

City of Newberg

ARPA Business Needs Survey

Results Summary and Highlights

In November and December of 2021, in preparation for the allocation of the City of Newberg's \$5.3 Million American Rescue Plan Act (ARPA) federal relief funds by the Budget Committee, the City conducted a survey of business needs. Twenty-eight (28) respondents self-reported on the economic impacts of the COVID-19 pandemic, as well as their anticipated business recovery needs and priorities. A survey summary is attached as Appendix A.

Notable results:

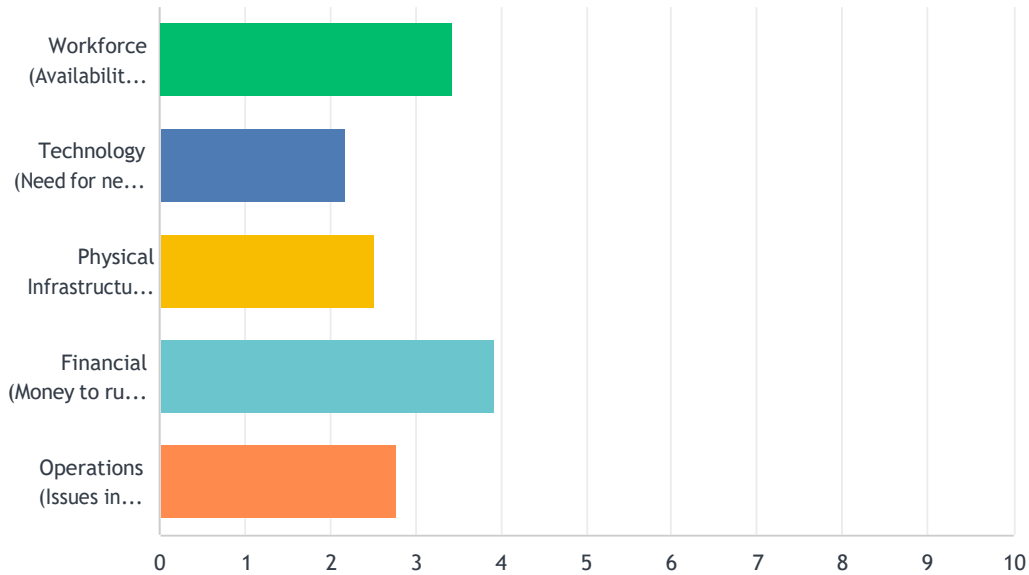
- Workforce availability, training, COVID restrictions and safety accounted for 43.48% and financial needs including operations, debt, and lost revenue accounted for 37.50% of negative impact to businesses.
- Highest workforce priorities were access to business coaching and management support (59.09%), connections to graduating high school and college students (59.09%) and creating more engaged employees and improving workplace culture (45.45%).
- Highest technology support priorities were access to digital marketing (84.21%) and updating systems, including software and hardware (63.16%).
- The highest priority for physical infrastructure and space needs was assistance with creating outdoor spaces for employees or customers (55.56%).
- Highest priorities for financial assistance were to run operations (80.95%), debt retirement (66.67%), and implementing improvements or new innovations (61.90%). Debt retirement is not an allowed use of ARPA funds.
- Highest priorities for operations were supply chain connections (52.63%) and access to new markets and resources (52.63%).

Of the 28 respondents,

- 17 provided follow-up contact information.
- The majority business size was between 2-10 employees (66.67%).
- Food/beverage industry members had the highest percentage of engagement (37.50%), with additional engagement from hospitality, retail, professional services, manufacturing, healthcare, fitness, and marketing.
- Racial demographics reported were African American/Black (0%), Asian (8.7%), multi-racial (13.04%), Multiple owners with multiple races (26.09%), Native American (0%), White/Caucasian (30.43%), Prefer not to say (8.7%), and Other (13.04%). City Staff made a concerted effort to reach racially diverse business owners of 23 total responses.
- Ethnicity demographics reported were non-Hispanic (45%), Hispanic (20%), Multiple owners with multiple ethnic backgrounds (20%), and Prefer not to say (15%), of 20 total responses.
- Gender demographics reported were females (54.55%), Male (36.36%), non-Binary (0%), and Prefer not to say (9.09%) of 22 total responses.

Q1 Please rank the following categories on impact to your business currently:

Answered: 25 Skipped: 3



	1	2	3	4	5	TOTAL	SCORE
Workforce (Availability, training, COVID-19 restrictions, safety, etc.)	43.48% 10	17.39% 4	4.35% 1	8.70% 2	26.09% 6	23	3.43
Technology (Need for new technology given limitations, updating systems, shift to work from home, etc.)	9.09% 2	4.55% 1	22.73% 5	22.73% 5	40.91% 9	22	2.18
Physical Infrastructure/space (Limited capacity for operations, need for outdoor spaces, parking, transportation, etc.)	8.00% 2	16.00% 4	16.00% 4	40.00% 10	20.00% 5	25	2.52
Financial (Money to run operations, paying off debt, lack of sales, etc.)	37.50% 9	37.50% 9	8.33% 2	12.50% 3	4.17% 1	24	3.92
Operations (Issues in supply chain, lack of resources, business advising/coaching, etc.)	4.35% 1	17.39% 4	47.83% 11	13.04% 3	17.39% 4	23	2.78

Q2 What are your most immediate short-term (in the next six months) business needs resulting from COVID-19?

