

**Pacific County**

**EDC**

**Economic Development  
Council**

Pacific County  
Business  
Survey

January 2021

A large orange circle on the left side of the slide, partially cut off by the edge.

# PC Dream Team Collaboration

## **Partnering Organizations·**

- Pacific County Economic Development Council·
  - Ocean Park Area Chamber of Commerce·
  - Willapa harbor Chamber of Commerce·
  - Ilwaco Merchant's Association·
  - Shoalwater Bay Enterprises·
  - Pacific County Tourism Bureau·
  - Long Beach Merchants Association·
  - Tokeland North Cove Chamber of Commerce·
  - Wauna Community Credit Union
- 
- A decorative graphic in the bottom right corner consisting of four yellow, thick, curved dashes arranged in a slightly upward-curving path.

Survey Open January 4-31-  
2021

- **Attention businesses!** Tell us how we can help! PCEDC is asking Pacific County businesses to take 3 minutes to tell us how your business is doing. As a thank you for your participation, - you will be entered into a drawing for a \$25 gift certificate to your favorite Pacific County restaurant or a \$20 gas card. Several prizes will be awarded.  
<https://www.surveymonkey.com/r/VQRRNXX>

- **Incentives:**
  - \$25 Restaurant Gift Certificates
  - \$20 Gas Cards

# Which of these best describe the nature of your business?

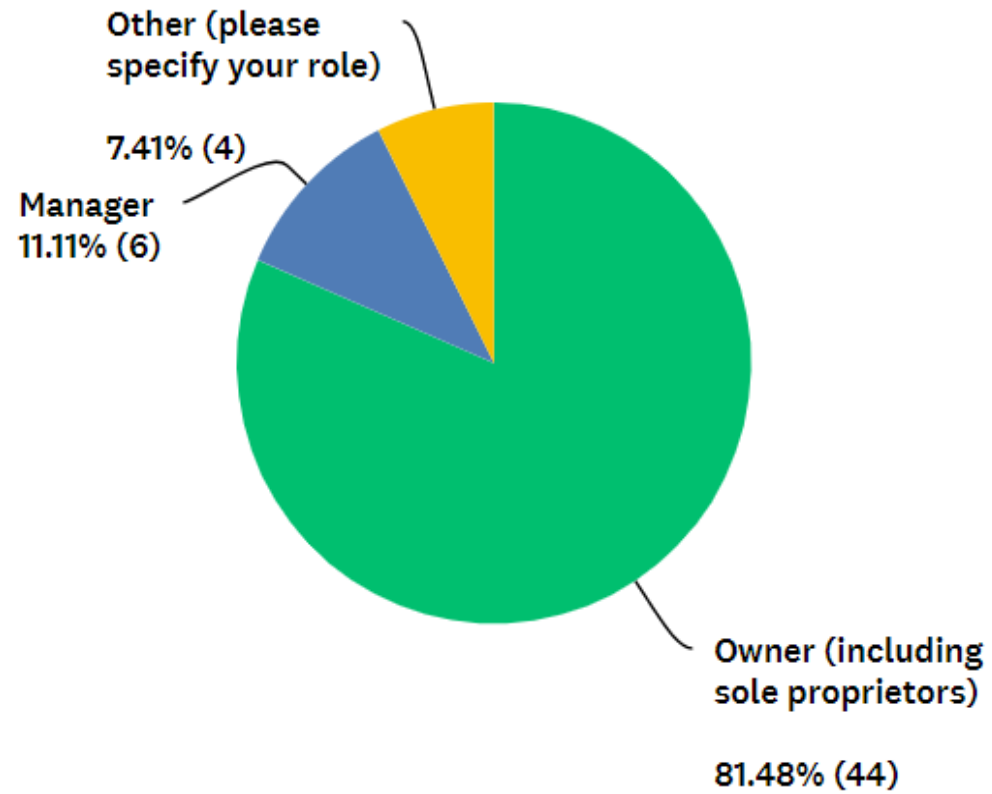
▼ Retail	14.81%	8
▼ Restaurant	16.67%	9
▼ Lodging (Hotel, Vacation Rental, RV Park, Campground)	14.81%	8
▼ Tavern, bar, taproom, distillery or brewery	3.70%	2
▼ Automotive	0.00%	0
▼ Construction	7.41%	4
▼ Agriculture / Seafood/ Timber	5.56%	3
▼ Professional Services	11.11%	6
▼ Banking	1.85%	1
▼ Real Estate	5.56%	3
▼ Artisan/ Crafts	11.11%	6
▼ Activities and attractions	7.41%	4
▼ Nonprofit organization	7.41%	4
▼ Remote Worker	1.85%	1
▼ Other (please specify)	<b>Responses</b> 20.37%	11
<b>Total Respondents: 54</b>		

