



ROCHELLE BUSINESS COMMUNITY SURVEY REPORT*

Survey conducted between August 13 and September 17, 2020

***DATA COLLECTED PRIOR TO NEW OCTOBER 6 RESTRICTIONS**

SPONSORED BY THE FOLLOWING SHAREHOLDERS:



WAUBONSEE
COMMUNITY COLLEGE



QUESTIONS

How did small business adjust to economic disruptions resulting from COVID-19?

What are the major operational issues facing business owners because of the Pandemic?

To what degree is COVID-19 effecting your business financially?

How can the City of Rochelle and its partners develop programs to impact business and employment resilience?

What are business owners doing to monitor the outbreak and implement strategies to help protect customers and employees?

ASSUMPTIONS

Coronavirus (COVID-19) disruptions do not affect all businesses equally.

Without the Paycheck Protection Program (PPP) and other government help, the negative impacts of COVID-19 might have been reported higher.

Some small businesses were financially fragile before disruptions imposed.

In-person industries like retail, arts and entertainment, personal and food services and hospitality businesses were worse prospects for riding out the pandemic than professional services or other sectors with minimal need for face-to-face contact and better able to move to remote production.

ECONOMIC IMPACT OF COVID-19

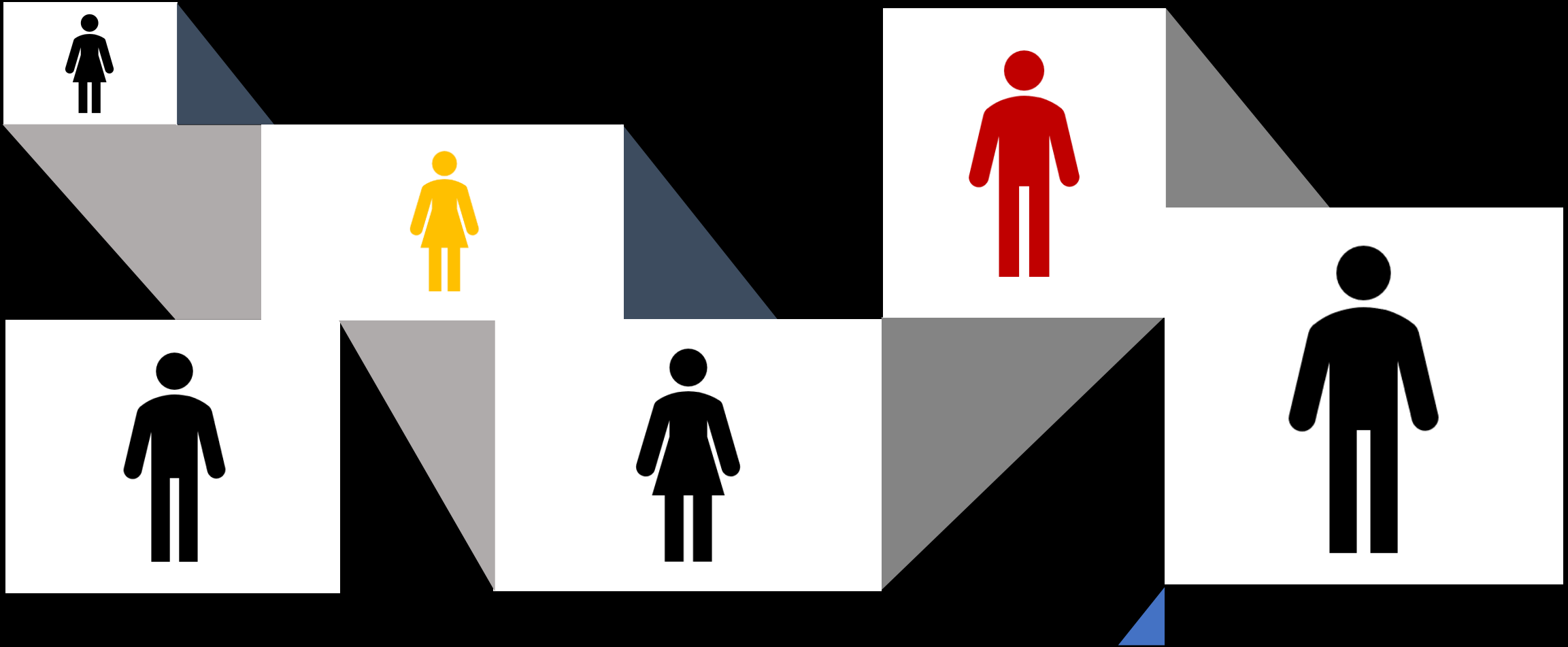
Businesses are watching spending closely and making multiple adjustments to how they operate.