Answered: 26 Skipped: 2

#	RESPONSES	DATE
1	Additional skilled or trainable employees; additional financing to off-set labor costs (payroll tax waiver, etc), cost of goods, and material upgrades made during COVID times.	12/3/2021 2:14 PM
2	Stop restricting businesses through unconstitutional mandates and rules.	12/3/2021 1:51 PM
3	No mandates	12/2/2021 7:05 PM
4	Catching up on the payments for the last few months.	12/2/2021 2:36 PM
5	Funds. A way for the sba to lift restrictions on loans for food businesses	12/2/2021 1:24 AM
6	How do you know this was completed by a business owner? It was posted on Facebook and anyone could answer it. Instead, go to the actual business owners and talk to them.	12/2/2021 12:20 AM
7	More money to be able to invest back into the company. Opportunity for trainings/conferences to keep us updated and networking	12/1/2021 9:57 PM
8	Needing more workers, Getting food supplies	12/1/2021 9:52 PM
9	Financial impact, I own a business that requires membership for in-person activities	12/1/2021 8:56 PM
10	Funds to keep business flowing	12/1/2021 7:09 PM
11	Lack of employees wanting to work.	12/1/2021 5:21 PM
12	Letting people make their own health decisions.	12/1/2021 4:35 PM
13	Not resulting from Covid but Bad Leadership. Shortage on products needed to operate business.	12/1/2021 12:26 PM
14	Financing & access to business decision makers	11/30/2021 2:34 PM
15	Lack of supplies	11/23/2021 12:21 PM
16	Financing to be able to hire needed staff	11/21/2021 9:53 AM
17	Staffing issues and shortages	11/19/2021 3:49 PM
18	Getting increased costs under control. Finding qualified, willing and able employees.	11/19/2021 9:28 AM
19	Much of this doesn't apply at this stage of my life and business. Not looking for substantial growth and biggest challenge is my aging property/building	11/19/2021 9:26 AM
20	staff - hiring reliable people	11/18/2021 1:25 PM
21	employees	11/18/2021 11:23 AM
22	Staffing	11/18/2021 9:41 AM
23	Adequacy of supplies that are backlog due to lack of raw materials. Cash flow sufficient to meet operations needs. Lack of Capital for equipment to help manage this Pandemic. Lack of sufficiently trained medical staff.	11/17/2021 3:37 PM
24	Financial (\$ due to decreased revenue opportunities when COVID cases flare- even the most recent Delta variant saw our traffic and appointments down)	11/17/2021 2:01 PM
25	Supply chain issues going into the holidays are an issue. Also, I am currently fully staffed, but I am scared of what it will be like if that changes and my ability to rehire the position. Consumer confidence is still shifting back to "normal".	11/17/2021 9:31 AM
26	Applicants that want to work and have availability to work more than 2 hour shifts	11/17/2021 8:18 AM

Q3 Tell us your anticipated long-term business needs resulting from COVID-19; where do you see your business in 2-5 years and what do you need to get there?

Answered: 21 Skipped: 7

#	RESPONSES	DATE
1	I anticipate needing to continue to invest in hiring and training employees; invest in material upgrades to the space, point of sales technology, equipment, etc; marketing needs; and maintaining business at a level that will allow seeking funding to purchase our building. The long-term success of the business would require property ownership and a stable workforce, along with a consumer base that understands the value of our product.	12/3/2021 2:14 PM
2	No mandates	12/2/2021 7:05 PM
3	Own the building, and to keep growing my business.	12/2/2021 2:36 PM
4	Hope I'm still on business (open) Financial aid	12/2/2021 9:31 AM
5	We see our business growing into other areas of food service (catering, other locations, etc). As business needs, staffing is the main one.	12/2/2021 1:24 AM
6	We need a location for an office/ business space for a reasonable amount	12/1/2021 9:57 PM
7	Hard to say with everything going on.	12/1/2021 9:52 PM
8	No lockdowns. Need public confidence	12/1/2021 8:56 PM
9	Hoping to continue with customers and hoping to gain more. I need more funds to draw in more business and hire help when needed	12/1/2021 7:09 PM
10	Physical location and employees	12/1/2021 5:21 PM
11	Just that people get used to living with this like regency England had to worry about a common cold killing them. It's not going away no matter how vaxxed people are, we're going to be playing whack a mole for years.	12/1/2021 4:35 PM
12	Get back to the old normal. No masks, restrictions, mandates. Pay the police. Get the docks going so we can have our supplies to run our businesses	12/1/2021 12:26 PM
13	Need to get back to live networking with business decision makers	11/30/2021 2:34 PM
14	The continued mask mandates and vaccine mandates for health care facilities is limiting our hiring pool and ability to market as we would like	11/21/2021 9:53 AM
15	We want to get back to our upward trajectory of positive sales, expense control and overall growth	11/19/2021 9:28 AM
16	Transitioning out	11/19/2021 9:26 AM
17	scare there will be another scare	11/18/2021 1:25 PM
18	Cash flow for operational needs. Capital for upgrades and new equipment Properly trained staff.	11/17/2021 3:37 PM
19	I need to reconsider outdoor space. I have no space for viable outdoor tastings now and consumers increasingly desire them. I either need to build it outside of downtown Newberg or consider some way to have an outdoor venue where I am.	11/17/2021 2:01 PM
20	In 2-5 years, I see my business growing as people are more willing to gather together and go out in general. This will show in more catering orders and more partnerships with wineries. This has grown gradually over the last year, and I anticipate that it will continue to do so.	11/17/2021 9:31 AM
21	I'd looks to expand my breakfast menu. My limitations are being in an older building, electrical	11/17/2021 8:18 AM

Q4 What concerns do you have for your business not related to the COVID-19 pandemic? (for example, safety, lighting, attracting new customers, managing cash flow, taxes, etc.)

Answered: 23 Skipped: 5

#	RESPONSES	DATE
1	Maintaining viability as cost of goods increases, and living wage needs increase, yet guests do not see the need for increased prices. Maintaining a skilled workforce that can allow for continued hiring and training and a stable employee base.	12/3/2021 2:14 PM
2	New customer	12/2/2021 7:05 PM
3	Lighting around the building. Redoing the windows.	12/2/2021 2:36 PM
4	Attracting new customers	12/2/2021 9:31 AM
5	Taxes	12/2/2021 1:24 AM
6	Taxes, and money to invest back into the company to grow	12/1/2021 9:57 PM
7	Taxes, paying bills	12/1/2021 9:52 PM
8	Attracting new customers	12/1/2021 8:56 PM
9	Attracting more customers and keeping a cash flow when waiting for customers to pay.	12/1/2021 7:09 PM
10	Find the capital to continue to grow the business and grow into a bigger location	12/1/2021 5:21 PM
11	Expansion of Portland problems into newberg.	12/1/2021 4:35 PM
12	All that is taken care of. We need supplies on a regular basis. This is the MOST IMPORTANT thing leadership can do for us.	12/1/2021 12:26 PM
13	Growing revenues	11/30/2021 2:34 PM
14	cash flow, taxes	11/23/2021 12:21 PM
15	Being able to get out and market. Our parking lot seems to be a place for people living in their cars to stay which leads to sanitary issues	11/21/2021 9:53 AM
16	Cat tax, fees, inflation	11/19/2021 9:28 AM
17	Customers,	11/19/2021 9:26 AM
18	rioting	11/18/2021 1:25 PM
19	Attracting new customers	11/18/2021 11:23 AM
20	Cash Flow. Staying competitive in a Single dominant market. Long term Capital investments.	11/17/2021 3:37 PM
21	Attracting new customers, particularly since they are trending to taste wine outdoors at a vineyard with a view	11/17/2021 2:01 PM
22	The reputation of Newberg, especially in light of the political unrest with the school board. Attracting new customers from neighboring communities and giving them a reason to stop and shop in Newberg.	11/17/2021 9:31 AM
23	None	11/17/2021 8:18 AM

Q5 What would you estimate your total financial loss has been due to COVID?

