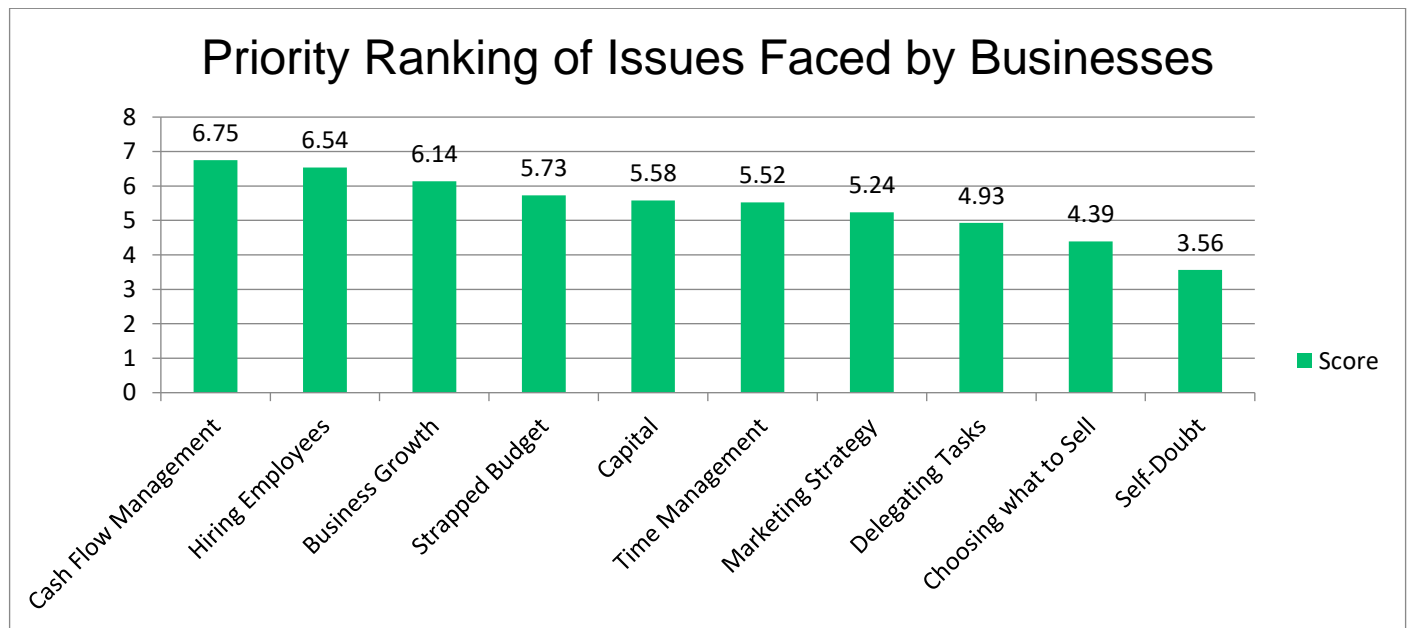


Fall 2020 Rochelle Business  
Community Survey Report

## Fall 2020 Rochelle Business Community Survey Summary

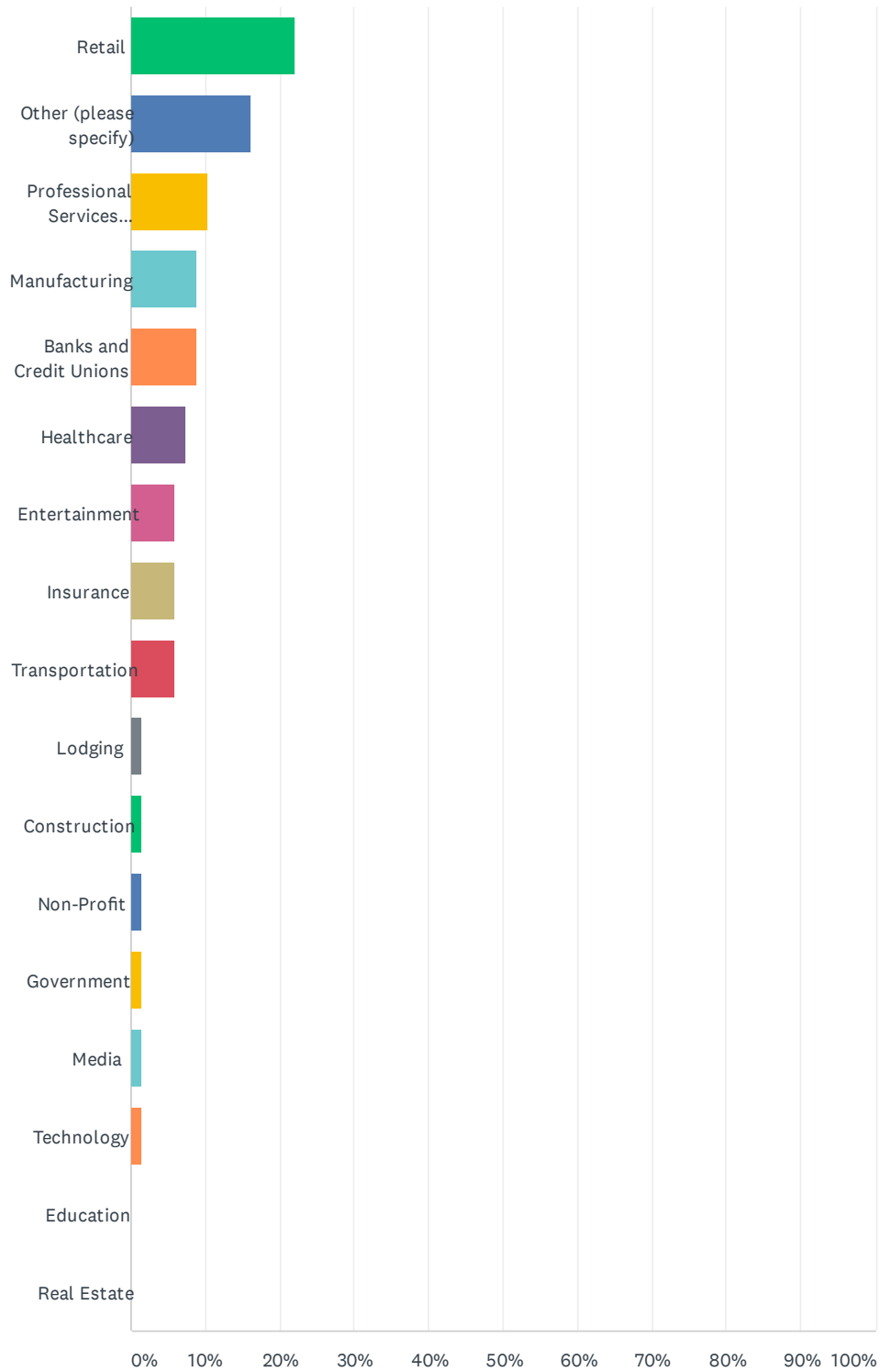
- 69 Rochelle business contacts responded to the survey.
- *Q1: Business Types:* Retail (22%) composed the largest proportion of responses. The remaining respondents were from a variety of different types of businesses.
- *Q2: COVID-19 Primary Impact to Business:* “Our supply chain is interrupted”, “We are starting to restrict spending because of uncertainty” and “We are experiencing decrease in sales (or donations if you are non-profit)” were the top 3 areas of impact.
- *Q3: Financial/Operation Outlook:* 56% of respondents indicated “Low (this may impact us financially but we are confident we can weather the storm)”. 33% indicated “Medium (this is going to significantly impact our financials)”.
- *Q4: Addressing COVID:* The top-rated means of addressing the COVID outbreak in descending order were: “Providing hand sanitizer for staff use”, “Increasing cleaning of frequently used spaces and objects”, “Providing hand sanitizer for customer use”, and “Restricting in-person gathering (meetings, events, etc.) over a certain number”. Approximately 10% indicated “Nothing - trying to keep business as usual right now”.
- *Q5: Most to Least Challenging Issues Faced:* Chart 1 illustrates the rankings of issues faced by businesses.

