

Covid-19 Reopening Survey

August 2020 Edition

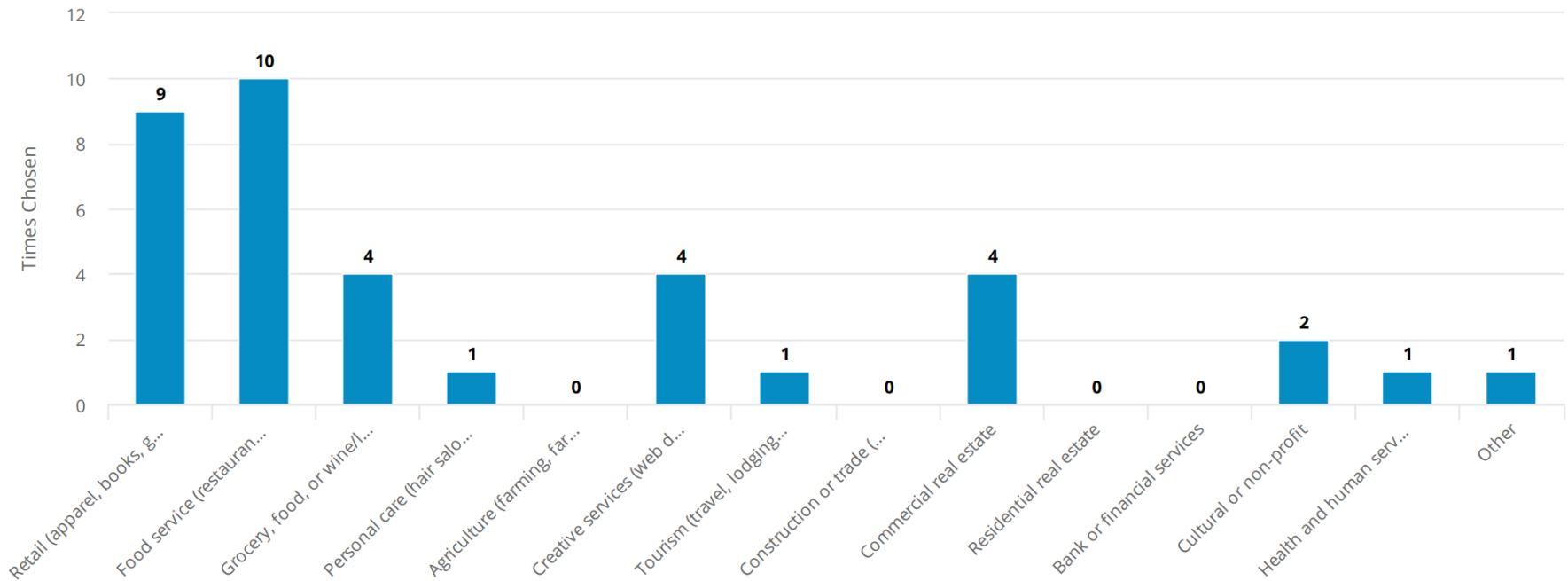
Results as of 8/19/20



Questions or suggestions? Contact John Boynton at jb@bradfordmill.com

1. Please select the option that best describes your business.

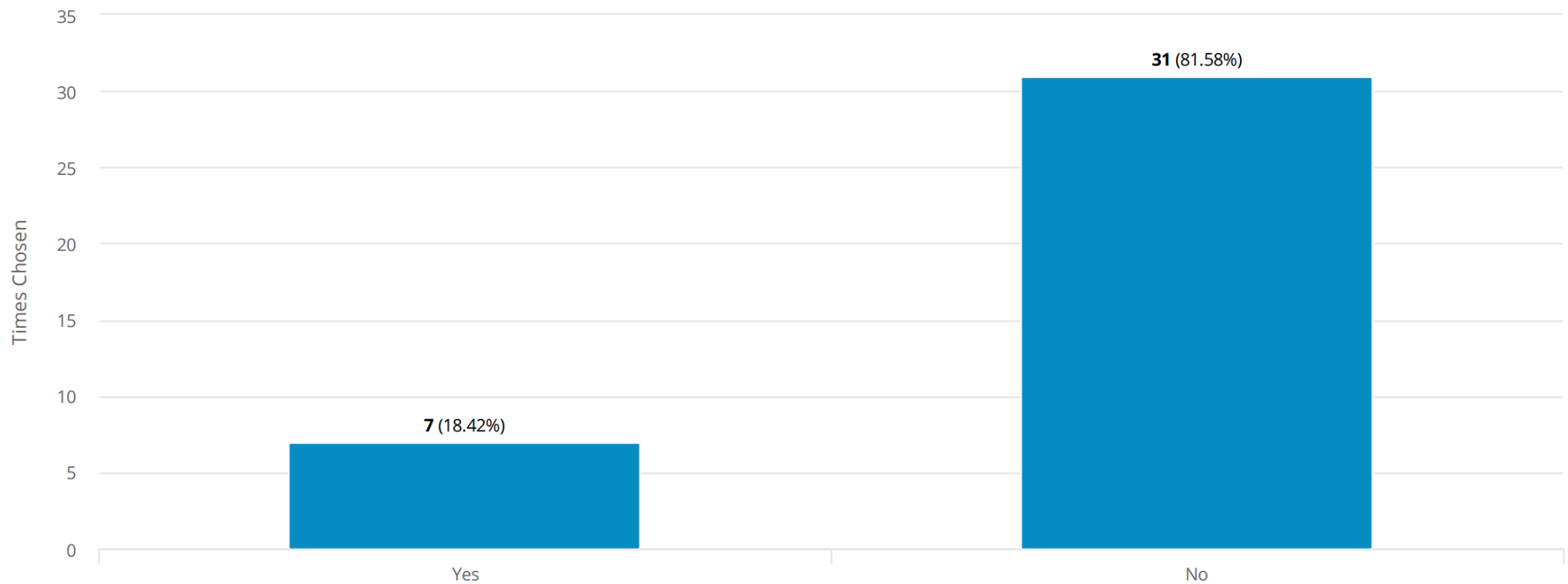
Number of responses: 37





2. The Community Chest is making grants up to \$2,500 to local businesses from its Concord Together Fund (while funds last). Have you applied?

