Coconino County and Sedona Fall 2021
Follow-up Survey Results

November 2021
Northern Arizona Business Leaders Taskforce (Business Sentiment Survey)

- A primary research on local business sustainability
- 6 pulses surveys to evaluate business sentiment resulting from the COVID-19
- Follow-up survey in November 2021
  - Survey was out on October 15
  - Open until October 29
  - 213 responses collected
What city are you in/near? (n=213)

- Flagstaff: 104, 49%
- Sedona: 5%
- Page: 3%
- Williams: 1%

Are you located in downtown Flagstaff? (n=104)

- Yes: 72%
- No: 24%
- Does not apply: 4%
Which business sector is your organization/business/institution in (select all that apply)? (n=213)
• Supply chain challenges, labor shortages and increasing raw material prices are among the highest in the ranking
• Increase in Flagstaff minimum wage ranks high among Flagstaff respondents
• Rental workforce housing ranks high by businesses not in Flagstaff, showing a short supply of rental housing under the trend of added jobs in rural areas
Has your business model changed in response to the pandemic and/or current economic challenges? Please explain.
As a part of changing your business model, how have your business hours changed? (n=173)

- Increased more than 50%: 4%
- Increased less than 50%: 7%
- Decreased more than 50%: 14%
- Decreased less than 50%: 24%
- No change: 51%

Over the foreseeable future, how do you expect your business to change?

- Grow: 38%
- Remain steady: 33%
- Decline: 17%
- Not sure: 12%
Please describe any equity issues that your business/organization has faced (n=71)

Difficulty in doing business includes loss in revenue due to less customers, covid fear, safety requirements, and depressed area making it hard to draw customers
What is your perception (experience) of access to resources for your business? Please explain. (n=97)
What are the infrastructure needs of your business and/or of your employees? (n=107)

- Housing: 31%
- Uncategorized: 17%
- Labor force: 15%
- Commercial space: 10%
- Transportation & roads: 7%
- Internet: 7%
- Safety: 3%
- Less government, being open: 3%
- Healthcare: 2%
- Cost of living: 2%
- Marketing: 2%
- Childcare: 1%
Please rank how you would recommend economic rescue funds be invested. (n=145)

A ranking based on weighting each respondent’s ranking is as the following bar chart:

- **Address the negative economic impacts caused by the public health emergency**
  - Ranked 1st: 23%
  - Ranked 2nd: 13%
  - Ranked 3rd: 17%
  - Ranked 4th: 23%
  - Ranked 5th: 8%

- **Support public health expenditures**
  - Ranked 1st: 18%
  - Ranked 2nd: 13%
  - Ranked 3rd: 23%
  - Ranked 4th: 28%
  - Ranked 5th: 8%

- **Invest in water, sewer, and broadband infrastructure**
  - Ranked 1st: 26%
  - Ranked 2nd: 11%
  - Ranked 3rd: 30%
  - Ranked 4th: 25%
  - Ranked 5th: 29%

- **Provide premium pay for essential workers and/or training**
  - Ranked 1st: 39%
  - Ranked 2nd: 19%
  - Ranked 3rd: 15%
  - Ranked 4th: 17%
  - Ranked 5th: 8%

- **Ensure essential government services**
  - Ranked 1st: 30%
  - Ranked 2nd: 30%
  - Ranked 3rd: 30%
  - Ranked 4th: 19%
  - Ranked 5th: 11%
What is the greatest source of stress for you and/or your employees? (n=153)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Regulations &amp; policies</td>
<td>24%</td>
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<tr>
<td>Labor force shortage</td>
<td>14%</td>
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<tr>
<td>Supply chain issues</td>
<td>8%</td>
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<tr>
<td>Fear of COVID</td>
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<tr>
<td>Uncertainty</td>
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<tr>
<td>Increasing cost</td>
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<td>Too much work</td>
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<td>Loss of revenue</td>
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<td>Housing</td>
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<td>Consumer confidence</td>
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<td>Traffic</td>
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<td>Divisiveness</td>
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<tr>
<td>Lack of/poorly managed aid</td>
<td>2%</td>
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<tr>
<td>Uncategorized</td>
<td>4%</td>
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If economic conditions remain constant, how would you rank the strength of your business? (n=161)

Breakdown by place

<table>
<thead>
<tr>
<th></th>
<th>Flagstaff (n=79)</th>
<th>Sedona (n=66)</th>
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<tbody>
<tr>
<td>Very Strong</td>
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<td>Strong</td>
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<td>Poor</td>
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<tr>
<td>Very Poor</td>
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William

<table>
<thead>
<tr>
<th>Type</th>
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<td>2</td>
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<td>Fair</td>
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Rural & other

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