## Other Business Sectors- Other Responses

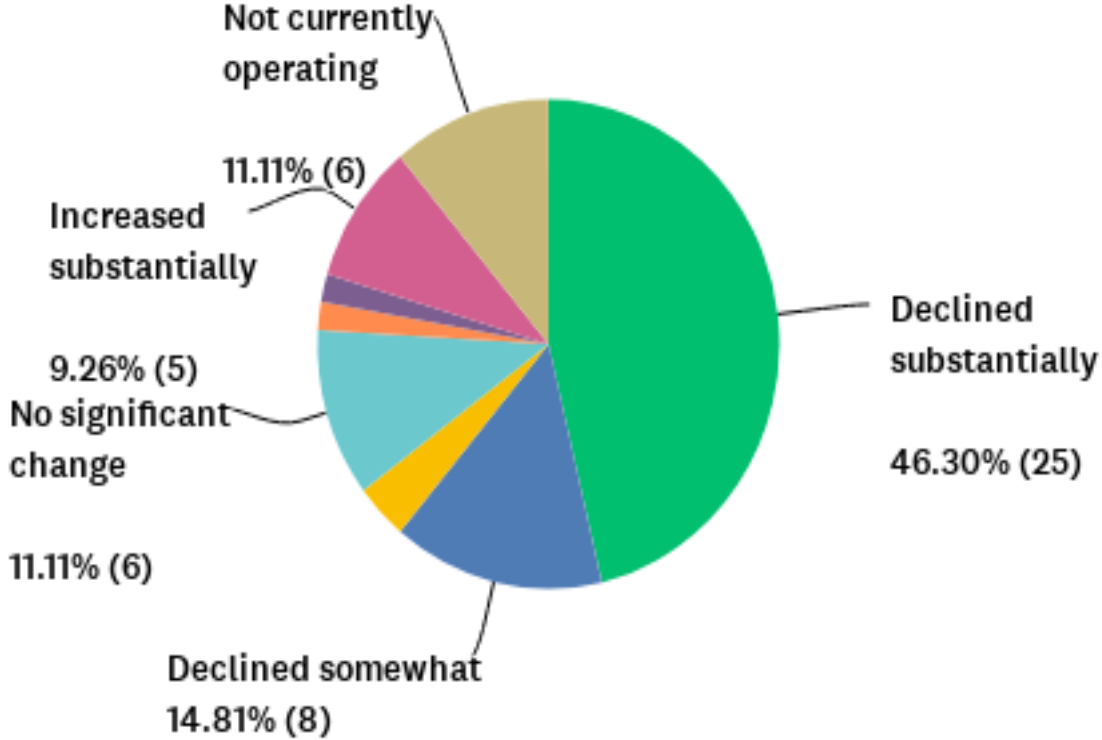
- Manufacturing 2
- Personal Services/ Massage 1
- Janitorial 1
- Volunteer in Mason Area Command 1
- Newspaper 1
- Casino 1
- Locksmith 1
- Education 1
- Home Studio Floral 1

