

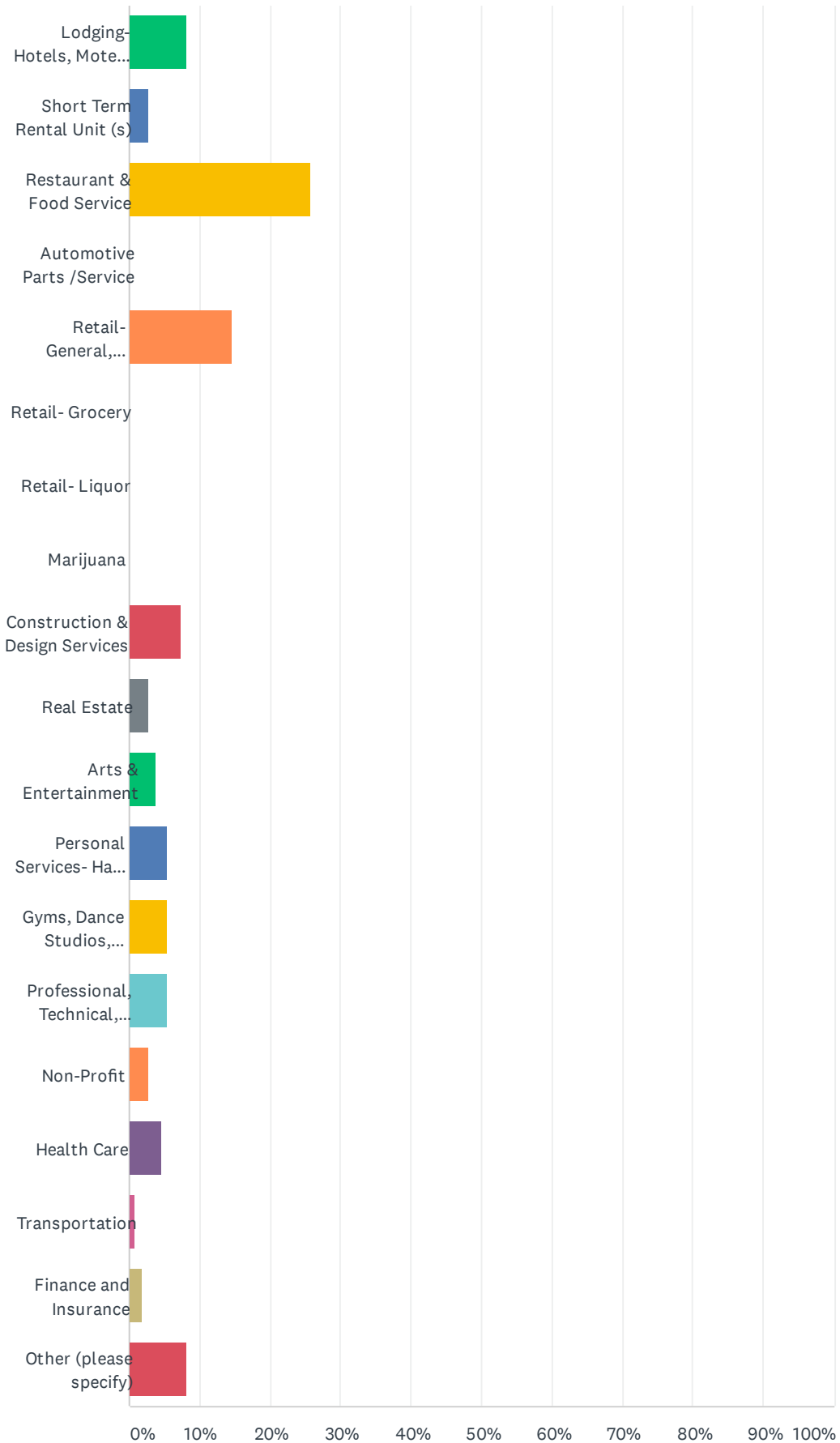
Attachment 1

Business Impact Survey (December 2020)

Q1 What is your business type?