Most report a significant negative reduction in revenue or sales.

Two small businesses closed permanently.

The survey highlights the importance of well-designed and sustained economic and public health policy measures that can safely shorten mitigation times.

There is a high level of uncertainty about workforce.

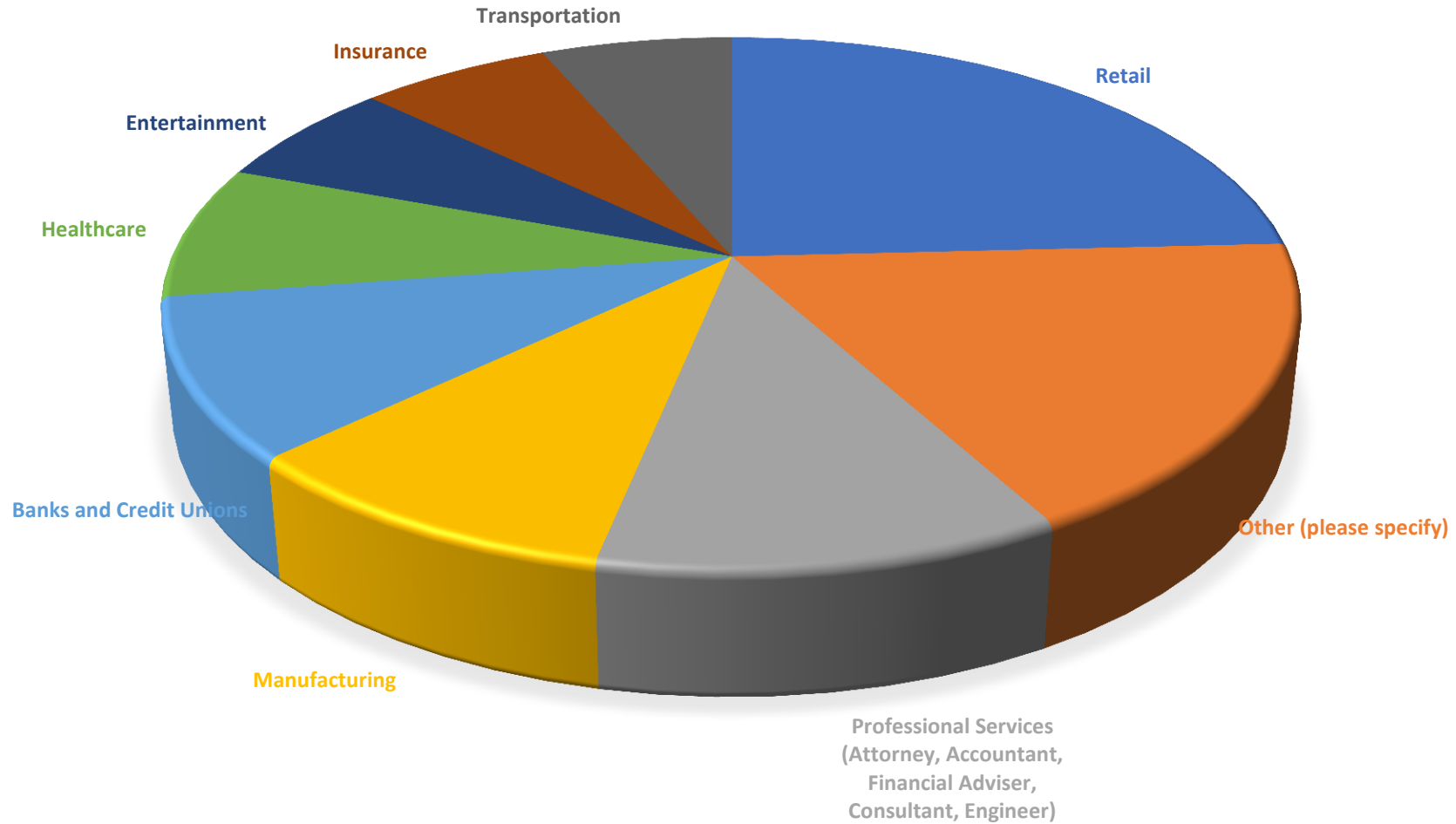


69 BUSINESS LEADERS RESPONDED

