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**From:** Charity Dean, Director, Civil Rights, Inclusion and Opportunity  
**Date:** May 5<sup>th</sup>, 2020  
**Re:** **Detroit Business Resource and Workforce Needs Survey Results**

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## Findings of the Detroit Business Resource and Workforce Needs Survey (Administered online 4/20/20 through 4/26/20)

### Executive Summary

From 4/20/20-4/26/20 the Civil Rights, Inclusion and Opportunity Department and Detroit at Work distributed the Detroit Business Resource and Workforce Needs Survey online to gauge Detroit business resource gaps and actions taken by Detroit businesses in the midst of the COVID-19 crisis. The survey was promoted on the City's website, via the social media accounts of various Detroit business organizations, and through several email/text message blasts reaching over 5,600 recipients. We received 175 unique responses from Detroit businesses. In general, the survey shows that Detroit businesses are optimistic about the prospect of returning to normal levels of business, but they are still in need of additional economic relief (loans/grants), health resources (PPE/barriers), and health training. In terms of training, several businesses suggested some form of certification to prove to customers that the business is taking every precaution to avoid the spread of infection. This would expand something like ServSafe Certification beyond restaurants to other public-facing businesses.

Businesses were clustered in terms of characteristics. The majority of respondents (52.0%) were businesses in four zip codes: 48201 (Midtown), 48202 (New Center), 48207 (Eastern Market/East Riverfront), 48221 (Avenue of Fashion), and 48226 (Downtown). The zip code with the highest proportion of respondents (14.3%) was 48221, followed by 48226 (13.7%), 48207 (13.1%), and 48202 (10.9%). In terms of industry, a majority (64.0%) of respondents indicated providing Hospitality and Tourism (28.0%), Retail, Sales, Service and Marketing (16.6%), Construction and Trades (9.7%), and Other (9.7%) services. Of the businesses surveyed, 52.0% identified as essential and 60.0% were still operational at the time of the survey. The average number of employees was 196. Excluding large employers (5 businesses reported over 100 employees, including Henry Ford Health System), the average number of employees was 11.

The survey was broken down into three parts: (1) Workforce Support, (2) Business Resources, and (3) Business Recovery. Question level analysis can be found after the Executive Summary. Below, please find brief summary findings for each section.

Most workforce support has come in the form of providing employees with PPE and protective barriers, although nearly half of respondents have either closed at some point (45.7%) or laid off staff (44.6%) since the beginning of Governor Whitmer's Stay Home, Stay Safe executive order. In terms of future workforce support, respondents were generally optimistic, anticipating maintaining current staff at original capacity and adjusting worker models for a newly health-focused customer base. Businesses indicated an openness to all resources available to improve their current workforce, especially concerning the upskilling of existing employees (42.3%).

The survey makes clear that Detroit businesses are in serious need of additional resources. Nearly 3/4 of respondents still owe business-related rent, with only 25% receiving any form of rent relief. Most respondents have applied for economic relief in the form of loans and grants, with a majority applying for PPP (57.7%) and the DEGC Relief Fund Grant (50.9%). However, over half of respondents (53.1%) have received no loans or grants, and the only economic relief a notable proportion of businesses received was the DEGC Relief Fund Grant (36.6%). Many businesses (20.6%) have no idea why they've been denied these grants and loans.

In terms of business recovery, beyond the need for more economic relief (29.1%) most businesses are looking for creative techniques and other resources to create healthy, welcoming, spaces for current and future customers. Many businesses (40.0%) like gyms and restaurants are concerned that customers will no longer seek out their goods and services out of health-related fears. In order to restart safely, nearly half (45.4%) of the respondents need health resources like PPE and barriers, and 16.1% would like to receive some form of health-related training. Several businesses believe a certificate program proving their compliance with health standards would improve sales in the future.

These conclusions should be interpreted with a few caveats. First, this is not a representative sample of the state of Detroit businesses: it lacks responses from commercial corridors in areas like Grandmont Rosedale, Warrendale, Jefferson Chalmers, Gratiot and 7 Mile, etc. This may be a result of the survey being online, the short amount of time it was open, or a need for more promotion, among other things. Second, the survey did not ask about the race of the business owner or employees. Finally, the survey was only distributed in English, which we acknowledge created inequitable language access barriers.

In order to gather data from a more representative sample of Detroit businesses and gauge resource obtainment following the second round of SBA loans, the Civil Rights, Inclusion and Opportunity Department will administer another resource gap survey. This survey will remain open for a longer period of time, collect more demographic information on Detroit business owners, and will be more widely promoted by business community organizations throughout the City.

## Workforce Support

Respondents were given 7 Workforce Support prompts. Below, please find summary findings for each prompt.

