



# Tracking the Impact Of COVID 19 **On Business**

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## State of Iowa Understanding COVID-19 Impact

### Statewide Survey

1. Understand impact
2. Understand sustainability
3. What help is needed

**\*\*Survey instrument shared nationally**

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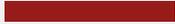
## Iowa Findings – Round 1

### **Survey 1** (mid-late March)

- 13,905 respondents
  - 83.6% negatively impacted

	Revenue	Employment
<b>Current</b>	-51.5%	-34.9%
<b>30 Days</b>	-54.9%	-40.0%
<b>60 Days</b>	-52.5%	-37.3%
<b>90 Days</b>	-48.7%	-34.3%

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## Iowa Findings – Round 2

### **Survey 2** (mid-late May)

- 9,600~ respondents
  - 84.2% negatively impacted

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## Network Formation

### Goals & Outcomes

- Give clients and friends tools to show leadership in a time of confusion
- Document and monitor the business and worker impact of COVID-19
- Provide the first ever, national business impact assessment led by economic development professionals
- Engaged 350 professionals, 320 organizations

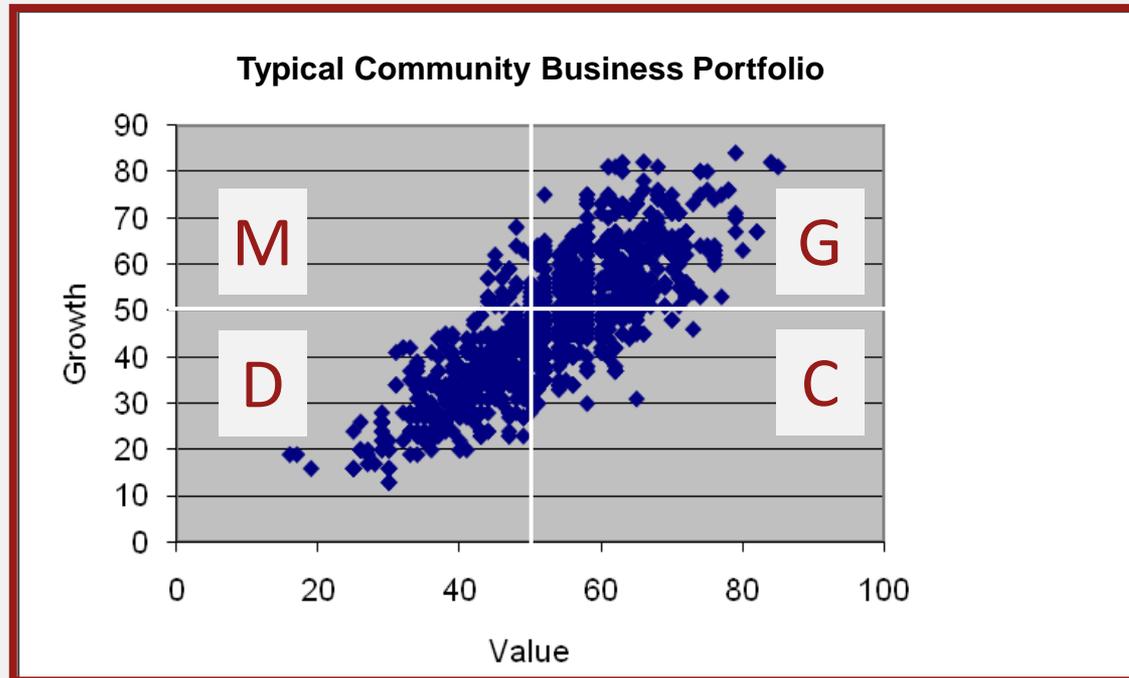
March 14 – April 10 – **27 days**

**6,250+**



Dashboard: <http://covid19/blanecanada.com>

## Pre-Covid – The Business Universe



**Dogs | Cows | Mice | Gazelles**

***Sample Scatter Plot, Community's Business Portfolio, February 2019-2020.***

Source: Synchronist Business Information System, Blane, Canada Ltd.