**Q1 PLEASE SELECT THE OPTION
THAT BEST DESCRIBES YOUR
INDUSTRY.**

Answered: 68 Skipped: 1

RESPONDENTS – 76%



THE OTHER 24%

3rd Party Distribution
Operations
Agriculture
Agriculture
Catering
Construction
Distribution
Food service

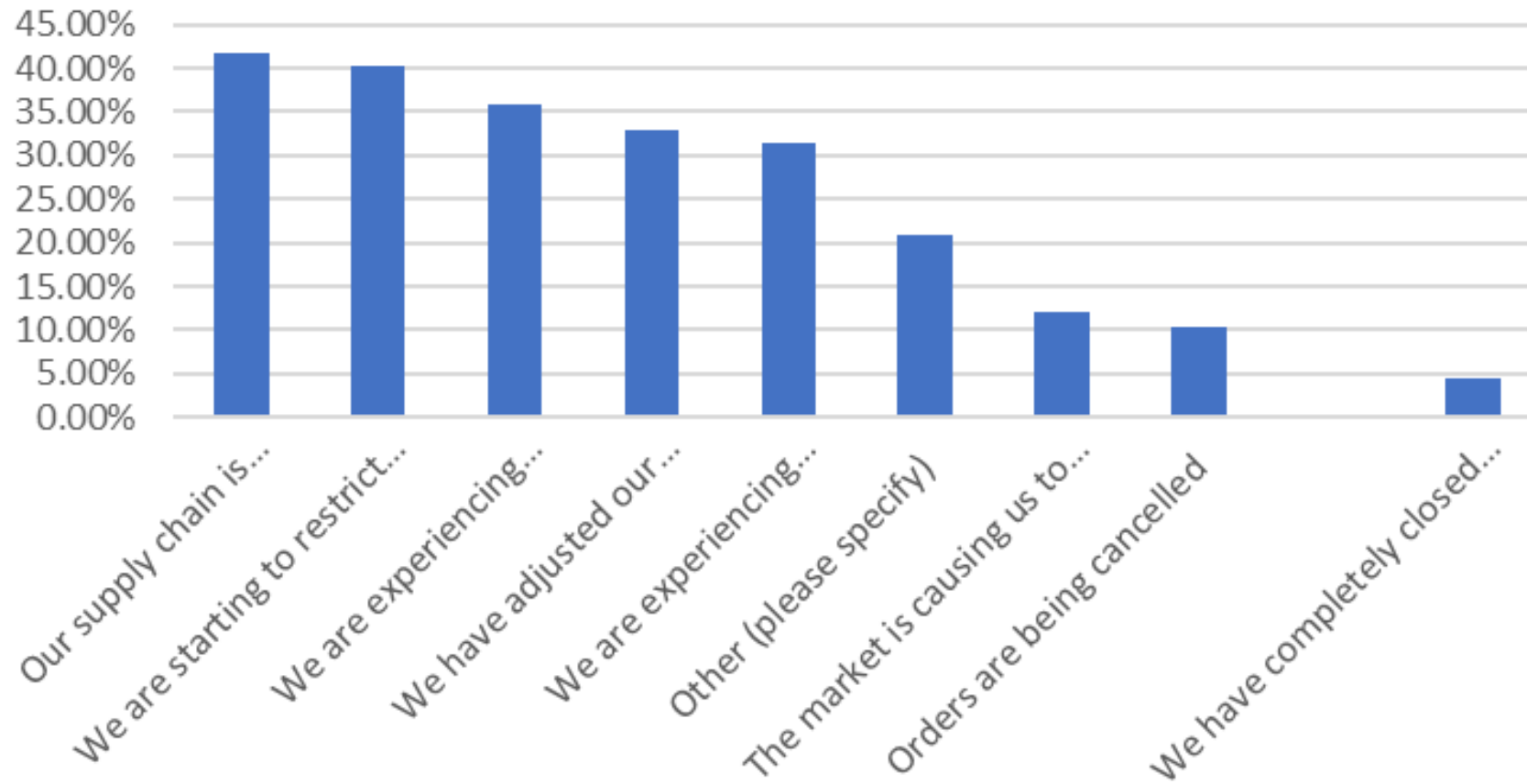
Full-Service Leather Shop
Government
Lodging
Media
Non-Profit
Restaurant
Technology
Wholesale distribution