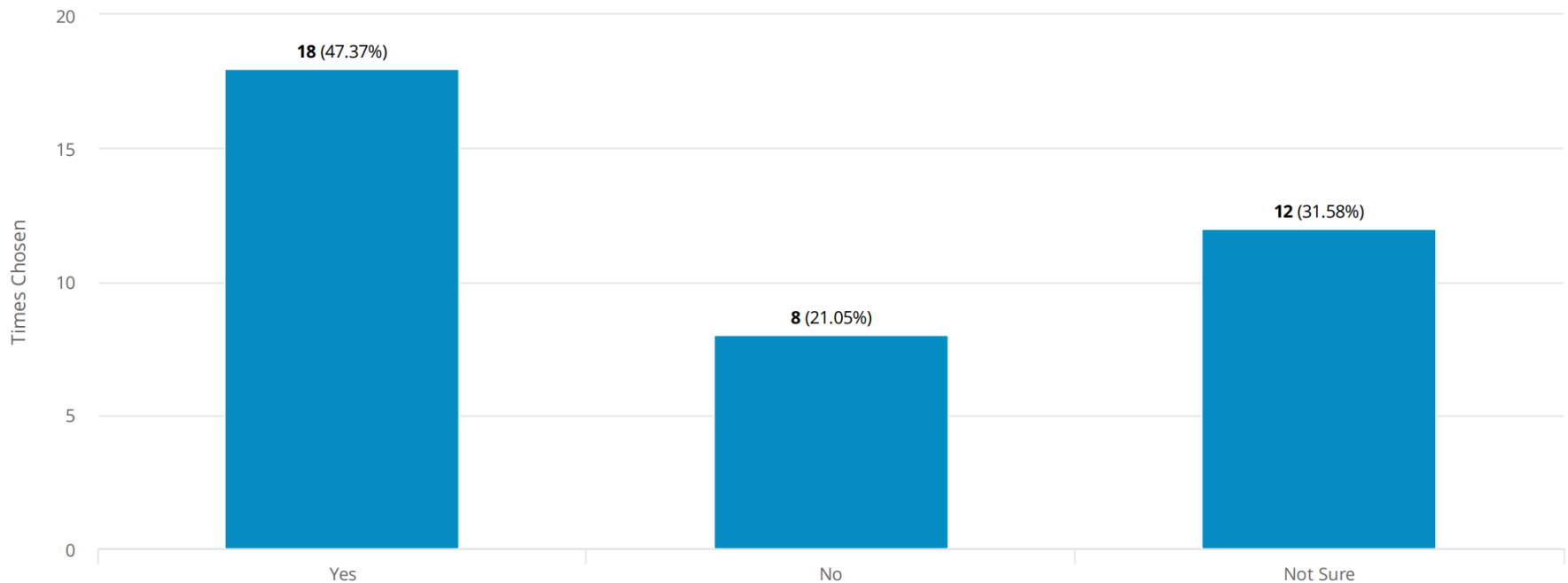
Number of responses: 38





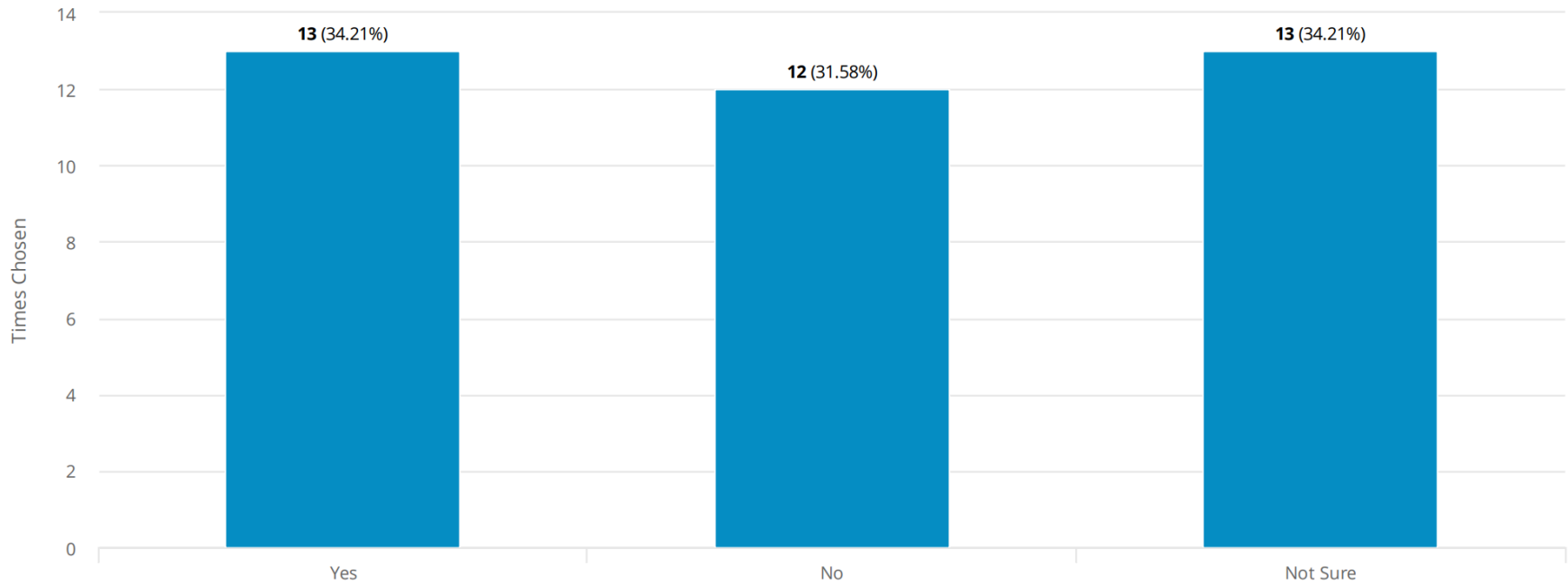
3. The Chamber of Commerce, Concord Together and the Town are actively promoting Concord businesses on social media. Do you believe it helped your business?

Number of responses: 38



4. The Summer Solstice passport seems to have been popular with shoppers. Do you believe it helped your business?

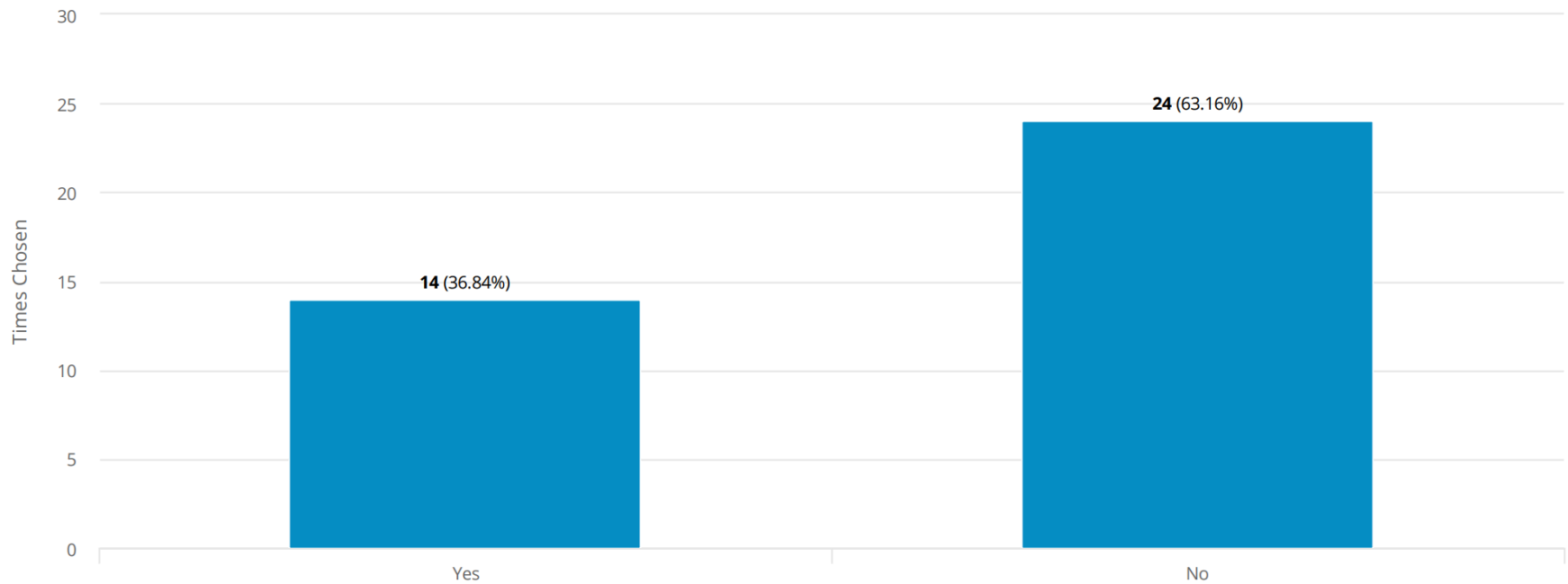
Number of responses: 38








5. The Town and Discover Concord magazine are offering free online listings through December 2020 to local businesses. Have you requested one?

