



**LYNNWOOD**  
WASHINGTON

*A great deal more*

## Lynnwood Business Recovery Survey



**Lynnwood City Council**  
**October 25, 2021**

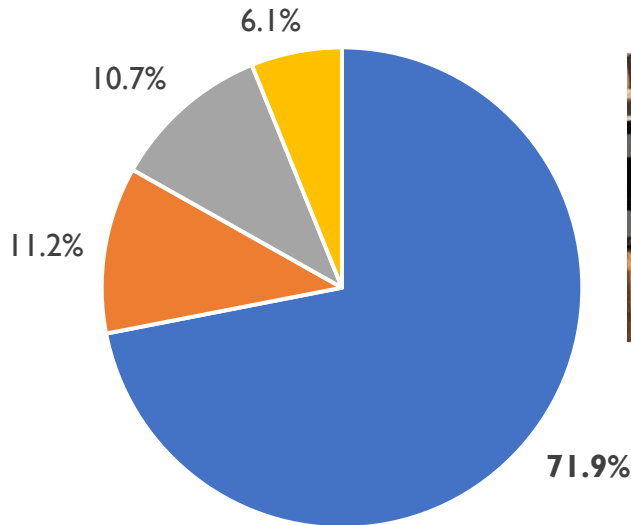


# Background and methodology

- In March of 2021, the Lynnwood City Council held a business round table with 12 Lynnwood businesses. A task force was then formed to brainstorm ideas on how to help city businesses recover from the pandemic. Conducting a survey was one of the recommendations.
- Survey links were distributed via email to all businesses with emails through Survey Monkey (2,155) on August 9, 2021.
- A total of 269 responses were received online. In addition, paper surveys were distributed throughout the business community through September 30th, resulting in an additional 32 completed surveys, for a total of 301 respondents.
- Based on these statistics, the data are +/- 5 points at the 95% confidence level.