**Q2 HOW ARE YOUR BUSINESS
OPERATIONS BEING IMPACTED
BY COVID-19?**

Answered: 67 Skipped: 2



How are business operations impacted?



Q3 AT THIS POINT IN TIME,
WHAT LEVEL OF IMPACT DO YOU
EXPECT THIS TO HAVE ON YOUR
BUSINESS?

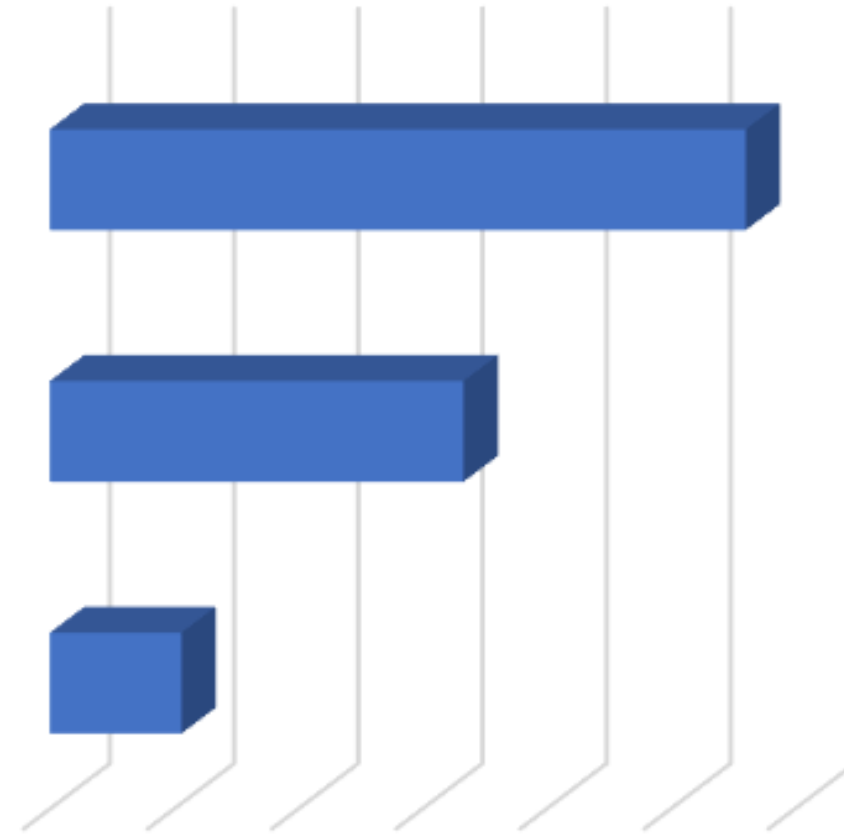
Answered: 66 Skipped: 3

At this point, what level of impact do you expect?

