



A Survey of Utah's Business Leaders, and a Comparison with San Juan County Business Sentiments.

INTRODUCTION

On March 16 Governor Gary Herbert created the Utah Economic Response Task Force to identify the impact the COVID-19 virus is having on businesses and determine possible solutions for recovery. As a member of the Task Force, the Economic Development Corporation of Utah (EDCUtah) deployed its primary research capabilities to support the effort. This report showcases a comparison of the fifty-nine (59) San Juan County businesses that completed the survey, as compared to Statewide results from 924 businesses.

San Juan County businesses were represented in Blanding, Bluff, La Sal, Mexican Hat, Montezuma Creek, Monticello, and Monument Valley.

If anything, San Juan business owners have proven to be resilient and innovative. San Juan County businesses regularly stated adjusting, pivoting, and/or re-thinking how to do business throughout their responses. San Juan businesses are #SanJuanStrong

KEY FINDINGS

- 66.1% of San Juan County companies are experiencing “extremely negative” impact, with 32.1% experiencing “somewhat negative impact,” and 1.7% experiencing “no impact.”
- Major challenges faced include lost revenue, lack of funds to pay employees, keeping people safe, and drop in product demand (83.1%)
- Companies will manage revenue through using money from savings (45.8%), seeking financial assistance (44.1%), reducing workforce, cutting costs, and changing business operations.
- 45.8% of companies are interested in flexible payment terms (rent, mortgages, utilities, etc.) with 37.3% interested in low, or no interest loans or grants.
- 55.9% indicated a need of up to \$50K in financial assistance is needed
- 67.8% have already reduced spending due to uncertainty, while 49.2% have adjusted hours due to decreased demand.



KEY SOLUTIONS

WHAT STATE AND LOCAL LEADERS SHOULD CONSIDER.

- Provide low or no-interest loans and/or grants for operating capital
- Offer expansion and / or acceleration of unemployment benefits
- Offer tax deferment at the state level for Utah sales, withholding, payroll, and / or income taxes

WHAT BUSINESSES CAN DO.

- Continue to innovate
- Collaborate with other local businesses
- Participate in funding webinars, review resources, and stay up to date on evolving funding options
- Share best practices and successes with other businesses

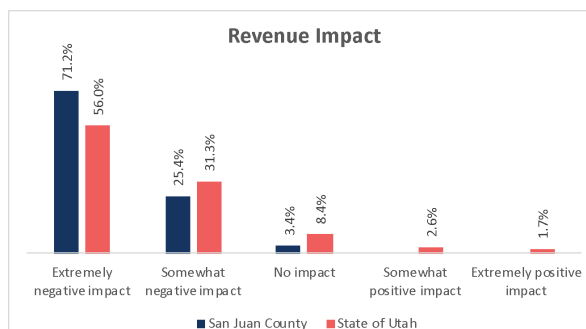
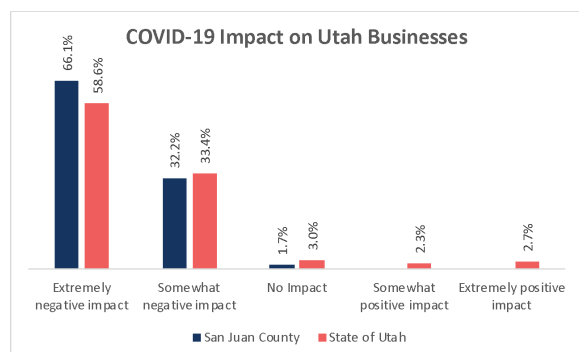
WHAT CITIZENS CAN DO.

