

BOONE COUNTY COVID-19 LONG-TERM RECOVERY PLAN

The COVID-19 pandemic affecting Boone County continues to impact public health and our local economy.

EVENT TIMELINE

Below is the timeline of local and State public health orders which resulted in significant economic impact to Boone County's businesses and citizens.

- On March 21st, Columbia/Boone County Public Health and Human Services (PHHS) issued Order No. 2020-02C, prohibiting restaurants and retail food establishments from allowing indoor or outdoor dining, and restricting service to drive-through, drive-up, delivery and carry-out. Entertainment venues and fitness facilities were restricted to 10 people occupancy at any given time, including employees. All public and private gatherings were also restricted to a maximum of 10 people, and social distancing was required for the entirety of the county and the businesses within it.
- On March 24th, PHHS issued Stay-at-Home Order No. 2020-03C, a comprehensive document calling for cessation of non-essential business operations, and ordering citizens to stay at home unless engaged in defined essential activities.
- On April 3, the Missouri Department of Health and Senior Services (MO DHSS) issued an order for all Missourians to avoid leaving their homes until April 2. On April 16th, that order was extended through May 3rd.
- On April 23rd, PHHS followed suit with an extension of the Boone County stay-at-home order also through May 3rd but allowing non-essential businesses to take orders by phone, online or other ordering systems and fulfilling orders by shipping, delivery or curbside pickup.
- On May 4th, the stay-at-home order was lifted by PHHS for a majority of business types, while maintaining social distancing recommendations.

ESF-14 LONG TERM RECOVERY COMMITTEE (LTRC)

In March, early in the response to the COVID-19 pandemic, a long-term recovery committee (LTRC) was developed to represent ESF-14 and to address the distribution of donated funds and community development grants. The objectives of the group were to prioritize requests for financial support for struggling businesses, individual and family assistance, and non-profit community organizations. Representatives included non-profit human service agencies, and business support groups.

Economic recovery and human service recovery were combined at the front end of the incident; that collaboration successfully increased shared visibility on community impacts.

With increased understanding of the COVID-19 impact on both the human service needs and economic development needs, it was decided in late April to transition the long-term recovery group solely to

economic recovery, while human service support would return exclusively to PHHS. ESF-14 and ESF-6 coordinators continue to maintain contact and share information in a manner to leverage collaborative efforts when applicable.

LTRC MISSION & OBJECTIVES

The mission of the LTRC is economic recovery of business in Boone County and the municipalities within the county, by returning economic and business output to pre-disaster levels to the greatest extent feasible, while also identifying new opportunities to create additional long-term economic sustainability.

Critical functions which have been identified as areas of concern include workforce utilization and support, workforce housing needs, supply chain stabilization, and business continuity of operations planning.

The benchmarks for completion will be meeting the following objectives:

- Evaluate long-term and short-term needs and capabilities in the business sector that either threaten or support viability. Includes personnel/staffing, salary provision, supply chains and inventory, and maintaining demand while challenged with decreased consumer confidence and safety concerns.
- Set recovery priorities to guide resource allocation.
- Retain and support all size businesses by connecting them with employees, goods and markets, and small business loans and other support services.
- Evaluate long-term housing needs. Examine the impact of the crisis on the housing market and what the long term impact will be for demand and needs to construct new housing, both rental and single family residential. Connect developers with resources and markets to expand the provision of housing to meet the demands.
- Establish a housing recovery strategy for both renters and homeowners to include both short-term and long-term resources and solutions.

LTRC BOARD

The Emergency Support Function 14 for Long Term Recovery is made up of a variety of local stakeholder groups informed by the County's Emergency Operations Plan. The ESF-14 group did evolve overtime by incorporating stakeholder groups to help gain additional expertise pertinent to the pandemic. This group included local business representatives, business groups, nonprofit executives, local government officials, public school officials and variety of practitioners with industry specific expertise. The group grew significantly in size, however this allowed for a broad and in-depth reach for information to help create an informed Long Term Recovery Plan. Members of ESF-14 are as follows:

Darcie Clark, City of Columbia
Randy Cole, City of Columbia
Carrie Gartner, Columbia Business Loop
Nickie Davis, Columbia Downtown CID
Susan Hart, REDI
Crystal Kroner, Cradle to Career Alliance
Carla London, Columbia Public Schools
Chris Macy, University of MO-Columbia, MU Health Tele.
Eric Morrison, Providence Bank
Joanne Nelson, Boone County Community Services
Steve Smith, Job Point
Heather Russell, City of Centralia
Jolyn Sattizahn, Columbia Chamber of Commerce
Tony St. Romaine, City of Ashland
Jesse Yankee, CMCA Women's Business Center
Brian Toohey, Columbia Board of Realtors
Jim Whitt, REDI

Additional significant contributions to the report were provided by Megan Corbin of the Boone County Community Services Department, Steve Hollis of the Human Services Division and Sherrill Gladney of the Boone County Office of Emergency Management.

RESOURCES

A significant level of federal and state resources have been made available in response to the COVID-19 Pandemic. While each funding source often carries its own eligibility criteria and eligible uses, however significant overlap we should be aware of to make the best use of resources. ESF-14 finds it critical to ensure policy leaders and decision makers understand the funding landscape in order to provide funding allocation decisions that leverage complimentary sources and avoid duplication of efforts. Many federal funding sources require subrogation agreements and assurance that funds will be used in a non-duplicative and strategic manner that best leverages public resources to meet the needs of the community.

The following is a comprehensive list of federal funding sources flowing into our community and their potential uses:

Source	Amount	Potential Uses
Dept. of Energy Weatherization	\$182,073	Weatherizing homes, PPE for workers & participants.
Low-Income Home Energy Assistance Program	\$581,388	Utility assistance (*cannot pay arrears*)
Columbia Public Housing Authority	\$257,609	Housing Choice Vouchers and Public Housing
Community Services Block Grant	\$488,826	Social services, basic needs financial & credit coaching
Head Start	\$330,000	Facility upgrades to Head Start centers
Community Development Block Grant-City-Round 1	\$573,473	Rent assistance, business assistance, homelessness
Community Development Block Grant-State-Round 2	Unknown	TBD by State CDBG Office
Community Development Block Grant-City Round 3	\$400-\$600k	Rent assistance, business assistance, homelessness
Transportation	\$6,500,000	Need related to impacts of the pandemic
Public Health and Public Safety	\$435,000	Needs related to impacts of the pandemic
Economic Development Administration (EDA) Grant	\$1,250,000	Economic development and business assistance
Women's Business Center	\$196,000	Business counseling and coaching
Coronavirus Relief Fund	\$21,171,910	Community needs related to the pandemic
Emergency Food and Shelter Program	\$71,177	Shelter, food, hotel vouchers, rent assistance
COMOHelps	\$842,931	Local human service needs

EXECUTIVE SUMMARY

The ESF-14 Long Term Recovery Team examine three key areas of impact due to the COVID-19 pandemic as follows:

- Economy and Workforce Support
 - Small Business and Retail Districts
 - Women and Minority Owned Businesses
 - Local Industry
 - Workforce Support
- Community Infrastructure
 - Schools
 - Childcare
 - Internet and Technology
- Housing
 - Unsheltered
 - Rental
 - Owner-occupied

These key areas were chosen due to the nature of the pandemic and the impacts as it relates to business operations and continuity, unemployment, basic needs and services for our workforce, internet and technology, educational institutions and housing. The primary objective of the ESF-14 Team was to formulate a long term recovery plan that incorporates clear and practical resource allocation recommendations and policy considerations for local leaders to consider in leading our community to recovery. Common themes identified in all areas include realizing COVID-19 is the new normal for the foreseeable future, require innovative leadership with equity, adaptation, and resiliency as core values as the foundation for leading our community.

ESF-14 Resource Allocation and Policy Considerations Summary

Resource Allocation Considerations

- Fully support Health Department staffing and resource needs to address immediate and on-going impacts of the pandemic.
- Provide direct assistance to businesses for recovery, adaptation and resilience to the pandemic.
- Provide business counseling and coaching, in particular MBE and WBEs, for financial management, business planning, and adaptation to accessing the market.
- Establish a regional revolving loan fund through Economic Development Administration (EDA) grant funding.
- Allocate local resources for middle skill workforce training of individuals with employment impacted by COVID-19.

Policy Considerations

- Work with the University, REDI and local partners to conduct deeper analysis of forthcoming economic data to further recovery strategies in 2021 and beyond.
- Identify additional methods and communication to increase Minority and Women Owned Business connections to local institutions.
- Support and promote a shared online vacancy listing service to serve as a single clearinghouse to connect property owners/brokers to potential tenants.
- Support the establishment of a Community Development Finance Agency to support post COVID economic development in underserved communities.
- Support policies to allow for outdoor space such as parks, sidewalks, and parking lots to allow for people to gather in a safe manner.
- Formalize the relationship/supply chain between food producers, food suppliers, and those in need to address food insecurity with local supplies.
- Determine the feasibility of creating a regional manufacturing supply chain system where institutions commit to purchasing from regional small-scale manufacturers.
- Complete a feasibility analysis of developing a regional farm/agricultural/meat processing cooperative.
- Identify resources and policies to support the establishment of the Columbia Chamber of Commerce Workforce Development Division
- Identify measures and relationships to garner more federal WIOA resources relative to the population and use the Columbia Chamber of Commerce as its planning arm.
- Support MACC workforce education and training programs such as mechatronics, nursing, behavioral sciences, and the Middle College partnership with Columbia Public School.

Resource Allocation Considerations

- Provide direct assistance for child care services.
- Provide resources to fund additional social and mental health services for families.
- Provide resources for additional hotspots in underserved areas.
- Provide resource to cover monthly costs of internet access for low to moderate income households with school aged children.
- Provide additional grant funding to local non-profits providing critical community services.

Policy Considerations

- Assist in building capacity within nonprofit organizations to utilize innovative funding strategies including online events, or social media campaigns.
- Assist in convening struggling nonprofits to identify opportunities for organizational mergers to keep service delivery intact.