Number of responses: 38



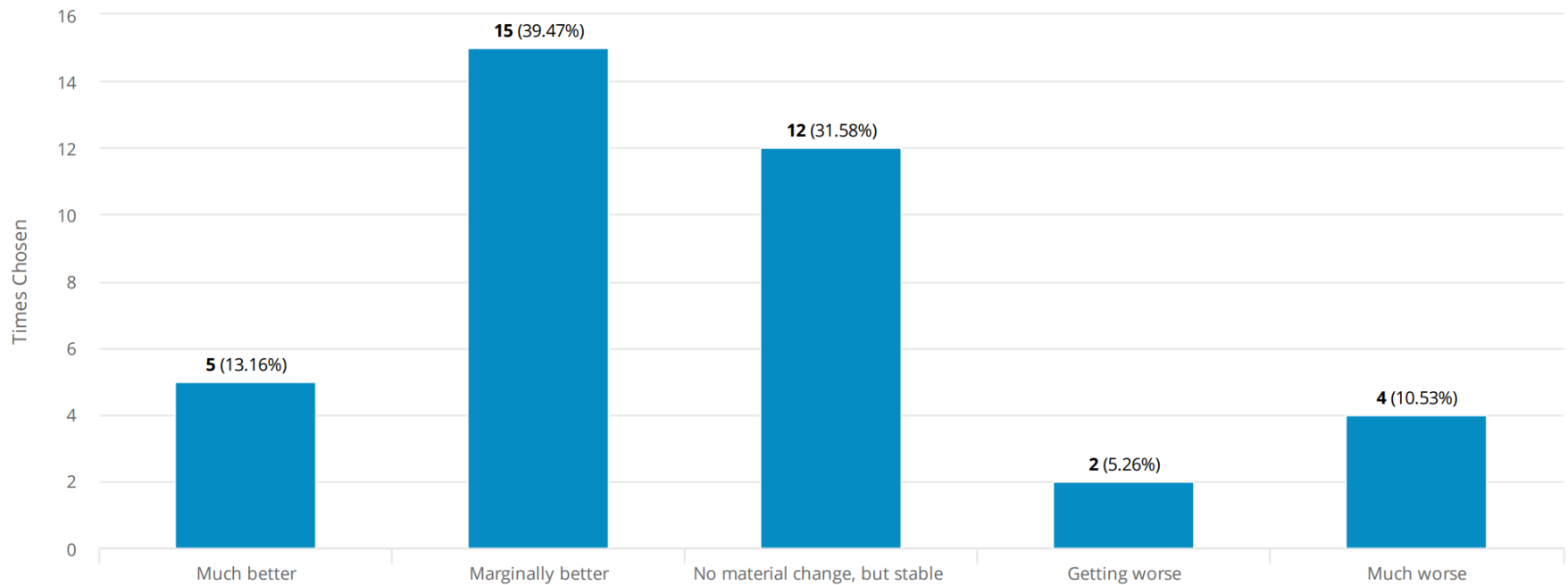
6. What is the best way to communicate with you regarding local initiatives to support your business?

Number of responses: 34

Rank	Choice	Distribution	Score	Times Ranked
1.	Email		121	33
2.	Newsletters (Chamber,		62	23
3.	Social Media (Facebook, Instagram)		58	25
4.	Live (Zoom, MS Teams...)		57	21
5.	Snail Mail		40	22
		Lowest  Highest		

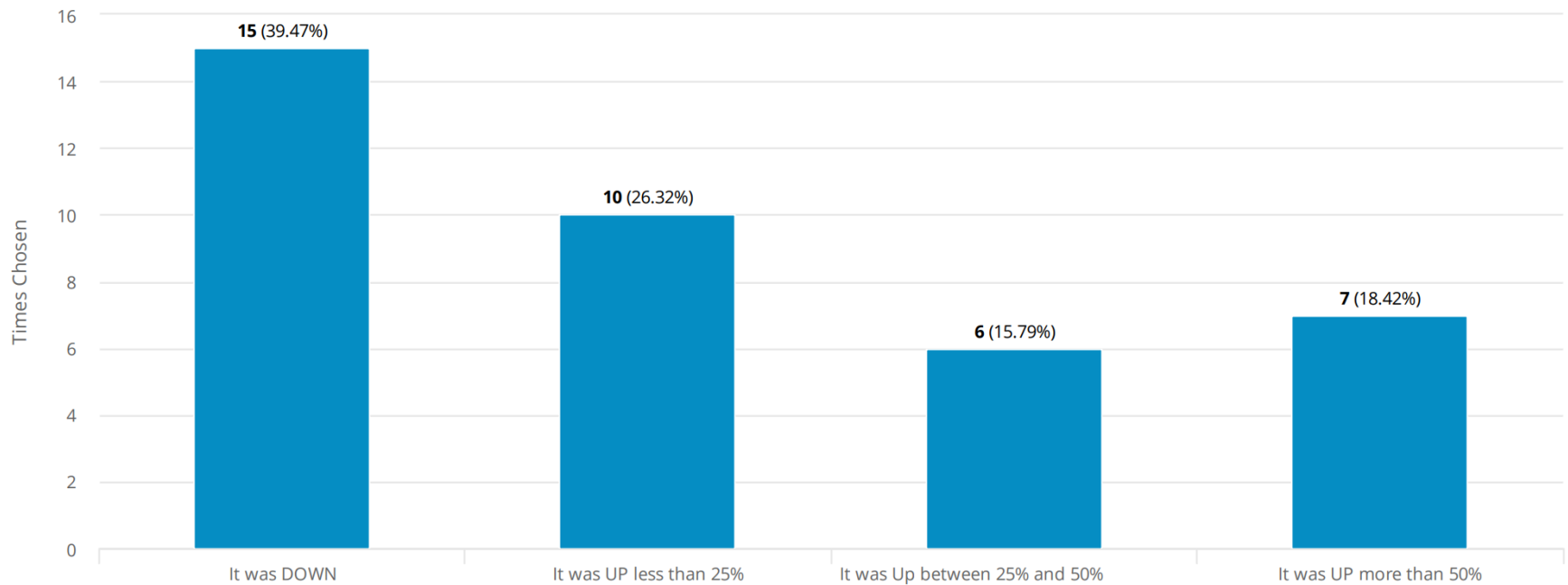
7. Overall, how is your business trending since the reopening?

Number of responses: 38



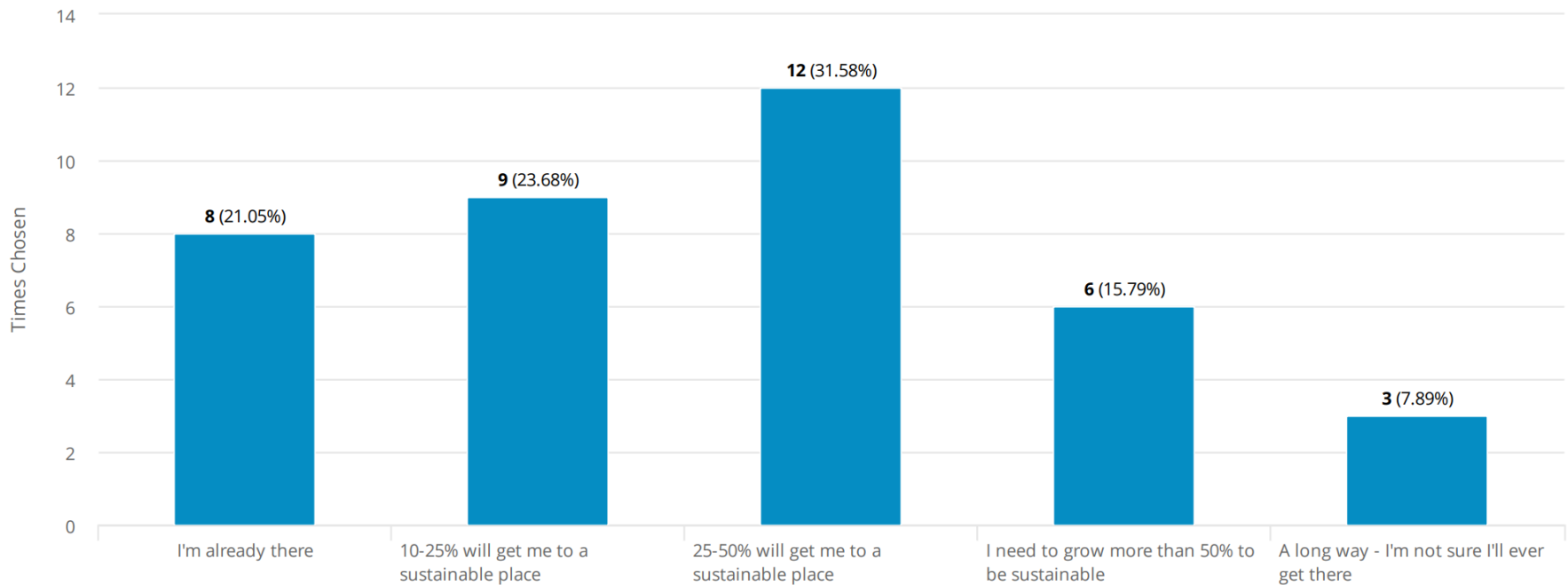
8. How did your most recent month (July 2020) compare to April 2020?