Answered: 109 Skipped: 0

Frisco Business Survey December 2020

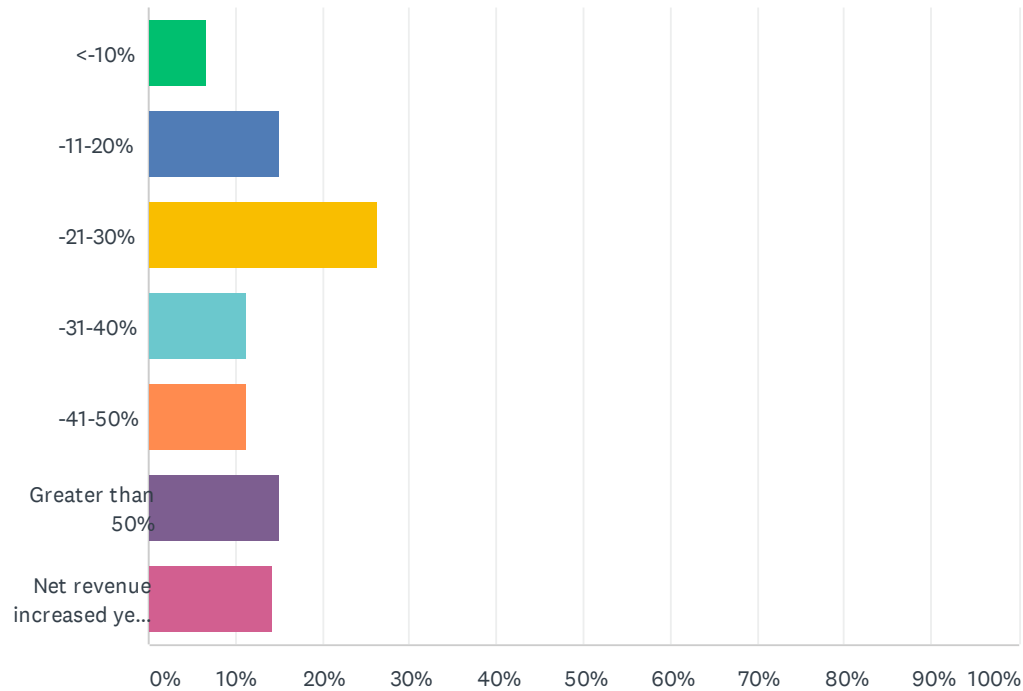


Frisco Business Survey December 2020

ANSWER CHOICES	RESPONSES	
Lodging- Hotels, Motels and Property Management	8.26%	9
Short Term Rental Unit (s)	2.75%	3
Restaurant & Food Service	25.69%	28
Automotive Parts /Service	0.00%	0
Retail- General, Clothing, Gift	14.68%	16
Retail- Grocery	0.00%	0
Retail- Liquor	0.00%	0
Marijuana	0.00%	0
Construction & Design Services	7.34%	8
Real Estate	2.75%	3
Arts & Entertainment	3.67%	4
Personal Services- Hair Salons, Nail Salons, etc...	5.50%	6
Gyms, Dance Studios, Personal Fitness	5.50%	6
Professional, Technical, Scientific	5.50%	6
Non-Profit	2.75%	3
Health Care	4.59%	5
Transportation	0.92%	1
Finance and Insurance	1.83%	2
Other (please specify)	8.26%	9
TOTAL		109

Q2 Please estimate the decrease in revenue your business has experienced as a result of COVID-19 comparing year-to-date 2019 and 2020.