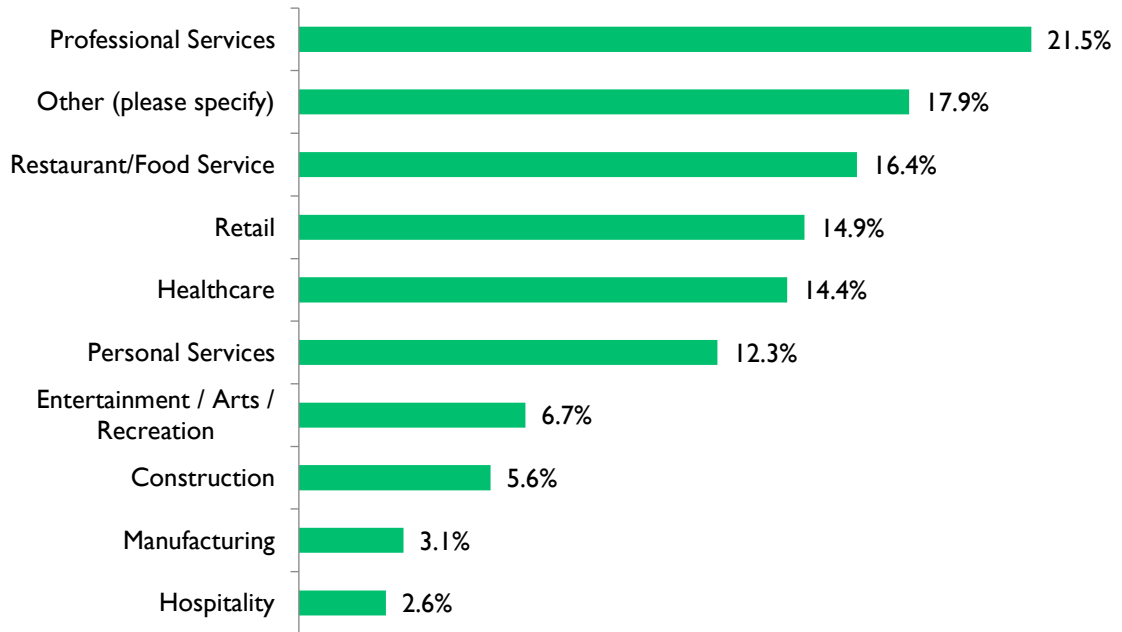


# Most respondents were business owners

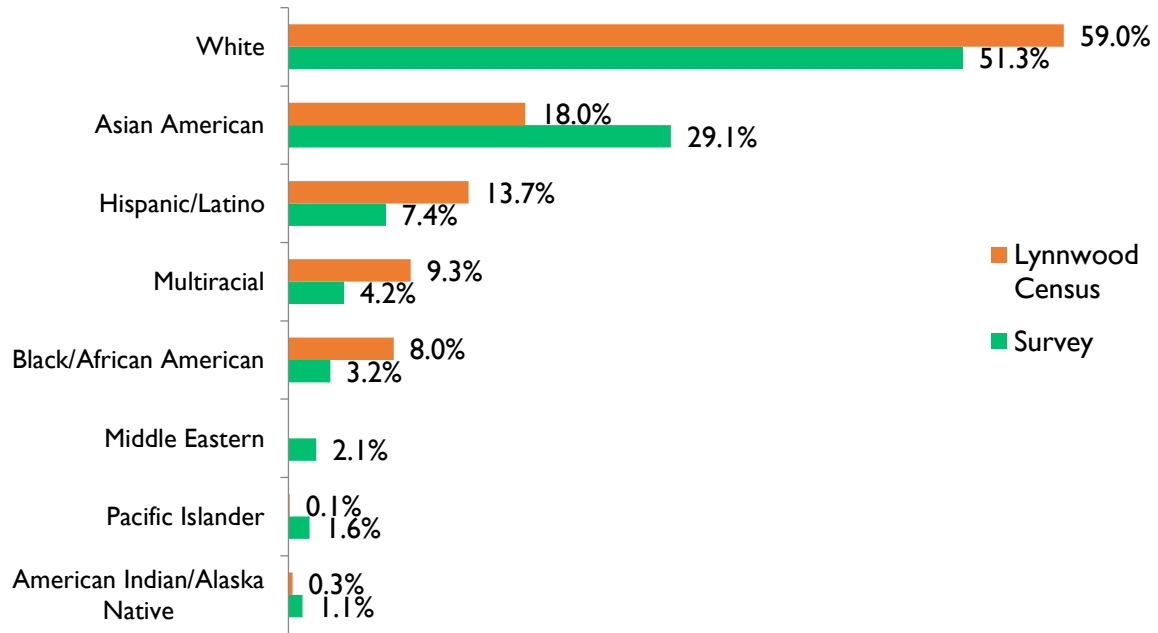


■ Business owner   ■ President/CEO   ■ Manager   ■ Other (please specify)

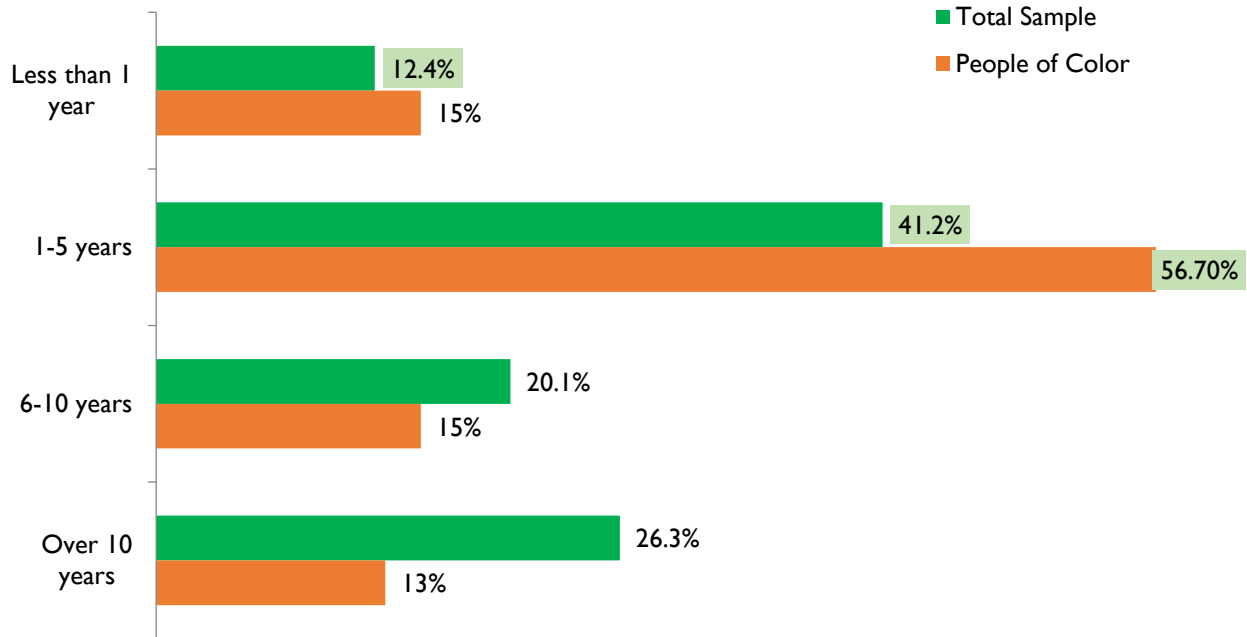
Responses were received from business owners or managers from a variety of areas.