Number of responses: 38



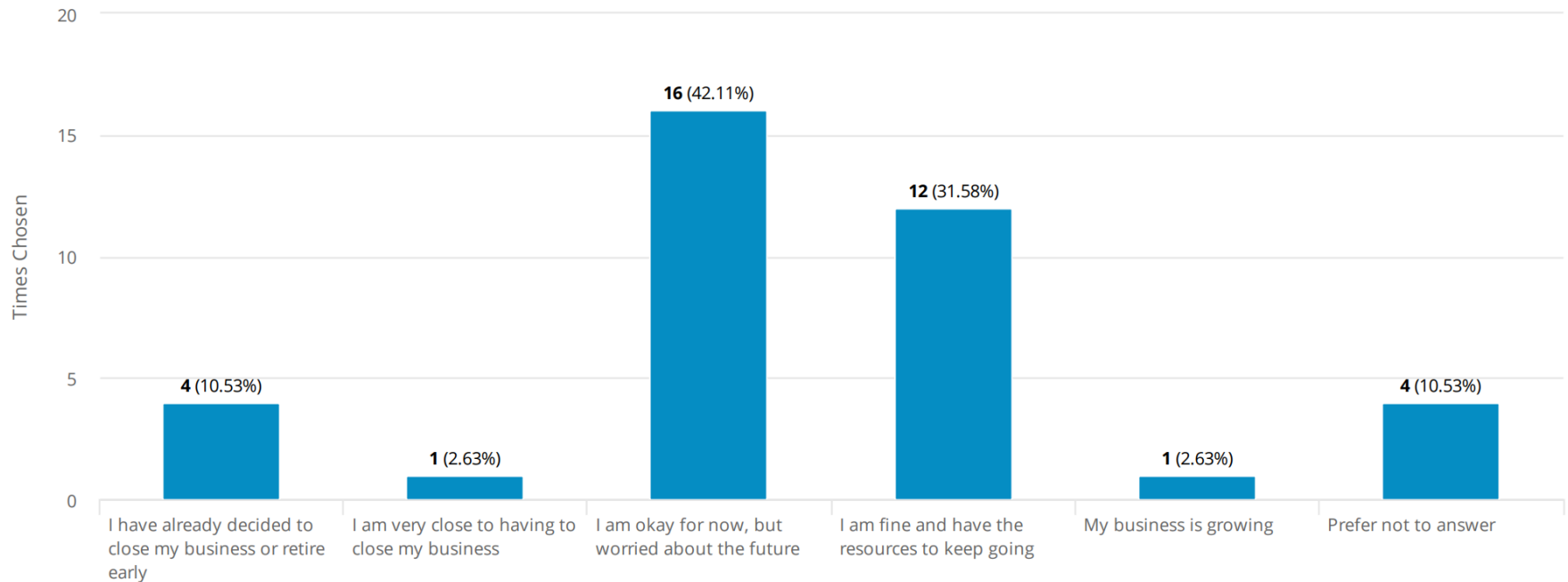
9. How much does your business need to improve to reach a sustainable level of profit?

Number of responses: 38



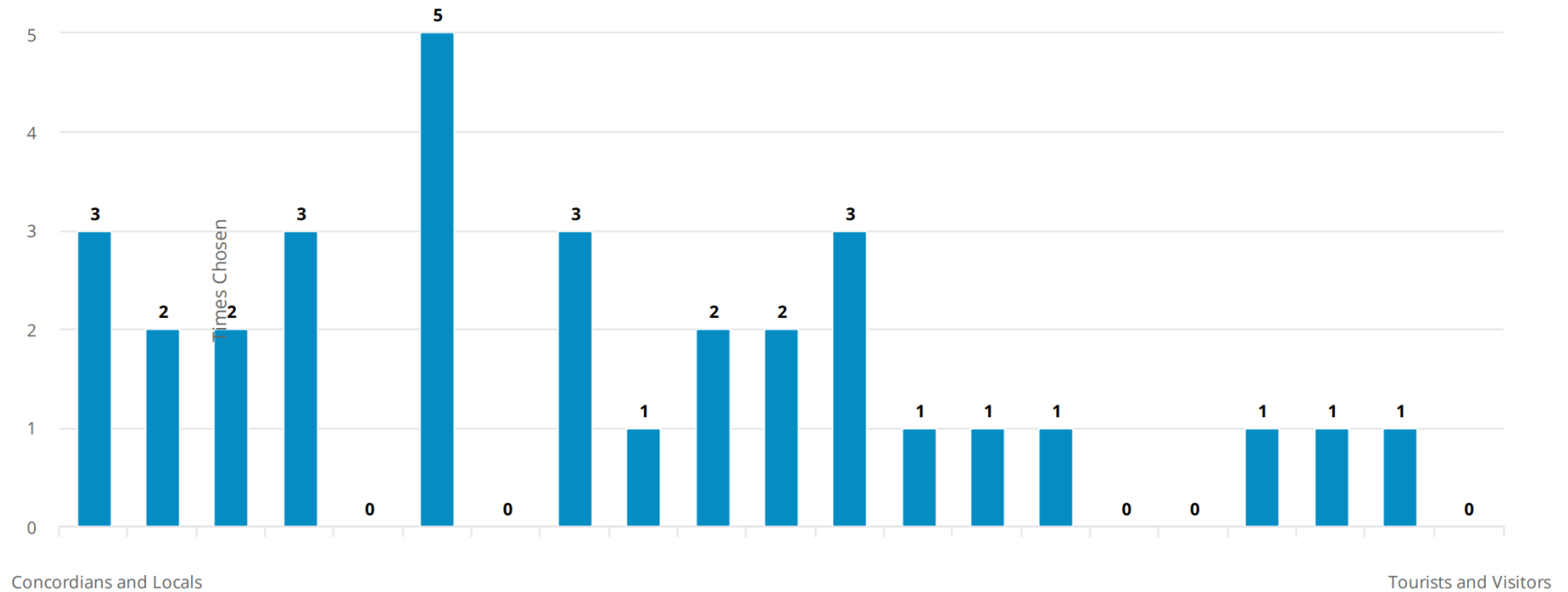
10. How close are you to going out of business due to the current crisis?