Answered: 21 Skipped: 7

#	RESPONSES	DATE
1	\$500,000	12/3/2021 2:14 PM
2	50,000	12/3/2021 1:51 PM
3	\$25,000.00	12/2/2021 2:36 PM
4	2020 lost (75%) 2021lost (49%)	12/2/2021 9:31 AM
5	\$400,000	12/2/2021 1:24 AM
6	10,000	12/1/2021 9:57 PM
7	215,000.00	12/1/2021 9:52 PM
8	Unknown \$5,000+	12/1/2021 8:56 PM
9	I would say at least 60,000	12/1/2021 7:09 PM
10	unknown	12/1/2021 5:21 PM
11	Unknown	12/1/2021 4:35 PM
12	about 180,000	12/1/2021 12:26 PM
13	~\$150k	11/30/2021 2:34 PM
14	\$200,000 at least in lost customer visits	11/21/2021 9:53 AM
15	\$38000	11/19/2021 9:28 AM
16	Negligible-small and manageable and hasn't changed much because of Covid.	11/19/2021 9:26 AM
17	20-30,000	11/18/2021 1:25 PM
18	\$800K to One Million dollars.	11/17/2021 3:37 PM
19	60K	11/17/2021 2:01 PM
20	I was not open before COVID so I have no basis of comparison.	11/17/2021 9:31 AM
21	45k-50k	11/17/2021 8:18 AM

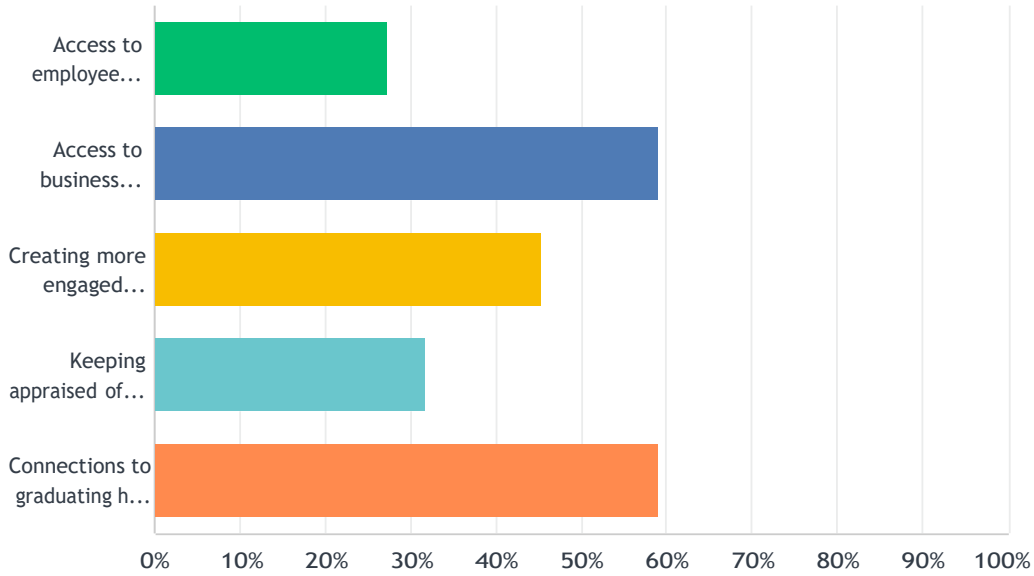
Q6 What is your estimated projected loss over the next year due to COVID?

Answered: 20 Skipped: 8

#	RESPONSES	DATE
1	\$150,000	12/3/2021 2:14 PM
2	\$10,000.00	12/2/2021 2:36 PM
3	45 %	12/2/2021 9:31 AM
4	It's hard to say.. is dependent on restrictions and new measures in how to control the pandemic	12/2/2021 1:24 AM
5	3,000	12/1/2021 9:57 PM
6	318,000.00	12/1/2021 9:52 PM
7	\$25,000+	12/1/2021 8:56 PM
8	40,000	12/1/2021 7:09 PM
9	unknown	12/1/2021 5:21 PM
10	Unknown	12/1/2021 4:35 PM
11	Why? Are we going to be locked down again? I WILL not project.	12/1/2021 12:26 PM
12	~\$200k	11/30/2021 2:34 PM
13	Unknown	11/21/2021 9:53 AM
14	Too difficult to project	11/19/2021 9:28 AM
15	NA	11/19/2021 9:26 AM
16	10,000	11/18/2021 1:25 PM
17	\$400K - 600K	11/17/2021 3:37 PM
18	Not sure, but likely \$15-25K	11/17/2021 2:01 PM
19	I was not open before COVID so I have no basis of comparison.	11/17/2021 9:31 AM
20	15k-20k	11/17/2021 8:18 AM

Q7 Workforce Support (please choose up to three):

