



# SURVEY. RESPONSE. STRENGTHEN. EXPAND.

In 2021, the City of Menifee and the Menifee Valley Chamber of Commerce partnered to conduct the Menifee K.E.E.P. (Keep Existing Employers Profitable) Business Walk. Menifee K.E.E.P. aims to survey the state of small business in the City of Menifee and is a feature of the Menifee Building Better Businesses (B3) Program. Ten percent of Menifee's business community were selected at random to participate in the Business Walk. The walk aims in assisting local businesses increasing their competitive advantage, retain jobs, survive economic difficulties, and provide feedback as a tool to improve the way Menifee and the Chamber do business and grow.

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

# MENIFEE K.E.E.P

(KEEP EXISTING EMPLOYERS PROFITABLE)

## annual business walk 2021 report

\*A B3 Program

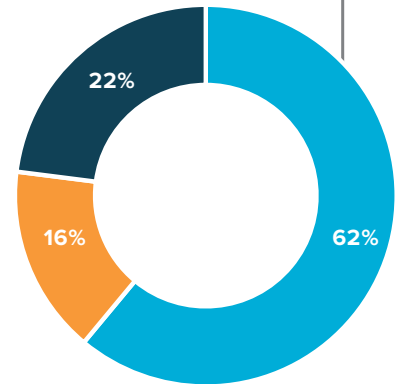
### KEY FINDINGS

#### BUSINESS INDICATORS

Of the businesses surveyed for the business walk in between April 25-May 31, 84% of the businesses were highly or somewhat confident that their business would recover from the pandemic. The other 16% of the businesses were unsure due to the lasting impacts of the pandemic. This has largely caused by the difficulty that has been expressed by businesses to hire staff due to the additional pandemic unemployment that has been offered and uncertainty of the prolonged guidelines and modifications to resume business back to normal.

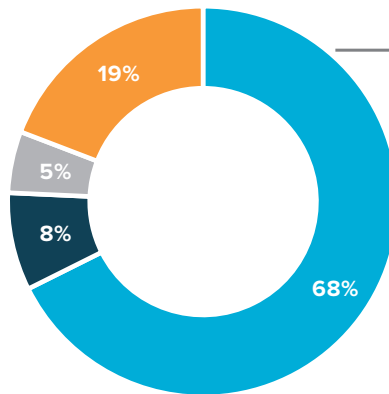
About three-quarters (76%) of the surveyed businesses plan on rehiring/bringing back 50%-100% of their employees. Only a small percentage (19%) of the businesses plan on bringing back less than 25% of their staff or have stated that they already hired back their staff before the survey was conducted.

“WHAT IS YOUR LEVEL OF CONFIDENCE THAT YOUR BUSINESS WILL RECOVER FROM THE PANDEMIC?”



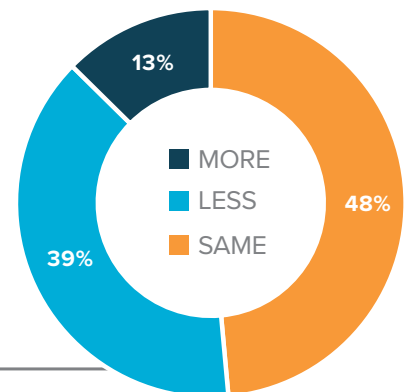
- HIGHLY CONFIDENT/ALREADY RETURNED
- SOMEWHAT CONFIDENT
- UNSURE

“WHAT PERCENTAGE OF EMPLOYEES DO YOU PLAN TO RE-HIRE/BRING BACK UPON CONCLUSION OF PANDEMIC?”



- 75%-100%
- 50%-75%
- 25%-50%
- LESS THAN 25% / OR ALREADY HIRED BACK

“HOW DOES THE NUMBER OF EMPLOYEES COMPARE TO PRE-COVID NUMBER OF EMPLOYEES?”



- MORE
- LESS
- SAME

Menifee KEEP is a feature of the B3 (Building Better Businesses) program. For information or questions about this report, please contact the Menifee Economic Development Department at (951) 672-6777 or email EconDev@cityofmenifee.us.