Resource Allocation Considerations

- Identify resources to assist Room at the Inn in locating a viable overnight location(s) to meet social distancing requirements and avoid deaths due to exposure.
- Provide operating funds for shelter operations.
- Provide hotel/motel vouchers for transitional housing for households experiencing a reduction in employment due to COVID-19.
- Identify resources to assist with utility arrearages due to reduction of employment due to COVID-19.
- Provide direct short-term rent and mortgage assistance for households experiencing a reduction in employment due to COVID-19.
- Provide additional tenant-based rental assistance funding for households experiencing a reduction in employment due to COVID-19.
- Provide downpayment assistance to essential workers positioned to become first-time homebuyers.
- Provide resources for affordable rental and owner-occupied housing.

Policy Considerations

- Conduct additional outreach to tenants and homeowners at risk of losing their housing to connect households with resources.
- Identify policies within the next City of Columbia Comprehensive Planning process to foster the development of additional affordable housing.
- Identify expedited development review processes and criteria for affordable housing.
- Examine permit fee structures to facilitate the supply of affordable housing.
- Support the formation of a Land Bank Authority to assist in clearing titles of abandoned properties.
- Identify additional local funding sources beyond federal funds allocated for the development of affordable housing.

Economy
and
Workforce Support

Community
Infrastructure

Housing

The following chart provides additional detail with regards to Resource Allocation Considerations and per unit costs. These estimated per unit costs are intended to assist policy leaders with resource allocation considerations.

ESF-14 Resource Allocation Details				
Economy and Workforce Support	Resource Allocation Considerations		Per Unit Cost	Units
	Direct business assistance for recovery, adaptation and resilience to the pandemic.		\$ 15,000	Per business
	Business counseling and coaching, in particular MBE and WBEs.		\$ 5,000	Per business
	Vocational training for middle skill workforce training of individuals.		\$ 7,500	Per Individual
Community Infrastructure	Resource Allocation Considerations		Amount	Units
	Direct assistance for child care services.		\$ 800	Child/Month
	Provide additional social and mental health services for families.		\$ 200	Per hour
	Provide additional hotspots in underserved areas.		\$ 180	Per hot spot
	Allocate resource for montly costs of internet access for low to moderate income households with school aged children.		\$ 50	Per month/hhld
Housing	Provide additional grant funding to local non-profits providing critical community services.		\$ 15,000	Per organization
	Resource Allocation Considerations		Amount	Units
	Provide a viable, permanent, overnight location(s) to meet social distancing requirements and avoid deaths due to exposure.		\$ 1,500,000	One facility
	Provide operating funds for shelter operations.		\$ 500,000	One 24 hr facility/year
	Provide hotel/motel vouchers for transitional housing for households experiencing a reduction in employment due to COVID-19.		\$ 50	Per bednight
	Identify resources to assist with utility arrearages due to reduction of employment due to COVID-19.		\$ 500	Per hhld
	Provide direct short-term rent and mortgage assistance for households.		\$ 700	Per hhld/month
	Provide additional tenant-based rental assistance funding for households.		\$ 6,000	Per hhld/year
	Provide downpayment assistance to essential workers positioned to become first-time homebuyers.		\$ 10,000	Per hhld
Provide resources to to secure additional resources for affordable rental and owner-occupied housing.		\$ 50,000	Per unit	

ECONOMY AND WORKFORCE SUPPORT

Across the country, entire sectors of the economy have been impacted by COVID-19 and efforts to mitigate its spread. ESF-14 conducted analysis to assess the impact to the Boone County economy, small businesses, retail districts, minority and women-owned businesses, and local industries. Results include a prioritized list of recommendations focused on where community recovery efforts can make the greatest impact including regeneration, support for adaptation, and development of regional economic systems. Pre and post COVID conditions, business sentiments and needs, and analysis of these sectors was conducted to ensure a disciplined approach in identifying recommendations that most directly relate and mitigate the impacts of the COVID-19 pandemic.

SMALL BUSINESS AND RETAIL DISTRICTS

The District's business composition includes restaurants, bars, services, retailers, churches, property owners, and a small percent of others.

- 25% of these businesses employed three to seven employees before COVID-19
- 23% of these businesses had 25 or more employees before COVID-19

In mid-May, the number of businesses that still maintained 25 or more employees dropped to 3% of total businesses surveyed. Businesses with zero to three employees jumped from 13% before COVID-19 to 26% of the total surveyed after stay-at-home orders were effective.

The majority of businesses surveyed reported a 75%-100% revenue loss in the months of April and May due to being labeled "non-essential businesses." Restaurants' only options for income were curbside pick-up or delivery. Many of these restaurants could not afford to keep a chef and a front of house employee. Most delivery services take up a large portion of already small profit margins, making this option equally difficult.

Sixty-one percent (61%) of businesses within the district applied for Paycheck Protection Program (PPP) and/or Small Business Administration (SBA) loans before May 20th. While helpful at first, when the city moved to reopen, many businesses found it challenging to convince employees to return to work due to the combination of large unemployment payouts and staff feeling unsafe in public.

Parking in the downtown area is a continued struggle. While free parking was beneficial to encourage customers to come to the area, others left vehicles in spots for multiple days without consequence, making parking hard to find. District employees are committed to finding the best practices to encourage shoppers and discourage abuse of free parking with the city.

District businesses primarily seek knowledge of the continuous changes to their loans, along with any new loans or grants available to them. Through newsletters, emails, Zoom Q&As, social media, and business to business interactions, District employees continue to keep our businesses informed and up-to-date.

WOMEN AND MINORITY-OWNED BUSINESSES (WBE/MBE)

Resource partners such as the Missouri Women's Business Center and Small Business Development Centers saw an increase of counseling requests of over 140% as compared to the same time period in 2019. A major concern unique to women-owned businesses was managing child-care and homeschool needs during stay-home orders while also trying to ensure their business survives.

Multiple surveys were distributed to collect data on local impacts for MBE/WBES.

- Boone County MBE/WBE revenue projections for Qtr2 2020 vs Qtr2 2019 show that 74% project decreased revenues from the same timeframe last year, with the highest number of responses indicating a 25-50% decrease in revenue.
 - 0-10% decrease : 8.7%
 - 10-25% decrease: 13.04%
 - 25-50% decrease: 30.34%
 - 50% or more decrease: 21.74%
 - 0-10% increase: 13.04%
 - 10-25% increase: 8.70%
 - 25-50% increase: 4.35%
 - 50% or more increase: 0%

Financial Relief: 80 women-owned small businesses in Boone County responded to an initial survey by the Missouri Women's Business Center regarding emergency financing. Of these, 50 applied for the Paycheck Protection Program and 45 were approved. 38 women indicated they still need assistance accessing funds for relief.

The COMO Supplier Diversity Program conducted a brief survey from April 17- 22 of minority owned businesses related to the COVID-19 pandemic impact and economic recovery. Types of businesses that responded to survey included restaurant & food services, professional consulting & training, real estate sales, automotive services, engineering services, and beauty salons. 27% of respondents averaged 32 years in business and 73% of respondents averaged 4 years in business. The average number of employees/independent contractors of responding businesses was 9.

- Percent of MBE responders that applied for PPP or Emergency Relief: 46%
- Percent of MBE responders that did not apply for PPP or Emergency Relief: 54%
- Percent of MBE responders that received PPP or Emergency Relief: 0%

Reasons provided for not applying for relief included belief that most of the funding is going to large companies; lack of help with completing paperwork; and lack of good contacts with banks.

Minority owned businesses have suffered significantly during the shutdown but have shown resilience in staying afloat. Some businesses closed temporarily while others downsized significantly. Restaurants quickly moved to curbside and food truck services. Many businesses were quick to pivot to online marketing and using Zoom to contact clients.

LOCAL INDUSTRY

Primary industry sector clusters driving economic activity in Columbia & Boone County have been identified as Higher Education, Healthcare, Corporate Regional Headquarters, and Manufacturing. It is anticipated that Higher Education may face significant impact of budget cuts and resulting employee layoffs. There could be a more severe effect on the local economy in the event of a resurgence of

COVID-19 after the initial wave, and ability to conduct in-person classes, due to the consumer base that student populations provide in Columbia. Healthcare has been immediately impacted due to decreased revenue from canceled procedures and resulting layoffs, however, demand may rebound as facilities and hospitals resume procedures. Manufacturing is anticipated to have a moderate impact, with several local manufacturers producing food, healthcare, and other essential products which have not seen a decreased demand. Additionally, these sites were largely deemed essential business and remained open during the Boone County stay-at-home orders in March and April 2020. However, the manufacturing industry is not without risk for those producing products affected by national or global supply and demand. Corporate Regional Headquarters are considered lower risk, with many of these grouped in the finance and insurance sectors which have the ability to continue operations remotely and see a fairly consistent demand.

Looking at the number of Boone County residents working in the following sectors, 5-year estimates as of 2018 from the American Community Survey of the U.S. Census Bureau show:

- 34.8% (32,493 individuals) of the Boone County workforce were employed in Educational services, Health care and Social assistance
- 11.6% (10,847 individuals) of the Boone County workforce were employed in Retail trade
- 8.4% (7,842 individuals) of the Boone County workforce were employed in Finance and Insurance, Real Estate and Rental and Leasing
- 5.4% (5,084 individuals) of the Boone County workforce were employed in Manufacturing

Impact to Education, Healthcare, and Retail industries therefore may have a significant effect on Columbia's economy, given the high percentage of residents employed in those industries.

One way of measuring the impact of COVID-19 on the local economy is the change in unemployment data. The unemployment rate in Boone County rose from 1.9% in April 2019, to 3.8% in March 2020, and to 6.6% as of May 2020.¹

Daily Unemployment Claims data for Boone County by industry for the period of March 15, 2020 - May 6, 2020 from the Missouri DOLIR could give a picture of those industries particularly impacted. The data has limitations in that 6,421 of the 15,022 claims (43%) do not indicate an NAICS industry classification. Of the 8,957 claims from March 15, 2020 - May 6, 2020 with a defined industry, as it relates to the sectors under consideration:

- 1,408 are in Retail
- 1,122 are in Health Care and Social Assistance
- 782 are in Educational Services
- 119 are in Real Estate and Rental and Leasing
- 98 are in Finance and Insurance
- 0 are in Manufacturing

Available claims data follows the high percentages of individuals employed within Educational Services, Health Care and Social Assistance, and Retail prior to COVID-19, with Retail in particular significantly

¹ Missouri Dept. of Labor https://laborwebapps.mo.gov/ui_stats

impacted. Educational Services claims are likely to rise as layoffs continue to occur post May 6 in higher education.