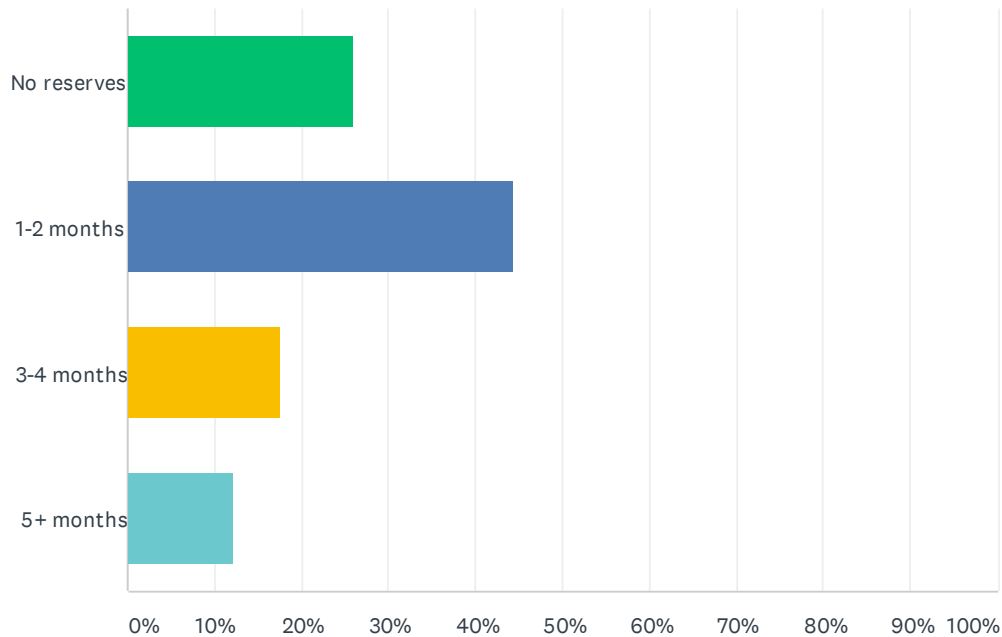
Answered: 106 Skipped: 3



ANSWER CHOICES	RESPONSES	
<-10%	6.60%	7
-11-20%	15.09%	16
-21-30%	26.42%	28
-31-40%	11.32%	12
-41-50%	11.32%	12
Greater than 50%	15.09%	16
Net revenue increased year over year (2019-2020)	14.15%	15
TOTAL		106

Q3 How many months of operational expenses in reserves does your business maintain?

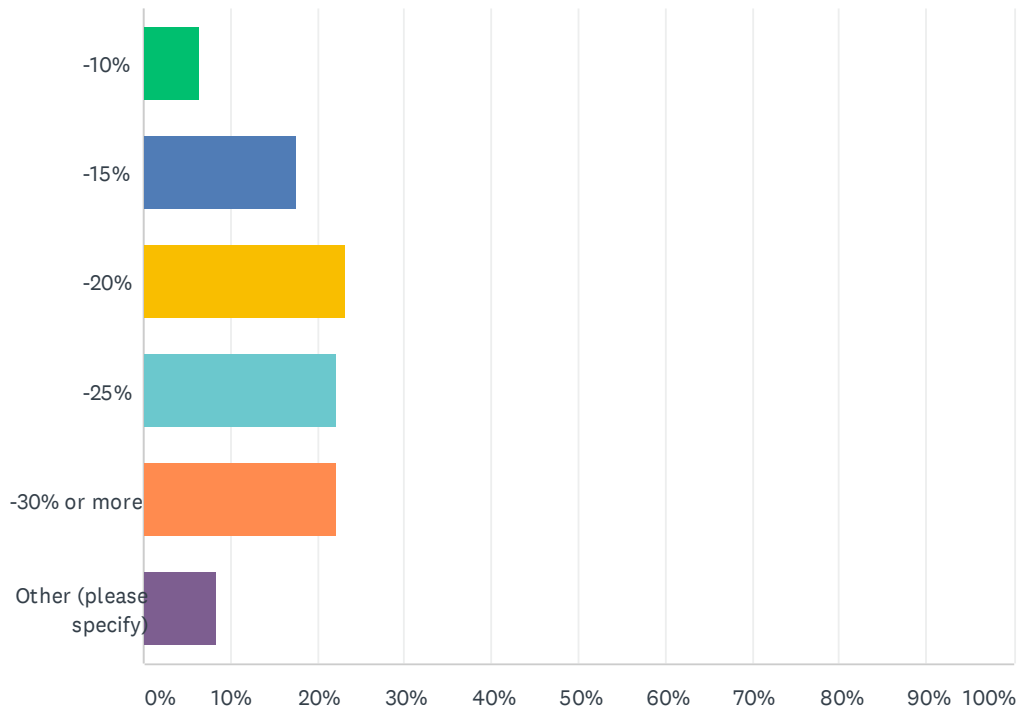
Answered: 108 Skipped: 1



ANSWER CHOICES	RESPONSES	
No reserves	25.93%	28
1-2 months	44.44%	48
3-4 months	17.59%	19
5+ months	12.04%	13
TOTAL		108