- Continue to support and shop local
- Be the solution by social distancing, improving hygiene, and supporting those in need
- Stay active, and go outside while continuing to maintain proper social distancing



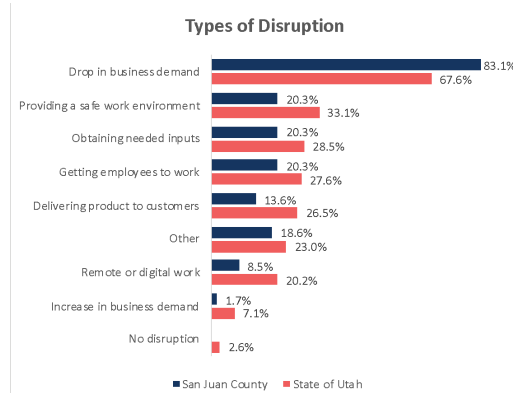
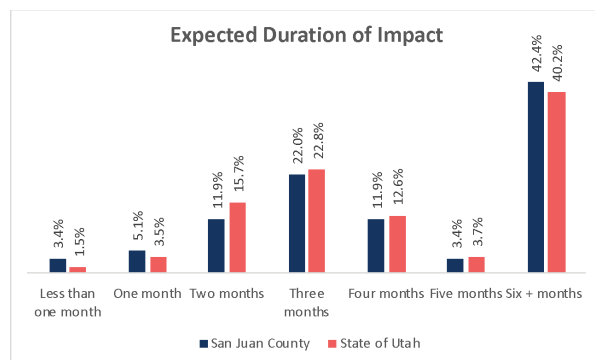
THE IMPACT

Most San Juan County businesses have been somewhat or extremely negatively impacted by COVID-19. Only 1.7% of surveyed businesses reported no impact. Small companies described having to let all or most employees go, hotel and leisure industries are seeing record-breaking declines in occupancy and visitation, and restaurants and bars were required to adapt or close due to social distancing.



Revenue impact is expected to be severe, lasting six months or more. Disruption ranged from lost revenue, acquiring inputs, providing a safe environment for employees, managing virtual work, and most critically, a drop-in product or service demand. Many businesses have already closed or laid off many or all employees. Some businesses added online services to their business models allowing for online ordering and/or shopping. Businesses have also introduced personal shopping over the phone, as well as curbside pick-up and ordering. These adjustments, among others, have allowed businesses to continue operation even with social distancing restrictions.

The most significant impacts, not reflected in this survey, are the permanent closures of businesses in the county. Larger employers and small operations have been impacted throughout the county including various industries.



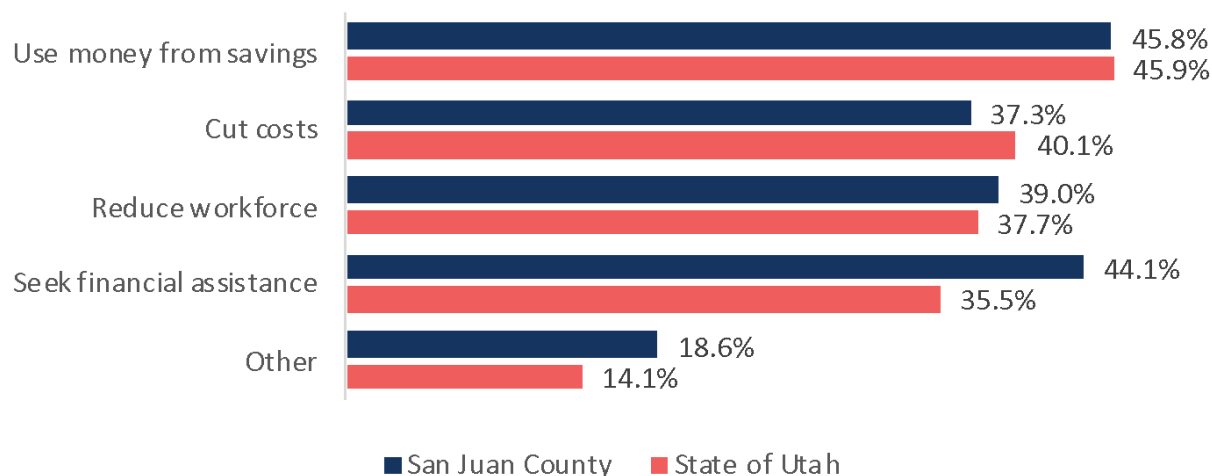
OTHER CITED IMPACTS:

- Cancellation of reservations
- Closed doors
- Closure of public places (National Parks, Tribal Park, etc)
- Fear of getting the virus
- No child care with school closures
- Won't make payroll

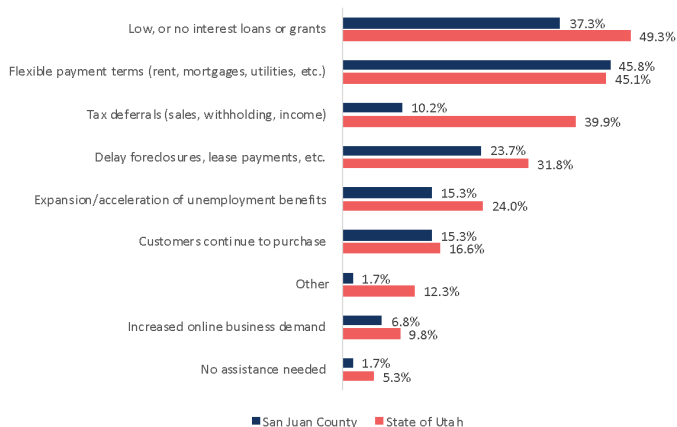
THE NEED

Most companies plan to manage revenue loss first by tapping into savings and cutting costs, but 39% indicated the need to reduce workforce and 44% to seek financial assistance. Despite significant revenue loss, companies are not seeking significant aid with 55.9% of businesses are seeking less than \$50,000. Companies are asking for help through low interest loans, flexible repayment options, delayed foreclosures, expansion/acceleration of unemployment benefits, for customers to continue purchases, and by increased online purchasing and in-store shopping when safe.

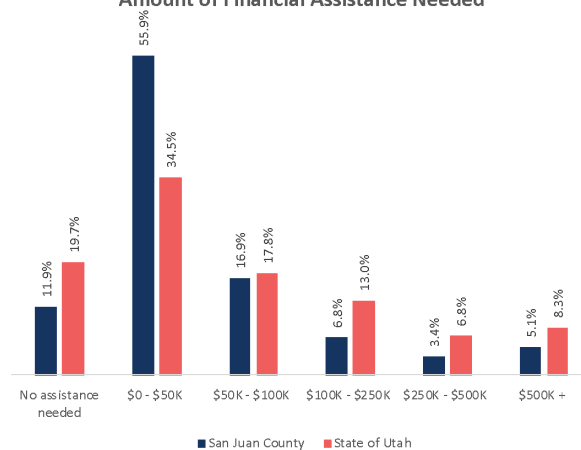
How Companies Will Manage Lost Revenue



Assistance Needed



Amount of Financial Assistance Needed



OTHER CITED METHODS TO MANAGING LOST REVENUE

- Pivoting direction of business
- Closed
- Cut back hours
- Not Sure
- Going out of business

THE UNEXPECTED OUTCOMES & SILVER LININGS

Companies were severely disrupted, and yet some were able to find new opportunity as a result of the impacts of COVID-19. Innovative communication, planning for the future, and opportunity to think and grow creatively are among the many ways companies are moving forward during the downturn. Companies are also modifying employee benefits, product offerings, and even aspects of their business model to accommodate customers and try to keep their doors open.