Number of responses: 38



11. Where are your customers from? Please estimate the mix using the slider.

Number of responses: 32





12. What are you hearing or learning from your customers that would increase their comfort and improve their experience?

- Customers feel "safe" in Concord and love shopping here.
- Less restrictive zoning in downtown Concord and a willingness to support the use of commercial space by a variety of businesses.
- Many buyers are waiting for better news prior to make real estate decisions.
- emphasize safety measures and openly talk about them - they actually greatly reassure customers
- Guests are more comfortable with patio dining, however mosquitoes are a big issue. Added amenities/entertainment like live music has been suggested.
- Some customers have been disappointed with some businesses still having abbreviated hours.
- Can't open as lunch Boat is too small to social distance
- of course the answer is that covid should go away
- Drive-thru food pantry or mobile pantry deliveries to the home
- Continue curbside and continue Covid regulations ie: masks and sanitizing
- Continue free parking
- safety
- customer happy with safety and service from our business.
- A comprehensive plan to deal with the virus and provide financial support to those individuals that are without a job
- It's all about safety
- so far it seems as though they are very pleased how we as a shop are keeping everyone safe and healthy. No requests.....yet.
- More useful response from the Town
- My customer appreciate the precautions we are taking. We only let 2 people in the store at a time, mask required.
- N/A
- A Vaccine
- Customers are grateful that we are open!
- some still call to see if we are open.
- Very few customers- those in feel safe



13. The holiday season will be vital to all local businesses, and with capacity limits and social distancing it will be a challenge to reach sales targets. One retailer suggested we create a shared gift-wrapping facility in Concord Center and West Concord. Concord Together is exploring this. What ideas - big or small - do you have to help restaurants, retailers, and hospitality this holiday season?

- Festive In town events that are socially distant, such as holiday carolers, outside food and beverage stations for hot chocolate, find the elf on the shelf and win a prize, shop and support a local charity such as the food pantry, etc. We should meet and discuss different events for every Saturday in the Fall and Holiday season.
- Hold an art prize, similar to the Art Prize held in Grand Rapids, Michigan. <https://www.artprize.org/about>
- I like the idea of restaurant week. Promoting Gift cards for all Concord retail makes sense.
- unite e-commerce under a town umbrella to promote ease of shopping 'locally'; supplement that with a concerted local delivery service
- Packaged family dinners, for example whole turkey dinners for thanksgiving for families that are too busy to cook.
- Keep parking free. Promotional activities (like the passport program). Continued social media support.
- I'm a seasonal summer business
- too tired to think; we've not been closed for one day and it's all about putting one foot in front of the other and carrying on with humor!
- Not sure - story in Boston media outlets about concord/ west concord
- Shop local and make locals aware of the dire need we are in for sales
- Continue summer solstice thru the holidays
- Allowing the continuation of out door dining with heaters and tents to increase capacity.
- yes
- Establish a source of free cleaning and protective supplies for customers that come into the shops/restaurants. This is one more added expense that weighing us down.
- Innovate - Try things maybe you haven't before
- Community gift cards to be used at local restaurants
- wish i had some brilliant ideas.....
- Relax regulations
- Help them get online.

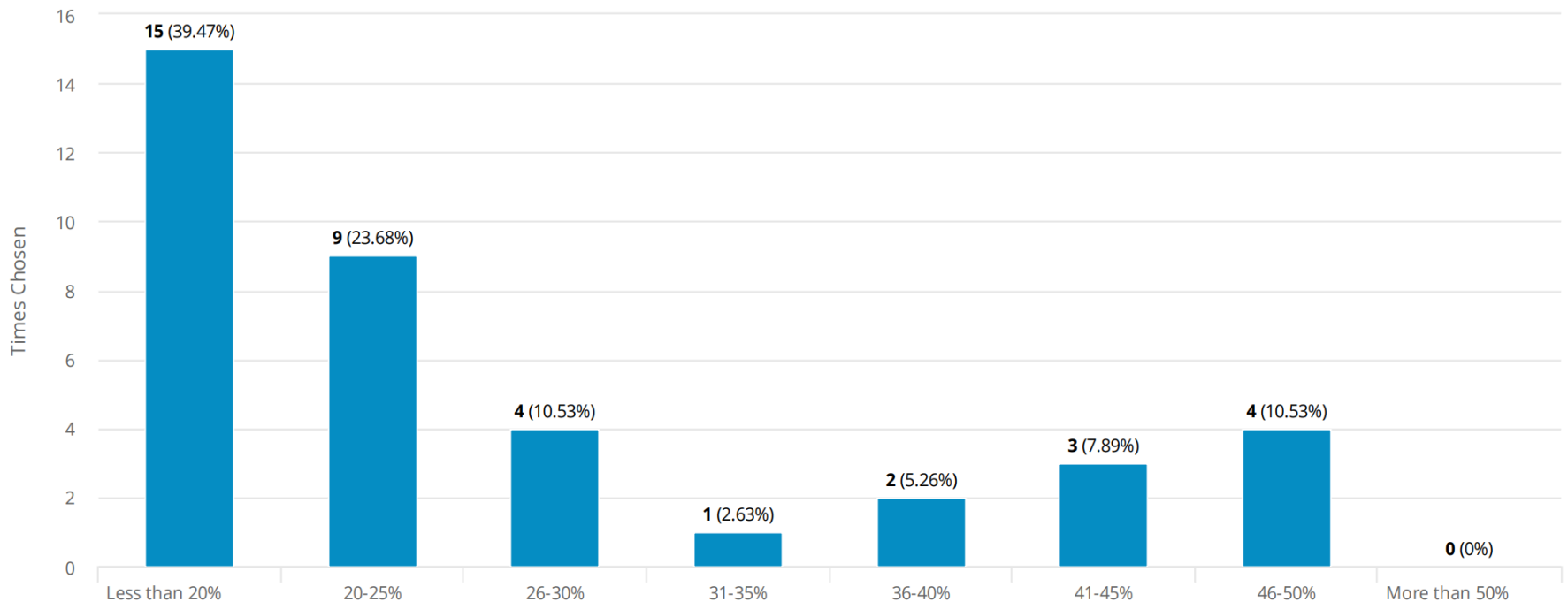


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- Collaborate with each other.
- Not sure. promote we are open and how important it is to shop local
- expand outdoor seating
- Increase advertising- Local people seem to read the Globe more than the Concord Journal
- Landlords have to forgive rent and not be so greedy - they seem to think they don't have to suffer

14. What percentage of your annual sales are typically generated in the last two months of the year? A rough estimate is fine.

Number of responses: 38





15. What else should we know? How can the Town help you this week? Any other suggestions?

- Slow down the passing traffic and make crossings safer. Brain storm new safety measures. Plan ahead for snow removal early in storms, etc.
- The "Town" could encourage small business in the downtown area by expanding the permitted zoning uses in areas abutting the downtown business district.
- Prioritize getting COVID-19 business relief and support items onto the very next Town Meeting Agenda....waiting until April is too late for so many; consider property tax relief for triple net rent tenants
- Town has been very helpful and responsive to our suggestions, granting temporary licenses, waiving fees, etc. Thank you.
- A higher percentage of my customers are definitely coming from closer by these days. Local and regional advertising for all Concord has to offer could be helpful.
- Help me find the information for grant ect so I can try to move forward next year over the past 30 years have donated many free cruises to cooresortive justice community chest ect and it was my pleasure to show people our rivers
- Just keep banging the drum for shopping local. Just keep banging the drum and reminding everyone to be safe.
- Good survey. Focused more on retailers than professional service providers, which is ok. Anything that will help employees come back to work and to
- Town would be beneficial.
- We'd like to be part of the town's food relief response. We've been doing this work for over 30 years - to learn that the town started a drive-thru food pantry without reaching out to Open Table was pretty puzzling. We have mobile pantries in many towns - as we receive support from CCCC and volunteers and food donations in Concord - we want to help our community. We are now supplying CCHS with some of the food needed for this Drive Thru - we are able to connect our town to the Greater Boston Food Bank - this important resource is especially important during the pandemic.

