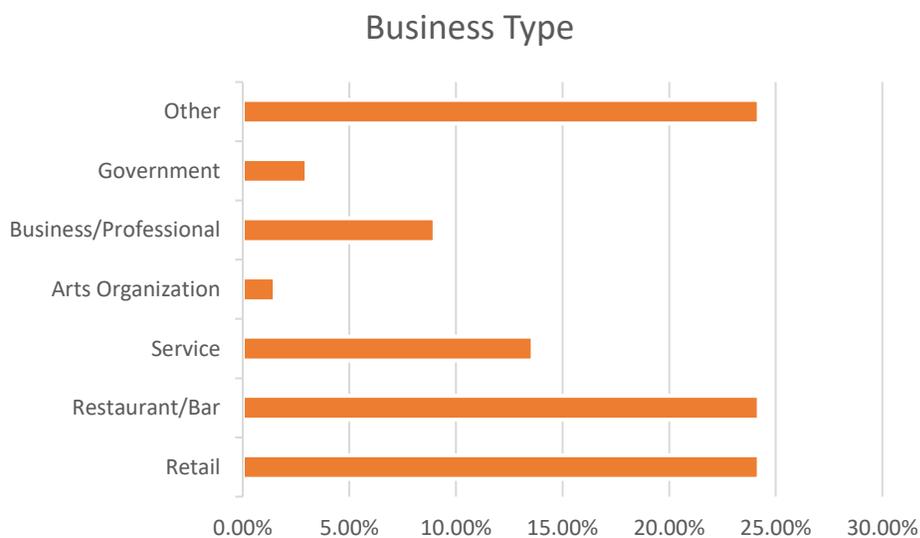




Downtown Boise COVID-19 Impact Survey Report | April 15, 2020

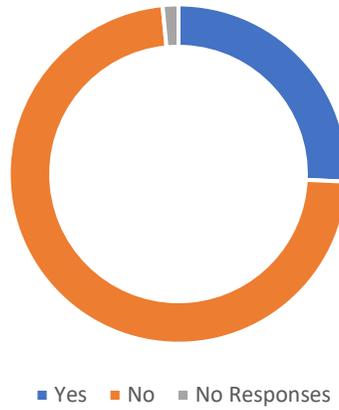
The survey used to compile this report was sent to subscribers of the Downtown Boise Association digital newsletter, which consists of owners and managers of downtown Boise businesses – members of the Business Improvement District. Respondents had between March 31 and April 11 to reply to the survey. DBA’s goal in conducting the survey was to get a solid look at how the COVID-19 pandemic is impacting our members so that we may better assist them. Our thanks go out to those who took the time to complete the survey. The results are below:

“We have significantly increased our delivery schedule. While our brick and mortar location has reduced hours, my business partner and I are extending our delivery hours and days to try to re-coup profits. Our in-store sales are down over 50%, while our online sales are up 45%. Our profit margins have taken a large hit due to the downtown being closed, and we are spending a significant excess on gas and advertising to try to reach customers. Overall, we have spent more money and made less due to Covid.” -Katie Berger, Molly’s Healthy Pet Food Market

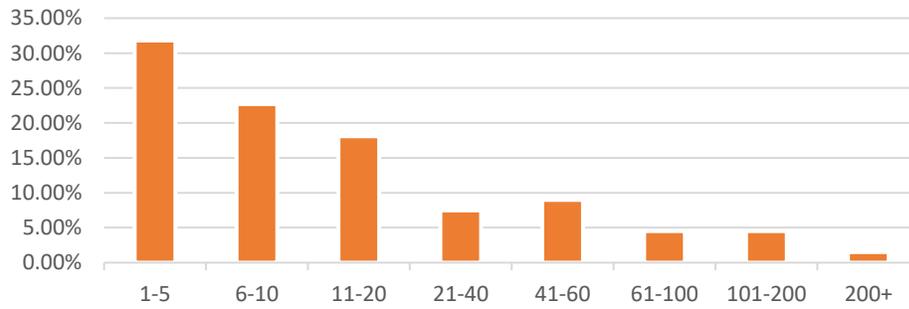


Businesses who responded “other” include hotels, technology firms, and farmers markets.