Data on employment pre and post COVID-19 by industry for Boone County is limited due to the size of Columbia's MSA preventing the U.S. Bureau of Labor Statistics from providing industry-level data that could be identifying of particular businesses.

Statewide data is available by industry, but may not correspond to impact in Boone County. The Missouri-wide data shows employment in the following industries experienced percentage decreases in all but one sector from April 2019 to April 2020 (not seasonally adjusted):

- Manufacturing: -13.5%
- All Educational Services: -10.1%
- Colleges, Universities/Professional Schools specifically: -13.6%
- Retail Trade: -10.6%
- Health Care & Social Assistance: -4.1%
- Hospitals specifically: -1.7%
- All Financial Activities: -2.4% (Includes Real Estate & rental/leasing)
- Financial & Insurance specifically: +0.2%

WORKFORCE SUPPORT

With all the upheaval due to the Corona Virus the workforce is a critical issue to be addressed in Boone County. The COVID-19 Pandemic has illuminated some weaknesses in economy and how resources could be better placed, aligned, or appropriated. Many economic recovery tools to address the pandemic are very similar to efforts previously and currently underway to address inequities in our economy.

In the short term, many people desiring to resume employment will likely attempt to re-enter the same field they were employed in prior to the onset of COVID-19. As of June 13, 2020, there were 23,713 COVID-related unemployment claims in Boone County compared to 2,744 unrelated unemployment claims. Boone County's pre-COVID unemployment rate in February of 2020 was 2.5%, while that number has risen to 6.6% through May. A significant number of unemployment claims have come from workers in the retail/restaurant/hospitality/personal service sector. In addition, additional workers in this sector remain employed but have seen a decrease in customers and income. Workers in other sectors have been laid off, furloughed, and had their hours reduced, however it's unclear if these numbers are significant enough to make generalizations about solutions.

Prior work positions will not be immediately open to be refilled due to many variables such as businesses reopening gradually or at a permanently reduced level, businesses failing, changing, or relocating, and many other individual variables causing businesses to not totally rehire all who were furloughed or laid off. Prior to the onset of COVID-19, employers in Boone County were having difficulty filling open positions and locating enough workers. With the disruption caused by the current environment there will likely be additional pressure to fill the required slots over time.

Some employees will or have taken other positions for a variety of reasons from subsistence to enhanced opportunities. Others will be left behind as the new normal workplace will require new or

different skills than the positions/careers they left. Some will elect to retire rather than go through the process of retraining or entering another field. Many others will elect to start their own businesses. A key question will be how do we assist all these workforce members as they attempt to adapt to new requirements/opportunities in order for them to be employed?

Increased and extended unemployment benefits are helping unemployed workers now and individual stimulus checks were designed to help both those whose income has been reduced and eliminated. There is discussion in Congress about additional stimulus strategies for individuals.

The following components may be considered in supporting the Boone County workforce: a clear understanding of employer needs, sustainable funding, training for career changes; work supports like child care and transportation; work supports that reduce household expenses and make income go further; and equitable opportunities to increase income.

Workforce Needs and Sustainable Resources

The Central Workforce Development Board (WDB) office is operated in Rolla, MO. The Central Region is made up of nineteen counties in mid-Missouri. The current WDB subcontractor for the Workforce Innovation and Opportunity Act (WIOA), Private Industry Council, is stationed in Rolla. They are currently operating under a state approved Strategic Plan 2017-2020.²

Functional Managers have operational control of four Job Centers located in Columbia, Rolla, Lebanon and Jefferson City. According to the Strategic Plan “the region believes the focus of the workforce system must be driven by the needs of businesses, using various resources to identify and address those needs...with the goal of connecting employers to a skilled workforce.” The focus of the Business Services team has been on WorkKeys testing and creating Work Ready Communities, rather than related to outcomes for increasing a trained workforce and retaining business employees.

The WDB Bylaws require an Employer Engagement/Sector Strategies Committee. The Bylaws require the committee consist of a minimum of 5 members and to meet as needed to promote business representation from employers whose employment opportunities reflect existing and emerging employment opportunities in the region on the local board. There is not currently an active Employer Engagement/Sector Strategies Committee in accordance with the Bylaws. Local community partners should actively engage in being a part of efforts to restart an Employer Engagement/Sector Strategies Committee.

WIOA provides training and employment services to low income adults, youth and dislocated workers. Since the restructuring of the WDB in 2019, Boone County has experienced a decline in referrals accepted and enrolled in the WIOA program, citing unavailability of trained staff or limited funding. WIOA can provide On the Job training, apprenticeships and subsidized employment opportunities for participants based on their skill sets to link directly with hiring employers. Additional knowledge and awareness of Boone County’s local business landscape may assist in creating more successful job placement opportunities.

Moving to an individualized business services model by county could be beneficial in our current economic crisis to have the most impact on getting individuals back to work while supporting local

² <http://cwib.us/wp-content/uploads/2017/10/Strategic-Plan-2016-2020-081017.pdf>

employers and their workforce needs. Having a dedicated business service team in each county who understands the economics, hardships, available training options and workforce needs will assist in realigning our workforce.

Boone County is by far the largest county by population and employers of the nineteen counties in the central region. Boone County should take a more active role in sequestering federal WIOA resources relative to the population and examine the use of the Columbia Chamber of Commerce to assist with these efforts. Prior to the pandemic, the Chamber Board established the Workforce Development Division to study employment trends and employer needs, and to establish training designed to support the needs of local employers. Boone County and the City of Columbia should invest in this strategy to bring more resources to our community.

Training and career change:

As is often the case during and following tough economic times many will return to school seeking new or enhanced skills. Community colleges, four-year universities, Career Centers and job training programs will all likely need more and larger offerings with adequate staffing aimed at providing displaced workers the opportunity to prepare themselves for the post-pandemic economy. State, Federal and local sources including private funds will likely be necessary to pay for this demand as most displaced workers will not have adequate resources to pay for their continuing education.

Other smaller but still significant groups requiring educational services that often fall under the radar include those with disabilities and those who have been incarcerated or otherwise have fallen through the cracks of society. With budget cuts at the state level, funding for higher education is often the first place the state legislature looks to cut when hard economic times require it.

Middle-skill occupations are an essential part of Missouri's workforce, accounting for four out of every 10 jobs. Meeting the continued demand for middle-skill occupations will be an important factor in maintaining a strong economy in the state. Middle-skill jobs can also offer good pay or career pathways with industry-recognized training and credentials that can be as short as a few months. This is important given that seven out of 10 Missourians do not have a bachelor's degree, so middle-skill jobs offer an opportunity for better pay and advancement.

Workforce Supports

When entry-level wages are insufficient or there are barriers to consistent and successful job performance, employers may experience reduced employee productivity. When strategies to increase income fall short, the next best strategy for economic stability is to reduce household costs. Access to public benefits, affordable housing and transportation, and ongoing skills training and counseling are necessary to maximize employee productivity and minimize turnover. When a worker can't pay for their basic needs, they become less economically stable and subsequently less reliable to employers. Broader availability of these supports will increase productivity of our workforce.

Child Care

The National Child Care Association reports that 60% of child care facilities and in-home care providers in the U.S. were forced to close due to the pandemic. Of those, 30% to 50% are projected never to reopen. This will create a workforce challenge for hundreds of child care workers in Boone County and

reduce the availability of child care for adult workers with young children by thousands. There are 177 licensed child care facilities in Boone County with a capacity for 6,646 children ages 0-5. By contrast, there are approximately 1,200 kindergarteners in Columbia Public Schools (CPS) alone each year. According to the Cradle to Career Alliance 2019 Community Status Report, four of the six communities in Boone County are child care deserts; for every three children under five years old, there is one slot available.

According to Child Care Aware of Missouri the average cost for licensed child care in Boone County ranges from \$640 per month for preschool-age children to \$860 per month for infants and toddlers and can range up to \$1,148 per month. Consideration should be given for incentives to start up new child care businesses and to subsidize the cost for parents who can't afford a quality child care setting.

Financial/Career/Supportive services coaching

Periods of unemployment, low wages, and part-time work make it difficult for families to cover basic expenses and to save. Following the recession at the end of the last decade, 78 percent of low-income households were liquid-asset poor, meaning they did not have enough savings or other financial assets to cover basic living expenses for three months at the federal poverty level. These families must borrow to weather crises such as job loss, illness, or unexpected expenses. However, they often lack access to mainstream forms of credit due to their limited credit histories or low credit scores. About 30 percent of consumers in low-income neighborhoods are “credit invisibles”—they have no credit report with the three major credit reporting agencies. Low-income families’ lack of financial assets and lack of access to affordable forms of credit hinder their ability to accumulate assets, such as homes, vehicles, and retirement savings, as well as to afford quality education, further limiting their potential for increasing their net worth and achieving economic mobility. Based on the Center for Working Families model developed by the Annie E. Casey Foundation, Financial Opportunity Centers seek to increase low-income families’ financial prospects by providing integrated services in three core areas: employment assistance, financial counseling, and assistance accessing public benefits. Employment services include basic job readiness training and job placement as well as connections to education and occupational skills training. Financial services include education and individual financial coaching on budgeting, saving, banking, and credit as well as assistance solving specific problems. Income support counselors help families navigate public benefit systems’ complex eligibility and enrollment processes in order to access benefits to supplement income from work. Central Missouri Community Action is establishing a Financial Opportunity Center with CARES Act funding through the Community Services Block Grant. These funds will last through September 2022, at which time other resources will be necessary to sustain this service.

COMMUNITY INFRASTRUCTURE

PUBLIC SCHOOLS AND CHILDCARE

ESF-14 accessed data from the Missouri Department of Elementary and Secondary Education (DESE) for 2019 student demographic enrollment. To supplement enrollment data, superintendents were given a brief questionnaire to collect information about building capacity and perceived usefulness and effectiveness of interventions. We received responses from CPS on some items and were unable to collect this information from the other five Boone County districts. The information in this section is intended to assist decision-makers in understanding building capacity related to social distancing and the level of resources that may be required for health, safety and effective implementation.