Q4 Frisco Town Council may consider targeted assistance based on the amount of decline in net revenue compared to 2019. What percentage of net revenue loss do you think should qualify businesses to receive assistance (comparing 2019 to 2020 year-to-date)?

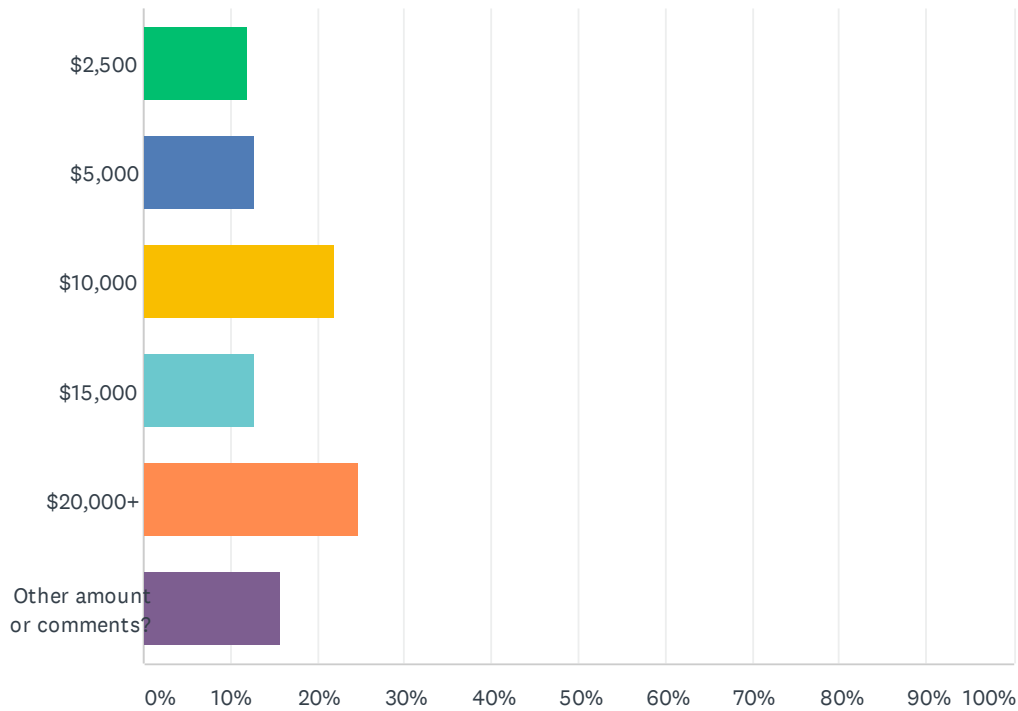
Answered: 108 Skipped: 1



ANSWER CHOICES	RESPONSES	
-10%	6.48%	7
-15%	17.59%	19
-20%	23.15%	25
-25%	22.22%	24
-30% or more	22.22%	24
Other (please specify)	8.33%	9
TOTAL		108

Q5 If public health order restrictions limiting indoor business activities are not lifted in the near future, what amount of one-time funding would realistically make the most positive impact on the ability of your business to sustain operations for the next 60 days?