Pre-Covid-19

## Company Life Cycle Status

**68.8%** **28.6%**  
Growing Mature

Plans to Expand

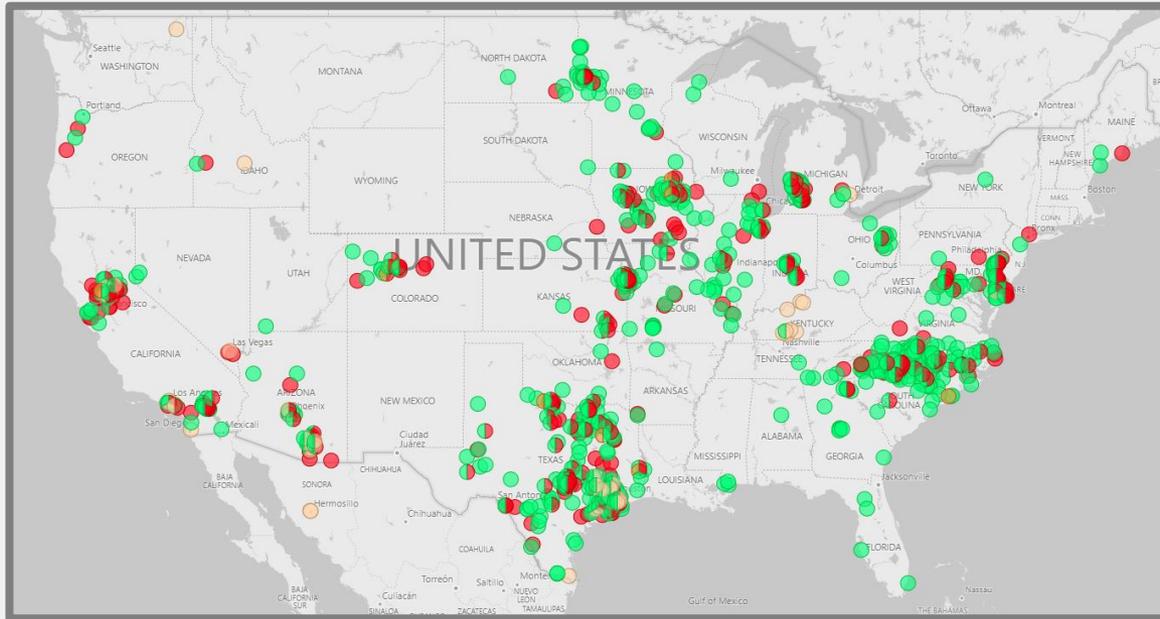
**42.8%**

Recruiting Problems

**48.0%**

*National KPI, February 2018-2019.* Source: Synchronist  
Business Information System, Blane, Canada Ltd.

## Business Impact Covid-19



**6,250+**  
**683** Comm.  
**43** St.  
**31** Orgs.

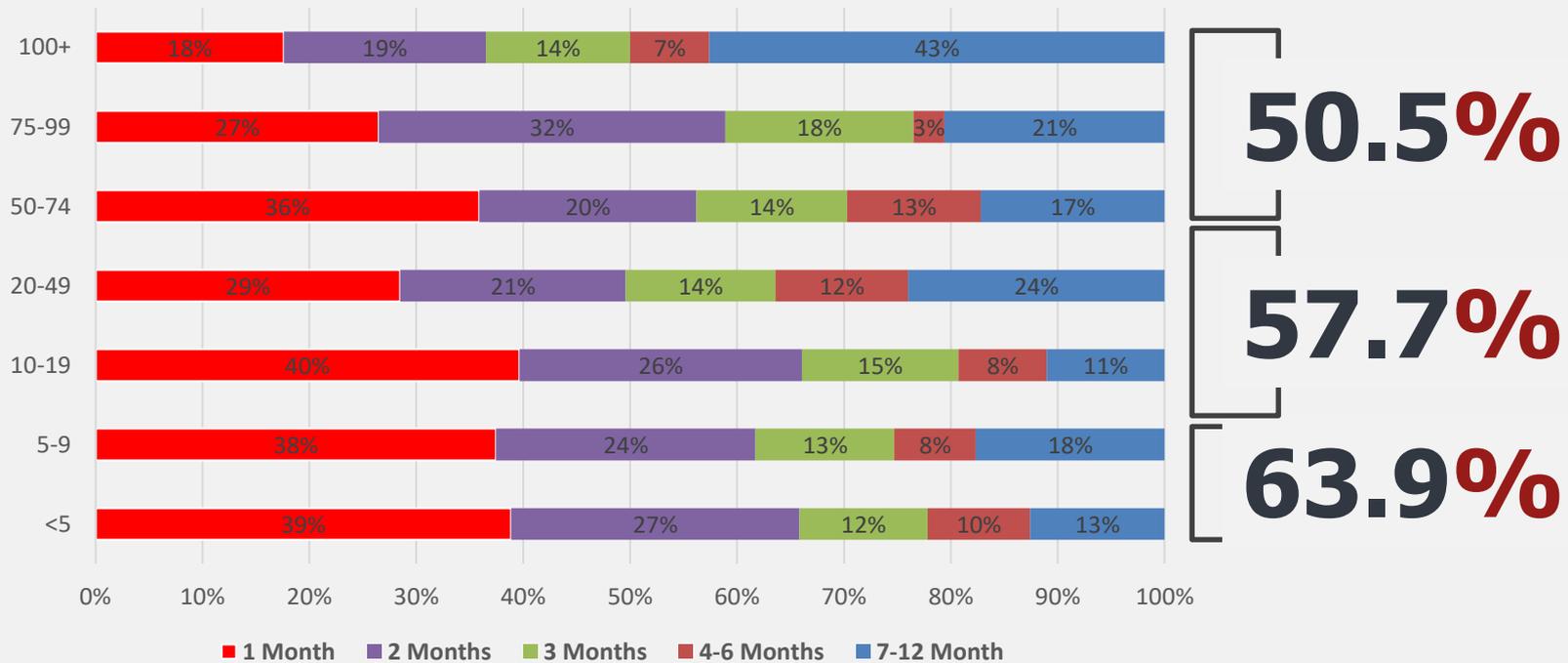
Dashboard: <http://covid19/blanecanada.com>