Total Number of Students by Grade-level*

Boone County: 23,346

Elementary: 10,193 (44%)

Intermediate / Middle School: 6,263 (27%)

High School: 6,890 (30%)

**Percentages are county-wide, not at the district level.*

Building-level enrollment

Free and Reduced Lunch percentages reflect the number of families living at or below 130-185% of the federal poverty level. Eligibility requirements for a family of three is an annual income of \$27,729. The table below shows buildings with 25-50% of students eligible for Free & Reduced Lunch in **blue (mid-poverty)**, while 51-75% in **red reflect (high-poverty)**.

Based on an average class size of around 25-30 students, the percent reduction in class sizes would fall somewhere between 50-58% (we used 50% reduction below) to promote local guidelines for groups sizes of around 10-15 students. This reduction could take place through finding alternative space, or through families selecting the online / home option. We did not collect information on the number of students using student transportation, although this would be useful data.

District Name	School Name	Enrollment	50% Reduction or Relocation	Percent F&RL
Centralia R-VII				
	Chance Elem.	302	151	33.4%
	Centralia Intermediate	289	145	31.9%
	Chester Boren Middle	320	160	30.8%
	Centralia High	451	226	24.2%
Centralia Total		1362	681	
District Name	School Name	Enrollment	50% Reduction or Relocation	Percent F&RL
Columbia 93				
	Alpha Hart Lewis	404	202	68.9%
	Beulah Ralph Elementary	657	329	24.4%
	Blue Ridge Elem.	441	221	74.0%
	Cedar Ridge Elem.	398	199	47.5%
	Derby Ridge Elem.	425	213	69.3%
	Eliot Battle Elementary	450	225	57.9%
	Fairview Elem.	486	243	29.2%
	John Ridgeway Elem.	234	117	12.5%
	Locust St Expressive Arts	254	127	44.2%
	Mary Paxton Keeley Elem.	699	350	34.8%
	Midway Heights Elem.	212	106	21.9%
	Mill Creek Elem.	660	330	18.0%
	New Haven Elem.	247	124	53.8%
	Parkade Elem.	462	231	59.7%
	Rock Bridge Elem.	472	236	30.2%
	Russell Blvd. Elem.	395	198	25.8%
	Shepard Blvd. Elem.	478	239	58.8%
	Thomas Benton Elem.	244	122	62.5%
	Two Mile Prairie Elem.	175	88	39.0%
	Ulysses S. Grant Elem.	314	157	38.4%
	West Blvd. Elem.	329	165	73.0%
	Ann Hawkins Gentry Middle	927	464	21.0%
	Jefferson Middle School	670	335	41.2%
	John B. Lange Middle	640	320	62.4%
	Oakland Middle School	542	271	66.1%
	Smithton Middle	719	360	36.8%
	West Middle School	637	319	40.9%
	David H. Hickman High	1707	854	31.7%
	Frederick Douglass High	130	65	75.3%
	Muriel Battle High School	1469	735	53.5%
	Rock Bridge Sr. High	1975	988	23.3%
Columbia 93 Total		17,914	8957	

District Name	School Name	Enrollment	50% Reduction or Relocation	Percent F&RL
Hallsville R-IV	Hallsville Primary	230	115	31.0%
	Hallsville Intermediate	449	225	35.3%
	Hallsville Middle	337	169	30.1%
	Hallsville High	389	195	23.6%
Hallsville R-IV Total		1405	703	
Harrisburg R-VIII	Harrisburg Elem.	240	120	35.5%
	Harrisburg Middle	152	76	38.8%
	Harrisburg High	155	78	35.1%
Harrisburg R-VIII Total		547	274	
Southern Boone Co. R-I	Southern Boone Elem.	404	202	23.4%
	Southern Boone Primary	448	224	23.1%
	Southern Boone Middle	394	197	19.7%
	Southern Boone High	482	241	16.4%
Southern Boone Co. R-I Total		1728	864	
Sturgeon R-V	Sturgeon Elem.	132	66	48.5%
	Sturgeon Middle	126	63	43.1%
	Sturgeon High	132	66	30.3%
Sturgeon R-V Total		390	195	

School Districts Grant Totals		
District Name	Total Enrollment	50% Reduction or Relocation
Centralia R-VII	1,362	681
Columbia 93	17,914	8,957
Hallsville R-IV	1,405	703
Harrisburg R-VIII	547	274
Southern Boone Co. R-1	1,728	864
Sturgeon R-V	390	195
Grand Total	23,346	11,673

Health & Safety Resources and Capacity (for CPS only)

Resource	Strategies	Top concerns
Masks	<ul style="list-style-type: none"> • Cloth masks ordered for all staff • Disposable masks ordered for sick students to wear in health room and exiting school to go home • KN95 masks will be purchased for nurses to wear while assisting sick students in the health room 	Cloth and disposable masks are ordered. Pricing now for KN95 masks with several vendors.
Hand sanitizer	3000 bottles (8oz) ordered through DogMaster Distillery for classrooms. In addition, 50- 1 gallon jugs ordered for refills.	Unable to order larger sized classroom bottles. May need to purchase more gallon jugs throughout the school year.
Testing process	NA- we will not be testing for COVID in our district but will work with the Columbia/Boone County Public Health and Human Services Department to identify close contacts of any positive cases within our buildings.	
Building space / social distancing	Zip walls and doors have been ordered for each school to have a privacy room within our health room for sick students. The plastic walls can be disinfected between uses.	Installation in our schools in a timely manner.
Other	<ul style="list-style-type: none"> • Lab coats ordered and goggles to be ordered for nurses with assisting sick students. • Touch-less thermometers ordered for all buildings to use as needed. 	Pricing now for goggles with several vendors.

Curriculum and Instruction Strategies (CPS only)

Families within CPS will be provided a choice of regular, five days a week, in-person learning OR online learning. Elementary online learning will be taught by CPS teachers using curriculum written and supported by the University of Missouri called CPS Virtual. All online coursework will be taught by CPS teachers. Parents will receive a questionnaire by June 22 to solicit their choice for fall instruction, this date was extended to July 6, 2020. 85% of parents have chosen in school option for their children, while 15% opted for online.

- If there is a school closure because of COVID-19, elementary in-person courses will move to online learning with their classroom teacher. This will be a continuation of the curriculum they were receiving in person.
- If there is a school closure because of COVID-19, nothing changes for elementary students who were enrolled in CPS Virtual. They will remain in this program and continue as normal with the same CPS teacher they started with.
- All Elementary and Secondary in-person teachers and students will be actively preparing for online learning, ensuring effective instruction should a closure be necessary.

Trauma-Informed Mental Health Support

Trauma experienced by children, families, educators and staff caused by the global pandemic may include, but is not limited to, isolation, fear of getting sick, or dealing with a sick relative or someone close has likely had an impact on everyone in our community. The Boone County Children’s Services Fund and the Boone County Community Health/Medical Fund has been able to increase access to mental health services for children, youth, families, and adults by expanding existing services or providing funding for new services. Mental health services continue to be provided through HIPPA-approved telehealth modalities. The mental health needs of Boone County citizens will continue to be evolving depending on the pandemic. Boone County is in a stronger position than many communities due to the existing mental health support infrastructure and level of cross-agency partnership made possible by both of these funding streams.

Childcare: Elementary-aged Children

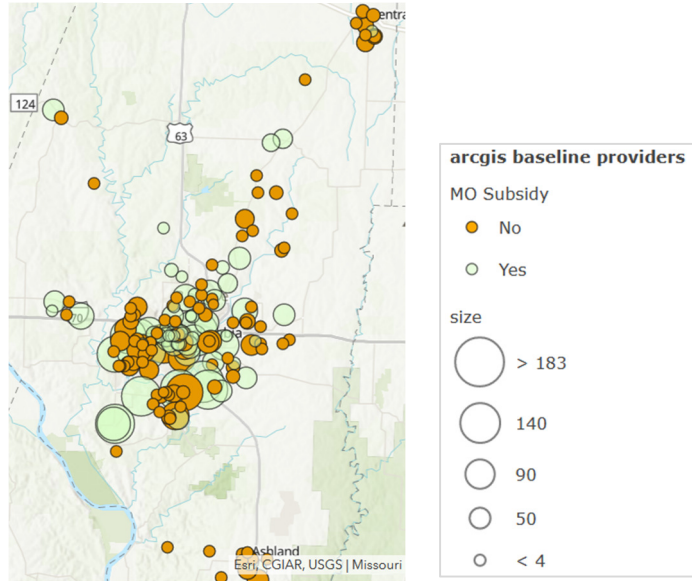
Within Boone County, there are 10,193 elementary-aged students. Considering the scenario of a 50% reduction / relocation strategy, this would mean just over 5,000 students would require some type of adult supervision and / or instruction to support distancing requirements either within or near school buildings, or off-site. On the other hand, if schools have to close again due to reported cases, our community should consider supplemental and proactive strategies along with remote working and keeping children at home. CPS is currently visiting with childcare providers and after school programs to develop strategies for ensuring young students are safe. Additionally, there are likely families without the ability to work from home who would make the choice for online next fall if they could. However, without supervision, this is not a viable choice for many. This holds consequences for all families in the face of a second round of the virus this fall and was likely a strong factor in districts planning for reopening. Along with its many roles for families, schools provide childcare so parents can work.

Childcare: Birth - Pre-K

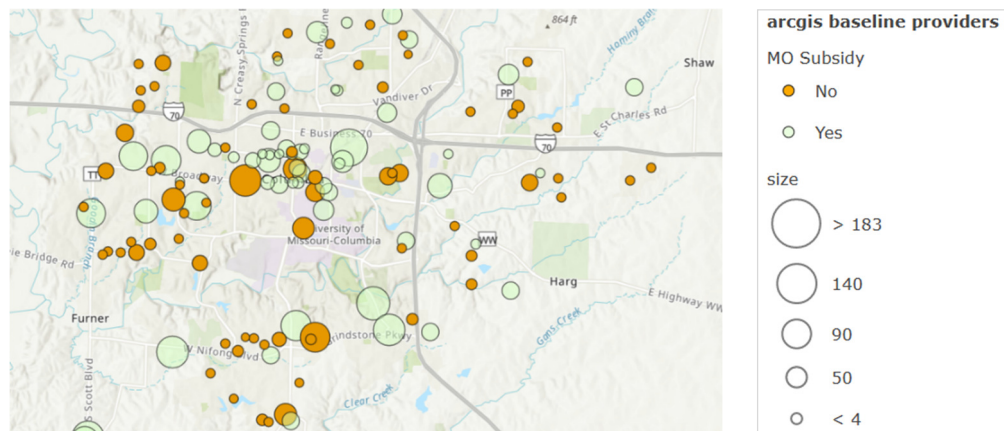
As of February 2020, Child Care Aware of Missouri reported a total of 189 Boone County providers. The maps (below) show the location of each center, capacity, and whether it participates in the Missouri subsidy program offering assistance to families living in poverty. However, this provider inventory is incomplete because it does not include unlicensed or otherwise untracked providers. Cradle to Career’s 2018 report showed three of five communities in Boone County were defined as childcare deserts, or a community with an unbalanced ratio of children to childcare slots. We calculated that if the definition accounted for availability of subsidized slots, or affordable care, all communities could be defined as deserts. In other words, supply was already low before COVID-19.