EMPLOYEE-FACING ACTIONS

- A restaurant reduced pay, but supplemented with meals for employees and their family members, extra pantry items, and etc.
- Flexibility around employee hours due to lack of day care options
- Allowing for remote work when possible

CUSTOMER-FACING ACTIONS

- Enhancing virtual business options
- Offering curbside pick-up and/or ordering
- Call-in personal shopping
- Providing home delivery services & house calls
- Increasing personalized customer contact and outreach
- Daily specials



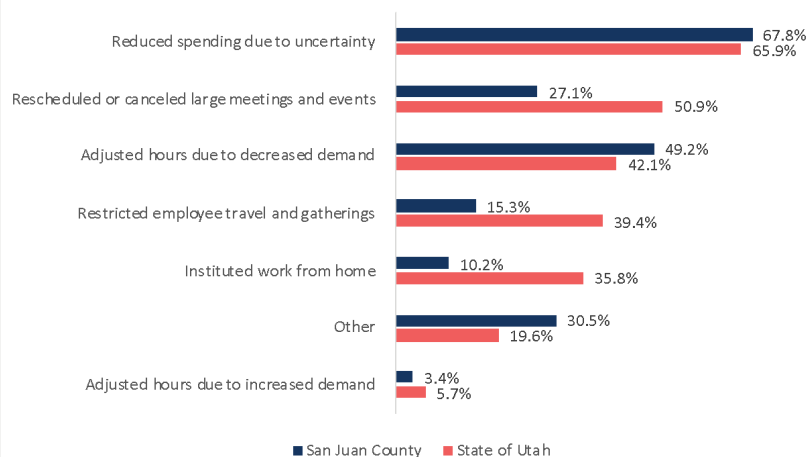
BUSINESS OPERATIONS

- Developing new products
- Adjusting services offered based on need
- Planning for the future
- Investing in digital platforms (ie website, social media)

COMMUNITY-FACING ACTIONS

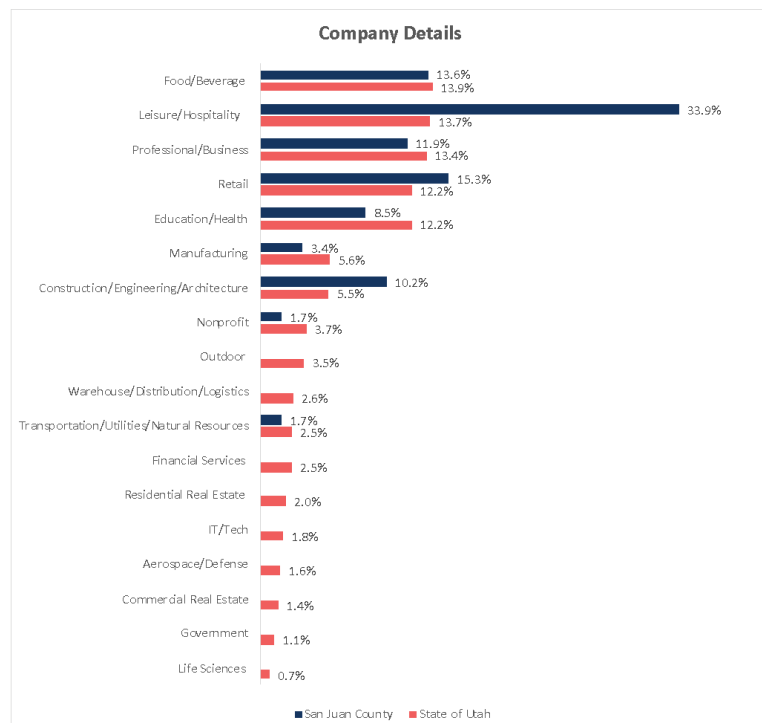
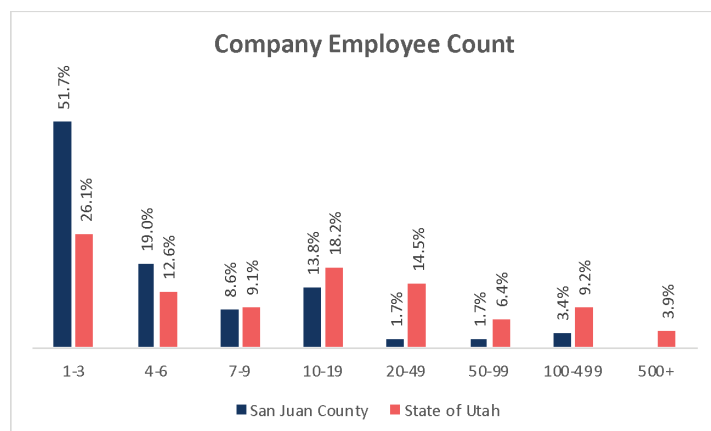
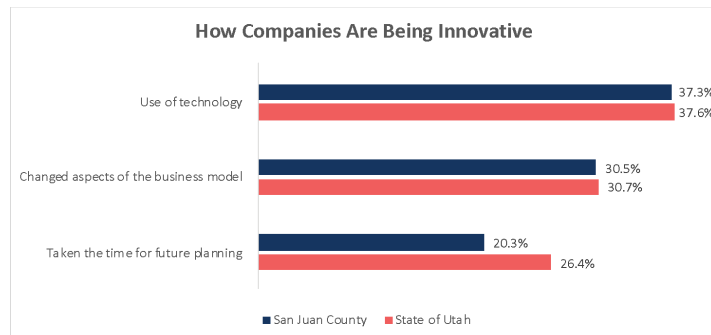
- Collaborating with other local businesses to encourage spreading spend throughout community
- Community "events" and competitions, while still maintaining social distancing practices
- Using business resources to assist with local community needs
- Offering local discounts, to encourage local spending
- Sharing business successes with other fellow business owners
- Donations of food