Low (this may impact us financially but we are confident we can weather the storm)

Medium (this is going to significantly impact our financials)

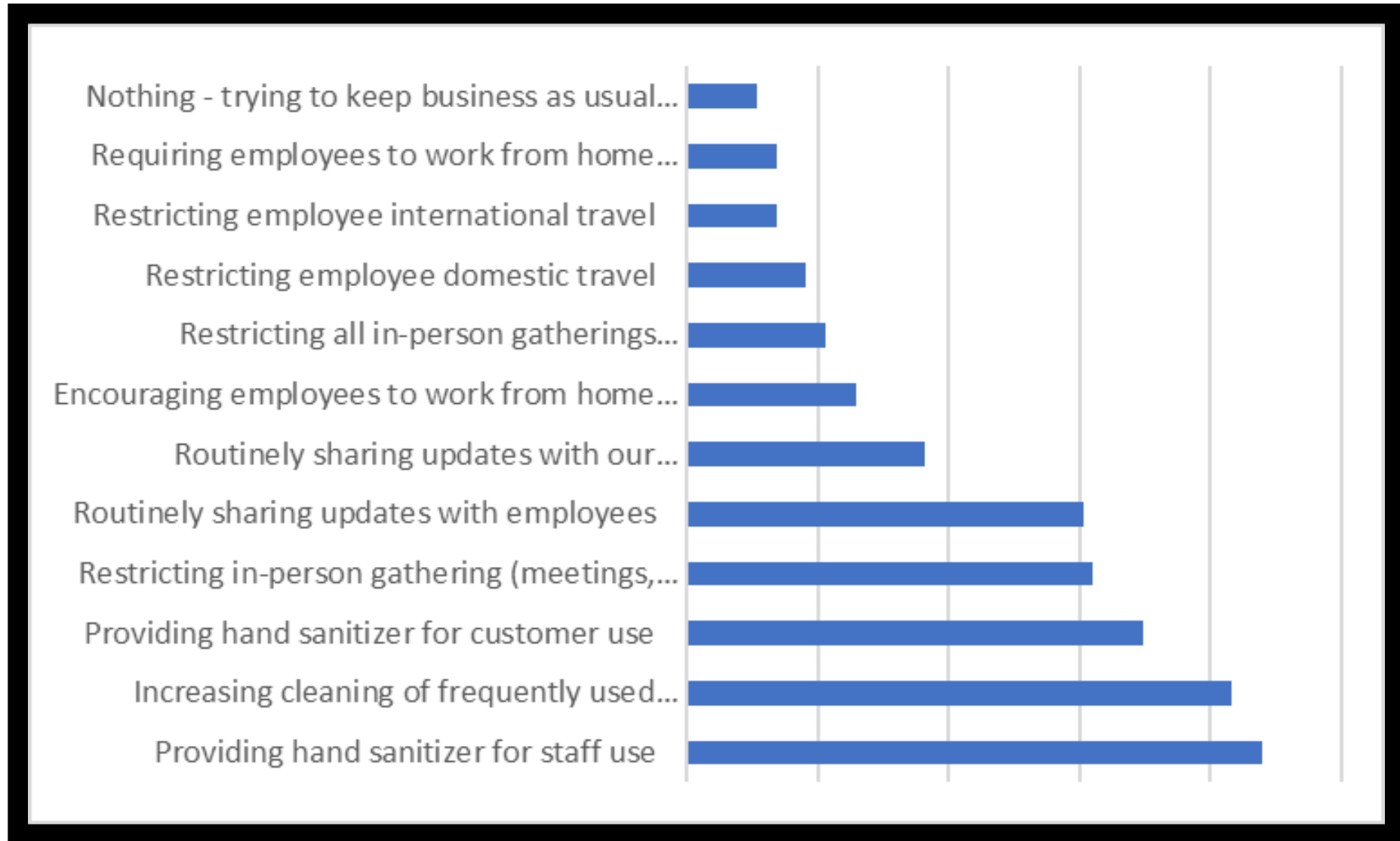
High (this may put us out of business)