**BR|E Response Network, 5/29/20.**

Source: Blane, Canada Ltd.

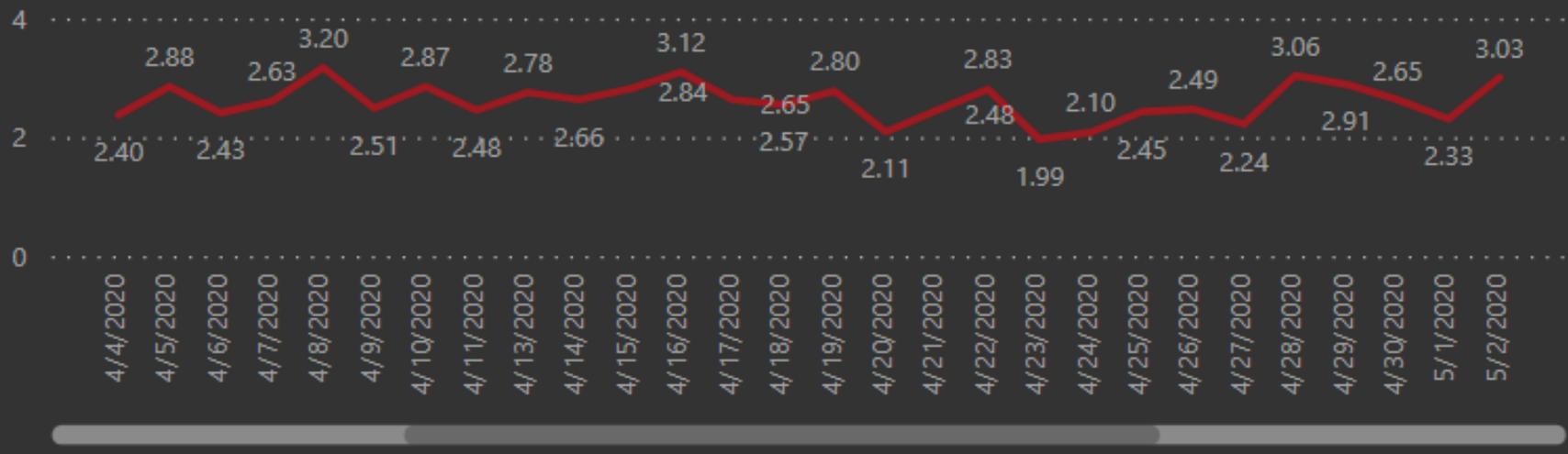
# COVID-19 Survival by Employment

## Weeks of Survivability by Employment Level



**BR/E Covid-19 Response Network Polls, 4/4/20.** Source: Blane, Canada Ltd.

## Total Economic Impact Score by Response Date



Total Economic Impact Score: Percent Closure, Layoffs, Revenue Decrease



**BOOMERS OWN**  
  
**OF PRIVATE BUSINESSES IN THE  
UNITED STATES**



THE SURPRISING ECONOMICS OF  
BABY BOOMER OWNED BUSINESSES

# BOOMER OWNERS BY THE NUMBERS

The  
**Baby Boomer Exit Problem**  
only **3** in **10**  
has a plan to  
**Transition Their Business**

Source: Guillermo Mazier, ReadyforNextCities



**Transition**

**Future Practice**

**Past Practice**

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Path Forward for Economic Development

- ▲ **Survival**
- ▲ **Survivor**
- ▲ **Rebuilding**
- ▲ **Growing**



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