

BUSINESS IMPACT OF COVID-19



Greenville Chamber

in partnership with the City of Greenville & Greenville Area Development Corporation

BUSINESSES ARE SEEKING THE 4 C'S

1. CASH



BUSINESS OWNERS NEED TO BE ABLE TO TAKE CARE OF EXPENSES WHILE PAYING THEMSELVES AND THEIR EMPLOYEES.

2. CUSTOMERS



CUSTOMERS ARE THE LIFELOOD OF EVERY BUSINESS. WITHOUT THEM, A BUSINESS CANNOT SEE GROWTH OR PROFITS.

3. CONFIDENCE



BUSINESSES ARE SEARCHING FOR ASSURANCE THAT BETTER DAYS ARE AHEAD AND OUR ECONOMY WILL RECOVER.

4. COMMUNICATION



IN ORDER TO PLAN FOR THE FUTURE, BUSINESSES NEED CLEAR AND CONCISE INFORMATION TO HELP THEM MAKE SOUND DECISIONS.

KEY FINDINGS

39% WORRIED ABOUT BEING ABLE TO STAY IN BUSINESS
↳ **68%** MINORITY-OWNED
↳ **66%** SOLE PROPRIETORS



REVENUE REDUCTION IN MARCH

43%



47% PROJECTED REVENUE REDUCTION IN APRIL



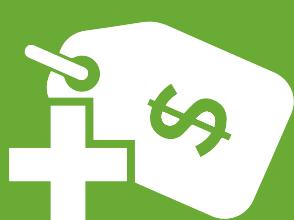
41% LAID OFF STAFF OR REDUCED HOURS
77% INTENDED TO BE TEMPORARY



31% CONCERNED ABOUT RENTAL & PROPERTY PAYMENTS
↳ **49%** MINORITY-OWNED
↳ **47%** SOLE PROPRIETORS

1 IN 3

BUSINESSES HAVE SEEN COST INCREASES



68%

PLAN ON APPLYING FOR ASSISTANCE SUCH AS PPP OR EIDL



MOST NEEDED TYPES OF ASSISTANCE

FINANCIAL



FROM PROPERTY COSTS TO TAXES & PAYROLL, TO LOANS TO MAKE ENDS MEET

ADVICE



HOW TO PLAN AND PREPARE FOR THE FUTURE

WORKFORCE



HIRING, LAYOFFS, FURLoughs, REDUCED HOURS & MORE

MARKETING



STRATEGIC WAYS TO COMMUNICATE WITH OUR CUSTOMERS & THE COMMUNITY

RESPONDENT DEMOGRAPHICS

332



FIRMS RESPONDED

75%

FEWER THAN 50 EMPLOYEES

69%

LESS THAN \$5M IN REVENUE

23%

WOMEN-OWNED

10%

MINORITY-OWNED