Answered: 22 Skipped: 6

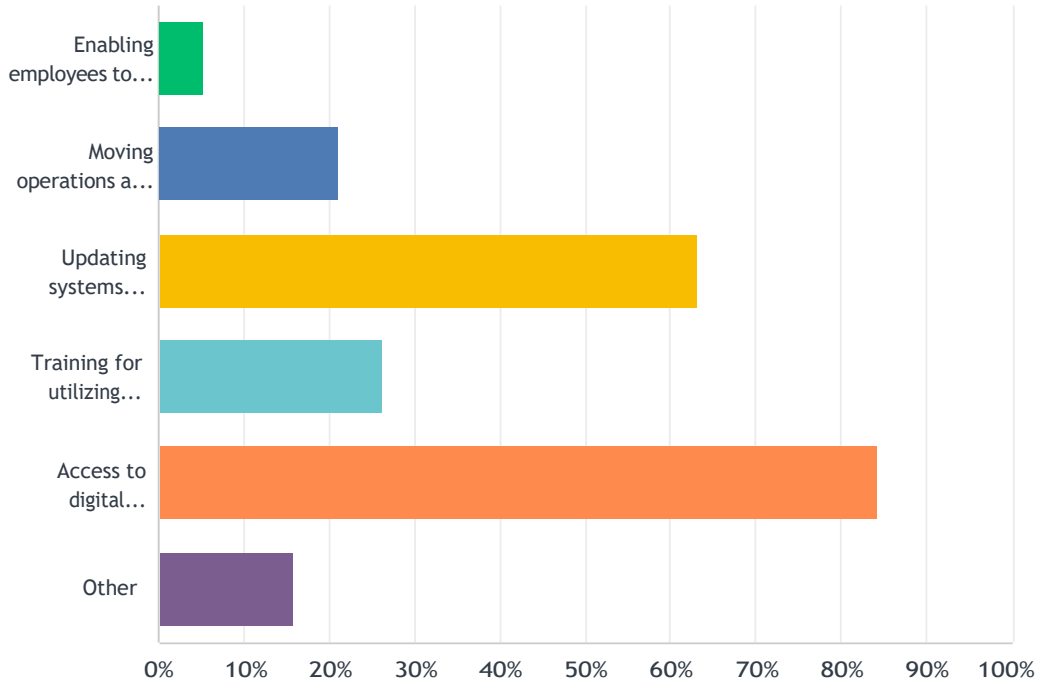


ANSWER CHOICES	RESPONSES
Access to employee training	27.27% 6
Access to business coaching and management support	59.09% 13
Creating more engaged employees/improving workplace culture	45.45% 10
Keeping apprised of state COVID workplace regulations and policies	31.82% 7
Connections to graduating high school and college students	59.09% 13
Total Respondents: 22	

#	OTHER	DATE
1	Reduce our taxes and fees and stop handing our tax dollars to private businesses.	12/3/2021 1:51 PM
2	Getting rid of state COVID regulations and policies.	12/1/2021 4:35 PM
3	Lift all restrictions and mandates and No CRT training	12/1/2021 12:26 PM
4	College out reach	11/19/2021 9:28 AM

Q8 Technology Support (please choose up to three):

Answered: 19 Skipped: 9

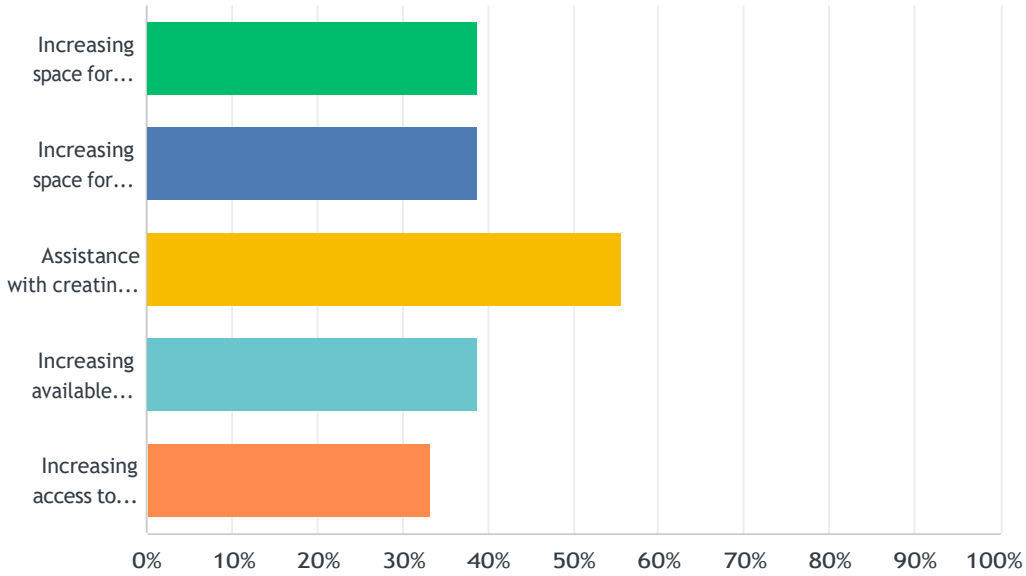


ANSWER CHOICES	RESPONSES
Enabling employees to work from home	5.26% 1
Moving operations and point of sale to online	21.05% 4
Updating systems including software and hardware	63.16% 12
Training for utilizing online systems	26.32% 5
Access to digital marketing	84.21% 16
Other	15.79% 3
Total Respondents: 19	

#	OTHER	DATE
1	Equipment grants or loans, especially for more efficient equipment (eg: ranges, ovens, HVAC, etc)	12/3/2021 2:14 PM
2	None	12/1/2021 8:56 PM
3	No need for anything except the lifting of all covid mandates and restrictions	12/1/2021 12:26 PM

Q9 Physical Infrastructure and Space (please choose up to three):