# Good ethnicity representation was achieved by the survey.



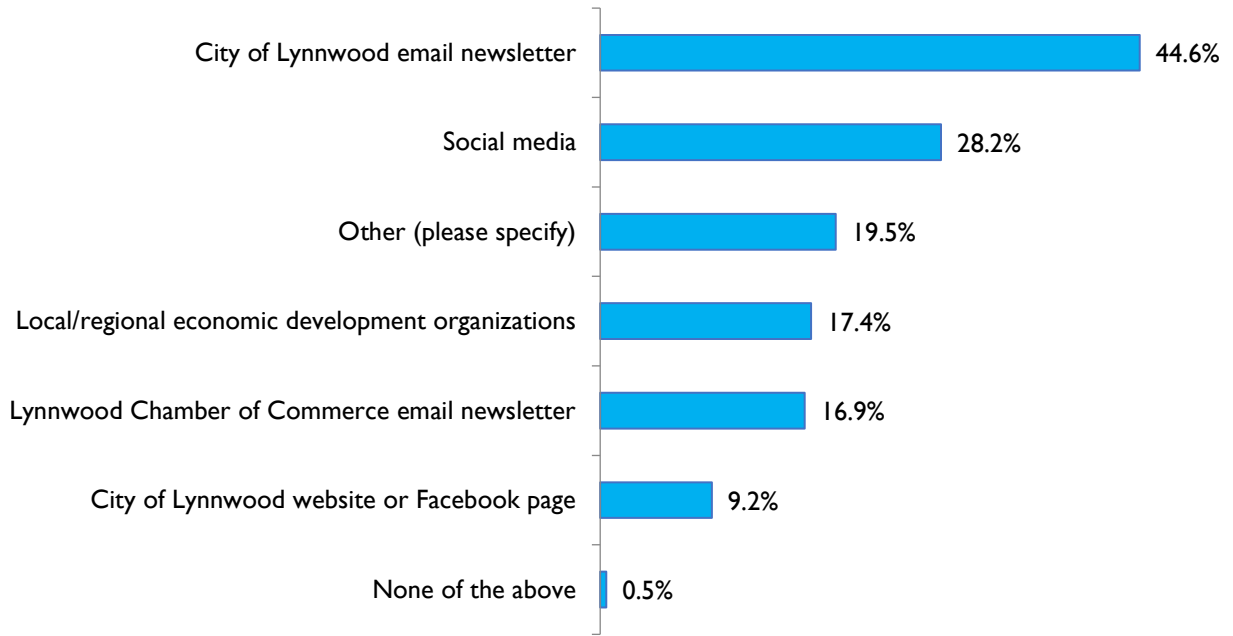
Most of the responses came from businesses that have been in Lynnwood less than 6 years, especially businesses owned by People of Color.



Half of the respondents were women owned and 4 in 10 were minority owned businesses.