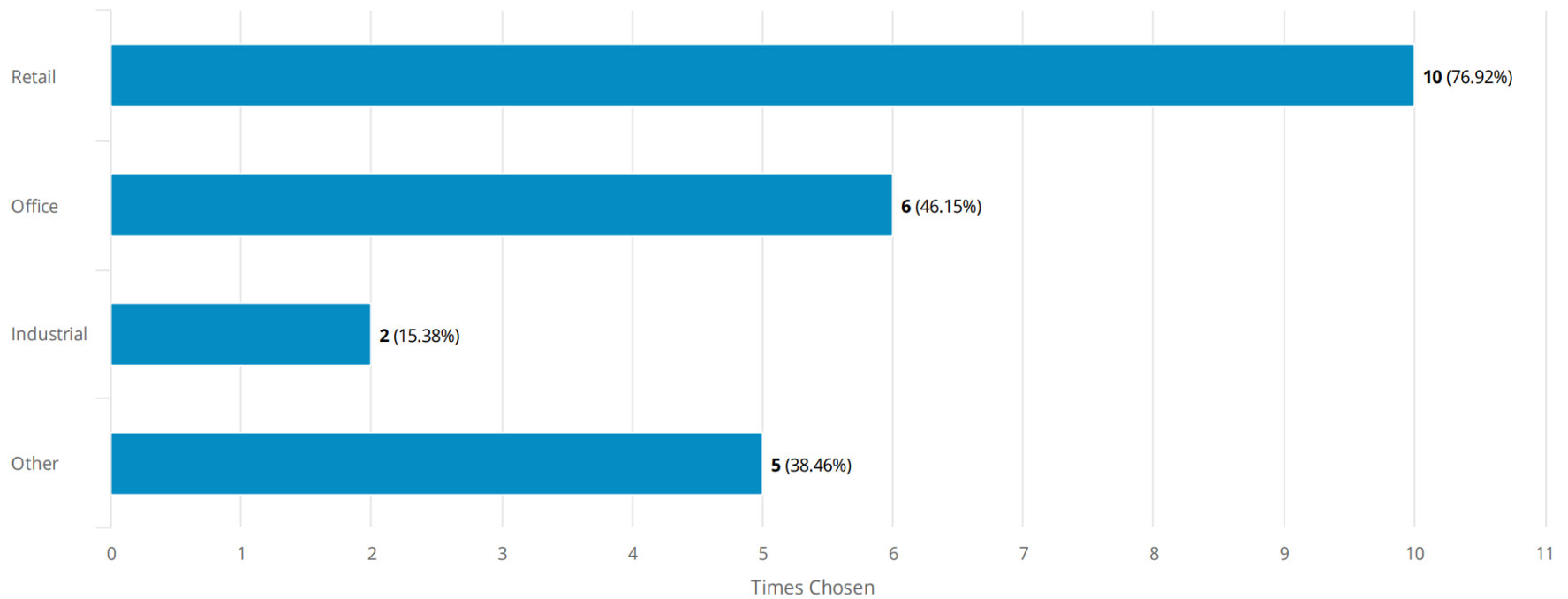


15. What else should we know? How can the Town help you this week? Any other suggestions?

- Collecting data about food need - is NOT being done in Concord. Yet we could do this easily with a coordinated effort. I hope the town will take some time to reach out to Open Table and include us in creatively getting food to those in need during these particularly challenging times.
- need more revenue and locals to support community. PSA about how restaurants and retail is keeping customers safe. need to drive traffic. Passport program should include restaurants
- i saw advertisement and picture about only main st, and west concord. i didnt see about sudbury road and our businesses so please try to cover more businesses thats my request.
- Comparing April to JULY doesn't make sense as summer in Concord is always slower than spring. It's better to compare April 2019 to April 2020 and July 2019 to July 2020 to see how business is affected.
- Subsidize landlords so businesses can get a break on rent
- Keep parking meters free
- help promote sidewalk sale
- Be more expedient on releasing and processing the community small business grant that may become available- Suggest to landlords they adjust prime retail space rents to accommodate the decrease in tourism and general foot traffic due to the pandemic- in Comcord Center the high rents without any foot traffic is the biggest obstacle to surviving until next April.

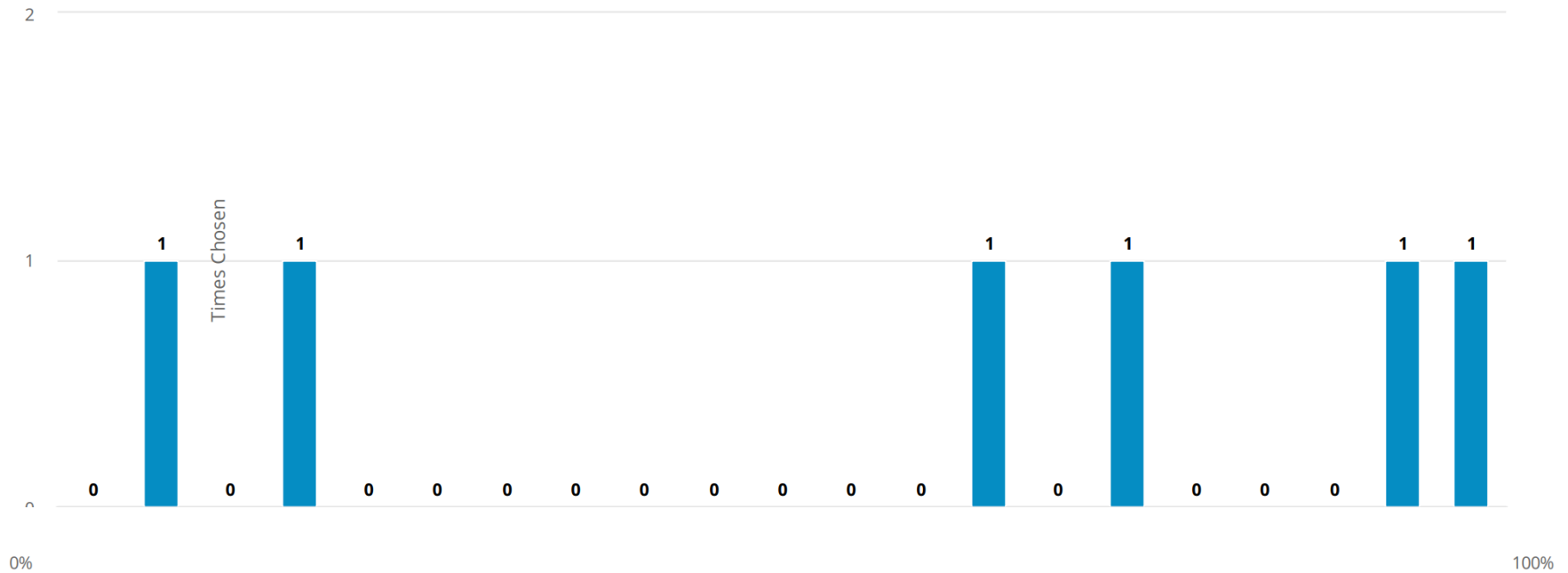
16. What types of commercial space do you own or manage?