Pre-COVID Childcare Capacity by Enrollment Capacity and Providers with a MO Subsidy

Boone County

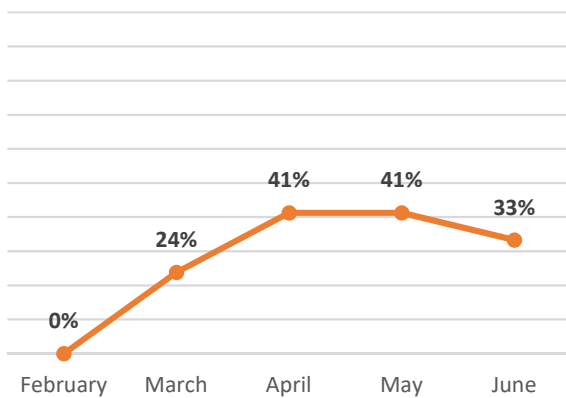


City of Columbia



Closing Trends due to COVID-19

**Trends in Childcare Closings
February - June 2020**

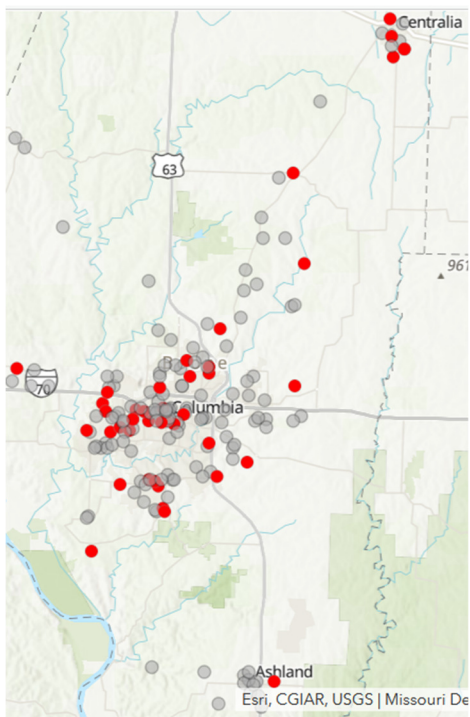


This issue becomes more critical when we consider the trends tracking closings since COVID (left), where Boone County hit a peak in April and May. During those two months, nearly half of the centers taking subsidies closed. This month, it has declined slightly to 33%. The following page shows the location of centers closing during this period. Most communities experienced significant loss.

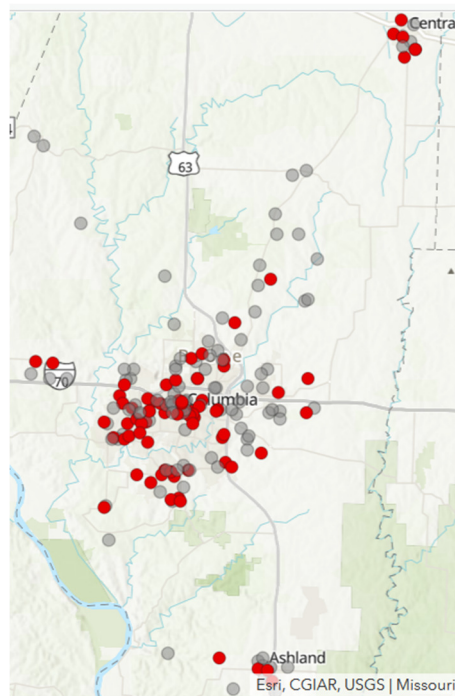
The lack of affordable care continues to be a barrier for many working parents; however, as many families rely on schools as childcare, this issue is critical as schools consider how and to what level they will be able to open up buildings to students.

- Closed
- Open

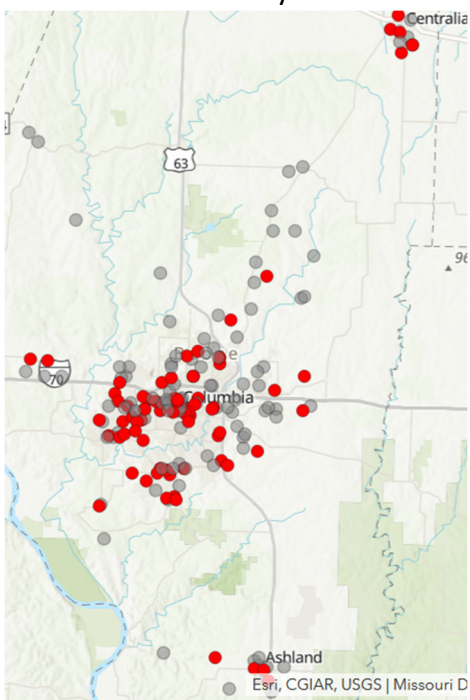
March 19



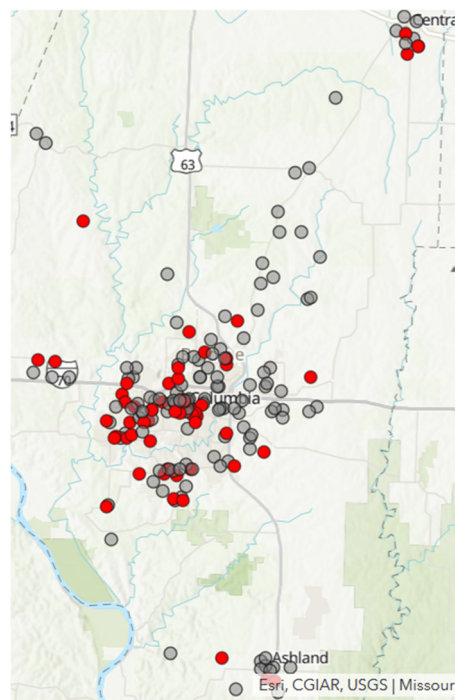
mid-April



mid-May



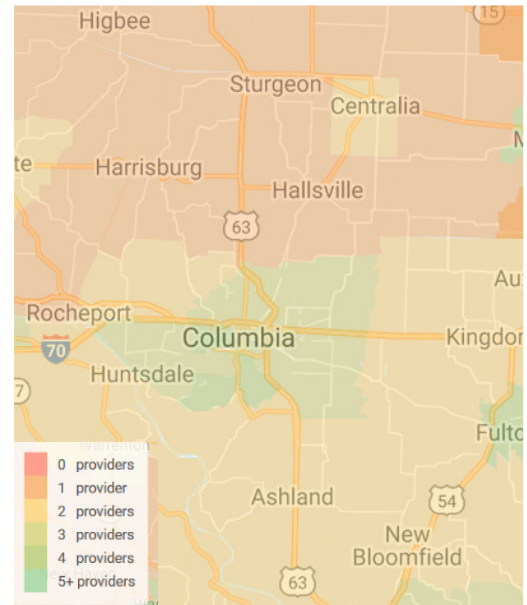
June 1



Internet Access and Technology

Internet access barriers are creating a digital divide, through income-level and geography. District plans for utilizing technology and internet / hotspots for fall vary. Whereas one district is not utilizing hot spots by choice, most others are seeking technology and internet support. Internet access for our rural communities is not as stable as within Columbia. However, connectivity issues and affordability continue to be barriers for many students, families and teachers.

The map (right) is a very general primer outlining the number of internet carriers for Boone County. However, we are currently working with carriers to request service maps that can provide a blueprint for Boone County. The request process is underway, and approval may not take place until after this report. Due to its utility toward district and business planning, we will share it when it is completed.



** Retrieved from Broadbandnow.com*

High-speed Internet access across America today is characterized by a stark infrastructure gap between rural and urban areas. While urban centers enjoy widespread availability of high-speed Internet service, much of rural America has yet to be connected, and of the 24 million Americans living in households that do not have access to fixed terrestrial (non-mobile or satellite) broadband provider, 80 percent of them live in rural areas according to the latest FCC data.³ This gap creates a digital divide between connectivity “haves” and “have-nots”, and is at risk of becoming even further exacerbated in the coming years as the average global download speed is projected to nearly double from 39 megabytes per second (Mbps) in 2017 to 75 Mbps by 2022.⁴

Missouri is not immune from this digital divide, and recent data from the National Telecommunications and Information Administration⁵ showed:

- Missouri ranked 37th among U.S. states in percentage of the population with access to advanced broadband.
- High-speed downloading was available to 94 percent of the state's urban population versus 40 percent of rural Missourians – the 10th largest disparity among U.S. states and third largest among the 12 Midwest states.
- In 19 Missouri counties, less than 1 percent of the population had access to wired broadband with download speeds of 25 Mbps; 10 counties had none.

For reference, the Federal Communications Commission (FCC) defines 'broadband' to be a wired (aka fixed terrestrial) connection capable of download speeds of at least 25 Mbps and upload speeds of at least 3 Mbps. These benchmarks were established in 2015 after revising the 2010 standard of 4 Mbps

³Erickson, Bruce. “2017 Precision Agriculture Dealership Survey”. Purdue University. 2017.

⁴Giles, Frank. “Realizing the Benefits of Precision Agriculture.” Growing Produce. 2018

⁵West, Geoff. “After six-year push, rural Missouri still waits for high-speed internet.” Missourian. Aug. 12, 2015

minimum download speed and 1 Mbps minimum upload speed. The increase was justified as necessary due to “advances in technology, market offerings by broadband providers and consumer demand.”⁶ The original standard of 200 Kilobytes per second (Kbps), both up and down, was set back in 1996 when dial-up internet service was the norm for most Americans.