1. Have you provided any of the following to support your workforce (or plan to do so when your business reopens)?
  - a. Responses were fairly evenly distributed across possible answers, but the vast majority of respondents (70.3%) indicated providing PPE for their employees, followed by the creation of physical barriers between employees and/or customers (36.0%), and providing employees financial or other support (27.4%).

Workforce Support	Count	Percent
Provide personal protection equipment / masks	123	70.3%
Create physical barriers between employees and/or customers	63	36.0%
Provide financial or other support to impacted or ill employees	48	27.4%
None	36	20.6%

2. If you selected other incentives, please list them below:
  - a. No notable proportion of respondents indicated providing other incentives.
3. What actions have you taken since the Governor’s Stay Home, Stay Safe order with relation to your workforce?
  - a. Responses clustered around 4 answers: closing the facility/business (45.7%), laying off staff (44.6%), transitioning to remote/virtual work (35.4%), and changing business models to reduce worker/customer contact (26.9%).

Current Actions	Count	Percent
Close facility / business	80	45.7%
Lay off staff	78	44.6%
Transition to remote / virtual work	62	35.4%
Change your business model to reduce worker or customer contact	47	26.9%

4. What actions do you expect to take within 30 days once the Governor’s order is lifted in relation to your workforce?
  - a. Responses clustered around 4 answers: maintaining current staff in original capacity (44.6%), changing business models to reduce worker/customer contact (30.3%), consider changing business models to reduce worker/customer contact (28.0%), and training existing staff to do different jobs (24.6%).

30 Day Actions	Count	Percent
Maintain current staff in original capacity	78	44.6%
Change your business model to reduce worker or customer contact	53	30.3%

Consider changing your business model to reduce worker or customer contact	49	28.0%
Train (reskill, upskill) existing staff to do different jobs	43	24.6%

5. What actions do you expect to take within 60 days once the Governor's order is lifted in relation to your workforce?
- a. Responses clustered around 3 answers: maintaining current staff in original capacity (40.0%), consider changing business models to reduce worker/customer contact (23.4%), and changing business models to reduce worker/customer contact (20.0%).

60 Day Actions	Count	Percent
Maintain current staff in original capacity	70	40.0%
Consider changing your business model to reduce worker or customer contact	41	23.4%
Change your business model to reduce worker or customer contact	35	20.0%

6. What actions do you expect to take 90 days+ after the Governor's order is lifted in relation to your workforce?
- a. Respondents generally agreed on 1 answer to this prompt: maintain current staff in original capacity (33.7%). All other answers were provided by less than 20% of respondents.

90 Day Actions	Count	Percent
Maintain current staff in original capacity	59	33.7%

7. As the economy restarts and businesses start to return normal operations, what type of support would you expect to need related to your workforce?
- a. Responses were evenly distributed across all possible answers: upskilling of existing employees (42.3%), training for new employees (38.3%), identification of talent for open positions (36.6%), reskilling of existing employees (34.3%), and resources/training to transition to remote/virtual workforce (29.7%).

Restart	Count	Percent
Upskilling of existing employees	74	42.3%
Training for new employees	67	38.3%
Identification of talent for open positions	64	36.6%
Reskilling of existing employees	60	34.3%
Resources / training to transition workforce to remote / virtual	52	29.7%

## Business Resources

Respondents were given 9 Business Resources prompts. Below, please find summary findings for each prompt below.

1. Do you still owe monthly business-related rent?
  - a. Nearly 3/4 of respondents (73.7%) indicated that they are still paying business-related rent.
2. Have you received any business-related rental relief from your landlord?
  - a. Over 1/4 of respondents (25.7%) indicated that they are receiving some form of rent relief.
3. What resources have you applied for since the start of the COVID-19 crisis?
  - a. Over half of respondents indicated applying for PPP (57.7%) and the DEGC Relief Fund Grant (50.9%). Other notable resources applied for by a large portion of respondents were EIDL (43.4%) and first round of TechTown grants (26.3%).

Applied	Count	Percent
SBA Paycheck Protection Program	101	57.7%
DEGC Relief Fund (from DEGC Data)	89	50.9%
SBA Economic Injury Disaster Loan	76	43.4%
Other Resources (May Include DEGC)	55	31.4%

4. Please list any other resources you applied for here:
  - a. The only notable other resource to which respondents indicated applying was the Verizon/LISC grant (10.9%).
5. What resources have you received since the start of the COVID-19 crisis?
  - a. Most respondents (53.1%) indicated receiving no resources. The only resource which over 20% of respondents received was the DEGC relief grant (36.6%). Other notable resources received by respondents were the first round of TechTown grants (17.1%) and PPP (10.9%).

