

# City of Waukesha Business Survey

How has the COVID pandemic affected your business?

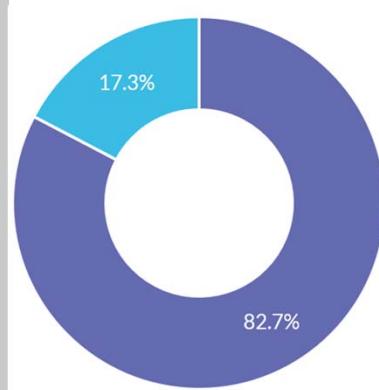
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## City of Waukesha Business Survey

### Distribution

- City of Waukesha Chamber
- Waukesha Business Alliance
- Waukesha Center for Growth
- Waukesha Downtown Business Association
- UW Extension
- Small Business Development Center
- City Newsletter
- City Social Media
- Downtown Waukesha Social Media
- Staff Business Contacts
- Waukesha Freeman Newspaper

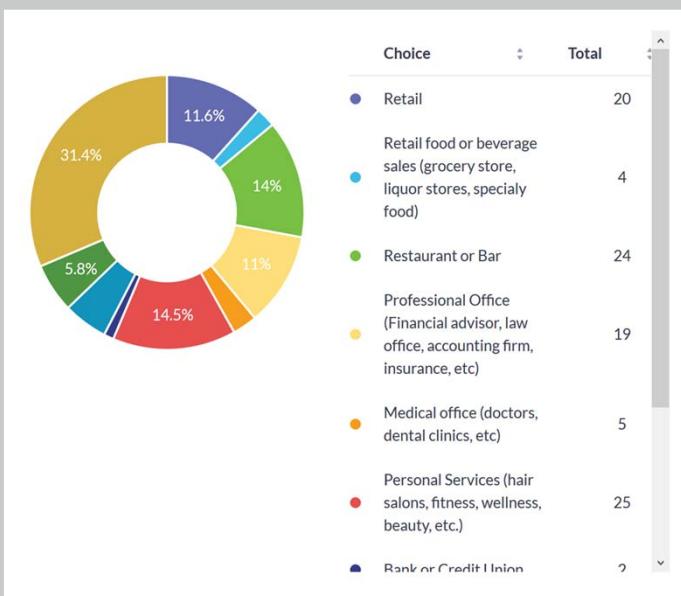
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Choice	Total
Yes	148
No	31

## Do you own a business in the City of Waukesha?

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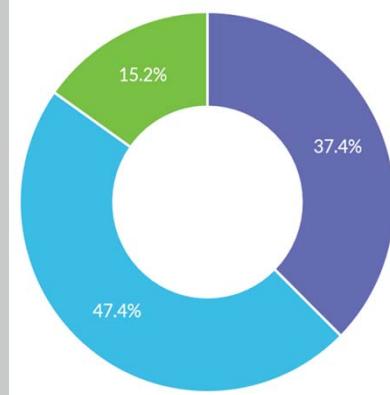
Choice	Total
Retail	20
Retail food or beverage sales (grocery store, liquor stores, specialty food)	4
Restaurant or Bar	24
Professional Office (Financial advisor, law office, accounting firm, insurance, etc)	19
Medical office (doctors, dental clinics, etc)	5
Personal Services (hair salons, fitness, wellness, beauty, etc.)	25
Bank or Credit Union	2

**What best describes what your business does?**

- Retail
- Retail food or beverage sales (grocery store, liquor stores, specialty food)
- Restaurant or Bar
- Professional Office (Financial advisor, law office, accounting firm, insurance, etc)
- Medical office (doctors, dental clinics, etc)
- Personal Services (hair salons, fitness, wellness, beauty, etc.)
- Bank or Credit Union
- Industrial, warehouse, manufacturing
- Contractor/construction service
- Other (please list)

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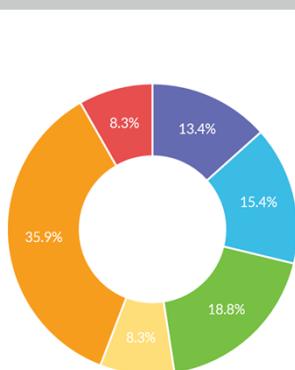
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Choice	Total
We had to close completely	64
We had to scale back our operations (such as carryout/curbside service, online only retail sales, etc)	81
We have not had to close or reduce service	26