**Q4 AS CONCERNS GROW OVER
THE SPREAD OF COVID-19, WHAT
IS YOUR BUSINESS DOING TO
ADDRESS EMPLOYEE AND
CUSTOMER CONCERNS AND
MITIGATE RISK?**

Answered: 66 Skipped: 3

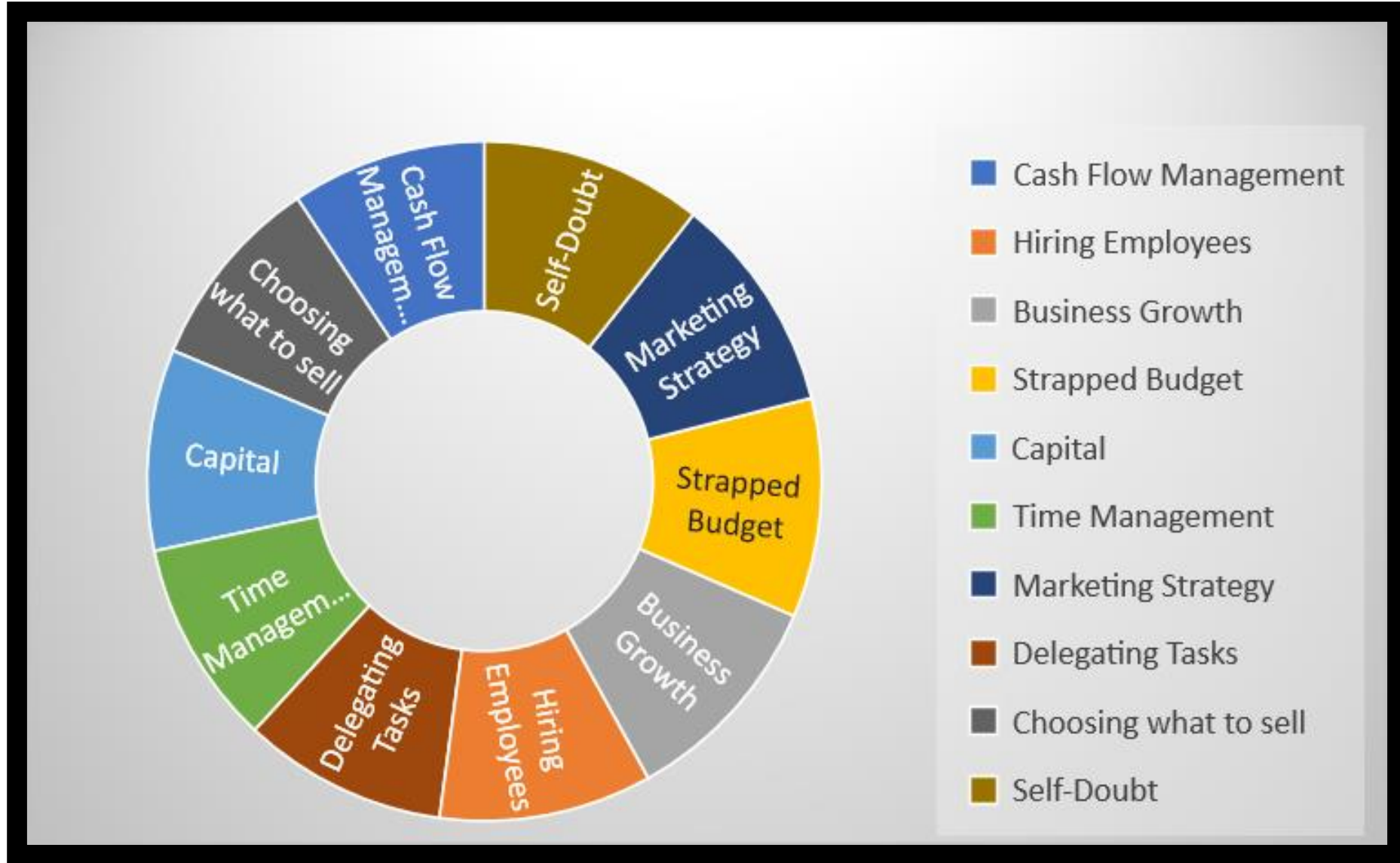
What is your business doing to address employee and customer concerns and mitigate risk?