Number of responses: 13



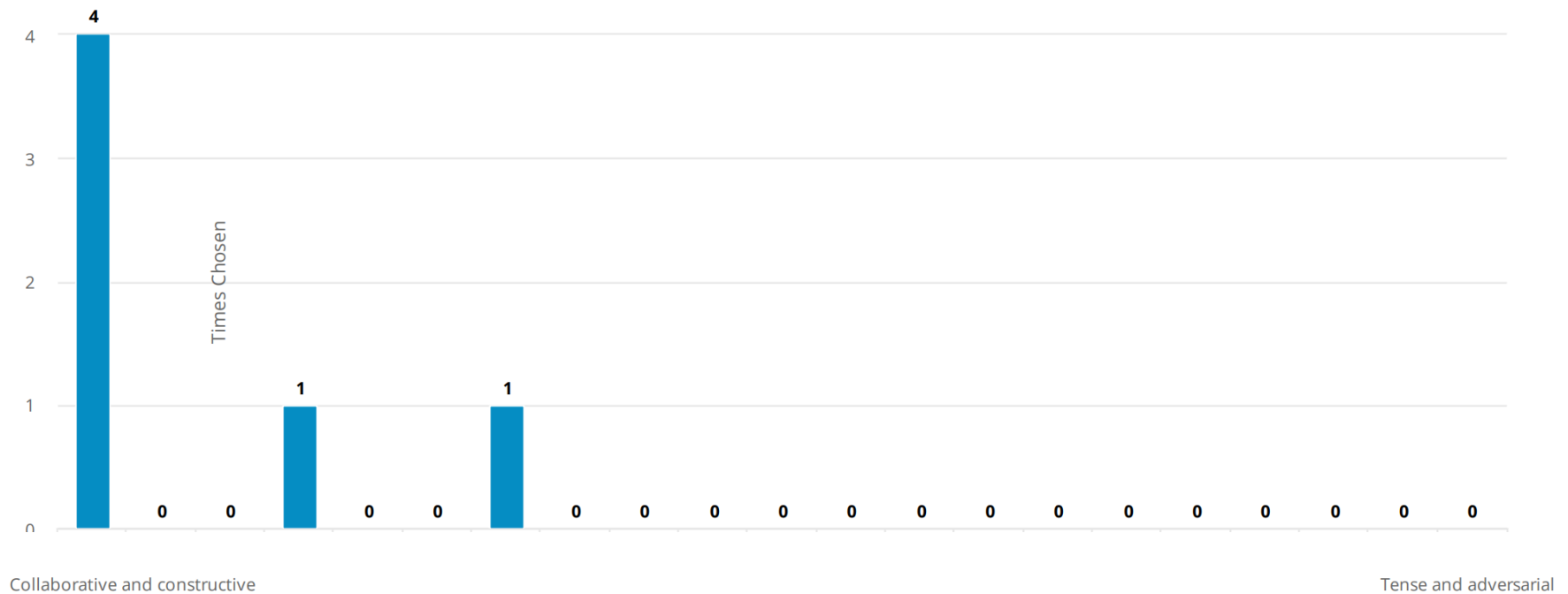
19. What percent of your tenants have required or asked for financial assistance (e.g., abatements).

Number of responses: 6



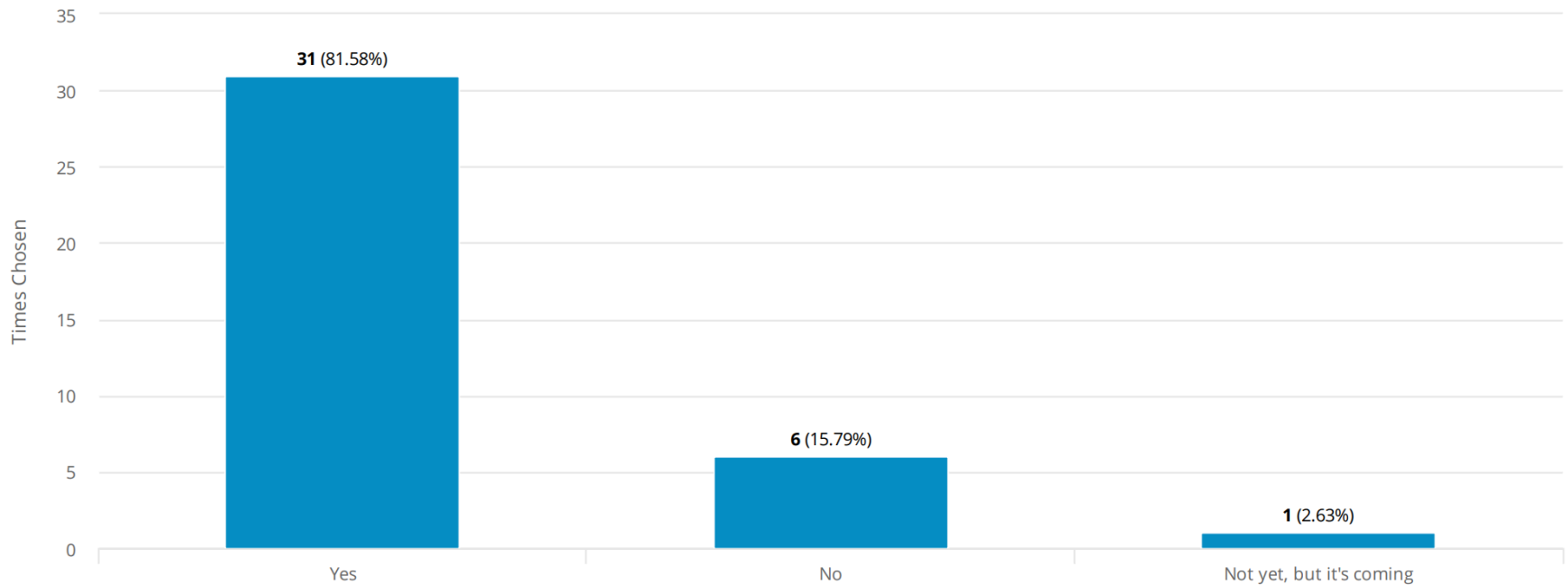
20. How would you characterize your discussions with tenants during the pandemic?

Number of responses: 6



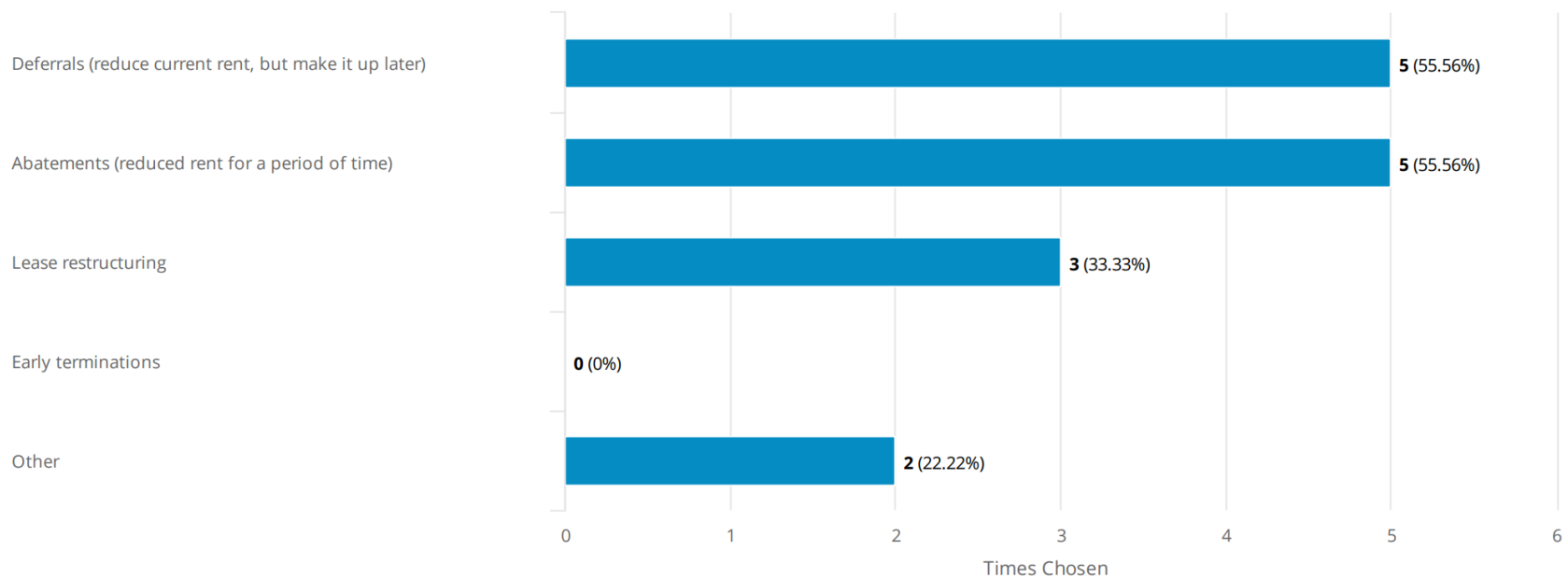
21. Have any of your tenants closed during the pandemic, with no plans to reopen?