Chart 1



# Q1 Please select the option that best describes your industry.

Answered: 68 Skipped: 1

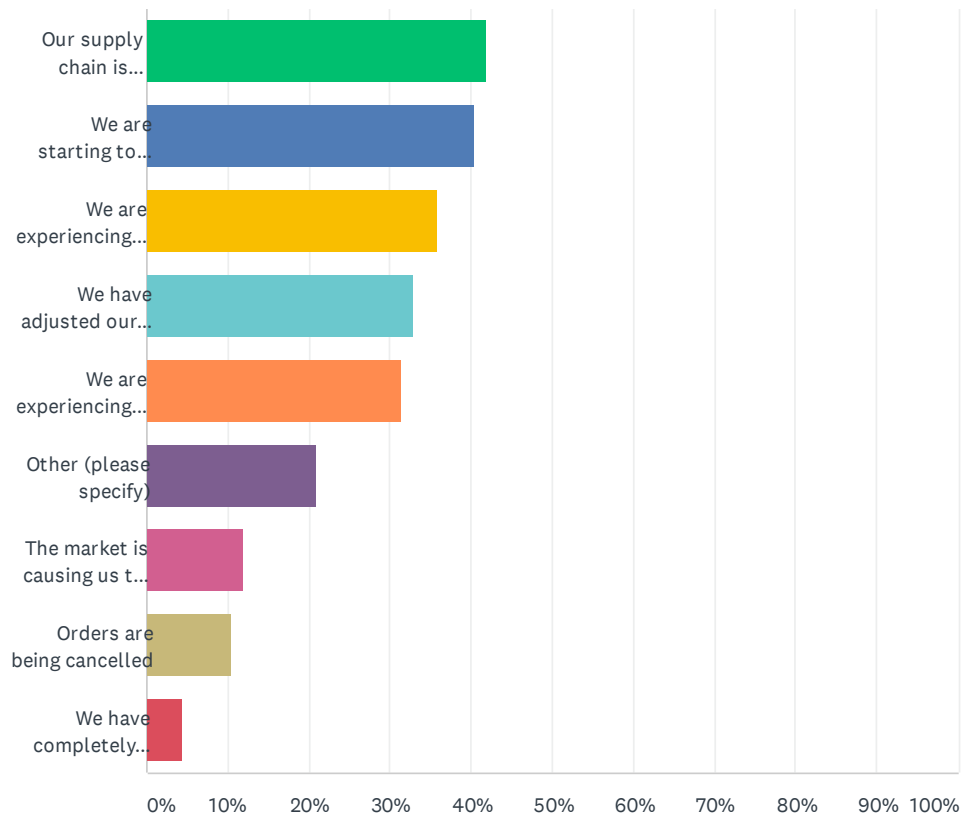


ANSWER CHOICES	RESPONSES
Retail	22.06% 15
Other (please specify)	16.18% 11
Professional Services (Attorney, Accountant, Financial Adviser, Consultant, Engineer)	10.29% 7
Manufacturing	8.82% 6
Banks and Credit Unions	8.82% 6
Healthcare	7.35% 5
Entertainment	5.88% 4
Insurance	5.88% 4
Transportation	5.88% 4
Lodging	1.47% 1
Construction	1.47% 1
Non-Profit	1.47% 1
Government	1.47% 1
Media	1.47% 1
Technology	1.47% 1
Education	0.00% 0
Real Estate	0.00% 0
<b>TOTAL</b>	<b>68</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Wholesale distribution	9/11/2020 10:02 AM
2	food service	9/3/2020 12:24 PM
3	Distribution	9/2/2020 4:43 PM
4	Restaurant	9/2/2020 2:28 PM
5	Agriculture	9/1/2020 5:59 PM
6	Catering	9/1/2020 2:40 PM
7	3rd Party Distribution Operations	9/1/2020 12:17 PM
8	Agriculture	9/1/2020 10:02 AM
9	Full Service Leather Shop	8/24/2020 2:03 PM
10	Distribution	8/17/2020 10:30 AM
11	Ag	8/17/2020 10:07 AM