What Organizations Have Already Done



OTHER CITED RESPONSES FOR WHAT ORGANIZATIONS HAVE ALREADY DONE:

- Skeleton crew, laid off non-essential employees
- Using every sanitation precaution
- Temporarily closed
- Changing direction of sales, business model
- Curbside & virtual shopping opportunities
- Opened online store

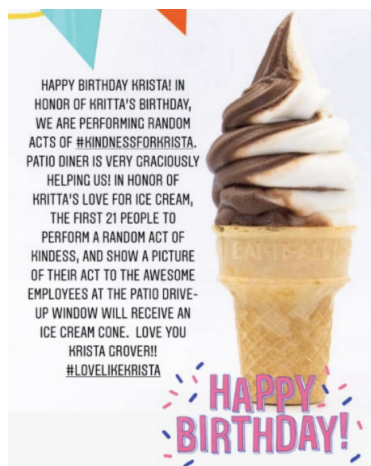
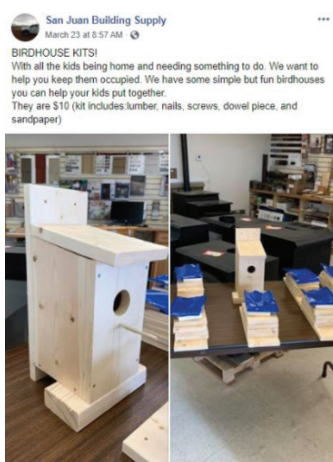


THE SILVER LININGS

San Juan County has been tracking San Juan Strong and SJC Monumental Moments. San Juan Strong represents the innovative practices businesses have picked up. While the SJC Monumental Moments showcase how businesses and locals have banded together