Answered: 18 Skipped: 10

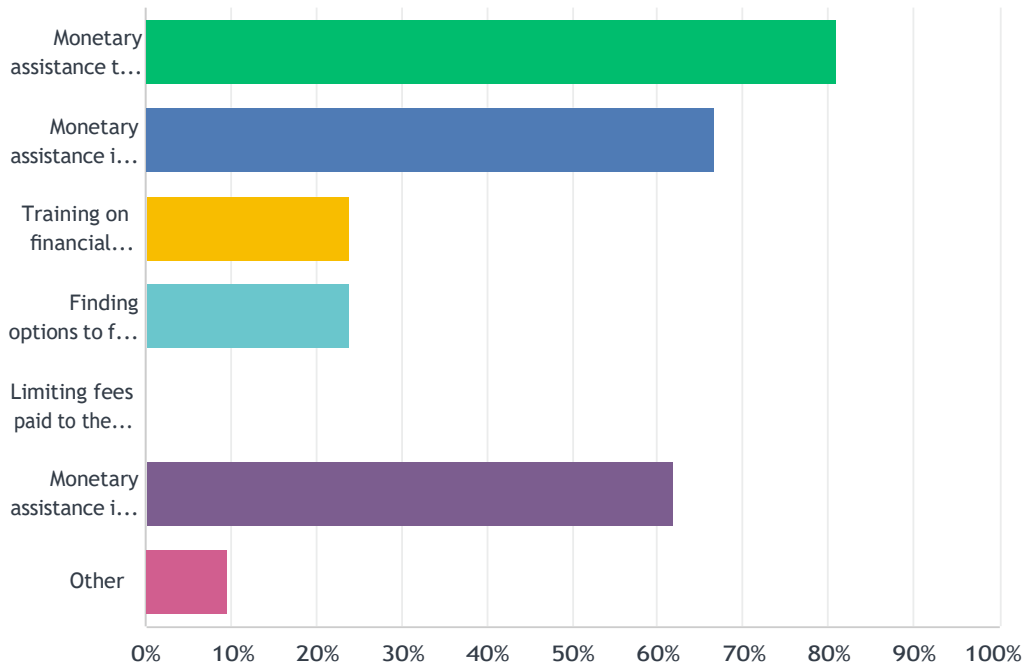


ANSWER CHOICES	RESPONSES
Increasing space for employees to work	38.89% 7
Increasing space for customers	38.89% 7
Assistance with creating outdoor spaces for employees or customers	55.56% 10
Increasing available parking near my business	38.89% 7
Increasing access to transportation (transit) options for my employees and/or customers	33.33% 6
Total Respondents: 18	

#	OTHER	DATE
1	Some of these are needed without covid. Lift the restrictions. Fix the streets.	12/1/2021 12:26 PM

Q10 Financial Assistance (please choose up to three):

Answered: 21 Skipped: 7

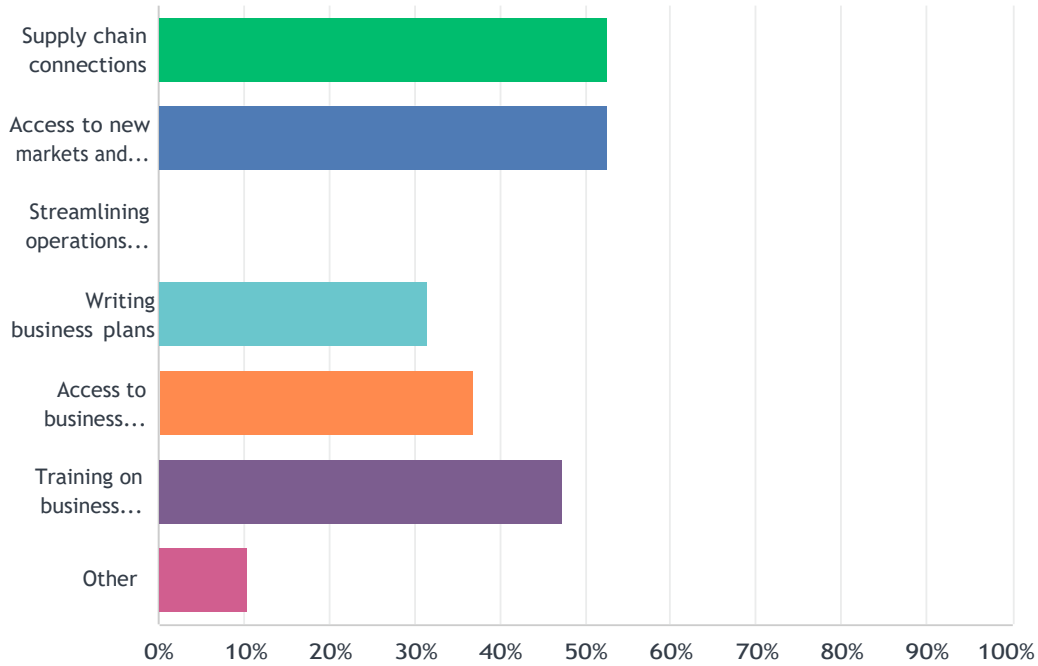


ANSWER CHOICES	RESPONSES
Monetary assistance to run operations	80.95% 17
Monetary assistance in paying off debt	66.67% 14
Training on financial elements such as budgeting and taxes	23.81% 5
Finding options to fill in missing elements from the supply chain	23.81% 5
Limiting fees paid to the City for things like expansion and relocation	0.00% 0
Monetary assistance in implementing improvements or new innovations	61.90% 13
Other	9.52% 2
Total Respondents: 21	

#	OTHER	DATE
1	Stop taxing us so highly and wasting our money. It is not the government's role to shut our businesses down, continue to take our tax money and then give it to certain businesses that the government deems worthy.	12/3/2021 1:51 PM
2	Get the supply chain going again. Refuse money to those who can work but won't. Get people working again.	12/1/2021 12:26 PM

Q11 Operations (please choose up to three):

Answered: 19 Skipped: 9



ANSWER CHOICES	RESPONSES
Supply chain connections	52.63% 10
Access to new markets and resources	52.63% 10
Streamlining operations using strategies like lean manufacturing	0.00% 0
Writing business plans	31.58% 6
Access to business coaching	36.84% 7
Training on business processes such as taxes, cash flow management, etc.	47.37% 9
Other	10.53% 2
Total Respondents: 19	

#	OTHER	DATE
1	Marketing	12/1/2021 9:52 PM
2	We can always use NEW resources but get the old ones running again. Lift restrictions.	12/1/2021 12:26 PM

Q12 What program or opportunity would make the biggest difference for your business?

Answered: 13 Skipped: 15

#	RESPONSES	DATE
1	Funding to offset labor costs.	12/3/2021 2:14 PM
2	A loan or a grant to help purchase the building we are in. Help to pay down the loans I needed to continue with my work and building.	12/2/2021 2:36 PM
3	Loans and funding	12/2/2021 1:24 AM
4	Money to put back into the business for upgrades and growth And having a location to operate from	12/1/2021 9:57 PM
5	Advertising	12/1/2021 9:52 PM
6	Financial assistance, no lockdowns, public confidence	12/1/2021 8:56 PM
7	Financial - we have zero debt, want to always have zero debt. But also ready to grow into a bigger space.	12/1/2021 5:21 PM
8	Supplies and the lifting of all this covid restriction.	12/1/2021 12:26 PM
9	Live events to attract business decision makers.	11/30/2021 2:34 PM
10	Debt relief	11/19/2021 9:28 AM
11	Training programs. Business Financial support	11/17/2021 3:37 PM
12	Financial assistance to consider implementing outdoor space, whether it is out of Newberg or where I am currently located	11/17/2021 2:01 PM
13	Monetary assistance for operations/paying off debt, access to more production and/or storage space	11/17/2021 9:31 AM

Q13 How much would that program cost?

