

Media Contact:

Maurisa Turner Potts
Spotted MP (Marketing + Public Relations)
703.501.6289
maurisa@spottedmp.com
www.spottedmp.com



Vienna Releases Results from COVID-19 Business Survey Owners Shared Impact, Perspective, Needed Recovery Support

May 26, 2020 (Vienna, VA) - Today the Town of Vienna Economic Development Office released results from its COVID-19 Business Survey highlighting how the Town's businesses have been impacted by the pandemic. Vienna issued the survey to track effects of the pandemic on local businesses, gain an understanding of the potential long-term damage at the local level and determine how the Town can best support the business community during recovery.

On April 22, the Town of Vienna put out the survey to gauge the impact of COVID-19 in order to help develop strategic approaches for the recovery phases. 94 businesses responded to the survey providing sample size insight on the challenges owners are facing cutting across the retail, food, service, and health and medical service industries.

Top-Line Survey Highlights (survey opened from April 22 to May 15, 2020)

- The majority of respondents are truly small, with 75% having 10 or less employees.
- Nearly 80% of survey respondents indicated they are a woman-owned business. 27% stated they are minority-owned.
- 59% are worried or very worried about health crisis and staying in business
- 22% indicated they are concerned that their business will remain viable one to three months from now.
- 75% indicated they would like educational programming support to help improve their business operations during reopening phases. Areas of interest include marketing and branding, navigating grants, and other funding options.
- Majority of the businesses stated they have experienced a revenue loss of at least 71% during the survey window.
- Majority of the respondents have taken steps to adhere to social distancing guidelines for their business since the start of the crisis.

Many respondents used the survey to share ways that they have been creative conducting business during the pandemic, including providing delivery service and contactless pick-up options, raising funds for local charities, and hosting virtual gatherings.

“This health crisis has been devastating for our local businesses – we know that and these survey results underscore that,” said Town of Vienna Mayor, Laurie DiRocco. “The Town is committed to continuing to engage with our businesses and to develop strategies and programs to help them weather this unprecedented challenge.”

“The survey results show how important it will be for the Town to continue to take meaningful and impactful action to support our business community and, especially small and independently owned businesses and entrepreneurs in Vienna,” said Natalie Monkou, Town of Vienna Economic Development Manager. “Economic resiliency will be key to recovery, and we are committed to implementing initiatives to support our businesses over the coming weeks.”

Since the COVID-19 pandemic began, the Town of Vienna has been working to help local restaurants, shops, and other businesses adapt. The Town currently is working with businesses and regional partners to prepare for the commonwealth’s Forward Vienna phase one re-opening.

The Town also has worked to provide a wealth of resources to help businesses get through this crisis. Examples include the Town’s [COVID-19 business resources page](#), a weekly e-newsletter to residents and businesses, and this business impact survey created in partnership with the Vienna Business Association and Town Business Liaison Committee. The Town of Vienna plans to issue a Part 2 Business Impact Survey later this year when reopening plans for the Northern Virginia region are underway.

###