



# MENIFEE K.E.E.P

(KEEP EXISTING EMPLOYERS PROFITABLE)

## business walk 2020 report

\*A B3 Program

### SURVEY. RESPONSE. STRENGTHEN. EXPAND.

In 2020, the City of Menifee and the Menifee Valley Chamber of Commerce partnered to conduct the Menifee K.E.E.P. Business Walk. Menifee K.E.E.P. (Keep Existing Employers Profitable) is a feature of the Menifee Building Better Businesses (B3) Program.

Due to COVID-19, this years Menifee K.E.E.P Business Walk was converted into a walk over a two-week period where volunteers consisting of Chamber Board Members, staff, and ambassadors were tasked with surveying random Menifee businesses that were selected using data provided by the City Business License division.

The "Virtual Walk" consisted of businesses being contacted by random selection equal to 10% of Menifee's business community.

For information or questions about this report, please contact the Menifee Economic Development Department at (951) 672-6777 or email EconDev@cityofmenifee.us.

## KEY FINDINGS

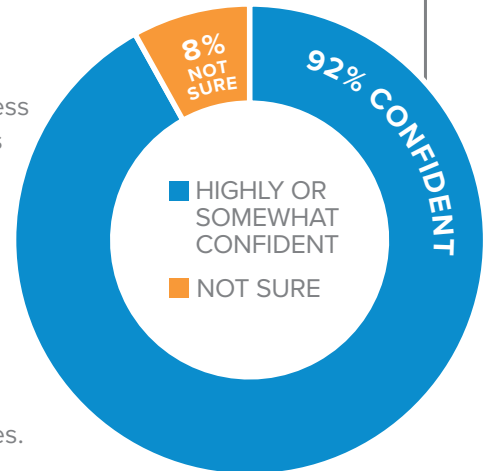
### BUSINESS INDICATORS

Of the businesses surveyed for the business walk in June 2020, 92% of the businesses were highly or somewhat confident that their business would recover from the pandemic. The other 8% of the businesses unsure due to the pandemic.

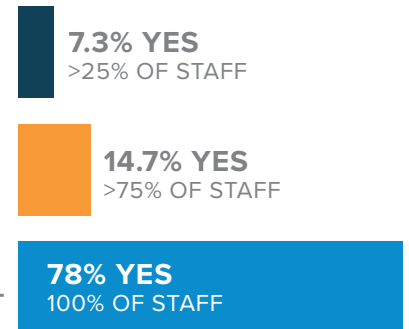
Nearly half (48%) of the businesses surveyed were small businesses (1-5 employees) with only 10% of the surveyed business employing 50 or more employees.

Over three-quarters (78%) of the surveyed businesses plan on rehiring/bringing back 100% of their employees. Only a small percentage (7%) of the businesses plan on bringing back less than 25% of their staff.

"DO YOU THINK YOUR BUSINESS WILL RECOVER FROM THE PANDEMIC?"



"DO YOU PLAN TO REHIRE/BRING BACK 100% OF THEIR EMPLOYEES?"



### NEW TECHNOLOGIES:

50% of the surveyed businesses implemented new technology/guidelines during the pandemic that will become part of their permanent business plan moving forward and majority used funding provided from COVID-19, that allowed them to respond to COVID-19 to survive. Examples of new technology/guidelines include:

- Revised customer-facing procedures including shields
- Increased use of websites and social media for marketing
- Virtual online meetings and training
- Social distancing precautions
- Telecommuting
- Personal protective equipment, protective masks, and new sanitization standards
- Curbside pickup for eating establishments
- Enhanced technology or software to help serve the public

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## COVID-19 Business Impacts 2020 Report

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### FINANCIALS:

- 67% of businesses surveyed applied for some form of financial assistance
- 38% applied for the Employee Retention Tax Credit
- 8.9% of businesses also applied for the Economic Injury Disaster Loan (EIDL)
- 4.4% applied for the Small Business Administration (SBA) Debt Relief Program
- 35% of the businesses requested \$5,000 or less
- 30% of the businesses requested \$50,000 or more
- 35% of the remaining businesses requested between 5k and 50k
- At the time of the survey in 2020, 60% of the businesses had received the requested funding; this does not include Menifee's Small Business Grant



### WORKSHOPS:

Another component of this year's Menifee K.E.E.P. Business Walk survey was to survey businesses to determine what types of free workshops would assist businesses with tools, resources, and growth needs.

The top four identified workshops, following issues requested by the business community, were:

- **MARKETING**
- **FINANCIAL ASSISTANCE**
- **SOCIAL MEDIA**
- **BUSINESS PLANS**



### QUESTIONS:

**If there was something businesses wished they'd known before COVID-19, that would have been beneficial:**

- Stocking up on PPE and cleaning supplies
- Additional savings, reserves, and capital resources
- Health and safety guidelines
- Contingency planning
- More diverse business plan

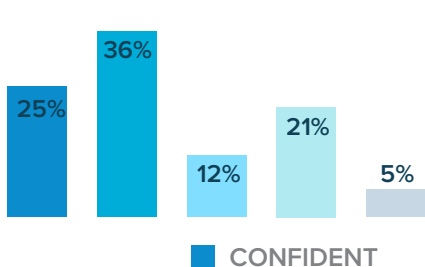
These additional topics will be utilized in additional workshops or planning to assist our business community.