[menifeebusiness.com](http://menifeebusiness.com) | (951) 672-6777



**MENIFEE**  
ECONOMIC  
DEVELOPMENT



# MENIFEE K.E.E.P

(KEEP EXISTING EMPLOYERS PROFITABLE)

## COVID-19 Business Impacts 2021 Report

\*A B3 Program

**QUESTIONS:** The results of the following questions will be used to guide Chamber and City Economic Development programming for the next Fiscal Year.

### What was a smart decision that your business made as a result of the pandemic?

- Integrating new technology and services such as online ordering and delivery, going virtual when possible, telecommuting
- Following the guidelines from the Centers for Disease Control and Prevention and taking precautionary measures to make customers feel safe
- Making business decisions quickly to respond, such as outdoor dining, reducing hours, and contactless transactions
- Taking advantage of financial assistance such as grants and loans

### What was a business decision related to the pandemic that you now realize was a mistake?

- Did not spend the entire PPP loan
- Scaling back on marketing strategies
- Moving virtually in a senior population
- Reducing support staff and not hiring enough

### What are 3 things you would like to improve about your business or do more effectively as a business owner or manager?

- Advertising & Marketing Assistance
- Community Information, Connecting with the Community & Public Events
- Hiring and Qualified Workforce
- Digital System Upgrades

### Moving forward, how can the City of Menifee and the Menifee Valley Chamber of Commerce assist your business?

- Continue regular communications as the City and Chamber have been
- Keep the City growing
- Increased advertising by the Chamber
- Pro-business policy advocacy
- More sponsored events

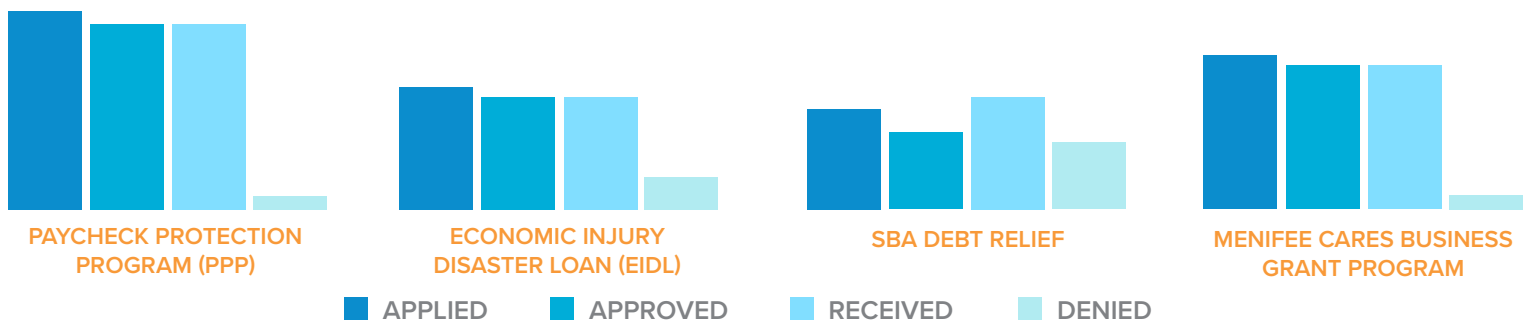
### If you implemented new technology due to the pandemic, what impacts did this have on your business?

- Health App for employees checks
- QR Codes
- Virtual Meetings/Telecommute
- Hands Free Point of Sale

## FINANCIAL ASSISTANCE:

### What financial assistance programs did you apply for during the pandemic and was the application approved and funding received?

For the businesses that did not apply for funding, when asked the reason that they did not apply, most responded that they were not affected by the pandemic financially and did not need the assistance. There were 3 responses that stated they did not know how to apply, which further demonstrates the value of this survey. We can now reach out to these businesses to assist with available funding resources and assistance with their application. There were a total of 74 applications that were able to receive financial assistance during the pandemic.



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