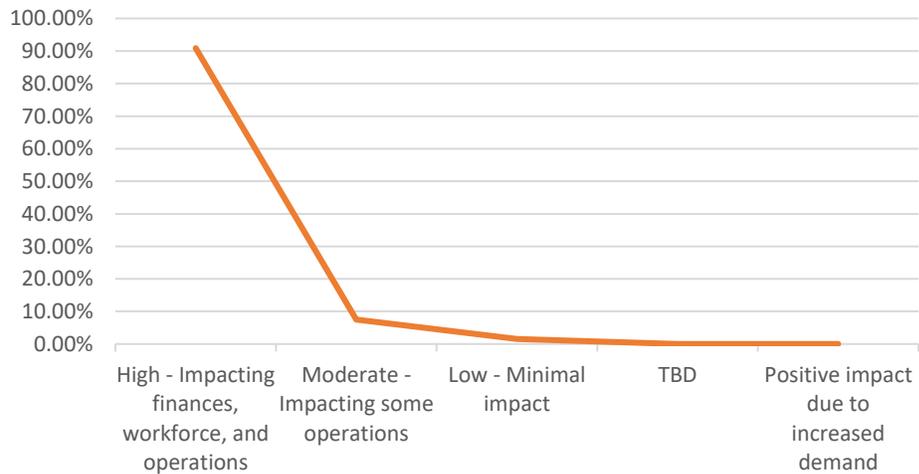
Businesses w/ Additional Locations Outside of Downtown Boise



Business's Number of Local Employees



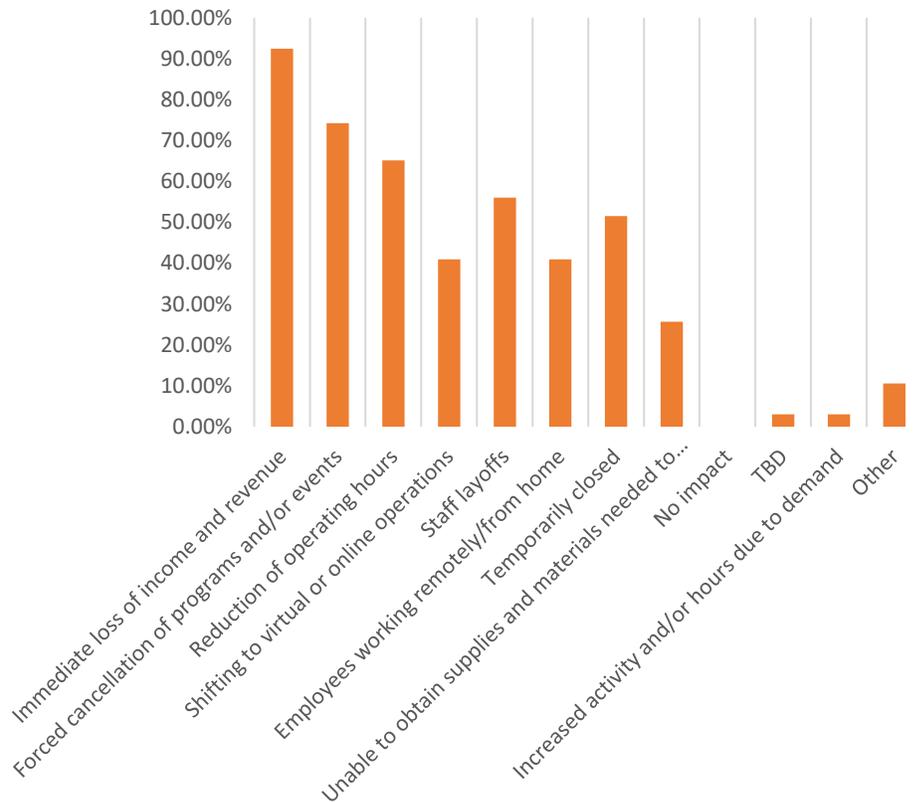
Level of Impact of COVID-19 on Business





100% of all respondents replied that the COVID-19 pandemic has impacted their business. Many are running on a skeleton crew, having laid off several employees.