## Has your business had to close or reduce service as a result of COVID-19 and the Safer at Home Order?

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costs and fees charged by delivery services such as Grubhub, Uber Eats, etc.	54
Grants or loans to assist you in doing capital improvement projects to your business (interior renovations, repairs, painting, etc)	66
Marketing and advertising grants or other assistance.	29
Temporary sign grants.	126
Rent, mortgage, utility, and other payment assistance.	29
Other (please offer any other programs you think would be of assistance during the safer at home order.	29

**What types of programs/grants do you feel could help you DURING the Safer at Home Order? Please check all that apply.**

- Grants to reimburse you for the costs of switching your business model to online sales, curbside pickup, etc. This could also include costs and fees charged by delivery services such as Grubhub, Uber Eats, etc.
- Grants or loans to assist you in doing capital improvement projects to your business (interior renovations, repairs, painting, etc)
- Marketing and advertising grants or other assistance.
- Temporary sign grants.
- Rent, mortgage, utility, and other payment assistance.
- Other (please offer any other programs you think would be of assistance during the safer at home order.

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Choice	Total
Marketing grants to promote/advertise that you are back open for business	29.5%
Temporary sign grants	9.5%
Rent, mortgage, or utility bill assistance	30.6%
Capital improvement grants to fix the interior or exterior of your business.	14.2%
Grants to assist with modifying your business model (such as creating online stores, online food ordering, etc.)	12.7%
Please list any other ideas for grants or programs to assist after the Safer at Home Order is lifted?	1%

**What types of programs/grants do you feel could help you AFTER the Safer at Home Order is lifted?**

Grants to reimburse you for the costs of switching your business model to online sales, curbside pickup, etc. This could also include costs and fees charged by delivery services such as Grubhub, Uber Eats, etc.

Grants or loans to assist you in doing capital improvement projects to your business (interior renovations, repairs, painting, etc.)

Marketing and advertising grants or other assistance.

Temporary sign grants.

Rent, mortgage, utility, and other payment assistance.

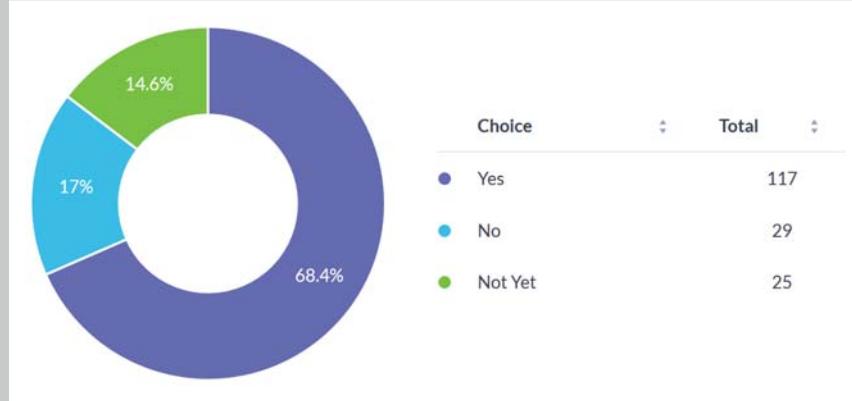
Other (please offer any other programs you think would be of assistance during the safer at home order.)

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5 days ago	Let us open up sooner than the governor allows
5 days ago	Expanded opportunities for outdoor seating for businesses with under 30% in food sales.
5 days ago	I appreciate the one listed in this survey. Great ideas.
5 days ago	Grants
6 days ago	Sign advertising bill board type. More numerous areas to have signs to show we are back open downtown.
6 days ago	Someone advocating for us (small businesses) at the banks were decisions are made about the PPP grants, that went to large company's, not us. We probably need a class action law suite to address that issue on behalf of the small businesses. Too bad all of those law firms that we see every day on TV don't take up this cause for us
6 days ago	funds for loss of perishable inventory, loss of sales, possible loss of customers, loss of funds for sponsored teams and leagues
6 days ago	Perhaps some extended relief for parking expenses and parking tickets for the summer of 2020 would be reasonable.
6 days ago	Reopening as soon as possible. Testing for antibodies and allowing people who have had COVID-19 back to work.