Making matters worse for rural residents is the 2017 decision by the FCC to repeal net neutrality rules overturning the 2015 Open Internet Order which asserted the FCC's legal authority to regulate telecommunication companies as common carriers under Title II. Under the Open Internet Order, the internet was regarded as a public utility, and Internet Service Providers (ISPs) and internet infrastructure could be heavily regulated to ensure everyone could enjoy equal access to this public utility. Instead, the FCC now allows telecoms to commit to voluntary principles, which must be disclosed to subscribers, with enforcement left to the Federal Trade Commission (FTC). The backdrop of this fight essentially comes down to a proxy war between incumbent telecoms (Verizon, Comcast, and AT&T) and their Big Tech rivals on the west coast (Google, Facebook, and Netflix), with the incumbents desperately trying to avoid becoming “dumb pipes” while their upstart rivals rake in billions of advertising and subscriber dollars over these same pipes. Most analysts and experts agree that the repeal of net neutrality rules will ultimately result in higher prices for customers, speed throttling, and restrictive data caps. Moreover, given the extreme concentration in the broadband market (no competition at all exists for more than 56 million households with wired 25 Mbps broadband connections⁷), voluntary investment in underserved, rural areas appears highly unlikely under the new rules.

Under the American Recovery and Reinvestment Act of 2009, Missouri funneled more than \$260 million in federal grants and loans into expanding broadband access for its citizens and offsetting the price of new infrastructure with fewer paying customers in smaller cities and rural areas. Nearly 6,000 miles of fiber-optic lines, the fastest of all broadband technologies, was installed from 2009 to 2013 after which Missouri reported to the federal telecommunications administration that the funding had provided broadband coverage for nearly 98 percent of Missourians, including 92 percent of rural residents. However, the FCC's Fixed Broadband Deployment data⁸ shows only 8 percent of the population has access to fiber internet, versus 25 percent nationally. While St. Louis, Kansas City and Springfield enjoy some of the fastest high-speed internet anywhere in the U.S., rural communities have mostly been left behind.

Moreover, the broadband access numbers can be misleading and only tell part of the story. Drilling into the latest FCC data (June 2019) for Boone County, it would appear that 40 percent of the county's 39,495 rural residents have at least two broadband providers to choose from while the remainder have three or more. (See Figure 1)

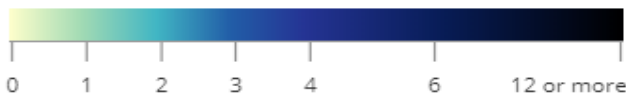
⁶https://obamawhitehouse.archives.gov/sites/default/files/broadband_report_final.pdf

⁷Coren, Michael. “What will happen now that net neutrality is gone?”. Quartz. December 21, 2017

⁸<https://broadbandmap.fcc.gov>

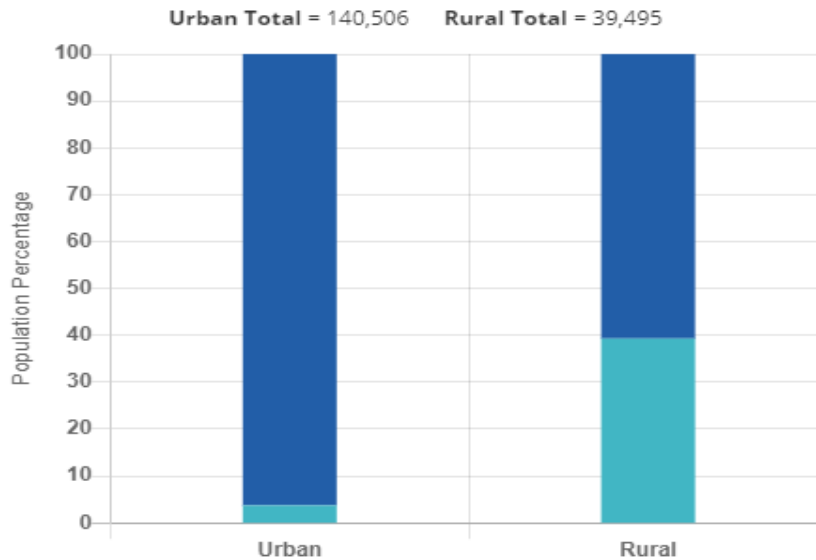
Boone County, MO

Number of Fixed Residential Broadband Providers



Broadband

Technology ADSL, Cable, Fiber, Fixed Wireless, Satellite, Other
Speed ≥ 25/3 Mbps
Date June 2019 (latest public release)



There are two main problems with this optimistic shading of the data. First, it lumps in non-terrestrial (satellite and mobile) ISPs which are widely considered to be the least reliable type of services; signals are easily blocked by trees, weather, and even maturing crops. Non-terrestrial broadband is generally viewed as a last resort for rural customers.

The second, and more vexing issue, entails the concept of the “last mile” or final leg of the network chain that physically reaches the end-user. While some areas may technically be served by an ISP, it may be prohibitively expensive to physically extend an ISP’s infrastructure to rural customers in less densely populated areas. Potential customers are often asked to cover the associated “last mile” costs upfront before they can receive services which can run into thousands of dollars.

These types of problems, combined with the FCC’s lack of direction and regulation of ISPs, only serve to widen the rural/urban divide. These discrepancies in access often inhibit rural communities in a myriad of ways. Rural schools lack access to high-speed fiber and pay more than twice as much for bandwidth. A recent Brookings Institute report noted that “in a growing world of personalized online curricula, internet-based search, and online testing, this severely restricts rural students from educational opportunities

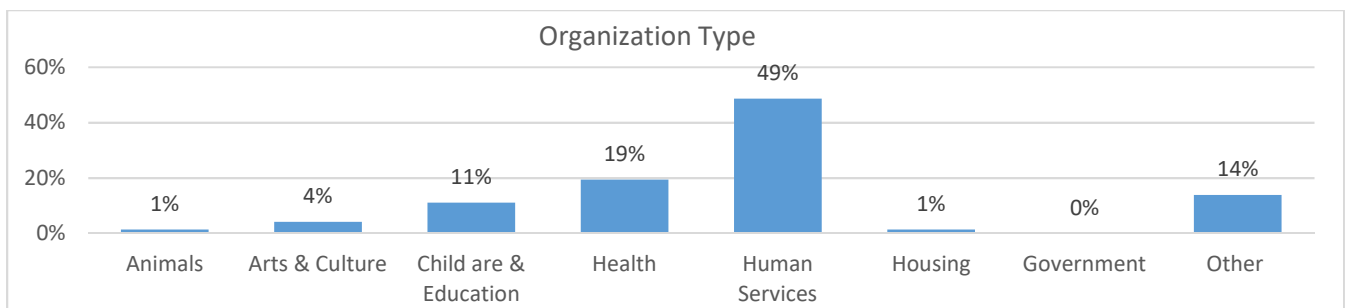
their urban counterparts may enjoy.”⁹ In addition, with government services from FAFSA to Social Security to IRS tax forms transitioning to online delivery, rural communities will struggle to access basic services. If we’ve learned anything throughout the COVID-19 pandemic, it is that broadband access is now simply a critical component of modern life. Without significant efforts and coherent, achievable strategies being made now, our rural communities will continue to play catch up with their urban peers and will remain digitally divided.

Local Nonprofit Sector

This section examines the impact of the COVID-19 pandemic on local nonprofit organizations based within Boone County. CoMoHelps is a joint effort of Boone County, City of Columbia, Community Foundation of Central Missouri, Heart of Missouri United Way, and Veteran’s United Foundation. This collaborative works with local nonprofits, community partners, and government agencies to quickly determine and meet the needs of Boone County communities during the COVID-19 pandemic. Recently, CoMoHelps released the CoMoHelps Nonprofit Partner Survey to understand how the pandemic has impacted organizations. These results come from 73 organizations which provided responses between May 15, 2020 to June 15, 2020. Questions assessed the impact of the pandemic currently (through June 15, 2020) and asked organizational leaders to forecast anticipated impacts through the end of 2020 (12/31/2020).

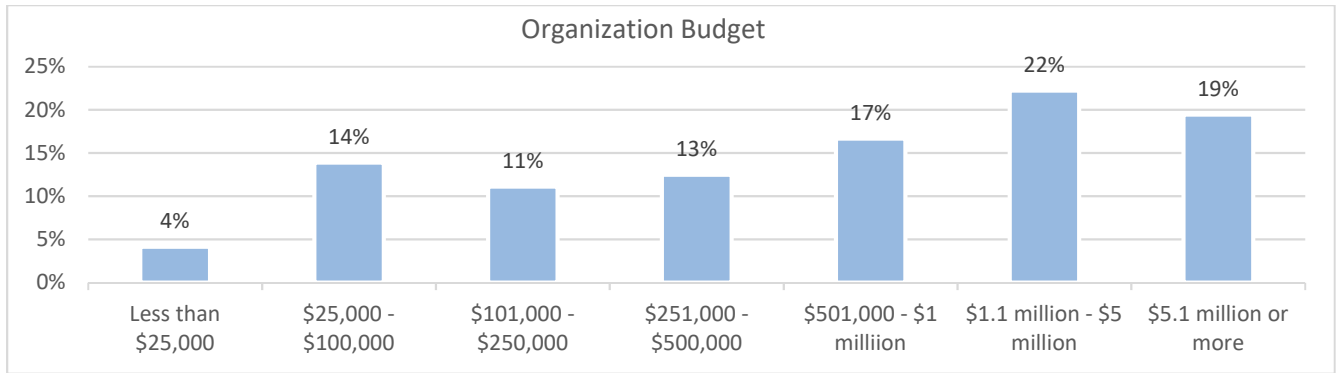
Overview

Organizations completing the survey were asked to provide background information about their organization, budget information, and the types of services they provide. Nearly fifty percent (49%) of organizations identified as a human service organization, 19% identify as a health organization, 14% identify as ‘other’ which includes advocacy organizations, and 11% identify as a childcare and education organization (n=72).