SAN JUAN STRONG - #SANJUANSTRONG

- Cottonwood Steakhouse though closed—posted how to turn their napkin bandanas into face masks.
- San Juan Building Supply offered DIY wood kits for kids while at home. They also supported other local businesses by purchasing local business gift cards and doing a drawing. Customers received an entry for every \$100 spent.
- The Patio for an employee's birthday offered free ice cream cones at their drive-in for the first 21 people to perform acts of kindness.
- Homestead Steak House provided meals and pantry items for their employees.
- La Petit Flower Shop brightened days by offering floral arrangements incorporating the highly sought-after toilet paper roll.
- Yak's Cafe offered daily specials 3 for \$10 for customers, and also specials for health care employees and even free meals for seniors.
- Precision Rehabilitation offered free personal shopping and delivery services from Clark's Markets for at risk populations.
- The Granary Bar & Grill offered free kid meals with every standard meal purchase.
- Twin Rocks Cafe opened their ordering supplier to assist with purchasing food for the Bluff Area Mutual Aid efforts.
- Bearskin Custom Ink and Jackalope Trading Company created a platform for San Juan County business to sell custom shirts and make \$10 off every custom shirt sold at no charge to the business.
- The San Juan Theatre offered curbside popcorn and movie treat pick up



Dear Valued Customers,

San Juan County is an amazing place to live! With all that is going on in the world today we can see the great people of San Juan County stepping up to help those around them. Here at San Juan Building Supply we want to see everyone get through these tough times. We understand the difficulties of running a business and see how hard things are getting for some of our local business with regulations they need to follow for our safety during the COVID-19 Pandemic. We wish everyone health and safety during this time and hope that we can come together to get through this pandemic. Please support your local business that may see the harmful impacts as well as your neighbors who may be in need of help.

1 ticket per purchase
1 additional ticket for every \$100 spent (limit 10)
Every week for the next four weeks we will be drawing \$25 gift certificates to some local food establishments.

-Twin Rocks Café -Pop's Burrito
-Homestead Steakhouse
-Patio Diner -Val's Café
-Granary Bar & Grill

Please follow all recommended protocols that the San Juan Public Health Department and the business may have in place. Please be respectful and grateful for their work and effort in this trying time.

March 24-27* March 30-April 3*
April 6-10* April 13-17*

*All drawings will be done on the Friday of that week.
Only eligible to win one prize per week.

Thank you!
- The San Juan Building Supply Family

Blanding Hub is in Blanding, Utah.
Yesterday at 2:01 PM · 🌐

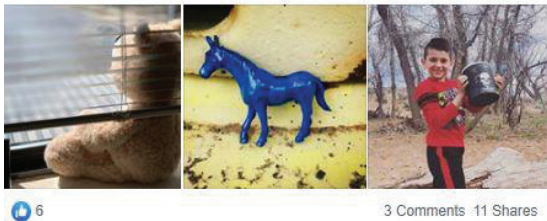
★ **THREE QUARANTINE ACTIVITIES** ★

Blanding is awesome. But, it feels like this "social distancing" thing started two years ago and not eight days.

So, our awesome community came up with **THREE** fun things for your family to do while still staying away from humans.

1. **TEDDY BEAR HUNT** - put a teddy bear in your home window and then throw your kids in the car to drive around town and see how many bears they can find.
2. **BRONCO SEARCH** - The SJHS Student Council has hidden blue Bronco horses throughout town for you to find. They are small so, good luck.
3. **TREASURE HUNT** - Bear Skins T-Shirts brings us, Outbreak 2020! This is a fun treasure hunt with a variety of hikes and fun, secluded places to explore. Follow the clues and find a treasure at the end. Head to Bear Skins T-shirts to sign up.

Enjoy your quarantine! ❤️👏
Share your finds with the hashtag #blandingfamadven



Unique Creations & Gifts
March 23 at 11:51 AM · 🌐

Are you going crazy during this time of social distancing? Let me cut your last name for you to paint!!! They are .10 per sq. inch. Jessica's (Olsen) measures 16" x 27" so it would cost \$43.00. First names are also adorable in your kids rooms! I can cut them this week and I'm happy to deliver in Monticello. If you order 2 or more, I will give you 25% off. These would be great gifts for upcoming weddings, birthdays etc. They are cut out of 1/2" mdf. The longest I can cut is 32". Call or text me to order. 435-587-3355.

