

**City of Mercer Island  
Business Survey  
Final 7-20-20**

You have received this survey because you own or operate a business based on Mercer Island.

Since early March 2020, the [City of Mercer Island](#) has partnered with the [Mercer Island Chamber of Commerce](#) to support local businesses impacted by the COVID-19 crisis. As part of this response, we are conducting this brief survey to learn about the COVID-19-related challenges facing your business as well as other general needs you have as a Mercer Island business.

This survey contains 18 questions and will take approximately 7 minutes to complete. Your responses will inform future efforts to support the Mercer Island business community during the COVID-19 crisis and beyond.

Questions? Contact Sarah Bluvas, Small Business Liaison for the City of Mercer Island's EOC Operations Section: [sarah.bluvas@mercergov.org](mailto:sarah.bluvas@mercergov.org) | 206.275.7864

*Thank you for your time! We truly appreciate your input.*

Q1. Which of the following best describes your business location? (Check all that apply.)

- ☐ Located in the north end business district
- ☐ Located in the south end business district
- ☐ Store front
- ☐ Located within an office building
- ☐ In-home/home-based business
- ☐ Other (please specify) \_\_\_\_\_
- ☐ I no longer have a business based on Mercer Island **(DP NOTE: END SURVEY)**

Q2. What challenges are you facing, at this time and going forward, due to COVID-19? (Please read answers carefully. Check all that apply.)

- ☐ Keeping up with/figuring out the Federal rules regarding available COVID-19 related loans
- ☐ Keeping up with/figuring out the State-mandated COVID-19 phases/rules
- ☐ Business has increased significantly
- ☐ Business has decreased significantly
- ☐ Trouble paying rent/accessing rent relief
- ☐ Working with vendors to delay delivering orders we no longer need, cannot pay for at this time, etc.
- ☐ Working with creditors to agree to let us delay our payments

- ☐ Had to lay off employees
- ☐ Had to cut employees' hours
- ☐ Had to cut employees' pay/salary
- ☐ Trying to open/stay open, but cannot find staff/my staff does not want to work
- ☐ Additional expenses related to reopening (e.g.; PPE, extra cleaning, signage)
- ☐ Have to add online store
- ☐ Have to add pickup/delivery service
- ☐ Providing adequate parking for customers/clients
- ☐ Have to add new product offerings
- ☐ Have to find a new customer base
- ☐ Have to reconfigure business location to support social distancing
- ☐ Face challenges from customers or employees who do not comply with Safe Start guidelines/practices (e.g.; social distancing, mask wearing, etc.)
- ☐ Have to adapt to new sanitizing protocols
- ☐ Other (please specify) \_\_\_\_\_
- ☐ Not facing any challenges due to COVID-19

Q3. Have you received any of the following financial assistance during the COVID-19 crisis? (Check all that apply.)

- ☐ Paycheck Protection Program Loan (PPP)
- ☐ SBA Economic Injury Disaster Loan (EIDL)
- ☐ Working Washington Small Business Emergency Grant
- ☐ WeLoveMI campaign
- ☐ Private loans, lines of credit, etc. from your banking institution
- ☐ Other Federal, State, or Local funding sources
- ☐ Other private loan or grant programs (e.g.; Facebook Small Business Grant Program)
- ☐ I have not pursued any financial assistance
- ☐ I applied for some of these, but did not receive any financial assistance
- ☐ Other (please specify) \_\_\_\_\_

Q4. What changes have you made or are considering making due to COVID-19?

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Q5. Have you heard of the City of Mercer Island's Let's Talk webpage for businesses found at [letstalk.mercergov.org/coronavirus\\_business](http://letstalk.mercergov.org/coronavirus_business)?

- ☐ Yes, I've heard of it and have visited the website
- ☐ Yes, I've heard of it, but have not visited the website yet
- ☐ No, I have not heard of it

Q6. During the COVID-19 crisis, the City of Mercer Island has taken several actions to support local Island businesses. Which, if any, of the following efforts are you aware of? (Check all that apply.)

- ☐ Appointed a staff member to serve as Small Business Liaison during the City's emergency response
- ☐ Connected local businesses with/provided guidance on available financial and other relief resources (e.g.; Paycheck Protection Program, Safe Start plan, webinar series)
- ☐ Implemented priority pick-up zones for retail and food pick-up in Mercer Island Town Center
- ☐ Enacted emergency policies to assist Island businesses (e.g.; B&O tax payment deadline extension)
- ☐ Coordinated marketing and outreach campaigns to promote local businesses (e.g.; #TakoutTuesday social media campaign)
- ☐ Redistributed park picnic tables to other locations to facilitate more public outdoor seating
- ☐ Secured grants to fund projects to support local businesses
- ☐ I was not aware of any of these efforts
- ☐ Other (specify) \_\_\_\_\_

Q7. While operating with limited staff capacity and financial resources, the City of Mercer Island and the Mercer Island Chamber of Commerce continue to seek ways to support local businesses during the COVID-19 crisis. If resources were available, which of the following would help your business most during this emergency? (Please read list carefully. Pick up to three.)