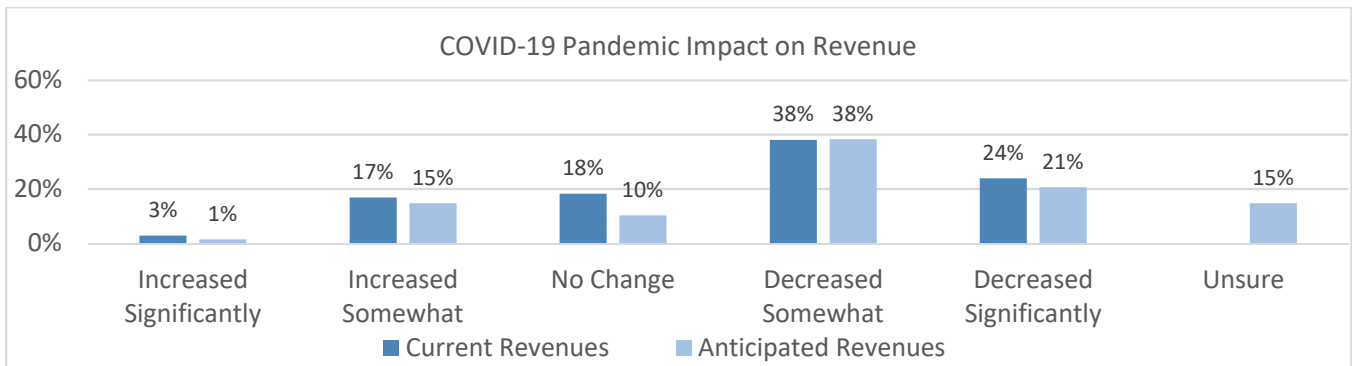
There was diversity in size of program budgets of survey respondents. Of the 72 respondents, 58% of organizations completing the survey had budgets of \$501,000 to \$5.1 million or more; 42% of organization have budgets under \$500,000.

⁹ West, Darrell, et. al. “Rural and Urban America Divided by Broadband Access”. Brookings Press. July 18, 2016



Impact on Overall Revenue

Organizations were asked about the impact of the pandemic on their current revenues and anticipated revenues through the end of the year (12/31/2020). Only 38% of organizations have seen increased revenues or have yet to experience changes in revenues while 52% have reported experiencing somewhat or significantly decreased revenues thus far (n=71). Looking forward throughout 2020, 59% of organizations expect somewhat or significantly decreased revenues; 26% anticipate increased or no changes in their revenue; 15% of organizations are unsure of what the revenue impact will be by the end of the year (n=68).



Organizations were asked to describe the amount of revenue lost or gained to date. Throughout the pandemic, organizations self-reported an increase of \$2,623,195.00, with an average of \$327,899.38 across eight organizations which provided enough information for a calculation.¹⁰ Organizations reported increases in revenue due to CARES Act funding, changes in service delivery, and funding from CoMoHelps in response to community needs during the pandemic.

More troublesome for the nonprofit sector is the decreased revenues reported throughout the pandemic. Organizations have reported \$6,996,246.00 in lost revenue, with an average of \$233,208.20 in decreased revenue from 30 organizations which provided adequate information for a calculation.¹¹

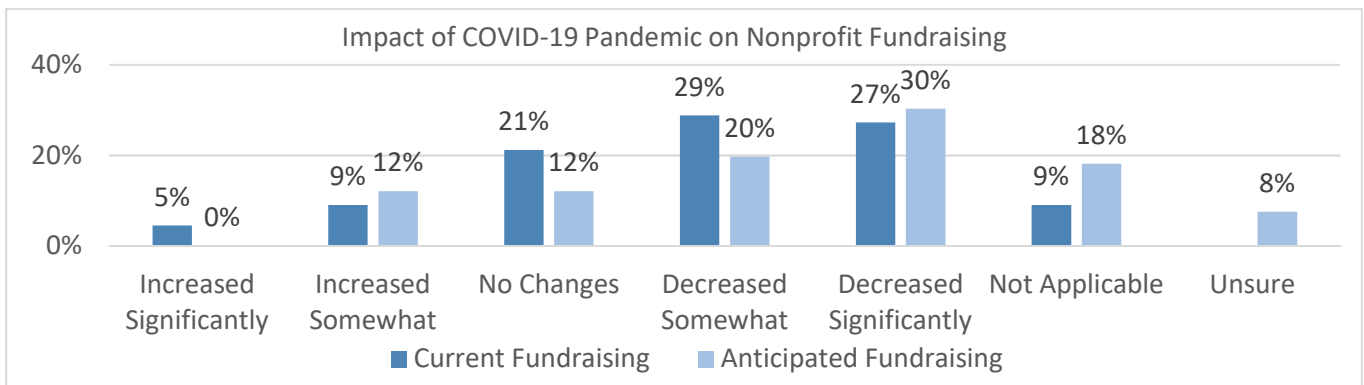
¹⁰ Data was not consistently reported across a similar timeframe for all responding organizations. The largest outlier was an organization receiving \$2 million over the course of two years.

¹¹ Data was not consistently reported. Some organizations provided a percentage of their budgets, some offered weekly amounts of lost revenues, and others monthly costs. Calculations were made to cover a three month window based on social distancing orders through the Columbia/Boone County Department of Public Health and Human Services.

The inability to offer services, cancelled or postponed events, decreased demand for services, and decreased individual or business donations are factors identified leading to decreased revenues.

Impact on Fundraising

Fundraising is a critical activity for nonprofit organizations to support administrative costs and to fill in gaps not covered by other funding streams. Due to the economic impact of the COVID-19 pandemic, nonprofit organizations reported substantial current and anticipated fundraising losses. Over half of organizations (56%) who completed the survey have indicated they are currently experiencing somewhat or significantly decreased fundraising activities. Only 35% of agencies have seen no change or increased fundraising revenue (n=66). Throughout the end of 2020, 50% of organizations expect decreases in revenue; 24% expect somewhat increased or no change in their fundraising activities; 8% of organizations reported they are unsure how their fundraising strategy will be affected (n=66).



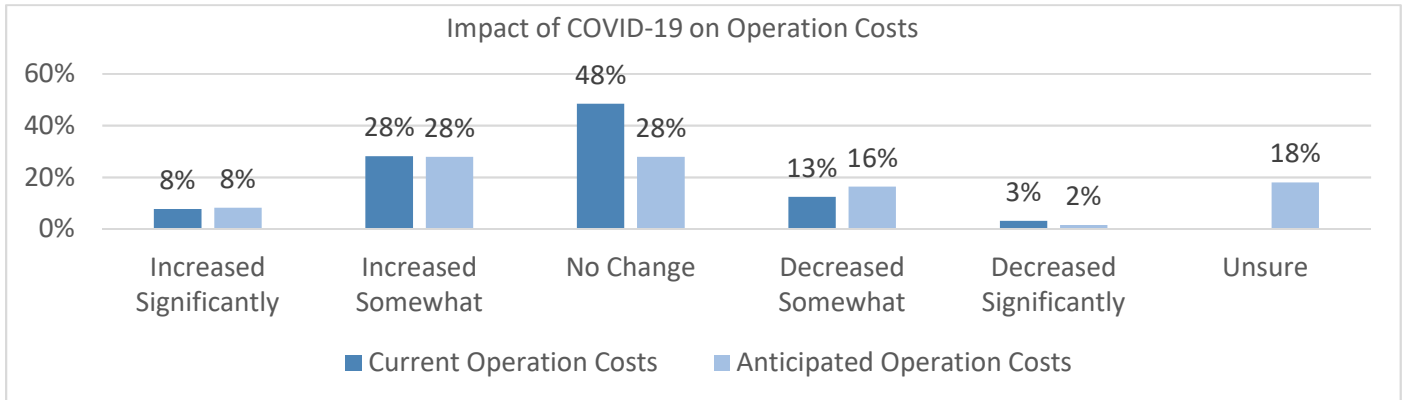
To better understand the gains or losses in fundraising revenues, organizations were asked to provide detailed information about their actual losses currently. Only three organizations responded they had increased fundraising revenue for a total of \$50,500.00 or an average of \$16,833.33. Those organizations which reported increases shared changes in their current fundraising strategies, increased awareness of community issues, and the availability of emergency funding allowed for improved fundraising.

Twenty-six agencies reported losses of \$2,530,524.96 or an average of \$97,327.88 in their fundraising activities. Inability to hold events, cancellation of previously scheduled events, and decreased individual and business donations were cited as the reasons behind current fundraising losses. CoMoHelps has encouraged nonprofit organizations to find innovative online strategies to hold fundraising events, as social distancing requirements will limit large gatherings. This figure is likely underreporting actual fundraising losses as several organizations reported it is too soon to know the whole impact of this pandemic on each organization.

Operational Costs

Nonprofits were asked about changes in operational costs during the COVID-19 pandemic. Increases in operation costs were reported in 36% of organizations; 48% reported no change in costs; and 16% reported decreases in operation costs (n=64). Looking forward throughout 2020, organizations 36%

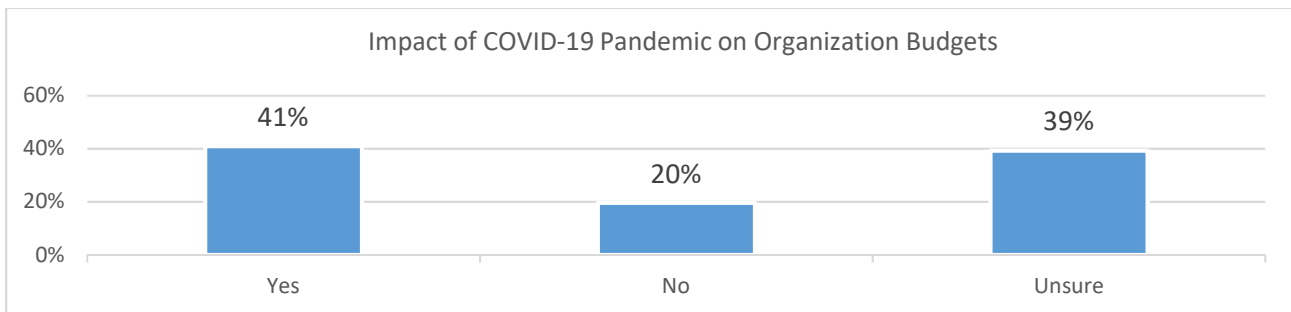
expect an increase in costs; 28% expect no change in costs; 18% expect decreased costs; and 18% of organizations are unsure what to expect with operational costs (n=61).