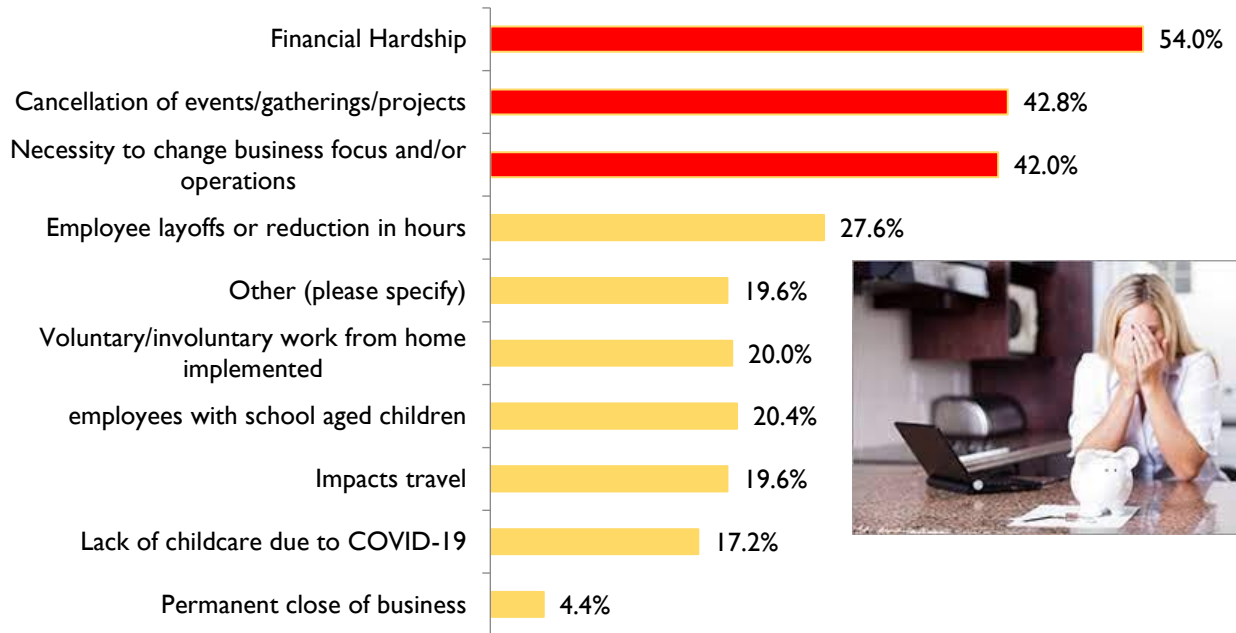


# The city of Lynnwood newsletter is a key resource for learning about assistance programs among those who answered

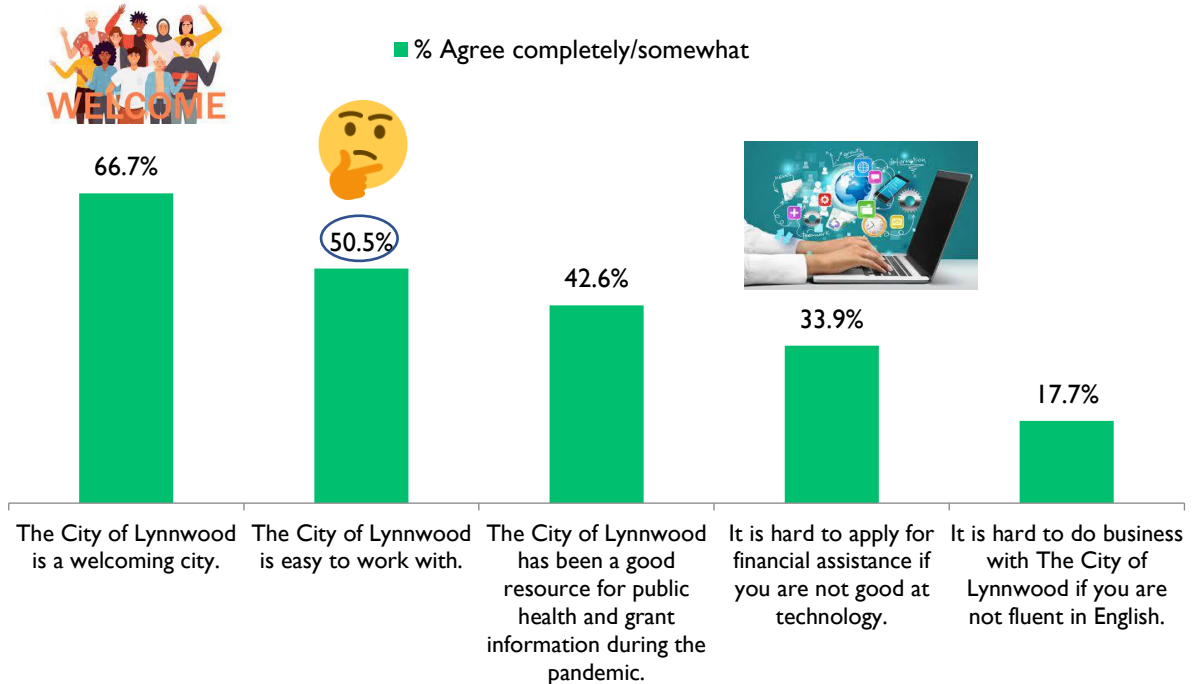




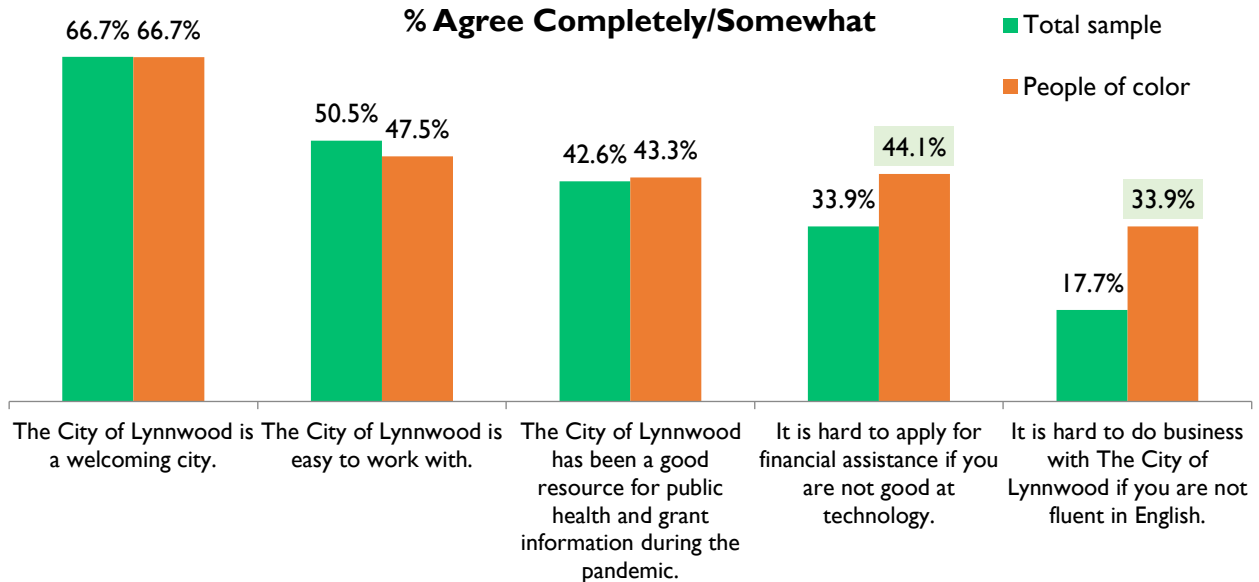
Not surprisingly, financial hardship is the largest impact on businesses, followed by event cancellations and the need to change business operations. This was similar for people of color.