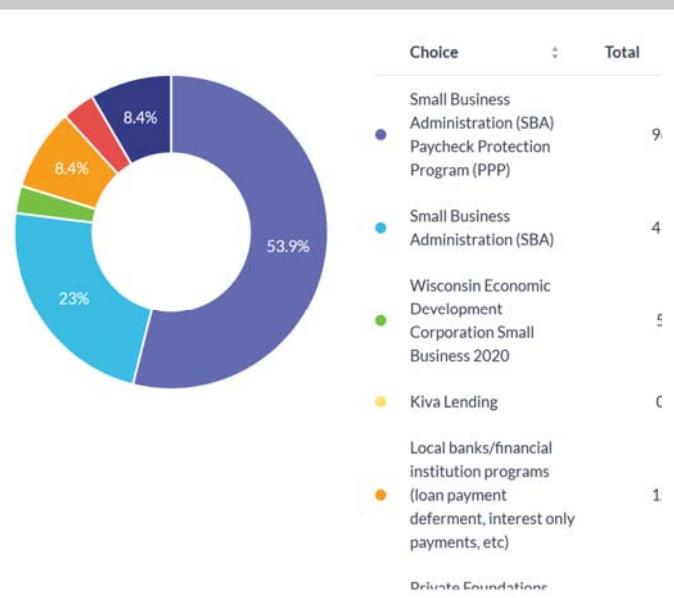
**What other programs or policies do you think would be beneficial to your business?**

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Have you applied for other COVID-19 loans, grants or other assistance program?

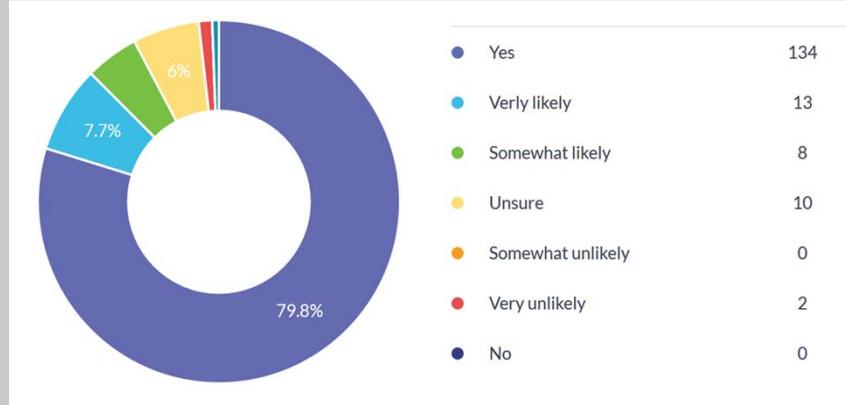
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If you answered “yes” to the previous question, what programs/assistance have you applied for?

- Small Business Administration (SBA) Paycheck Protection Program (PPP)
- Small Business Administration (SBA)
- Wisconsin Economic Development Corporation Small Business 2020
- Kiva Lending
- Local banks/financial institution programs (loan payment deferment, interest only payments, etc)
- Private Foundations, Organizations, and Companies
- Other (please list)

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**Do you plan on reopening your business once the safer at home order is lifted?**

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**Please provide any additional comments or questions.**

6 days ago economy. This current economy and complete reliance on an online presence may make reopening impossible.

6 days ago There are several bill board sign areas. Many additional areas need to be provided so we can let clients know we are open in downtown area. There is not enough areas and expense is too high help with cost for 6 months to a year.

6 days ago We are a very small, family owned corner bar in downtown Waukesha. This time has been very devastating to us. We purchased this bar at the beginning of the year that I have worked at for 10 years. We are trying our best to do all we can to make our business better for when we reopen. This is one of the best times of the year to be open for a bar with all the sports that should have been happening. We were not able to do any to go sales for the first few weeks because we do not sell food. When that restriction was finally lifted we have been struggling to find ways to do to go items but the extra cost is quite significant, with no income coming in. We appreciate Waukesha trying to help the small businesses. We did apply for the PPP loan however the money ran out from big businesses taking it all.

6 days ago I cannot run my business and home school my children. Their health and well being is more important. Thank God my husband still has a job or we would be in a financial crisis. We are getting by without my income for now. That could change any day as his company just terminated 3/4 of their employees.

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If you'd like to be added to our email list with updates on any COVID-19 programs, grants, loans or updates, please provide us with your email address, name, business name and phone number.

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89 answered – 49% of respondents