

# CONCORD TOGETHER

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AREA BUSINESS SURVEY RESULTS

[www.ConcordTogether.com](http://www.ConcordTogether.com)

# SURVEY PARAMETERS

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- Opened to all Concord area businesses
- Invitations via Concord Together committee, Concord Business Partnership, Concord Chamber of Commerce, Discover Concord magazine, social media
- 79 Businesses responded, representing 21 industries
- Will serve as a baseline to assess impact of proposed programs

# Topline Results

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- 65% of respondents have been in business 10+ years
- Just under 12% are new businesses (1-2 years or less)
- The vast majority (~75%) lease their space
- Concord small businesses generate LOTS of jobs – both full time and through seasonal and 1099 workers:
  - the 79 respondents provide between 525 and 1214+ full time jobs
  - High season brings in an additional 145 to 510 part time jobs
  - Concord businesses also generate several hundred 1099 opportunities
- Concord Businesses are an engine of economic opportunity in our region!

# COVID-19 Pain Points

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- Sudden closure = ripple effect of problems beyond loss of sales
  - Employee layoffs, furloughs, reduced hours/salaries (most)
  - Supply chain interruptions (31%)
  - Delays in starting new projects or acting on new purchases (51%)
- Event cancellations impacted more than 40% of Concord businesses
- Spring inventory received, many paid, and now out of season...
- 73% of businesses either do not have interruption insurance or aren't sure

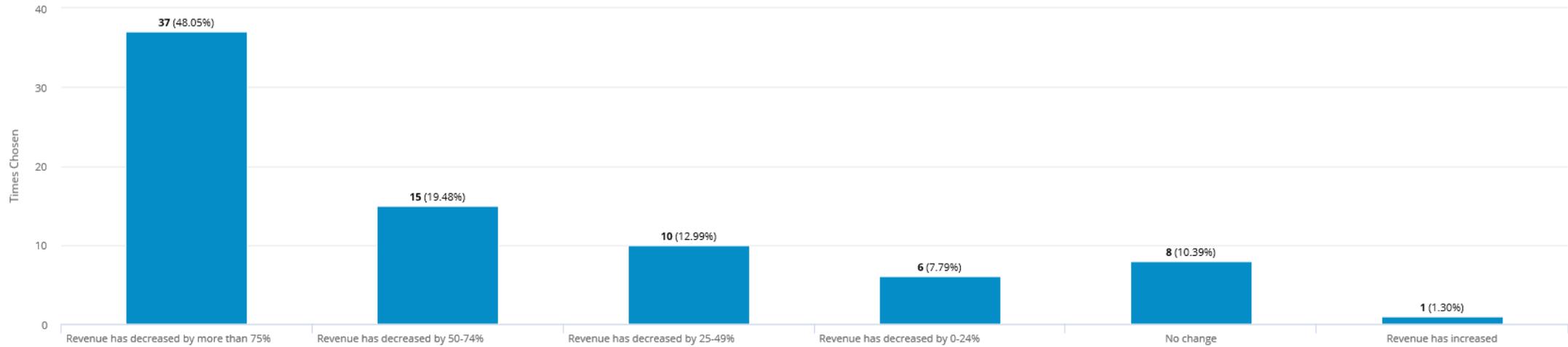
# Current Capabilities to Operate Remotely

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- Most have at least a limited web/social media presence
- 26% do not currently have an e-commerce platform, although most (85%) can accept orders via email or phone in addition to web capabilities, or can handle some parts of the sales cycle via web
- Only 16% of respondents said that online sales represent more than 50% of their business
- 45% of Concord businesses do not have any gift card capability to capture deferred income

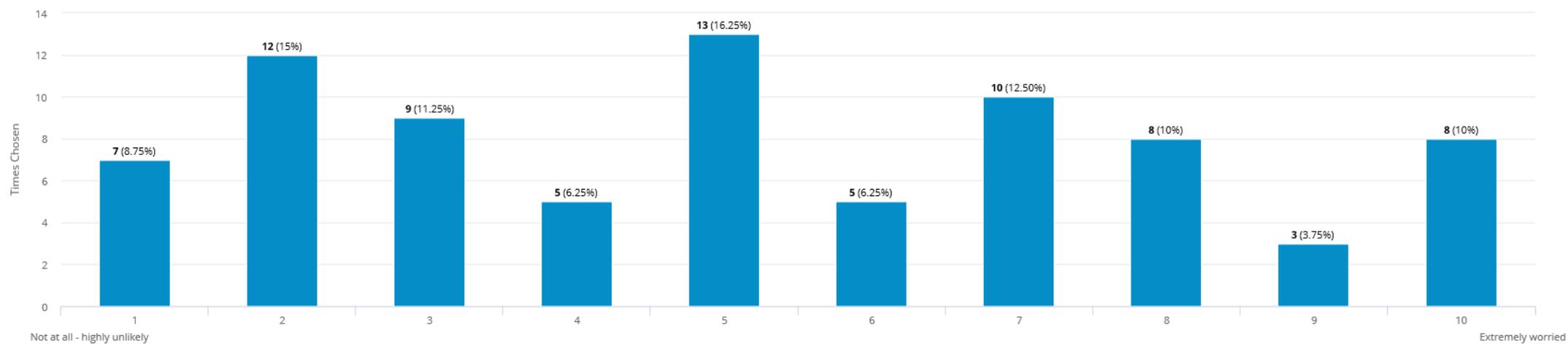
### 13. Compared to the same period last year, how has your business revenue changed since Covid-19 became a concern in March?