## Q2 How are your business's operations being impacted by COVID-19? (check all that apply)

Answered: 67 Skipped: 2

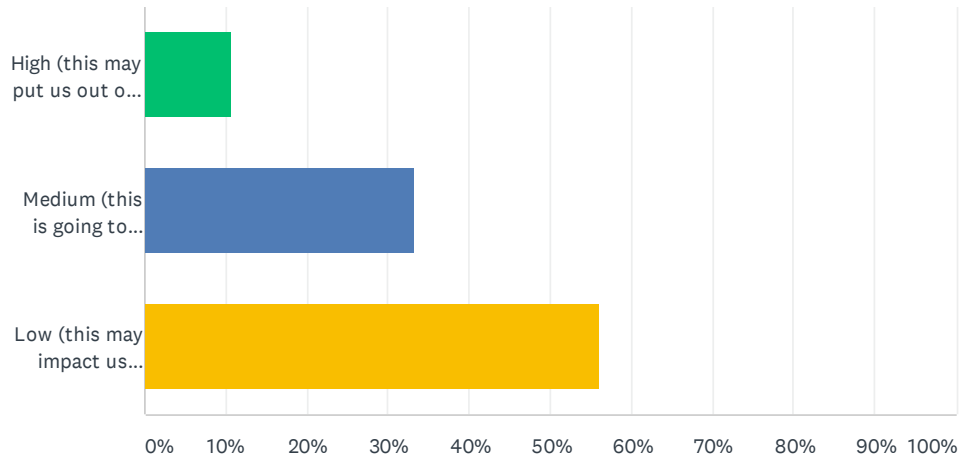


ANSWER CHOICES	RESPONSES	
Our supply chain is interrupted	41.79%	28
We are starting to restrict spending because of the uncertainty	40.30%	27
We are experiencing decreases in sales (or donations if you are a non-profit)	35.82%	24
We have adjusted our hours of operation	32.84%	22
We are experiencing significant increases in consumer demand for certain items	31.34%	21
Other (please specify)	20.90%	14
The market is causing us to draw on our line of credit	11.94%	8
Orders are being cancelled	10.45%	7
We have completely closed our physical place of business	4.48%	3
Total Respondents: 67		

#	OTHER (PLEASE SPECIFY)	DATE
1	We are not facing too many challenges. We are operating as usual. We were closed to the public for a couple months, but now back open.	9/11/2020 9:34 AM
2	Fewer lending opportunities	9/9/2020 1:24 PM
3	We have been following health guidelines.	9/2/2020 5:23 PM
4	We have been following health guidelines.	9/2/2020 4:28 PM
5	Our lobby is by appointment only. All transactions are being completed thru the drive up. Our hours have not changed.	9/2/2020 2:19 PM
6	Food grade trucking so still going	9/2/2020 11:09 AM
7	Incurring more cost for safety measures	9/1/2020 5:59 PM
8	We have implemented procedures to reduce the potential spread of COVID-19. Lobby traffic has declined with drive up and electronic transactions increasing	9/1/2020 3:07 PM
9	Adjustment in hours of operation, additional expense w/ sanitation related	9/1/2020 12:17 PM
10	Uncertain demand, roller coaster	9/1/2020 10:02 AM
11	No direct effect, other than practicing social distancing and wearing a mask when working with clients	9/1/2020 9:54 AM
12	Staffing is a challenge	9/1/2020 8:23 AM
13	Less custom work being done	8/24/2020 2:03 PM
14	We have those with office type jobs working from home.	8/17/2020 10:30 AM