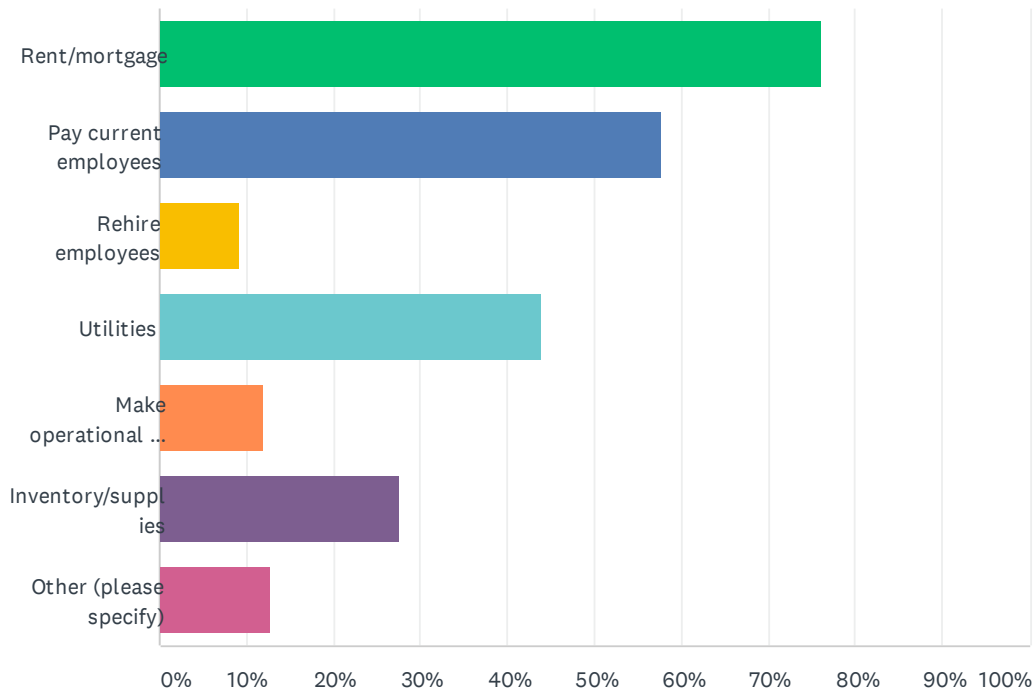
Answered: 109 Skipped: 0



ANSWER CHOICES	RESPONSES	
\$2,500	11.93%	13
\$5,000	12.84%	14
\$10,000	22.02%	24
\$15,000	12.84%	14
\$20,000+	24.77%	27
Other amount or comments?	15.60%	17
TOTAL		109

Q6 If you were to receive a Frisco business assistance grant, how would you use it? Check all that are applicable.