Answered: 11 Skipped: 17

#	RESPONSES	DATE
1	Unknown	12/3/2021 2:14 PM
2	\$30-50,000.00	12/2/2021 2:36 PM
3	30,000 to invest back into company.	12/1/2021 9:57 PM
4	20,000.00	12/1/2021 9:52 PM
5	50,000	12/1/2021 5:21 PM
6	Nothing!!! But some courage.	12/1/2021 12:26 PM
7	~\$10k	11/30/2021 2:34 PM
8	\$15,000	11/19/2021 9:28 AM
9	\$150K to \$300K	11/17/2021 3:37 PM
10	\$75K	11/17/2021 2:01 PM
11	I have no idea	11/17/2021 9:31 AM

Q14 Are there small (up to \$5,000 - \$10,000) ideas that you have that could help your business?

Answered: 13 Skipped: 15

#	RESPONSES	DATE
1	Yes. Infrastructure needs; equipment needs; marketing needs	12/3/2021 2:14 PM
2	Yes with adding upgrades on tables and the float tank.	12/2/2021 2:36 PM
3	Yes! With something of that budget, we could implement outdoor seating, open a retail space to add more revenue streams for our business	12/2/2021 1:24 AM
4	Yes! We need to purchase shirts with logos for employees, new supplies, marketing materials...	12/1/2021 9:57 PM
5	Advertisement	12/1/2021 9:52 PM
6	Lease financial assistance	12/1/2021 8:56 PM
7	Marketing to help grow the business further.	12/1/2021 5:21 PM
8	Sure but I won't qualify for any of them. I've tried. Just let's go back to the OLD normal.	12/1/2021 12:26 PM
9	Yes. Coordinated digital/print marketing campaign	11/30/2021 2:34 PM
10	Employee/hiring incentives, help with bill relief, cash infusion grants	11/19/2021 9:28 AM
11	Short-term training programs; recruiting.	11/17/2021 3:37 PM
12	Yes- I would love to have assistance transitioning my accounting from QuickBooks desktop to mobile because bookkeepers increasingly want to work remotely, yet it isn't in my budget to convert. Also, I would love funds for digital marketing to drive customers back to downtown Newberg.	11/17/2021 2:01 PM
13	Maybe some grants? I haven't qualified for any because I wasn't open before COVID.	11/17/2021 9:31 AM

Q15 Where do you go to connect with other Newberg businesses?

Answered: 16 Skipped: 12

#	RESPONSES	DATE
1	Coffee shop.	12/3/2021 2:14 PM
2	I haven't. Unless a little on Instagram.	12/2/2021 2:36 PM
3	Email	12/2/2021 9:31 AM
4	Chehalem chamber of commerce	12/2/2021 1:24 AM
5	Meet some on FB and word of mouth from the ones I know. Trying to get into the Chambers of Commt	12/1/2021 9:57 PM
6	Social media Personal contact	12/1/2021 9:52 PM
7	Chehalem Valley Chamber of Commerce	12/1/2021 8:56 PM
8	Was a chamber member	12/1/2021 7:09 PM
9	I don't cause I do not have time. Hard to find employees to cover things.	12/1/2021 5:21 PM
10	Straight to the business I want to connect with.	12/1/2021 12:26 PM
11	Rotary, Chamber	11/30/2021 2:34 PM
12	Chamber of commerce, face to face walk in, in store events	11/19/2021 9:28 AM
13	Chamber of Commerce. Prof. Bus. Groups Rotary	11/17/2021 3:37 PM
14	Newberg Downtown Wineries Association	11/17/2021 2:01 PM
15	I just talk to my neighbors	11/17/2021 9:31 AM
16	Chamber of Commerce	11/17/2021 8:18 AM

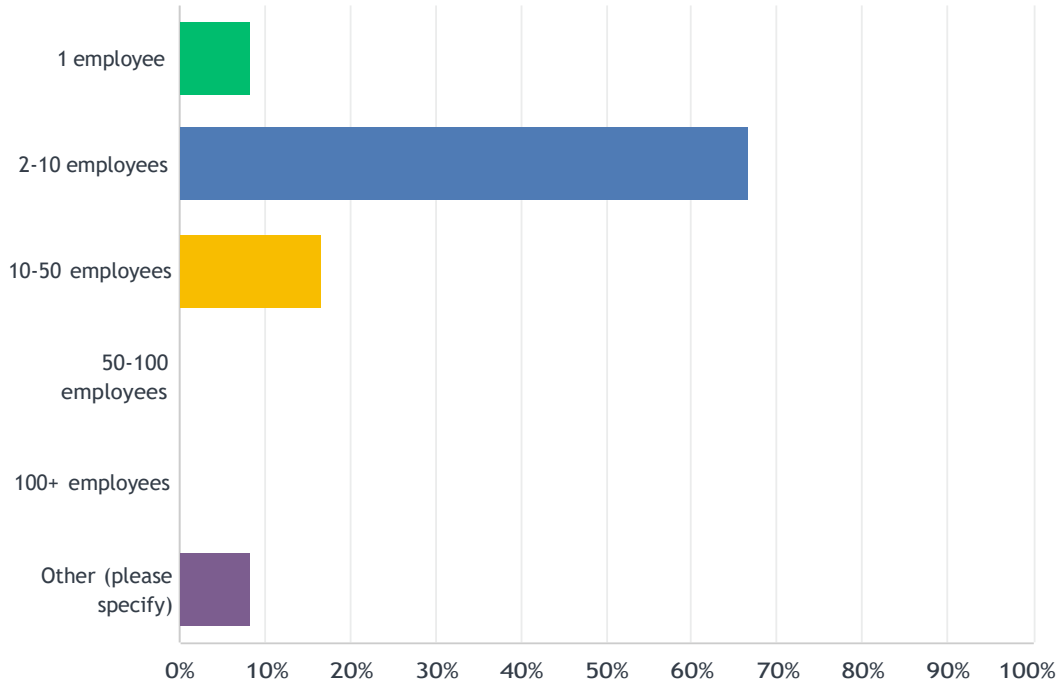
Q16 How do you find out about City programs?