### Q3 At this point in time, what level of impact do you expect this to have on your business?

Answered: 66 Skipped: 3

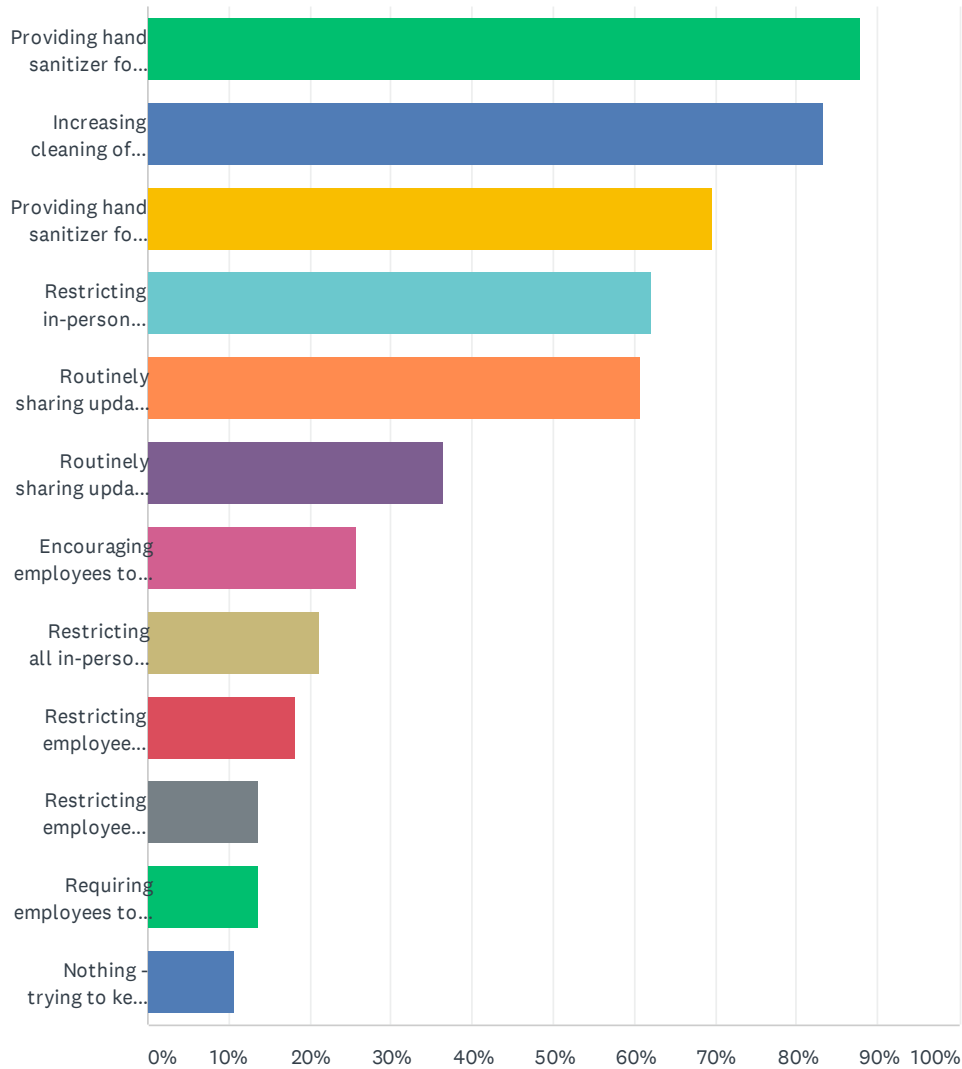


ANSWER CHOICES	RESPONSES	
High (this may put us out of business)	10.61%	7
Medium (this is going to significantly impact our financials)	33.33%	22
Low (this may impact us financially but we are confident we can weather the storm)	56.06%	37
TOTAL		66

#	PLEASE PROVIDE ANY CONTEXT TO YOUR ANSWER	DATE
1	sales numbers are steady with last year, demand is greater than supply	9/11/2020 10:02 AM
2	As an essential supplier to the food industry we are booming	9/11/2020 9:46 AM
3	I dont expect it to have much of an impact on my business.	9/11/2020 9:34 AM
4	Limited amount of customers allowed in the building hurts our business	9/8/2020 6:47 PM
5	We have one of our premises performing well and that can help the other that has had a significant impact	9/3/2020 12:24 PM
6	Long-term loan demand may be impacted	9/3/2020 11:34 AM
7	We are able to offer telehealth as well as in person therapy.	9/2/2020 5:23 PM
8	We are able to offer telehealth as well as in person therapy.	9/2/2020 4:28 PM
9	The impact to us has been high, but for the positive. We have had record sales this year because everyone has been staying home and working on their yards	9/2/2020 11:18 AM
10	New vehicle inventory is low and hard to get enough new inventory	9/1/2020 6:12 PM
11	Low to Medium as cost of labor are very important parts of the business	9/1/2020 5:59 PM
12	Medium impact for now but could turn towards high quickly if bars and restaurants that carry our product start to close. Being ok business for only a year before the shutdowns we weren't able to build a book of business yet and approaching new retailers is proving extremely difficult as they are not taking new brands due to all the uncertainty	9/1/2020 11:21 AM
13	Spending it up for Covid items, PPE. Our product is still in demand and we will continue to be in business.	9/1/2020 10:02 AM
14	wont be able to afford building repairs	8/24/2020 2:03 PM
15	Certainly depends on rebound of gasoline demand recovery	8/17/2020 10:30 AM

### Q4 As concerns grow over the spread of COVID-19, what is your business doing to address employee and customer concerns and mitigate risk? (check all that apply)