# Please tell us your role in your Pacific County Business

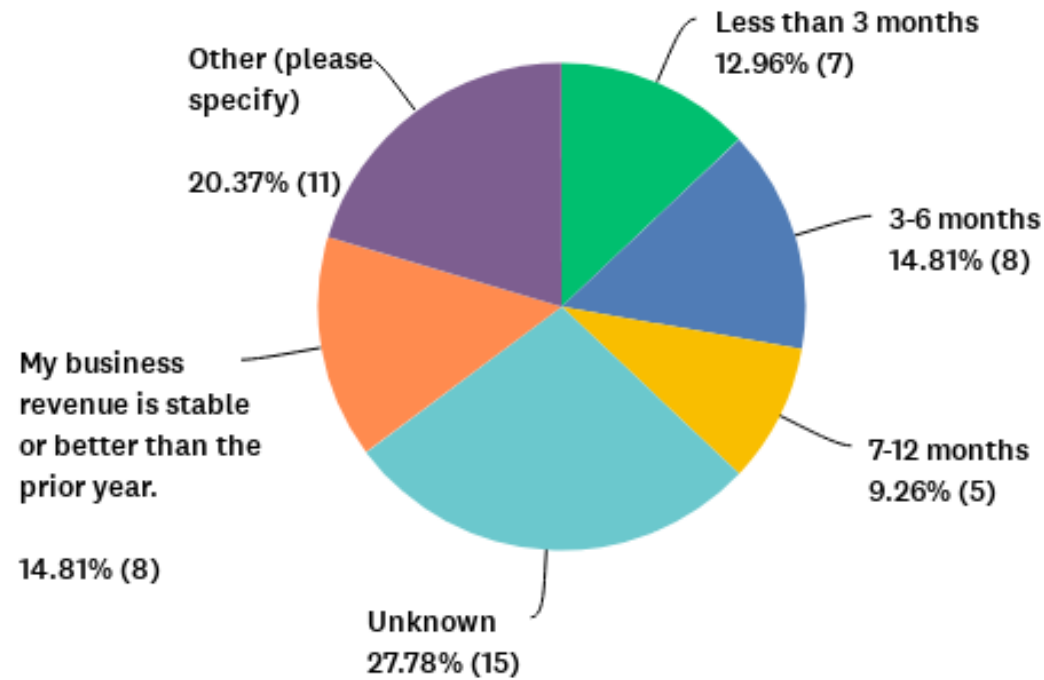
Answered: 54 Skipped: 0



# Q3 Overall, how has this business' revenue been affected by the 2020 pandemic restrictions?



Q4 How many months do you believe your business can operate with the current revenue and cash on hand, including any financial assistance or loans?