Number of responses: 38



22. What kind of concessions have you made for tenants in financial distress?

Number of responses: 9



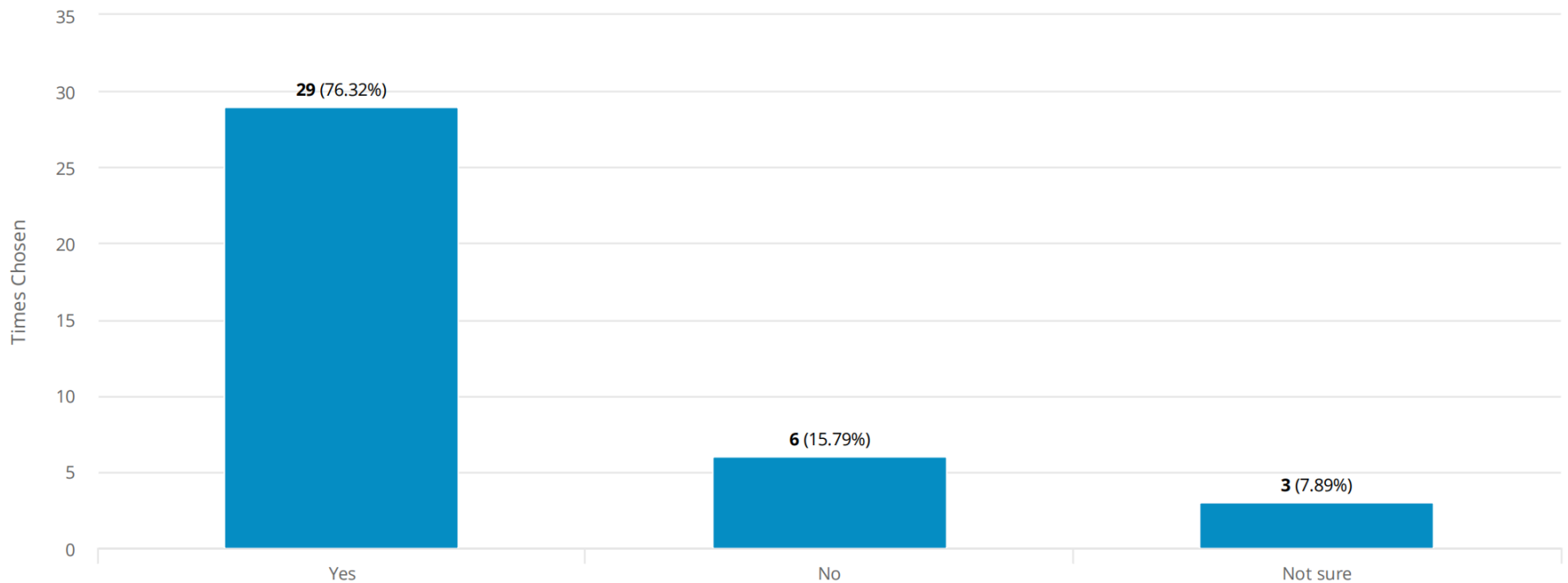
"Other" text answers:

gave 4 months rent free

n/a

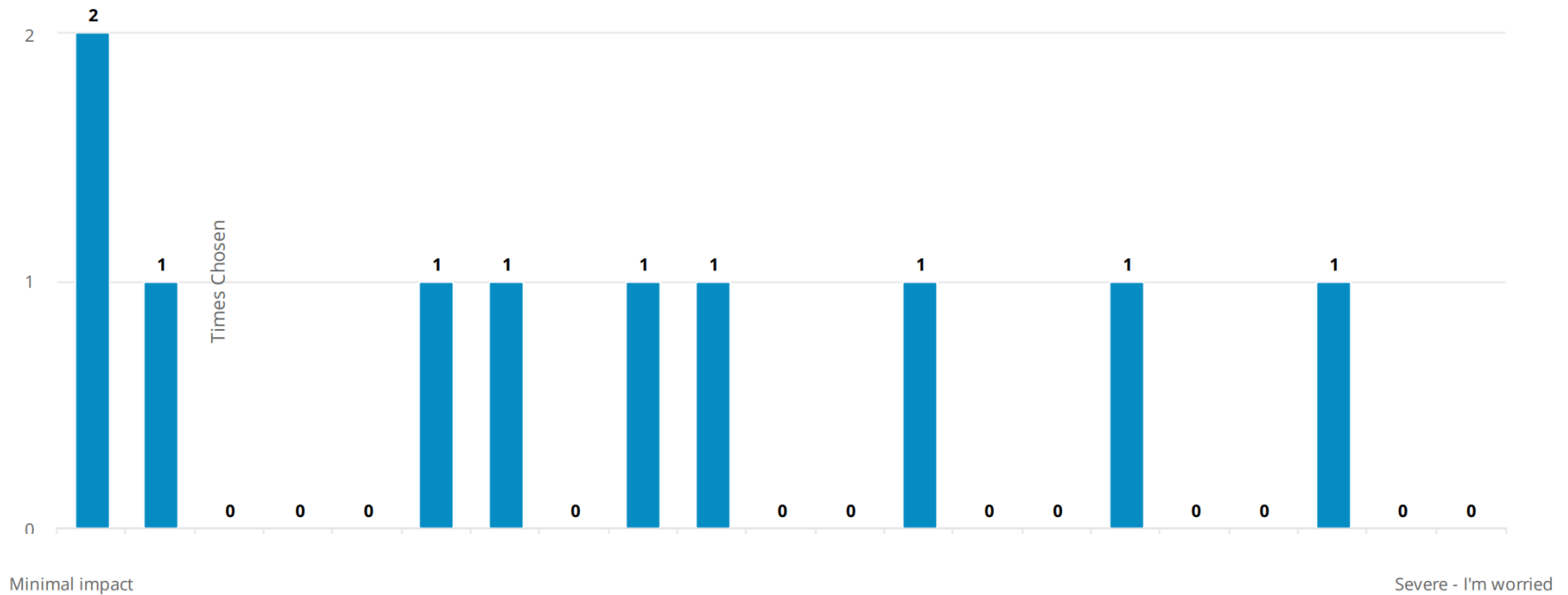
23. Do you intend to apply for tax abatements in the next twelve months?

Number of responses: 38



24. How severely is your real estate business impacted by the crisis?

Number of responses: 10





25. What steps can the Town take to help your business?

- The "Town" could encourage small business in the downtown area by expanding the permitted zoning uses in areas abutting the downtown business district.
- Any thing they can
- wish i had a crystal ball. find us a 5:00 a.m. juicer who is servsafe. find us a dishwasher.
- advertisement, town business need to stay in town for that please dismiss cigarettes and tobacco ban that health department trying to implement, by doing that people go unother town and busiesses loss money and town and state loss tax. thank you.
- Promote being out from Boston & 128. No commuter rail, no Boston traffic, satellite office market space for larger companies in historic downtown