Answered: 66 Skipped: 3

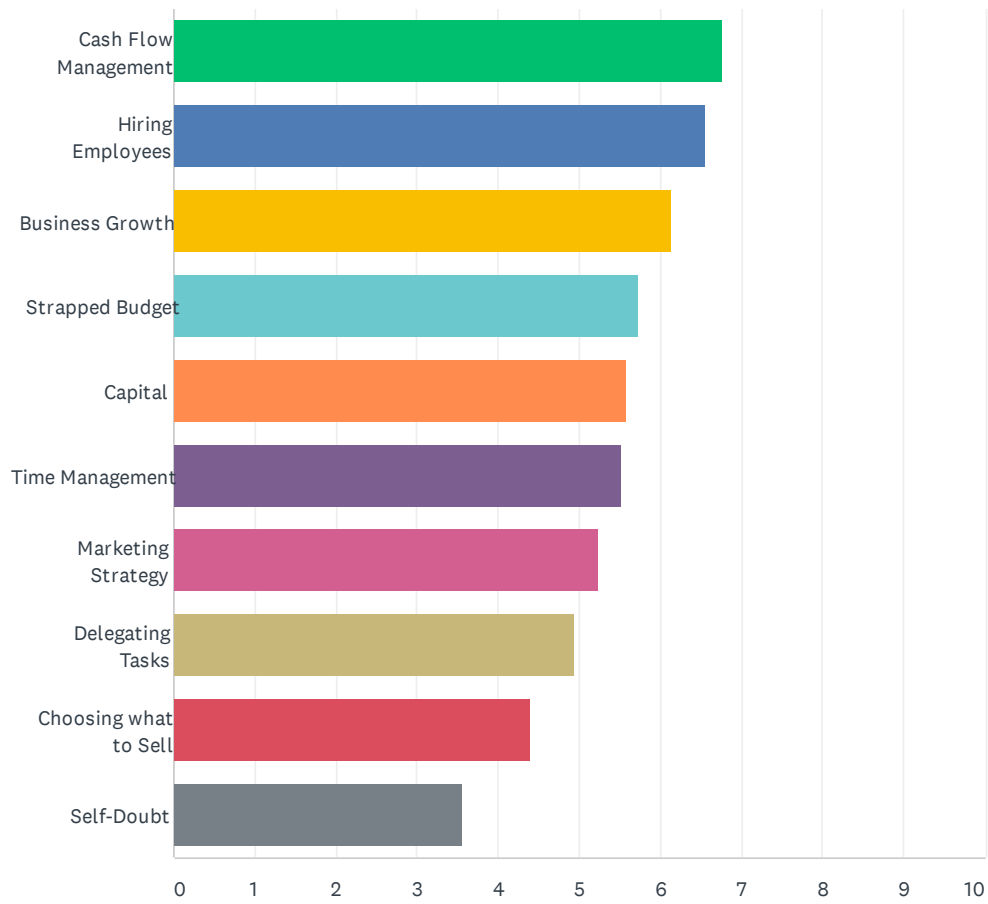


ANSWER CHOICES	RESPONSES	
Providing hand sanitizer for staff use	87.88%	58
Increasing cleaning of frequently used spaces and objects	83.33%	55
Providing hand sanitizer for customer use	69.70%	46
Restricting in-person gathering (meetings, events, etc.) over a certain number	62.12%	41
Routinely sharing updates with employees	60.61%	40
Routinely sharing updates with our customers/public	36.36%	24
Encouraging employees to work from home depending on their position	25.76%	17
Restricting all in-person gatherings regardless of size	21.21%	14
Restricting employee domestic travel	18.18%	12
Restricting employee international travel	13.64%	9
Requiring employees to work from home depending on their position	13.64%	9
Nothing - trying to keep business as usual right now	10.61%	7
Total Respondents: 66		

#	OTHER (PLEASE SPECIFY)	DATE
1	Masks or distance apart. Delivery men wear masks.	9/14/2020 2:08 PM
2	We have put measures in place to protect our employees Mask , shields , barriers. Keeping them well informed how on how to keep covid out.	9/11/2020 9:57 AM
3	Temping all entrys and using face mask	9/11/2020 9:46 AM
4	Requiring employees to stay home if sick per CDC guidelines	9/11/2020 9:11 AM
5	Locked lobby for time being	9/9/2020 1:24 PM
6	temp checks upon arrival and departure for all employees in the building	9/2/2020 3:35 PM
7	temp checks upon arrival and departure for all employees in the building	9/2/2020 2:40 PM
8	Requesting customers to wear masks if they can't maintain a 6 ft. distance outside, and to wear a mask when they are inside at the checkout area	9/2/2020 11:18 AM
9	Taking temps and wearing masks by customer request	9/2/2020 11:09 AM
10	masks for employees	9/1/2020 6:12 PM
11	Monitoring employee travel	9/1/2020 3:07 PM
12	Our employees cannot work from home. Instead all employees required to use PPE and maintain social distance.	9/1/2020 10:02 AM
13	Employees cannot work should they have any symptoms or be in contact with anyone that has symptoms until they test negative	9/1/2020 8:23 AM
14	More internet use	8/24/2020 2:03 PM
15	Downsized Staff	8/20/2020 3:04 PM