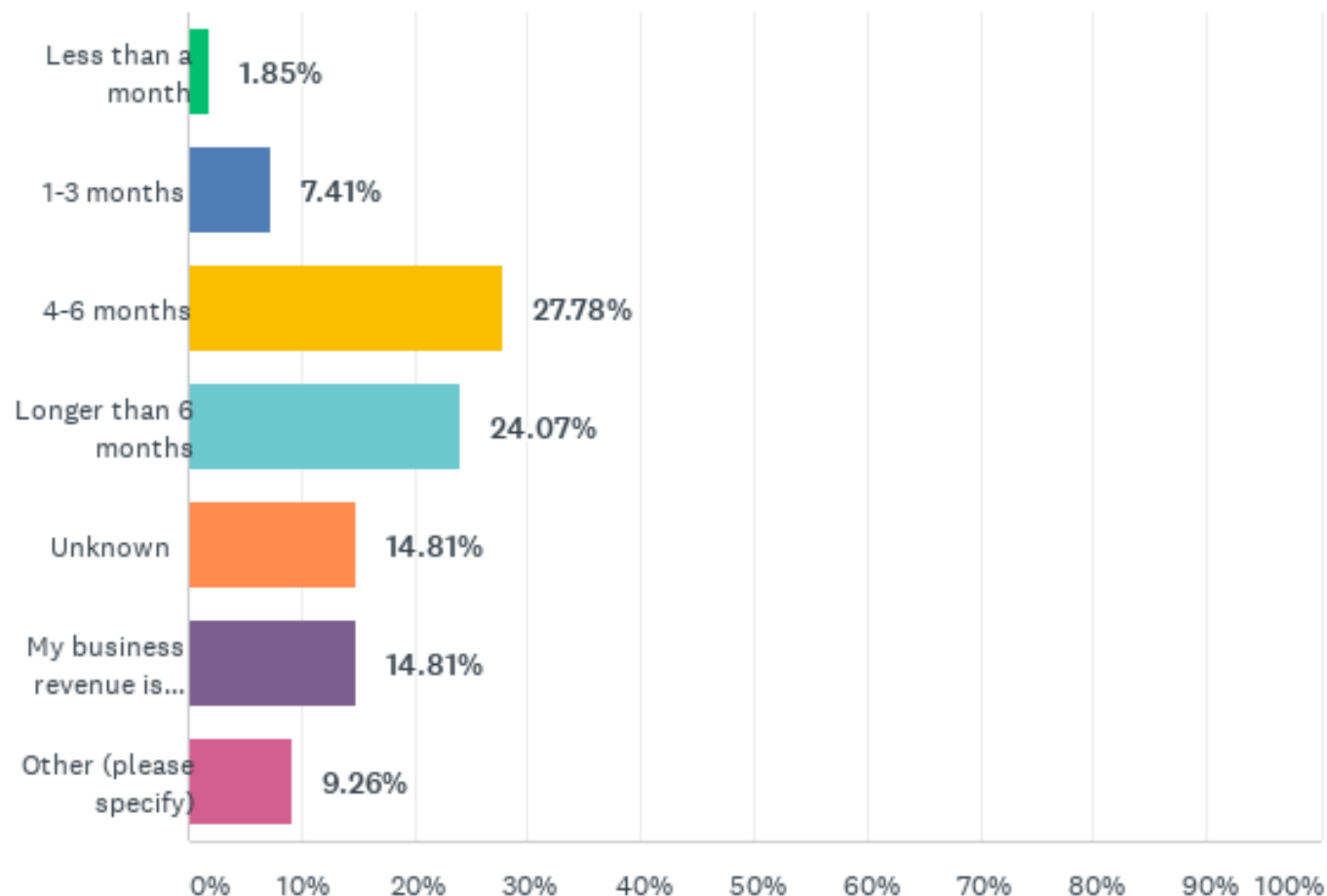
# In which of these ways have you changed your business model since March 2020? (Please check all that apply)

ANSWER CHOICES	RESPONSES	
Added online services (like e-commerce)	9.26%	5
Added or increased delivery	1.85%	1
Added or increased online ordering or reservations	11.11%	6
Added private shopping hours	5.56%	3
Added takeout or curbside pickup	20.37%	11
Changed my business model	24.07%	13
No change in business model	11.11%	6
Permanently closed my business	3.70%	2
Reduced days of operation	37.04%	20
Reduced hours of operation	38.89%	21
Reduced Staffing	29.63%	16
Temporary closure	31.48%	17
Increased use of part-time staffing	7.41%	4
Other (please specify)	22.22%	12
Total Respondents: 54		

## Other Responses:

- Added Covid Cleaning
- no participation in art shows
- Added an employee
- Having trouble with rentals in my park due to renters not working full time and unable to pay all there rent
- Closed all community buildings- no gatherings
- Working from home
- I authorized full-time teleworking
- Allowed building to go into foreclosure
- I have quit teaching and I am relying on online sales.
- Delivery of food. Delivery/pickup of assignments. Hybrid schedule.

## Q6 How long do you expect it will take for your business to recover to normal operations and activity when Covid19 restrictions are lifted?



# Other Responses

- Who knows COVID will make our timeline
- business as we knew it is forever changed. We must adapt to the times.
- Never will
- My business is dependent on in person teaching. I will return when venues reopen
- 6 months at least!