**Q5 PLEASE RANK THE
FOLLOWING FROM MOST
CHALLENGING (1) TO LEAST
CHALLENGING (10).**

Answered: 54 Skipped: 15

Most challenging (1) to least challenging (10)



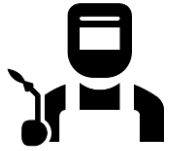


HOW CAN WE HELP?

Q6 PLEASE TELL US ABOUT ANY SERVICES KISHWAUKEE COLLEGE IN PARTNERSHIP WITH WAUBONSEE SBDC (SMALL BUSINESS DEVELOPMENT CENTER) COULD PROVIDE TO YOUR COMPANY.

Answered: 32 Skipped: 37

“We are a large business, so likely nothing.”



“Learning about investing and saving for retirement or other financial goals is critical now.”



“Web page design and hosting.”



“Directions on grants and loans available.”



“Help retain other businesses in the area.”



“Clinic site for students in areas of Laboratory Sciences and Radiology-Imaging Studies.”



“Financial grants to keep up with payroll. Minimum wage increase will impact future layoffs.”

“Help promote our business and products to surrounding communities.”



“Providing workers and technical training.”



“Ongoing CDL Program.”



SEND US WORKERS!

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

“Allow areas for outdoor dining and services.”

SHOP LOCAL

“Volunteers, marketing and fundraising help.”

INFORM

“Facebook campaign featuring restaurants and shops.”

OFFER RESOURCES

“Keep up the good work and stay positive.”

“Continue Economic Development activities.”

“Keep utility and electric costs low.”

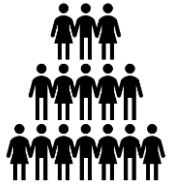
HOW DID WE HELP?

Restart Rochelle: **Round Two Small Business Assistance Program.** During liquidity crunches with significant cash flow disruptions, grants and loans must be rapidly available with little administrative complexity.

Reducing, simplifying or aiding in the process of signing up for government loans, grants and programs can increase participation. The City, Rochelle Chamber, Kishwaukee College, and Waubensee Community College SBDC have partnered since March 2020 to bring links, information, webinars and one-on-one coaching to local businesses.

For the short term, the City relaxed outdoor seating regulations and provided tents and outdoor heaters to help bars and restaurants expand or temporarily add socially-distanced outdoor dining.

RETAIL ADVISORY BOARD



Chris Amir
Samantha Barkus
Jacob Becker
Josh Crofton
Jeff Fiegenschuh
Peggy Friday
Samantha Heffron
Tricia Herrera
LaCretia Konan
Amanda Kost
Kim Montgomery
Manish Patel
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Rochelle Ace Hardware
Sunshine Bakery
Crum-Halsted
Rochelle Ace Hardware
City of Rochelle
City of Rochelle
Baird & Warner
Rochelle Chamber of Commerce
Kishwaukee College
Kishwaukee College
Rochelle Area Community Foundation
Liquor 'N' Wine
City of Rochelle
Holcomb Bank
Waubensee College Small Business Development Center (SBDC)
City of Rochelle