Nearly 7 in 10 agree that Lynnwood is a welcoming city, but only half say the city is easy to work with. Technology appears to be an issue for one-third of respondents when applying for grants.

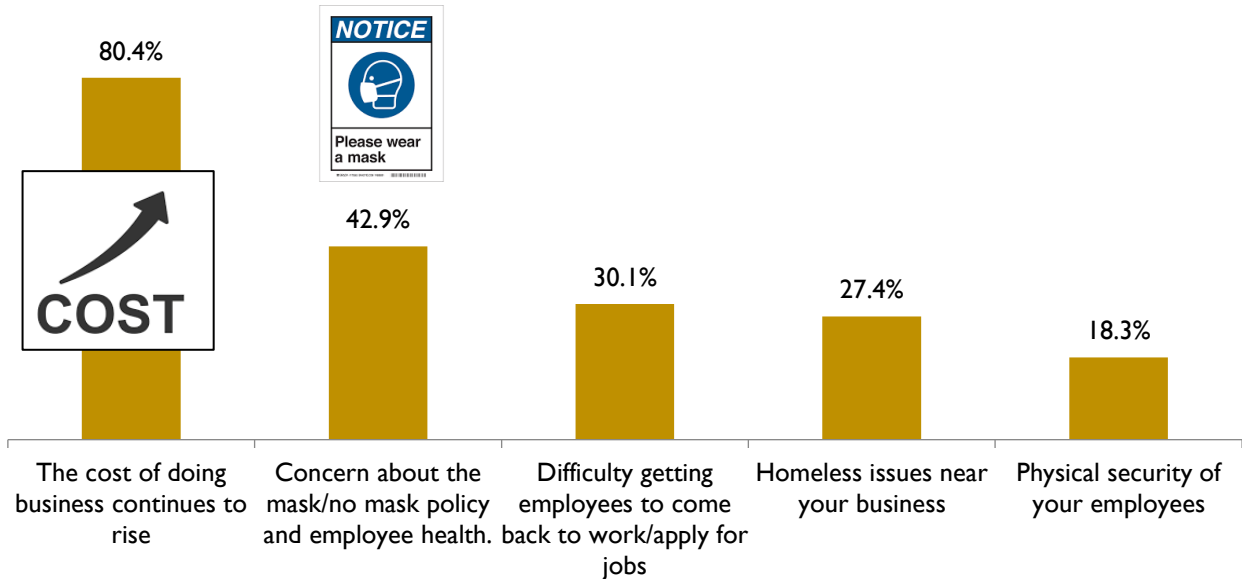


# Business owners who are People of color were more likely to say it is hard to do business if not fluent in English and have barriers with technology.