Impact Types



Other responses indicated that business to business (B2B) has been impacted, owners are paying employees out of personal savings, email and foot traffic is down, and there is an overall loss of clients. One respondent indicated that having to set up online ordering and delivery service was positive.

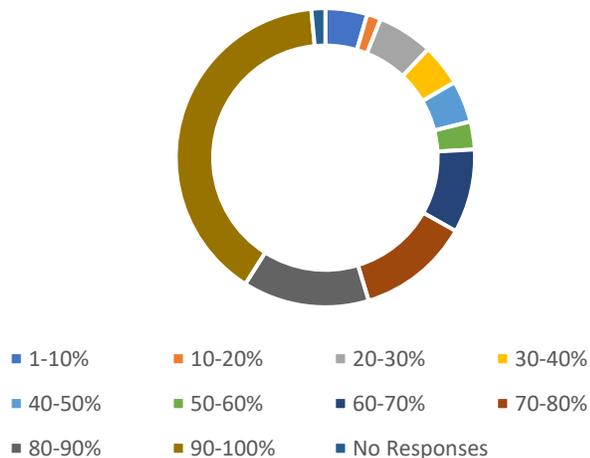
“The supply chain for our restaurant (and all restaurants) has been affected dramatically--from our mainline distributors to our small farmers, bakeries, wine distributors, etc. Not sure who will still be around to supply our restaurant once we can reopen the dining room. We picture a very slow ramp up to previous business levels, and it will probably be Q4 of 2020 before we are back to "normal.” -Melinda Langston, Richards



Operational Adjustments that Businesses Have Made Due to Pandemic, per Survey Responses:

- Limited customers/clients/patients at a time
- Setting up online merchant services and social media
- Enhanced focus on social media efforts
- Developed curbside and/or delivery services
- Created new products and packages to go
- Limited amenities, services, and hours
- Increased sanitization procedures
- Shifting clients from B2B to individual users

Percentage of Estimated Revenue Loss



“We launched online ordering and delivery direct from us to the customers in Boise, Meridian and Eagle. We have a fresh made product - not made to order - and we have been allowing people to order online for pickup or delivery up to an hour before they want their order. It's created a lot of logistical challenges, but is necessary based on the reduction in sales. We have created new products and experiences for customers and we are working new products and even packaged goods to try and control for long-term loss of revenue.” -Krystal McLaughlin, Guru Donuts

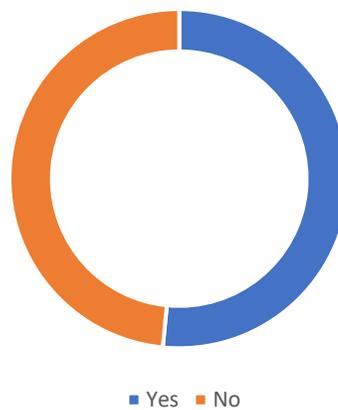
Possible Long Run Impacts on Business



Other responses indicated that there was a likelihood of a slow recovery and a sense that business would return as normal, but there is a universal sense of uncertainty.