Received	Count	Percent
None	93	53.1%
DEGC Relief Fund (from DEGC Data)	64	36.6%
TechTown Grant Round 1	30	17.1%
Other Resources (May Include DEGC)	23	13.1%
SBA Paycheck Protection Program	19	10.9%

6. Please list any other resources you received here:
  - a. No notable proportion of respondents indicated receiving other resources.
7. What resources have you been denied since the start of the COVID-19 crisis?

- a. Most respondents (55.4%) indicated being denied no resources, implying that they are awaiting a reply or received no notification of denial. Other notable resources denied to respondents were the DEGC relief grant (14.9%) and PPP (13.7%).

Denied	Count	Percent
None	97	55.4%
Other Resources (May Include DEGC)	36	20.6%
DEGC Relief Fund (from DEGC Data)	26	14.9%
SBA Paycheck Protection Program	24	13.7%

- 8. Please list any other resources you have been denied here:
  - a. The only other notable resource for which respondents indicated being denied was the Verizon/LISC grant (9.1%).
- 9. What, if any, were the reasons for denying you resources?
  - a. Reasons for denial were unknown by 20.6% of respondents, and another 16.0% of respondents indicated insufficient funds as the reason for denial.

Reason Denied	Count	Percent
Unknown	36	20.6%
Insufficient Funds	28	16.0%

## Business Recovery

Respondents were given 3 open-ended Business Recover prompts. Below, please find summary findings for each prompt except “Please provide any additional comments,” which are excluded because they contain identifying information.

1. What other challenges or opportunities are you projecting for your business over the next 3-6 months?
  - a. Respondents generally agreed that Customer Retention and/or Attraction posed the greatest challenge and/or opportunity (40.0%), indicating that demand for some of their products would decrease greatly (e.g. restaurants, gyms) or drastically increase once regulations were relaxed. Workplace Safety also presented a Challenge/Risk to almost 1/4 of respondents (24.6%) who indicated that they needed more PPE and health training to restart safely and were already implementing various safety measures.

Challenges/Opportunities	Count	Percentage
Customer Retention/Attraction	70	40.0%
Workplace Safety	43	24.6%

2. What does your business need in order to restart safely?
  - a. Nearly half of respondents (45.4%) indicated health resources like PPE, customer/employee barriers, etc. were needed to reopen safely. Over 1/4 of respondents indicated the need for more loans/grants to effectively restart (29.1%). The only other notable response was a desire for employee health training (16.6%), requesting things like a certificate verifying that the business is taking all required precautions to prevent the spread of COVID-19.

Reopen Safely	Count	Percentage
Health Resources	79	45.1%
Loans/Grants	51	29.1%
Health Training	29	16.6%

# Detroit Business Resource and Workforce Needs Survey

In an effort to better serve businesses during the COVID-19 crisis, the City of Detroit and Detroit at Work ask you to fill out survey to help shape our economic recovery strategy.

For more Detroit business information and resources, please visit the City of Detroit's COVID-19 Business Resource website at <https://bit.ly/detbizsupport> and Detroit at Work at <https://detroitatwork.com/>

PLEASE COMPLETE NO LATER THAN FRIDAY, APRIL 24TH

## Business Information

**Business Name \***

**Email \***

**Phone \***

**Business Address \***

Please only provide street address

**Business Zip Code \***

Only Detroit zip codes will be accepted

**Business Industry \***

**Number of Employees \***

Including yourself



Check the box below if your business is essential:

Check the box below if your business is currently operation (in-person or virtually) during the Governor's Stay Safe order:

## Workforce Support

Have you provided any of the following to support your workforce (or plan to do so when your business reopens)? \*

Select all that apply

If you selected other incentives, please list them below:

What actions have you taken since the Governor's Stay Home, Stay Safe order with relation to your workforce? \*

Select all that apply

What actions do you expect to take within 30 days once the Governor's order is lifted in relation to your workforce? \*

Select all that apply

What actions do you expect to take within 60 days once the Governor's order is lifted in relation to your workforce? \*

Select all that apply

What actions do you expect to take 90 days+ after the Governor's order is lifted in relation to your workforce? \*

Select all that apply

As the economy restarts and businesses start to return normal operations, what type of support would you expect to need related to your workforce? \*

Select all that apply

## Business Resources

**Do you still owe monthly business-related rent? \***

**Have you received any business-related rental relief from your landlord? \***

**What resources have you applied for since the start of the COVID-19 crisis? \***

Select all that apply.

**Please list any other resources you applied for here:**

**What resources have you received since the start of the COVID-19 crisis? \***

Select all that apply.

**Please list any other resources you received here:**

**What resources have you been denied since the start of the COVID-19 crisis? \***

**Please list any other resources you have been denied here:**

**What, if any, were the reasons for denying you resources?**

## Business Recovery

**What other challenges or opportunities are you projecting for your business over the next 3-6 months? \***

**What does your business need in order to restart safely? \***

**Please provide any additional comments:**

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