- ☐ Resources for acquiring PPE supplies
- ☐ Assistance seeking commercial rental relief/other needs related to commercial property
- ☐ A way to let customers know you are now open
- ☐ Promoting your business through the City of Mercer Island's Let's Talk page with COVID-19 resources for businesses ([letstalk.mercergov.org/coronavirus\\_business](http://letstalk.mercergov.org/coronavirus_business))
- ☐ Connecting your business with marketing assistance (e.g.; social media marketing, creative advertising design)
- ☐ Connecting your business with technical assistance (e.g.; website development, CPA)
- ☐ Connecting your business with ways to partner with other local business to enhance/promote products/services
- ☐ Exploring temporary codes/policies to enable customers to more easily access your products/services (e.g.; code amendments to allow outdoor dining/shopping, priority pick-up/parking zones for retail and food pick-up)
- ☐ Other (specify) \_\_\_\_\_
- ☐ Don't know what would help
- ☐ Nothing will help

Q8. In the future, the City of Mercer Island may have the opportunity to implement policy or other actions to assist Mercer Island businesses. Thinking long-term, which of these policy or program areas would you want the City to explore on behalf of local businesses? (Pick up to two.)

- ☐ Parking in north and south end business districts (e.g.; amount of parking, illegal parking)
- ☐ Walkability in north and south end business districts
- ☐ Helping people find their way to/from north and south end business districts
- ☐ Community-wide branding and marketing (e.g.; Visit Mercer Island – Shop, Eat, and Enjoy)
- ☐ Business attraction
- ☐ Business retention
- ☐ Tourism development
- ☐ Funding mechanisms to support local businesses (e.g. tax-related district designation, regional/federal grants)
- ☐ Other (please specify) \_\_\_\_\_
- ☐ Don't know what to suggest
- ☐ Nothing

Q9. Are you a member of the Mercer Island Chamber of Commerce?

- ☐ Yes **(SKIP TO Q11)**
- ☐ No

Q10. For what reasons have you chosen not to join the MI Chamber of Commerce?

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Q11. Where do you currently access information regarding resources and opportunities for the Mercer Island business community? (Pick as many as apply.)

- ☐ Mercer Island Reporter
- ☐ Mercer Island Chamber of Commerce
- ☐ Mercer Island Rotary
- ☐ City of Mercer Island website
- ☐ City of Mercer Island's "Let's Talk" page with COVID-19 resources for businesses:  
letstalk.mercergov.org
- ☐ The City's "MI Weekly" e-newsletter
- ☐ Nextdoor
- ☐ Facebook – The City of Mercer Island
- ☐ Facebook – Mercer Island Chamber of Commerce
- ☐ Facebook (in general)
- ☐ Instagram – The City of Mercer Island
- ☐ Instagram – Mercer Island Chamber of Commerce
- ☐ Instagram (in general)
- ☐ MyMercerIsland.com (website/email newsletter)
- ☐ Word of mouth
- ☐ Other (specify) \_\_\_\_\_
- ☐ I don't access information regarding the MI business community

Q12. What type of information related to the local business community are you interested in receiving from the City?

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Q13. How many years have you been doing business on Mercer Island?

\_\_\_\_\_ years

Q14. How many employees (full or part-time, excluding yourself) do you have?

- ☐ None
- ☐ 1
- ☐ 2 – 9
- ☐ 10 – 24
- ☐ 25 – 99
- ☐ 100 – 499
- ☐ 500 +

Q15. What is your annual revenue for 2019?

- ☐ Under \$100,000
- ☐ \$100,000 - \$499,999
- ☐ \$500,000 - \$999,999
- ☐ \$1,000,000 - \$4,999,999
- ☐ \$5,000,000 or more
- ☐ None
- ☐ Prefer not to say

Q16. Which of the following best describes your business? (Check all that apply.)

- ☐ Architecture/Engineering/Construction/Contractor
- ☐ Artist/Arts Organization
- ☐ Consulting
- ☐ Childcare/Education Services (daycare, preschool, etc.)
- ☐ Design Services (interior, graphic, etc.)
- ☐ Financial Services (banking, CPA, financial planning, etc.)
- ☐ Fitness Studio/Gym
- ☐ Food/Drink Service
- ☐ Grocery
- ☐ Health/Wellness (dentist, physical therapist, acupuncture, etc.)
- ☐ Legal Services
- ☐ Manufacturing
- ☐ Other Professional Services
- ☐ Personal Services (hair salon, nail salon, etc.)
- ☐ Real Estate (commercial, residential, lending, etc.)
- ☐ Retail
- ☐ Technology Services (software development, web services, etc.)
- ☐ Other (specify) \_\_\_\_\_

Q17. What other comments or suggestions would you like to share related to COVID-19 related challenges facing your business or other general needs you may have as a Mercer Island business?

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Q18. We will keep local business owners updated on our progress. If you would like to be added to our email list (you can opt out at any time), please provide your email address.

(Please note that your email address will not be connected to your responses. All survey participants and your responses will remain confidential.)

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Thank you for sharing your opinions and experience with us.