Answered: 16 Skipped: 12

#	RESPONSES	DATE
1	Newberg Downtown Coalition; word of mouth	12/3/2021 2:14 PM
2	Friend sent it to me.	12/2/2021 2:36 PM
3	Facebook	12/2/2021 9:31 AM
4	Nowhere currently	12/2/2021 1:24 AM
5	I am a new business owner and have not looked into them yet. I have no idea how to start that	12/1/2021 9:57 PM
6	From other businesses	12/1/2021 9:52 PM
7	This is the first thing I've seen via Facebook	12/1/2021 8:56 PM
8	Wasn't able to get help from city or state	12/1/2021 7:09 PM
9	Newberg Dundee group. Never knew the city had programs for small business'.	12/1/2021 5:21 PM
10	I don't. You have no programs that do not involve CRT and masks and mandates.	12/1/2021 12:26 PM
11	Chamber	11/30/2021 2:34 PM
12	Email, newspaper, word of mouth	11/19/2021 9:28 AM
13	Newberg/Dundee Blog.	11/17/2021 3:37 PM
14	Polly! The downtown coalition is OUTSTANDING at keeping us updated- it's how I found out about multiple grant opportunities and how I got this survey link.	11/17/2021 2:01 PM
15	Emails from the Downtown Coalition	11/17/2021 9:31 AM
16	Facebook City of Newberg page	11/17/2021 8:18 AM

Q20 Size of Business

Answered: 24 Skipped: 4

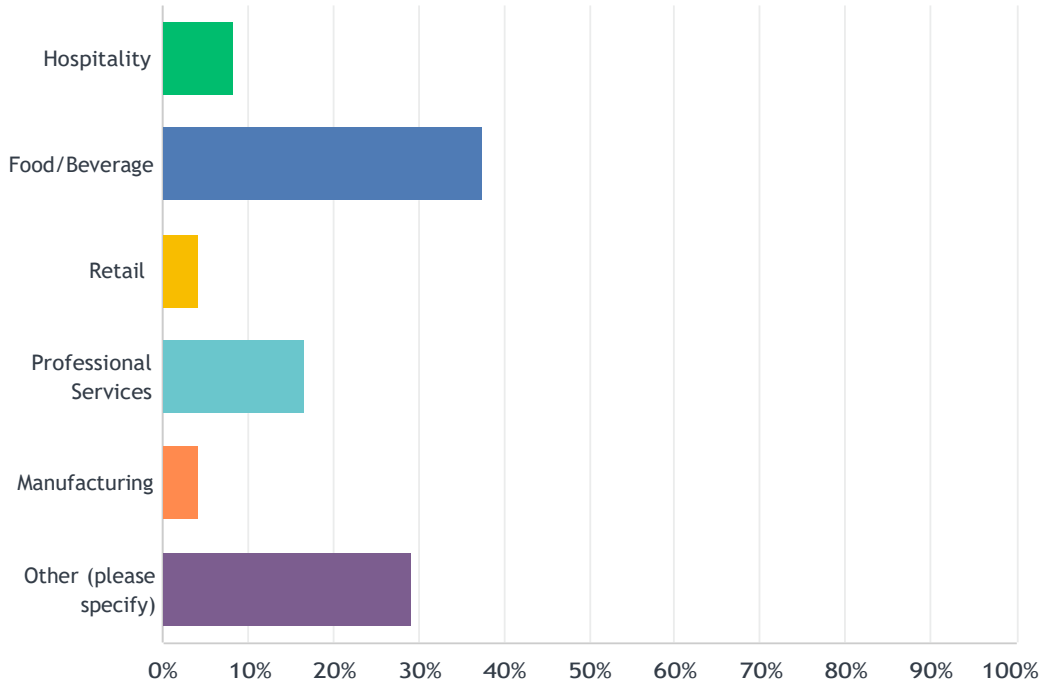


ANSWER CHOICES	RESPONSES	
1 employee	8.33%	2
2-10 employees	66.67%	16
10-50 employees	16.67%	4
50-100 employees	0.00%	0
100+ employees	0.00%	0
Other (please specify)	8.33%	2
TOTAL		24

#	OTHER (PLEASE SPECIFY)	DATE
1	1-employee, 7-independent contractors	12/2/2021 2:40 PM
2	Zero employees. Family owned and operated. Hiring at this time would be disastrous.	12/1/2021 12:29 PM

Q21 Business sector/industry

Answered: 24 Skipped: 4

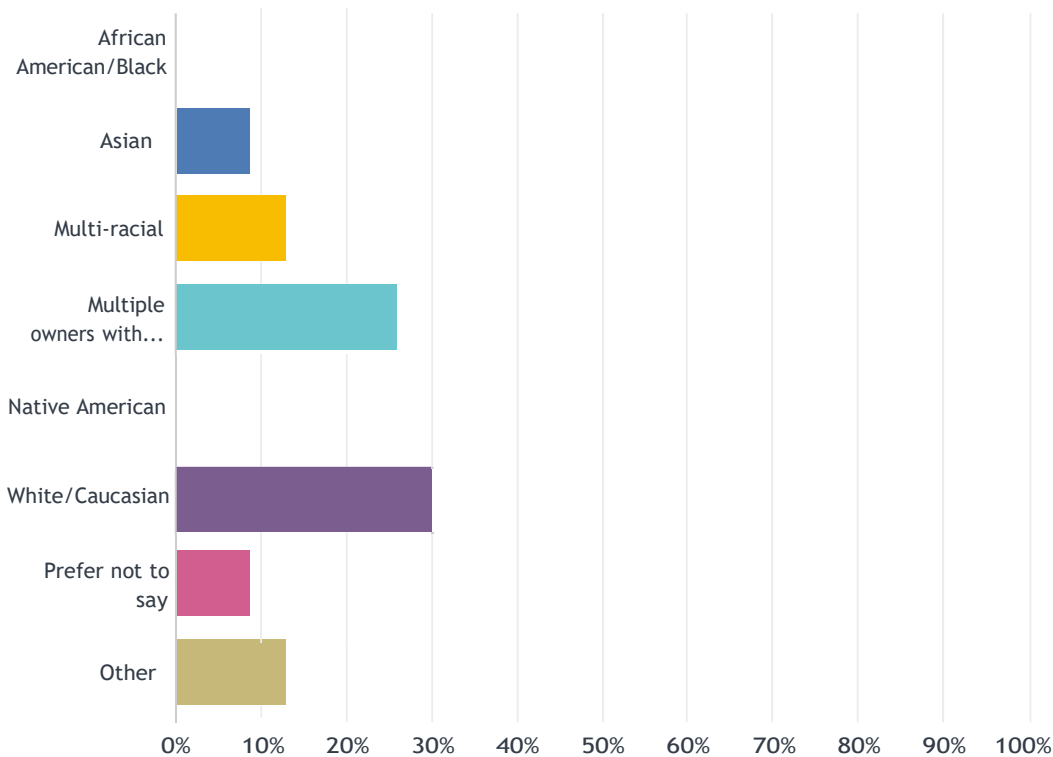


ANSWER CHOICES	RESPONSES
Hospitality	8.33% 2
Food/Beverage	37.50% 9
Retail	4.17% 1
Professional Services	16.67% 4
Manufacturing	4.17% 1
Other (please specify)	29.17% 7
TOTAL	24