### How can the City of Menifee and Chamber of Commerce assist their business needs:

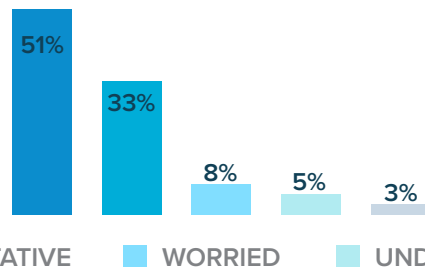
- Re-open business as usual, missing chamber events
- More marketing surrounding health orientated businesses
- Social media training/education
- More affordable office space
- Police monitoring of shopping centers
- Fewer restrictions on doing business in the City during COVID-19 from guidelines
- Tools and resources to promote businesses
- Webinars and education
- Dissemination of information to businesses from Chamber of Commerce

### COVID-19 SURVEYS: How do you currently feel about your businesses ability to weather through the COVID-19 pandemic?

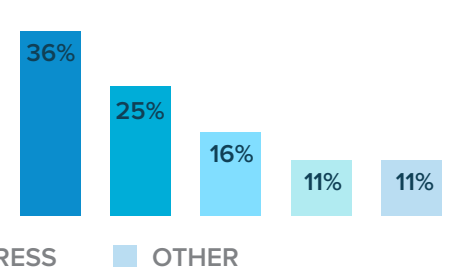
FIRST CLOSURE | MARCH 17TH, 2020  
SURVEYED ON 4/3/20



RE-OPENING | MAY 8TH, 2020  
SURVEYED ON 5/28/20



SECOND CLOSURE | JULY 13TH, 2020  
SURVEYED ON 7/28/20



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The City of Menifee’s Economic Development Department’s business response to COVID-19 has included the following, but not limited to:

<b>COMPLETE LIST OF COVID-19 RESOURCES FOR BUSINESSES:</b>
Created Menifee Cares Recovery website, compiling resources on the website to help business community-updating information and resources daily (Website has been updated more than 435 times since March 2020)
Developed and administered MeniFREEwards Restaurant Takeout Program and extended program (04/03/2020 – 9/25/2020)
Created a #ShopLocal Program known as Menifee Forward with press, website, outreach, giveaways, and programming
Coordinated with property owners/developers to work with businesses on lease terms/needs to recover
Developed Menifee CARES Initiative and administered program
Developed a Menifee CARES Business Grant Program to quickly put funding in the hands of businesses
Developed with the Community Development Department Outdoor Temporary Dining Permit, template application and press
Developed with the Community Development Department Outdoor Temporary Personal Service Permit, template application and press
Worked with the Development Team on permit extensions and project concerns
Worked with the Finance Department on waiving business license fees for portion of FY 19/20 and entire FY 20/21
Promoted Take-out Tuesday Program on social media, and daily business newsletters
Developed Mask-Up Menifee Campaign - and developed posters passed out to Business to encourage customers to wear masks to change behavior to allow businesses to open sooner
<b>COVID-19 PUBLICATIONS</b>
Developed Resource Toolkit for residents and businesses, which has been updated regularly as new resources become available (Updated over 24 times) (Only SW RIVCO City to develop toolkit)
Developed Community Resource Guide for residents and businesses, which has been updated regularly as new resources become available (Updated over 24 times) (Only SW RIVCO City to develop guide)
Developed Business listing of who is open/closed and hours
Developed Essential Business Mapping tool
Menifee Matters included Econ Dev Business Highlights and resources/tools
Sent letters to business/plazas, containing current City, County, and State resources along with Industry Guidelines for retailers (4/30/2020)
Developing a Menifee Magazine for business and city lifestyle information (in proofing now)
<b>COVID-19 BUSINESS OUTREACH</b>
Developing a SHOP LOCAL website and video content for Menifee Forward to promote businesses, encourage shopping locally, and find jobs
Developed Yard Signs to support Menifee Businesses and local Police Department for chamber
Regularly sending out daily Constant contact COVID-19 Briefs, sharing the current information and resources business and community may need (sent over 81 E-Blasts)
Regularly reached out to all of our businesses via phone calls, in person, and/or email in regard to the new guidelines and current business operations
Fielded calls from businesses regarding closures and guidelines
Outreach to struggling businesses, reaching out to businesses, searching for status, feedback, and needs (Started first week of COVID-19 announced)
Conducted incremental business impact surveys to provide businesses key needs
Started EconDev Pod Cast to assist businesses during COVID-19

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