“Not much we can do as we are reliant on people traveling to Boise to stay and going to events indoor. Until people can feel comfortable without social distancing I don't see when our revenues will return.” -Eric Trapp, Block 22 and Idaho Sports Properties

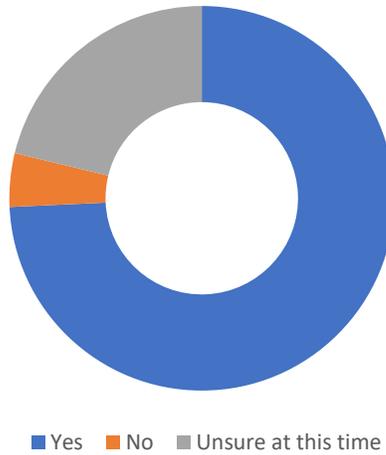
Business Has Online Shopping/Ordering Capabilities



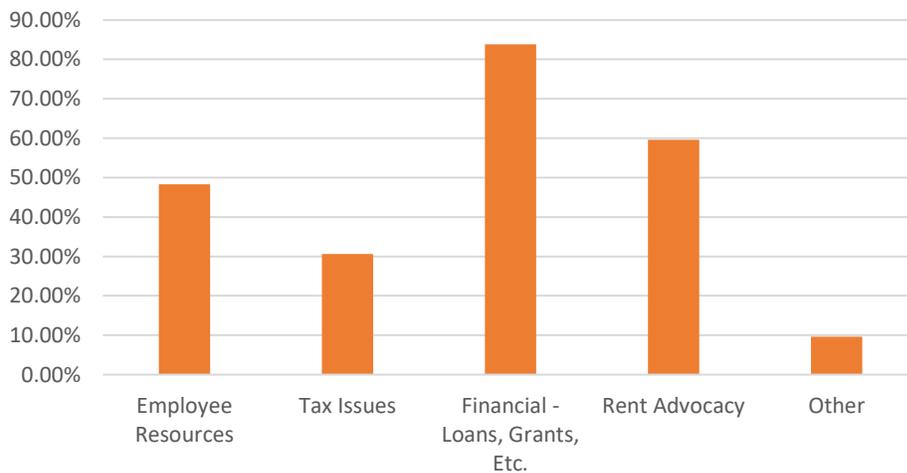


“We set up our online store as quickly as we could, however we are a new business so we are still trying to reach our potential clientele. We are emailing those we can, sending out mailers, and trying to establish followers on social media.” -Pepper Porthier, SALT by Pepper

Will Seek Government Assistance



Most Beneficial Assistance Type

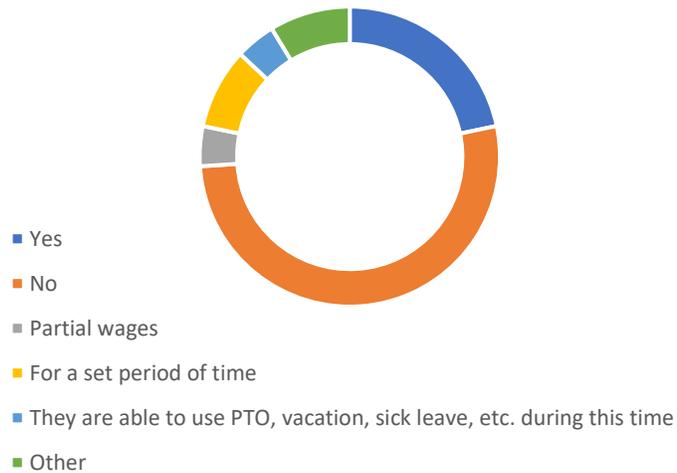


Other answers indicated that less red tape and confusion on the SBA programs would be beneficial, as would state and federal grants and payment deferment.



“We need a break on sales tax that is due, payroll tax, no evictions until this thing has a cure, we need to make sure we are not penalized for our unemployment filings, just to name a few. We need grants from our State and/or City, so that we can rehire, train new employees and buy food to reopen. We expect at least 50% of our workforce WILL NOT RETURN. They will find jobs in other sectors.” -Lisa Lumsden, Flatbread Pizza

Compensation for Laid Off Staff



This survey and subsequent report were conducted and prepared by the Downtown Boise Association in response to the COVID-19 pandemic currently affecting the way our members do business in downtown Boise. All responses included in this report were done so with the permission of the respondents.

For questions or comments, please contact Heather Lile @ hlile@downtownboise.org.