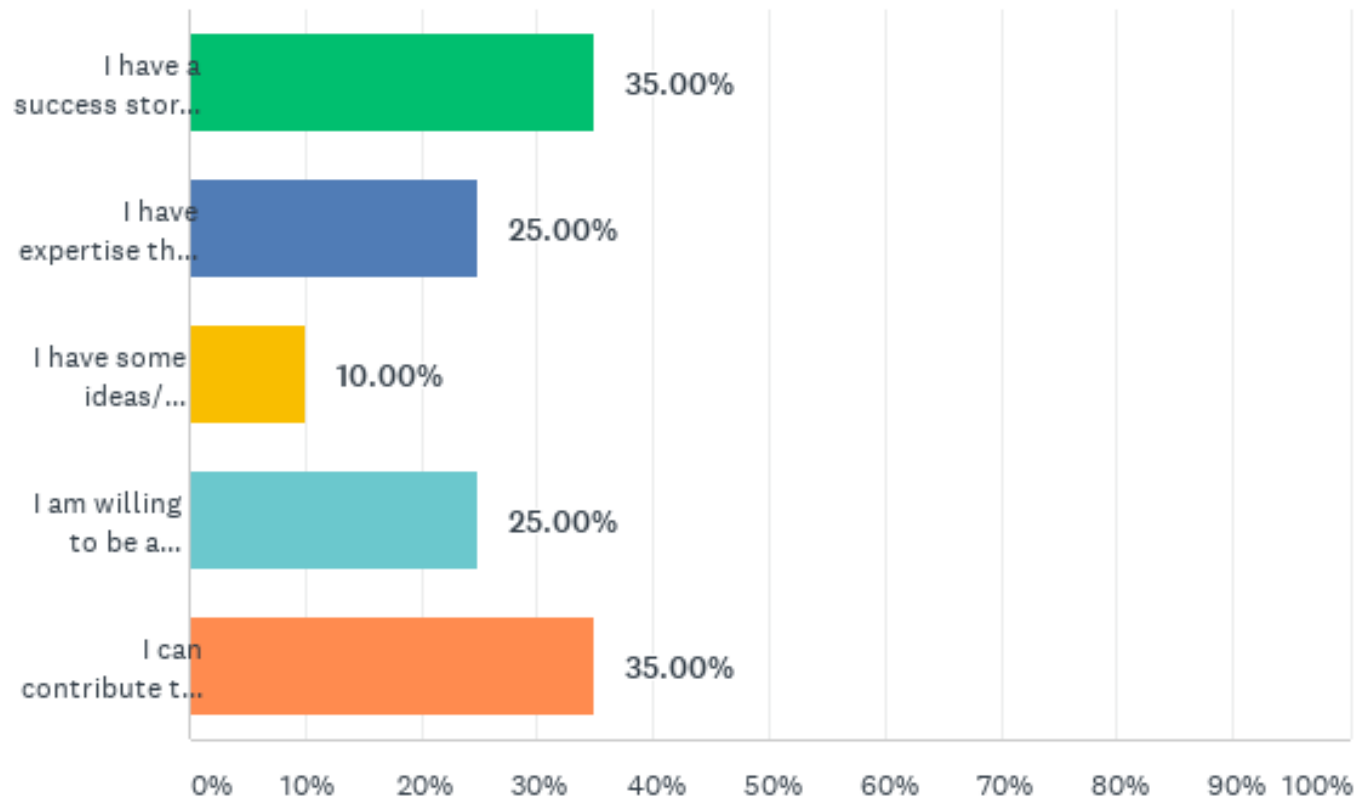
- Wauna Credit Union has offered to support Pacific County Partner organizations in presenting a business development virtual workshop series for small businesses in 2021. Please select the top 3 topics that would be useful to you and your business.



# Topics

Financial Skills – Business budgeting and management	13.33%	6
Tax impact of relief grants and loans	26.67%	12
Marketing/ Social Media (Facebook, Instagram, Blogging)	37.78%	17
Building or Updating Your Website	28.89%	13
Creating a Business Plan	6.67%	3
Hiring, retaining excellent Staff and HR issues	13.33%	6
Diversity and Equity Training	13.33%	6
Welcome to Pacific County! Customer Service Training	11.11%	5
Workplace Health and Safety	6.67%	3
Creating an Online Store (E-Commerce)	6.67%	3
Quickbooks for Small Business	28.89%	13
Crisis Planning and Emergency Response	15.56%	7
Pivoting Your Business Model - Unlocking Your Inner Innovator	15.56%	7
Succession Planning- Preparing to Sell or Pass On Your Business	13.33%	6
Navigating L & I and Worker's Compensation	4.44%	2
Lessons Learned- Local Success Stories.	26.67%	12

Q8 Pacific County businesses are resilient! Do you have a success story or some expertise that you would be willing to share with local businesses? Lessons learned that worked for you? Maybe you have a topic you would like to help present in a workshop for your colleagues. Maybe you are willing to be a business mentor. Let us know.