### Q5 Please rank the following from most challenging (1) to least challenging (10)

Answered: 54 Skipped: 15



	1	2	3	4	5	6	7	8	9	10	TOTAL	SCO
Cash Flow Management	22.73% 10	15.91% 7	6.82% 3	11.36% 5	13.64% 6	9.09% 4	2.27% 1	6.82% 3	2.27% 1	9.09% 4	44	6
Hiring Employees	31.25% 15	12.50% 6	4.17% 2	14.58% 7	4.17% 2	0.00% 0	6.25% 3	4.17% 2	8.33% 4	14.58% 7	48	6
Business Growth	10.20% 5	10.20% 5	18.37% 9	14.29% 7	8.16% 4	12.24% 6	8.16% 4	2.04% 1	8.16% 4	8.16% 4	49	6
Strapped Budget	10.20% 5	8.16% 4	14.29% 7	4.08% 2	18.37% 9	2.04% 1	18.37% 9	14.29% 7	8.16% 4	2.04% 1	49	5
Capital	8.89% 4	13.33% 6	11.11% 5	4.44% 2	6.67% 3	11.11% 5	13.33% 6	20.00% 9	8.89% 4	2.22% 1	45	5
Time Management	2.17% 1	13.04% 6	13.04% 6	13.04% 6	8.70% 4	10.87% 5	13.04% 6	13.04% 6	6.52% 3	6.52% 3	46	5
Marketing Strategy	2.04% 1	12.24% 6	10.20% 5	6.12% 3	10.20% 5	18.37% 9	16.33% 8	8.16% 4	10.20% 5	6.12% 3	49	5
Delegating Tasks	0.00% 0	2.17% 1	13.04% 6	19.57% 9	13.04% 6	10.87% 5	4.35% 2	17.39% 8	10.87% 5	8.70% 4	46	4
Choosing what to Sell	4.55% 2	4.55% 2	2.27% 1	6.82% 3	13.64% 6	18.18% 8	11.36% 5	6.82% 3	15.91% 7	15.91% 7	44	4
Self-Doubt	4.00% 2	2.00% 1	6.00% 3	8.00% 4	10.00% 5	4.00% 2	4.00% 2	8.00% 4	20.00% 10	34.00% 17	50	3

**Q6 Please tell us about any services Kishwaukee College in partnership with Waubensee SBDC (Small Business Development Center) could provide to your company.**

Answered: 32 Skipped: 37

#	RESPONSES	DATE
1	None I can think of, have tried to advertise hiring thru them and had no success with that	9/11/2020 10:56 AM
2	We are a large business, so likely nothing.	9/11/2020 10:07 AM
3	We already work with them.	9/11/2020 10:02 AM
4	Directions on Grants and Loans available	9/11/2020 9:54 AM
5	Don't pay attention to my answers for question 5. I would be happy to have the opportunity to discuss my value to small businesses and employees or students at Kishwaukee College. I think learning about investing and saving for retirement or other financial goals is critical, especially after experiencing the last couple of months.	9/11/2020 9:37 AM
6	Help retain other businesses in the area.	9/11/2020 9:33 AM
7	Web page design and hosting	9/8/2020 6:50 PM
8	None	9/8/2020 1:47 PM
9	Volunteers and marketing help along with helping raise funds	9/3/2020 9:45 PM
10	Helping in hiring, we do have opportunities for students	9/3/2020 12:27 PM
11	What you are already doing as a source to help our small business customers get advice and planning resources.	9/3/2020 11:38 AM
12	spreading the word and images about our business and products we offer to surrounding towns	9/2/2020 3:42 PM
13	help to promote our business and products to surrounding communities.	9/2/2020 2:47 PM
14	Clinic site for students in areas like Laboratory Sciences and Radiology-Imaging Studies.	9/2/2020 12:10 PM
15	Ongoing CDL program	9/2/2020 11:16 AM
16	By the grace of GOD not much	9/2/2020 11:01 AM
17	Some Financial Grants in order to keep going with payroll would be big help. Minimum wage increase hurting big time in this situation. this was not a right time to increase wage. it will going to impract more layoffs in near future.	9/2/2020 10:26 AM
18	Just getting the word out and what services we provide.	9/2/2020 10:04 AM
19	unknown at this time	9/2/2020 9:33 AM
20	mechanics, E-Techs	9/2/2020 6:41 AM
21	Technical training for Technicians	9/1/2020 6:18 PM
22	providing workers	9/1/2020 6:05 PM
23	Just continue to support local businesses	9/1/2020 12:51 PM
24	Any contacts and resources for bulk hand sanitizer and/or retailers that would carry Kennay Farms spirits.	9/1/2020 11:24 AM
25	Continue to update on services available.	9/1/2020 9:59 AM
26	A grant for building repairs	8/24/2020 2:05 PM
27	Income, i have little to no income, but taxes are always due, and constantly rising	8/23/2020 6:19 PM
28	Nothing I can think of	8/20/2020 6:41 PM
29	Everything is appreciated	8/20/2020 4:59 PM
30	Employees	8/20/2020 3:50 PM
31	Maintenance technician skills	8/17/2020 10:32 AM
32	Key challenge for us right now is the tightening of the labor market in our area as we expand	8/17/2020 10:09 AM