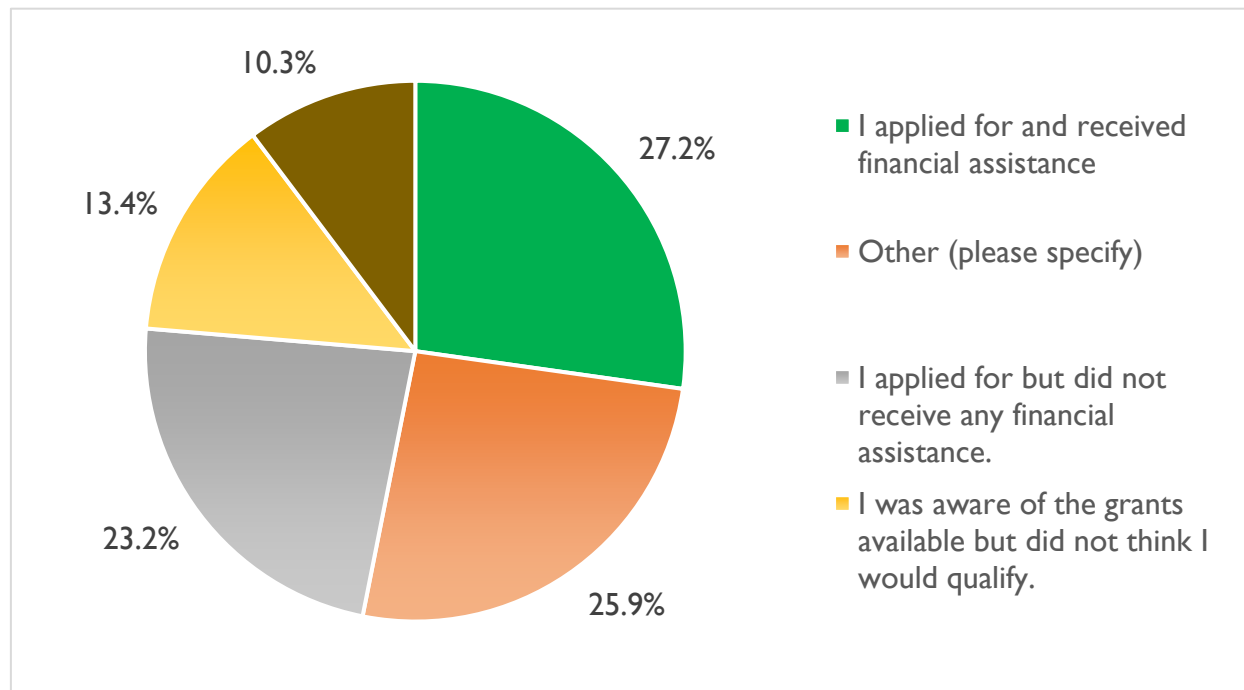


Q4: Now, thinking about doing business with the city of Lynnwood, please indicate how much you agree with the following statements.

Rising costs of doing business is a concern for nearly 8 in 10, followed by concern over masking policies. This is similar for People of color.



One in four businesses report that they received grants.  
Only 10% of business owners were not aware of the grants,  
while 13% thought they would not qualify.



Reasons why they did not think they would qualify include being a new and/or small business, lack of citizenship, or not meeting certain metrics required. Some thought if they received PPE they would not qualify for other grants.