#	OTHER (PLEASE SPECIFY)	DATE
1	Massage therapy, chiropractor, Natropath	12/2/2021 2:40 PM
2	Fitness	12/1/2021 8:58 PM
3	Design graphics and wraps	12/1/2021 7:12 PM
4	Health care	11/21/2021 9:54 AM
5	Healthcare	11/19/2021 3:49 PM
6	Custom retail manufacturing	11/19/2021 9:28 AM
7	Food/Beverage + Retail	11/17/2021 9:32 AM

Q22 Business Owner's Race

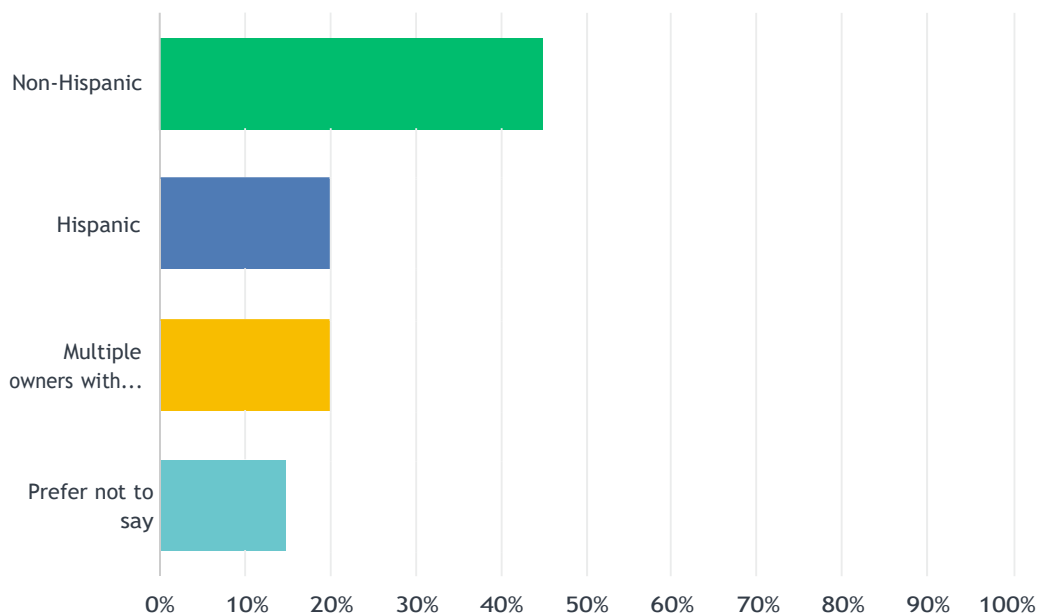
Answered: 23 Skipped: 5



ANSWER CHOICES	RESPONSES	
African American/Black	0.00%	0
Asian	8.70%	2
Multi-racial	13.04%	3
Multiple owners with multiple races	26.09%	6
Native American	0.00%	0
White/Caucasian	30.43%	7
Prefer not to say	8.70%	2
Other	13.04%	3
TOTAL		23

Q23 Ethnicity

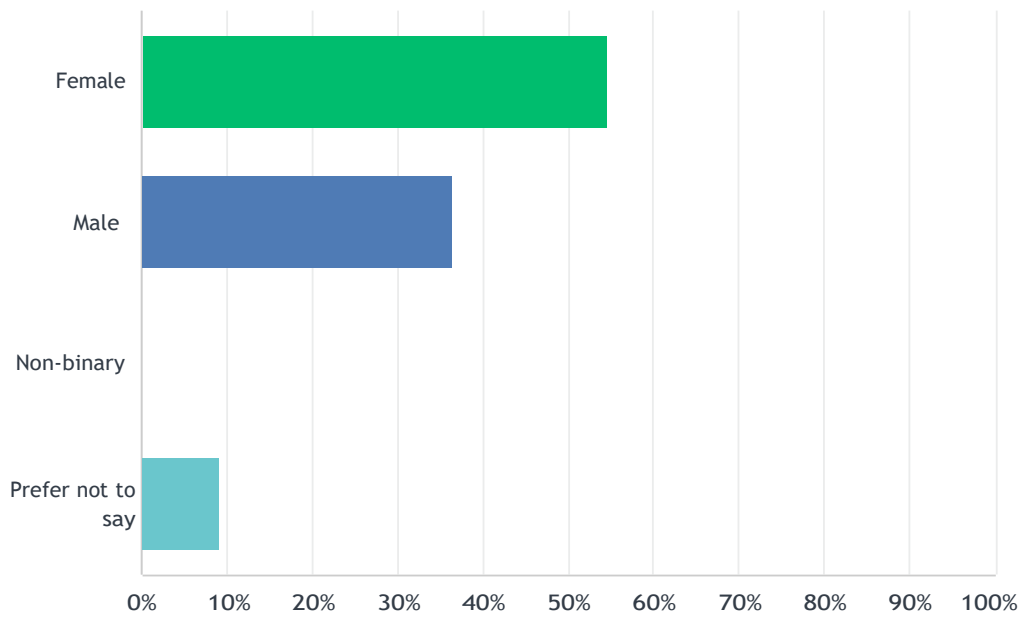
Answered: 20 Skipped: 8



ANSWER CHOICES	RESPONSES	
Non-Hispanic	45.00%	9
Hispanic	20.00%	4
Multiple owners with multiple ethnic backgrounds	20.00%	4
Prefer not to say	15.00%	3
TOTAL		20

Q24 Gender

Answered: 22 Skipped: 6



ANSWER CHOICES	RESPONSES
Female	54.55% 12
Male	36.36% 8
Non-binary	0.00% 0
Prefer not to say	9.09% 2
TOTAL	22