## Q7 Please tell us about any services the City of Rochelle and/or the Retail Advisory Board could provide to your company.

Answered: 26 Skipped: 43

#	RESPONSES	DATE
1	Finish repairing parking lots and streets so travel and parking are easier.	9/14/2020 2:13 PM
2	widening of Caron road and keeping the big rigs from blocking it as they await entrance to the various cold storage plants.	9/11/2020 10:07 AM
3	Not sure	9/11/2020 10:02 AM
4	Keep up the good work and stay positive!	9/11/2020 9:33 AM
5	Allowing areas for outdoor service for our type of business	9/8/2020 6:50 PM
6	None	9/8/2020 1:47 PM
7	Volunteers along with marketing help and fundraising	9/3/2020 9:45 PM
8	support discounting utilities as well as real state taxes	9/3/2020 12:27 PM
9	Many restaurants are not following the mask/sanitation rules. I do not think it is fair we are working hard to follow the rules and spend all the money on additional products. We will not survive another shutdown.	9/2/2020 7:21 PM
10	I would love to see a huge facebook campain with images of restaurants and business in Rochelle. Our new landscaping downtown is beautiful....images like Kennay Farms, Flight Deck, Cypress House, Alfano's and Artist Garden would make a collage of quality images to attact ppl into our community. Facebook advertsing is so affordable.	9/2/2020 3:42 PM
11	I would like to see a huge facebook ad campaign featuring restaurants and shops in Rochelle - attract others from small surrounding communities to come to Rochelle. We have some great visuals to use right now with Kennay Farms, Flight Deck, Cypress House, Alfano's, Artist Garden .... all the new planting in the downtown ...it looks so inviting! Facebook is such an inexpensive way to attract new customers to our area.	9/2/2020 2:47 PM
12	Allowing us to keep outdoor dining	9/2/2020 2:30 PM
13	Continue economic development activities.	9/2/2020 12:10 PM
14	Provide better truck route system	9/2/2020 11:16 AM
15	Just getting the word out and what services we provide. Maybe feature a business each week on social media.	9/2/2020 10:04 AM
16	unknown at this time	9/2/2020 9:33 AM
17	Support utilitis keep water and electrical cost low	9/2/2020 6:41 AM
18	Shop Local. Driving customers to Rochelle.	9/1/2020 6:18 PM
19	revisit certain cost or provide amortized payment plans to help remedy business in need short term	9/1/2020 6:05 PM
20	Continue to support of local businesses and residents	9/1/2020 12:51 PM
21	Any contacts and resources for bulk hand sanitizer and/or retailers that would carry Kennay Farms spirits. We appreciate when the city hosts events and meetings at KFD. Any event that brings people and new customers is appreciated.	9/1/2020 11:24 AM
22	Continue to support, inform & offer resources.	9/1/2020 9:59 AM
23	nothing i can think of	8/24/2020 2:05 PM
24	Defer taxes.	8/23/2020 6:19 PM
25	Enhanced marketing and advertising	8/20/2020 6:41 PM
26	Marketing Support	8/20/2020 4:59 PM