Number of responses: 77

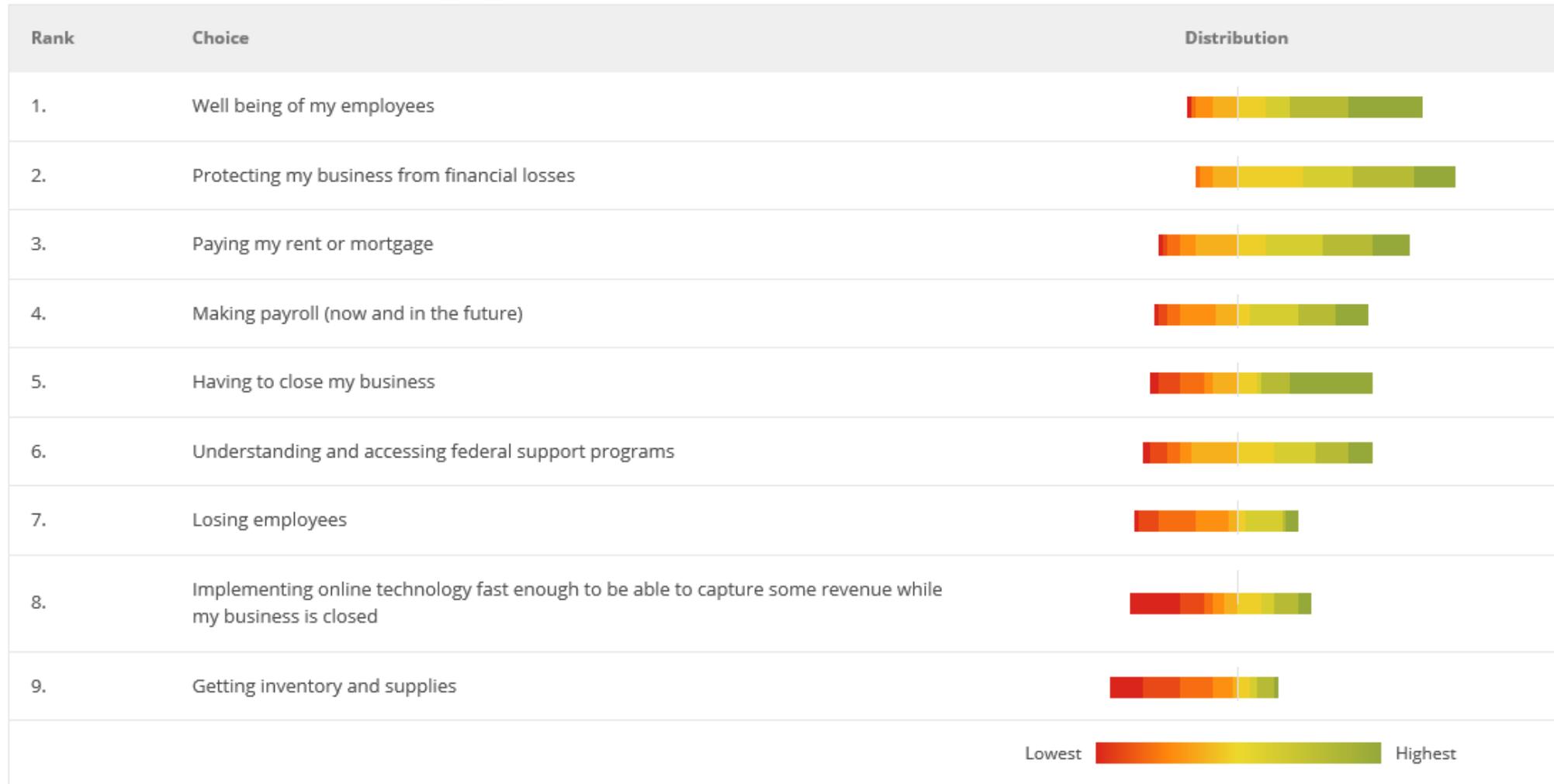


### 19. Are you worried that Covid-19 and related policies could cause your Concord business to close permanently?

Number of responses: 80



# Biggest Concerns, Ranked



# Other concerns

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- Safety – for employees AND for customers
- Access to PPE
- Will it be ‘worth it’ to reopen if debts accumulate too much?
- How to collect on A/R for work already completed?
- Health insurance
- Child care as businesses open but schools (and camps?) are closed

# Top Areas Where Help is Wanted

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- Help navigating grants, financing options, and ever-changing regulations
- Help negotiating with banks, landlords, accounts payable, etc.
- Training to transition to online sales and customer experiences
- Guidance on how to reopen safely
- Marketing support to promote town businesses
- Push “shop local” – with residents and with TOWN
- Networking/support to not feel so alone in dealing with all of this...

# Thoughts to Explore/Discuss

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Grant program

Website, social  
media, YouTube



Marketing and  
consulting support

What else can be  
done?

# For More Information

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- Visit [www.ConcordTogether.com](http://www.ConcordTogether.com)
- Email one of the chairs:  
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