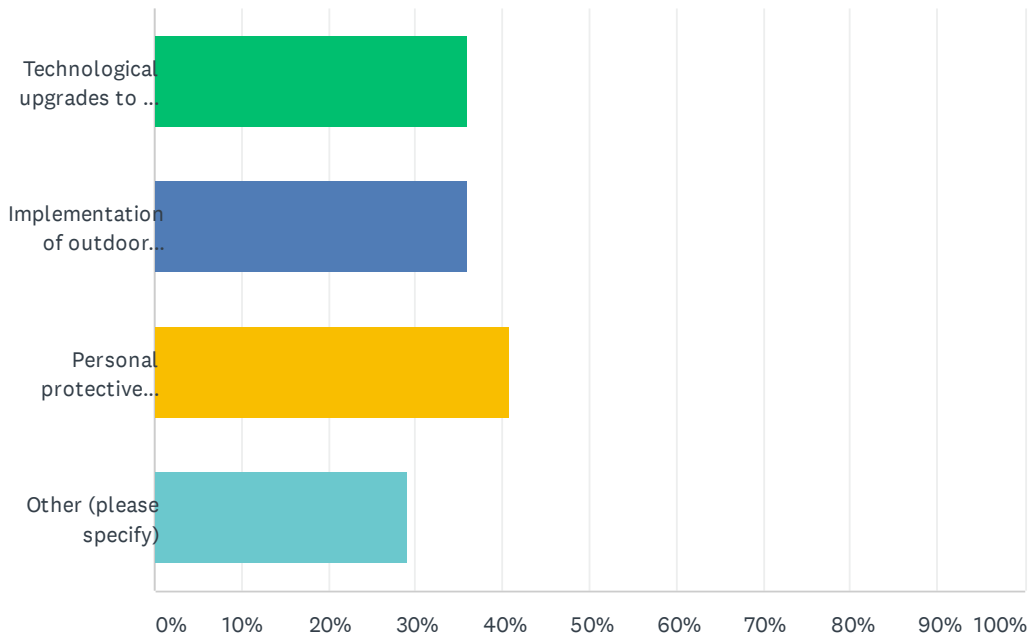
Answered: 109 Skipped: 0



ANSWER CHOICES	RESPONSES	
Rent/mortgage	76.15%	83
Pay current employees	57.80%	63
Rehire employees	9.17%	10
Utilities	44.04%	48
Make operational or technological upgrades	11.93%	13
Inventory/supplies	27.52%	30
Other (please specify)	12.84%	14
Total Respondents: 109		

Q7 If the Frisco Town Council offered a reimbursement grant for costs that your business incurred to implement innovative ideas in order to sustain operations during the pandemic, which of the following would you use the grant for? Check all that are applicable.

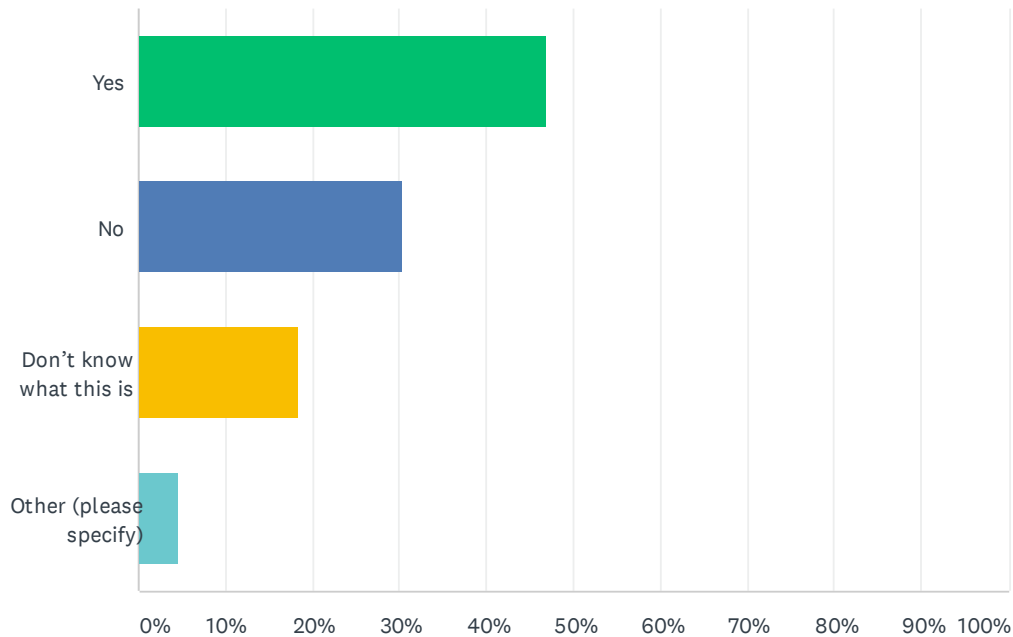
Answered: 103 Skipped: 6



ANSWER CHOICES	RESPONSES	
Technological upgrades to our ordering and delivering systems	35.92%	37
Implementation of outdoor services and operations	35.92%	37
Personal protective equipment (PPEs) and safety gear for employees and customers	40.78%	42
Other (please specify)	29.13%	30
Total Respondents: 103		

Q8 Is your business participating in the Love Frisco, Winter Frisco shop/dine/stay local program?

Answered: 109 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	46.79%	51
No	30.28%	33
Don't know what this is	18.35%	20
Other (please specify)	4.59%	5
TOTAL		109

Q9 Please describe any types of support beyond a financial assistance grant that you believe would support the ability of your business to survive for the next six months.

Answered: 83 Skipped: 26