My business wasn't a year old when the pandemic started

Was trying to keep my head above water and thought it would be a waste of time

We exceeded the guidelines in terms of number of employees

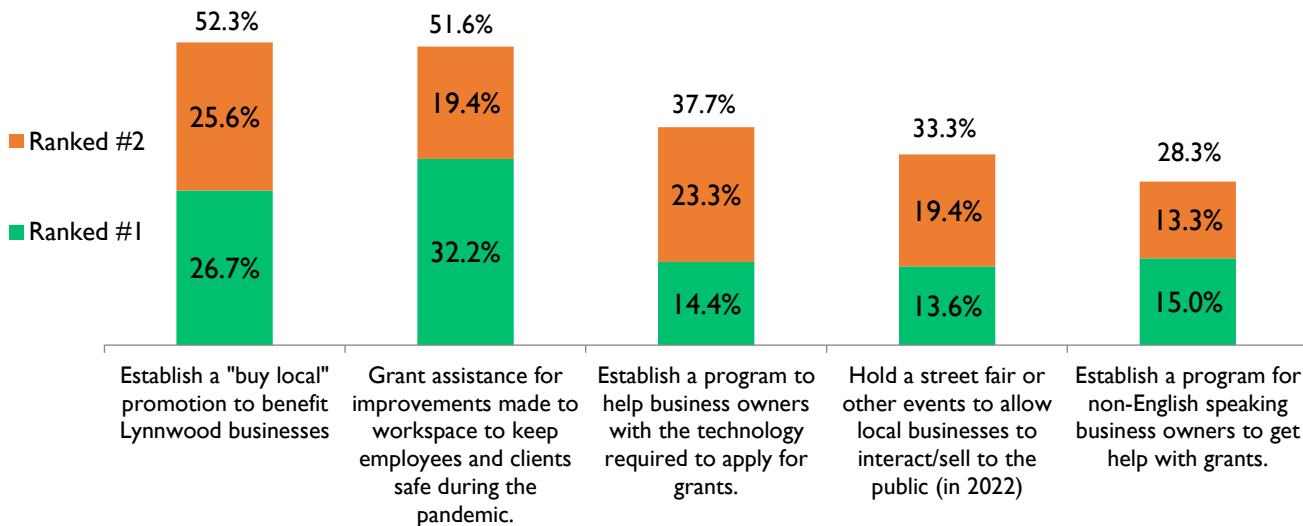
We already received a PPP loan

Have an ITIN number, Not a US citizen



Among the total group, over half ranked “buy local” promotion and “grant assistance” for improvements made for COVID safety. One in 3 say a street fair would be important to their business.

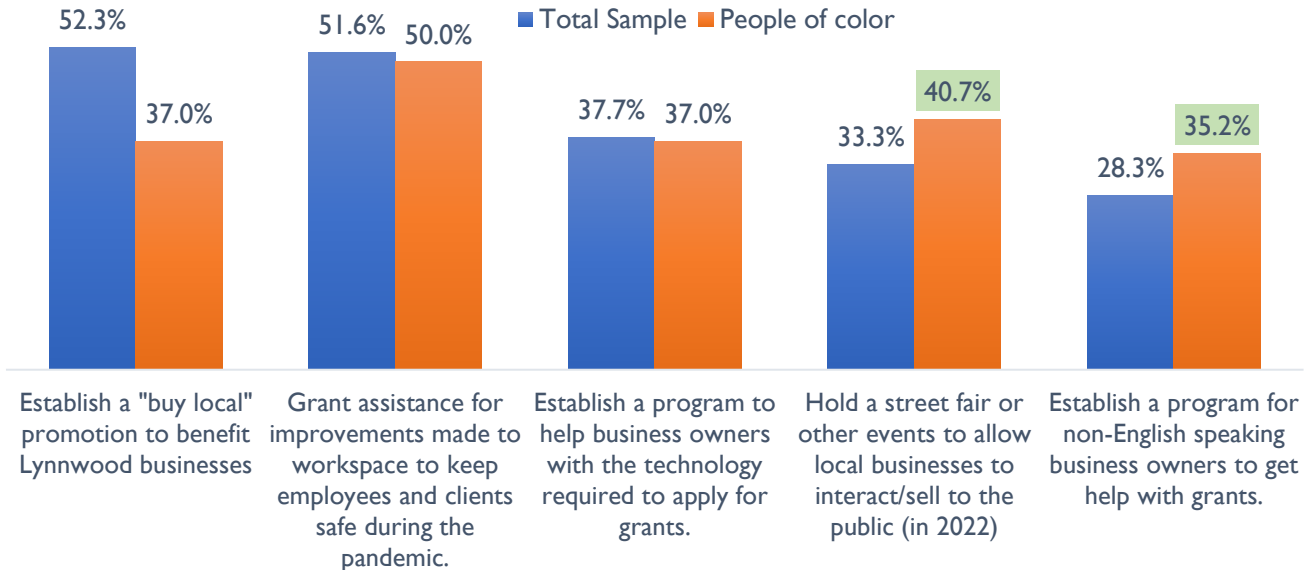
### Ranked 1 or 2 in importance to business



Q9: The following actions could be taken by the City of Lynnwood. Please rank them in order of importance for your business with 1 being the most important and 5 being the least important. (n=180)