Let's Make The No. 19 Sweet Again!

Free Homemade Pie to 1 Lucky Customer Every Week Until the No. 19 is Sweet Again!

Every call-in order will receive on ticket in the drawing for a free pie. Drawings will be held on Friday and winner announce that Night. The Lucky Winner gets to choose between apple or cherry. Good Luck Everyone!



Homestead Steak House
March 25 · 🌐

We just want to say... Thank you!!

5 2 Shares

Like Comment Share

Write a comment...

Cottonwood Steakhouse, Bluff, Utah
March 31 at 9:38 PM · 🌐

OK. For all our customers who have a Cottonwood Steakhouse bandana, pull it out and create your own facemask.

Miranda Martinez · Pandemic Surplus Items of Monticello
March 31 at 6:38 PM · Facebook for Android · 🌐

Let give our kiddos something to do! We have done our!

Social Distancing Egg Hunt!
Have your kids decorate and hang paper eggs in your front window by March 28th. Then take a car ride and see how many eggs you can find!

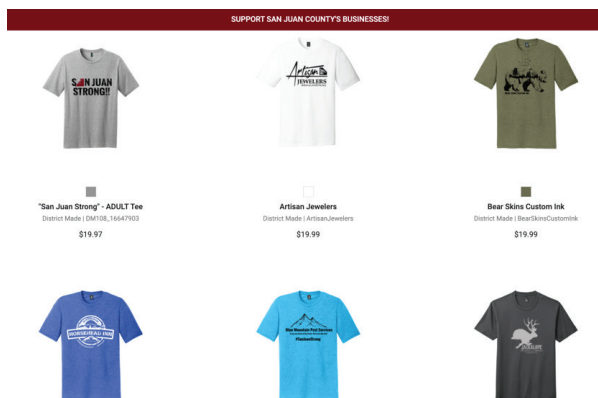


Comb Ridge Eat & Drink
21 hrs · 🌐

Hi, everyone! In an effort to protect our staff, guests, and the community of Bluff, Comb Ridge Eat & Drink will be closed until the coronavirus outbreak has been brought under control. Thank you all for your friendship and support. Be safe and we'll see each other soon.

SAN JUAN MONUMENTAL MOMENTS - #SJCMONUMENTALMOMENTS

- Social distancing Easter Egg Hunts—businesses offered wood kits, and locals placed them in their windows for drive-by Easter egg hunts
- Bears were placed in windows as scavenger hunts for kids, and businesses followed suit
- A drag main street took place where locals social distanced from their cars, local businesses offered drive-thru deals like \$3 tacos
- Teachers paraded through streets with banners of support for kids and their parents
- Sidewalk “vandals” decorated streets and sidewalks with words of encouragement
- Businesses donated and/or organized local group food buys
- San Juan School District kitchen staff, between the 12 district schools, are serving 6,000 meals a day.
- Bluff locals and surrounding area community members created the Bluff Area Mutual Aid which provides those in need with meals and supplies.



THE NEXT STEPS

San Juan County, community, regional, state, and federal partners are looking at this data and other implications to outline a course of action for San Juan County moving into the immediate, recovering, and into the upcoming year. The decisions currently being made within the public health sector are in an effort to allow for our communities to reopen and for people to be able to return to work. We are considering our recovery, renaissance, and normalcy marketing techniques. Continuing efforts with business expansion and retention, as well as continued invested interest in diversifying industries in the county.

For business resources, visit www.utahscanyoncountry.com/covid-19

For more information regarding efforts by San Juan County Economic Development and Visitor Services, visit www.utahscanyoncountry.com or follow us on Instagram & Facebook @SanJuanEDVS

While local analysis was completed by San Juan County Economic Development & Visitor Services—the data collection, and state comparison was coordinated and executed by the Economic Development Corporation of Utah (EDCUtah) and the Utah Economic Response Task Force. For more information on their work please visit coronavirus.utah.gov