# Comments:

- The value of relationships when trying to anticipate the future needs of the community.
- Marketing
- Jenna and I have done art business workshops previously and may be doing more soon.
- Learning to be flexible in trying times.
- Pacific County's Comprehensive plan is being updated right now. This effects zoning, minimum lot sizes and land use laws for the next 10 years. With new technologies becoming available such as Starlink Internet Services more and more people will be able to tele commute from anywhere. Since Pacific County is relatively inexpensive to develop in, this means that available land will be bought up, causing property values to increase and further pushing out the middle class and low-income residents. We need to make sure there is enough equitable housing available and land available for the middle class and low-income workers as its going to get worse.



# More Comments

- Customer service Display ~ presentation ~ making the best use of your space
- Helping kids and families w the emotional aspects of the pandemic
- managing remote employees. I have 12 throughout the country
- I am a board member of the bi-state non-profit Small Business Management Program. We provide business training courses and coaching via teleconferencing. The 3-year program typically retains alums due to the efficacy of the skills learned and tools provided. For more information, contact Jim Entler: jentler@jentler.us and visit [www.smallbusinessmanagementprogram.org](http://www.smallbusinessmanagementprogram.org)
- I can assist in grant writing
- I'd be happy to share our business model and how we Increased our sales 46% in a pandemic!
- I've been in business for nearly 24 years. What I've learned is to use the resources available from small business programs as community colleges and similar. Doing this has made a significant difference.



How can the Chambers of Commerce,  
Visitors Bureau, and Merchants  
Associations help you and your  
business this year?

# Responses:

- Work together!
- We need to prevent the state of Washington from putting us at further disadvantage. Leaps in such areas as motor fuel taxes, employment security taxes, and workers compensation taxes are major threats. The EDC has been missing in action for years. It needs to be independent of PCOG and advocate for the private sector.
- Ocean Park Chamber of commerce has been instrumental in keep our business informed of everything that might help us during this pandemic.
- Keeping people connected. Sharing resources and information

# More Responses

- Go big on some quality, permanent, public sculpture. Bring back outdoor events.
- all of the above can help to drive people here as a destination
- Engage in the update to the Pacific County Comprehensive Plan which is updating now.
- Creating the new vernaculars.
- Opening up our artisan markets and holding our other events which draw tourists
- I believe that in Pacific County it is more about who you know and who you are as to whether or not you will succeed . I am strong and stubborn but am at my whits end. I have applied for every grant and been denied every time while other businesses have received as many as three grants. If you can somehow change how the buddy system works that would be great! But I don't see that happening. Thanks for all you do.

# More Responses:

- I am not in need of capital; Inclusion in marketing information could be helpful.
- Networking and sharing ideas with other owners in similar situations
- The people on the peninsula know I am here. Until the tourism re-starts my business will continue to stale.
- To continue informing businesses of funding and grant opportunities and to market businesses that are open
- Do what you do: Bring people to town and provide activities to keep them here multiple days. Focus on shoulder seasons and summer mid-weeks. EDC: Bring new, viable businesses to our towns and provide support to help them get set up. Liase with government to bring the best programs available to help business here to Pacific County, like you did with the grants.
- More emphasis on building the strength of our local art community through innovative venues.

# Final Responses...

- Advertising, promotion, grants, work with utility company/business required monthly bills to reduce costs
- Marketing for day visitors. LTAC dollars go to heads in beds only. Help finish a full bicycle path across the county. Encourage more hotels/motels outside the City of Long Beach. Encourage work force housing!
- Provide classes and counseling.
- I wish they could get together and act like they get along! It's one Peninsula !
- Visitors bureau to take on locally branded ? online booking system that will balance between saving lodgings operators money and create a be revenue source of revenue. Level the playing field for small operations. Not too have to call around finding vacancies when near capacity. How about doing the same with credit card processing services. Web page creation and hosting....