# People of color business owners place more importance on holding a street fair and providing grant assistance.

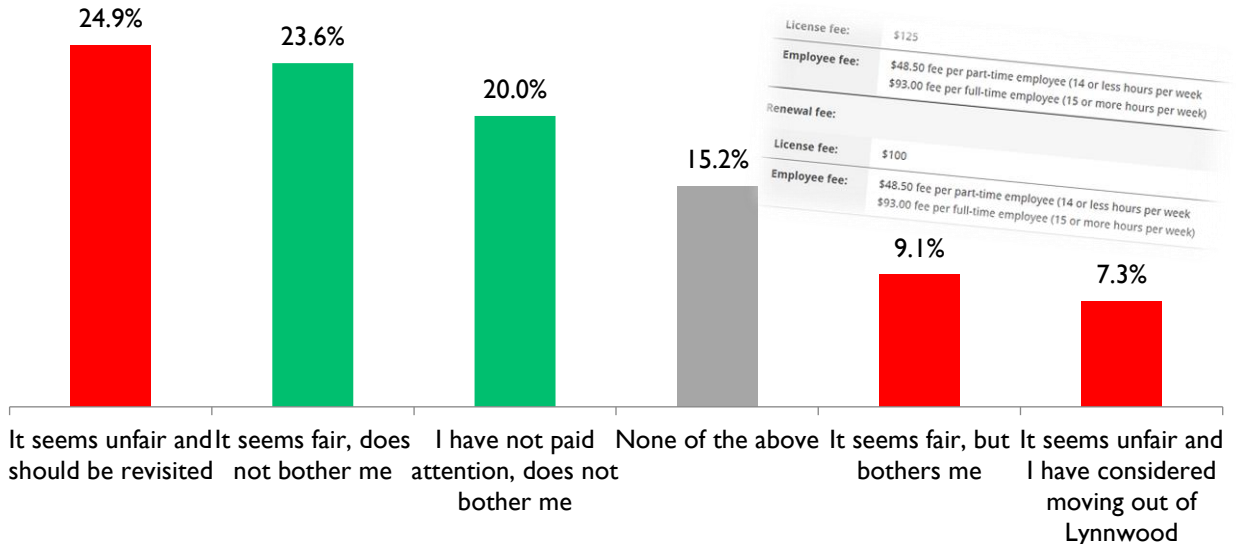
## Most important to business (ranked 1 or 2)



Q9: The following actions could be taken by the City of Lynnwood. Please rank them in order of importance for your business with 1 being the most important and 5 being the least important. (n=180)



Over 40% of business owners have an issue with the per employee fee. should be revisited, while 44% do not have an issue.



Q10: As part of the business license fee, the City of Lynnwood requires that businesses pay a per employee fee similar to other cities in the area. Which of the following best describes how you feel about this approach? (n=193)

# Topline findings- October

- Most business owners rate the city as welcoming, but only half rate it as easy to work with.
  - Business owners who are People of color were more likely to say it is hard to do business if not fluent in English and have barriers with technology.
  - *Implications: equip the city and DBS with tools to address language and technology barriers with businesses.*
- Not surprisingly, financial hardship is the largest impact on businesses due to Covid, followed by event cancellations and the need to change business operations to adapt.
  - Key business challenges include rising costs of doing business (80%), mask policy confusion (43%) and getting employees to return to work (30%), regardless of race.
  - *Implications: focus communications to businesses regarding current COVID policies in real time. Offer grants to ease the financial hardship from needing to change business operations.*
- One in four businesses report that they received grants. Only 10% of business owners were not aware of the grants, while 13% thought they would not qualify.
  - *Implications: continue using awareness tactics as they seem to be reaching businesses. However, information on how to qualify would encourage more to apply.*



# Topline findings- October (cont'd)

- Over 40% of business owners have an issue with the per employee fee.
  - *Implications: consider removing this fee when reviewing the business license program.*
- Among the total group, over half ranked “buy local” promotion and “grant assistance” for improvements made for COVID safety. One in 3 say a street fair would be important to their business.
  - Business owners from diverse cultures place more importance on holding a street fair as well as providing grant assistance.
  - *Implications: work with the Chamber of Commerce or other partner to establish a buy local promotion.*
    - *Develop a grant program through ARPA funds to help business owners get reimbursed for improvements made to their work space to accommodate COVID precautions.*
    - *Develop a work plan for holding a street fair in 2022.*
    - *Consider exploring further with Hispanic businesses via one on ones or focus groups, given their below-average response to the survey.*
- A full report will be issued in November. We recommend conducting a follow-up survey in a year or so to measure progress.