Thirteen organizations have reported an increase in operational costs of \$2,947,746.20 or an average of \$226,749.71.¹² Increased costs were due to increased staff costs (either hiring more staff or increasing pay to retain staff), costs associated with personal protective equipment or sanitizing supplies, and increased technology costs to maintain service delivery. Three organizations reported a decrease in operational costs of \$110,000.00 or an average of \$36,666.67. Organizations with decreased costs reported decreases in staff costs (laying off employees or reduced hours), decreased costs with utilities, printing, and travel.

Impact on Nonprofit Organization Budgets

Survey respondents were asked if their organization would experience a budgetary shortfall due to the COVID-19 pandemic. Of the 61 organizations which responded, 41% indicated they would, 20% indicated they would not experience a budget shortfall. However, 39% of organizations are unsure of the budgetary impact of the pandemic (n=61). Organizations reported an average shortfall of \$144,906.58 across 19 agencies.



¹² Data was not consistently reported across respondents. When applicable, weekly or monthly costs provided were projected over a three month period to account for changes in social distancing guidelines.

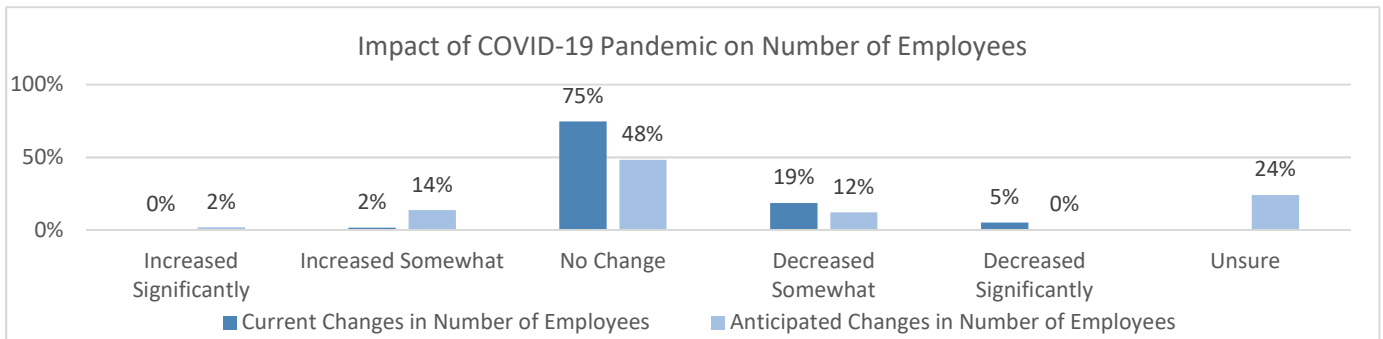
Engagement in Payment Protection Program (PPP)

Organizations were asked if they had participated in the PPP program. Fifty-two percent (52%) of organizations have applied for funds; 47% of organizations have not applied and do not plan to apply (n=58).

Yes, applied for and received funds	Yes, applied and approved for funds, but have not yet received them	Yes, applied for funds, but application is still pending approval	Yes, applied for funds, but application was rejected due to unavailability of PPP funds	Yes, applied for funds, but the application was rejected for other reasons.	No, has not applied, but planning to apply.	No, did not apply and not planning to apply.
50%	0%	2%	0%	2%	0%	47%

Impact on Employees

Organizations were asked to report changes in the number of employees. Two percent (2%) of organizations have increased the number of staff and 24% have decreased their staff. Most organizations (48%) do not expect to have to change their number of employees. Throughout 2020, 16% of organizations expect to increase their number of staff; 12% expect to decrease their number of staff; and 24% are unsure if they will need to change staffing due to the pandemic (n=58).

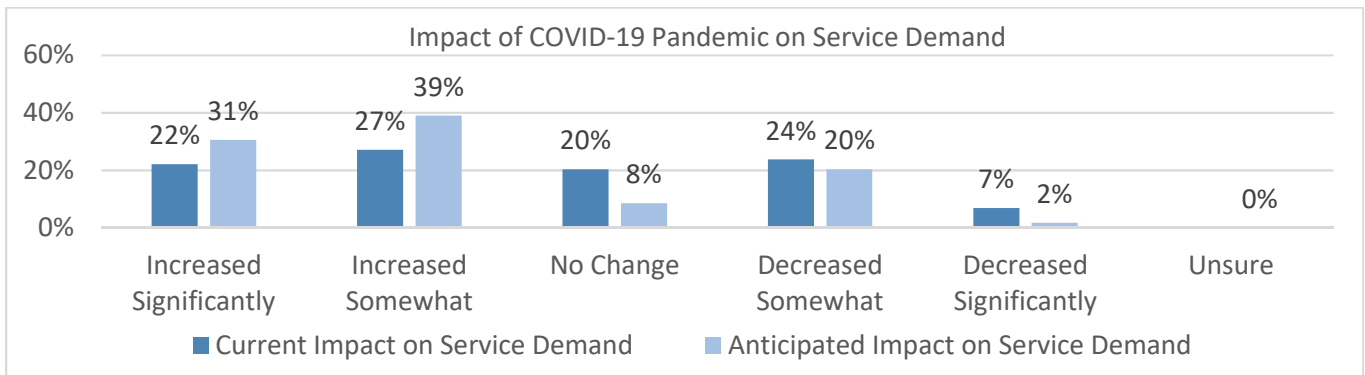


Impact on Volunteers

Nonprofit organizations use volunteers to expand the organizational capacity and to deliver services. Currently, volunteer activities have decreased in 67%. Only 9% of organizations have seen an increase in volunteer activities. Throughout 2020, most organizations expect ongoing decreased volunteer activities (n=59).

Impact on Service Demand

Organizations were asked to describe current or anticipated demand for services from the community. Currently, 48% of organizations have seen an increase in demand for services; 20% have had no discernable change in service demand; and 31% of organizations have experienced decreased service demand. Throughout 2020, 70% of organizations expect significant or somewhat increased demand for services; 8% expect no change; and 22% of organizations expect decreased demand (n=59).



Conclusions

Information reported from Boone County nonprofit organizations indicate a challenging future for the sector. Service demand is expected to increase during a time of significantly reduced revenues and increasing costs. These factors may likely lead organizations to have significant budget shortfalls.

Recommendations

Uncertainty associated with the nature of the COVID-19 pandemic makes long term planning challenging. However, the following are offered as initial recommendations:

- *Support the nonprofit sector with CARES Act funding to purchase needed community services.*
- *Build capacity within nonprofits to utilize innovative fundraising strategies, including online events or social media campaigns.*
- *Encourage organizations to apply for funding through the Payment Protection Program.*
- *Help convene struggling nonprofits to identify opportunities for organizational mergers to keep service delivery intact.*

HOUSING

Prior to the pandemic, Boone County, Columbia and other localities maintained significant challenges associated with the availability of adequate affordable housing options. The pandemic is appearing to amplify and accelerate pre-COVID challenges, however additional data analysis and market study in the fall will be critical to developing a longer term affordable housing policy and strategy. In Columbia alone, pre-pandemic affordable housing challenges are as follows:

Population: **118,620**
Occupied Housing Units: **47,000**
Total Housing Units: **51,272**
Owner Occupied: **46.7%**
Renters: **53.3%**
Median Family Income: **\$47,236**
Gross Monthly Rent: **\$825**
Columbia Median Home Sold Price (May 2020): **\$223,500¹³**

Pre-COVID-19 Trends

Sales by Price Point: The schedule of home sales by price point in Columbia Public Schools (CPS) show home sales below \$200,000 decreased by 4% from 2016-2018 and maintained only a 2 month supply, while home sales with price points over \$400,000 in CPS increased by 49% from 2016-2018 and maintained an 8 month supply.

Median Sale Price and Time on Market: The single family homes median sold price in Boone County increased from \$169,250 in 2014 to \$195,000 by the end of 2018. Single family homes average days on market has also decreased from 73 in 2014 to 56 in 2018.

Building Permits: Single family residential building permits decreased from 469 in 2016 to 245 in 2018, while the estimated value of homes issued permits increased from \$237,878 in 2016 to \$249,506.

Cost of Construction Materials: The cost of construction materials has increased significantly nationwide. The producer price index has risen by 23.7% since 2009. Lumber prices have fluctuated over the past two years to almost twice the cost of lumber in 2008.

Housing Tenure: The average number of years a homeowner stays in one home has increased from close to 4 years at the end of 2007 to over 8 years by the end of 2018 nationwide.

Homelessness: City of Columbia Division of Human Services point-in-time count data indicates an increase in the identification of persons experiencing homelessness in Columbia from 135 in 2009 to 268 in 2019.

Racial Disparities: Decades of racial injustice in housing policy like redlining, mortgage loan discrimination, and preferential housing subsidies has created barriers to homeownership and wealth

¹³ American Community Survey Data 2013-2017 5-year estimates, Columbia Board of Realtors <https://www.midmohomefinder.com/page/Statistics>

generation for Black Americans. Median wealth holdings for Black households was \$7,113 and \$111,146 for whites by the end of 2011. Equalizing homeownership rates among black households is shown to decrease the wealth gap by up to 31%.

Post-COVID Analysis

The housing market in Columbia and Boone County has experienced impacts from the onset of COVID-19, however some anticipated impacts have not yet been experienced and will likely soon be taking shape. Although Boone County has experienced 22,262 unemployment claims related to COVID-19 through June 6, 2020, the rental housing market has remained fairly stable throughout the pandemic thus far. There is more noticeable impacts in the residential home sales market that can be more closely correlated to the impact of COVID-19. The lag between noticeable market impact and collection of data will continue to challenge community leaders and government officials on how best to respond with effective policy actions.

As of December of 2019, 69% of Americans had less than \$1,000 in savings and more than 36 million Americans filed unemployment claims from the start of the pandemic and through May 2020. 87% of apartment households nationwide made full or partial rent payment by March 13, 2020, according to a survey by the National Multifamily Housing Council (NMHC), which is an increase from April at 85%. The data in this survey however, does not include subsidized affordable housing or smaller local property management firm properties, which are more likely to house households more adverse to economic distress.¹⁴ Current national data available may not provide a full picture of local rental market challenges. The expanded unemployment benefits and stimulus checks also likely has assisted households in the short term in meeting basic needs.

The April 2020 Sales Statistics showed that single-family homes sales were lower by 7% compared to this time last year, while the average and median price both increased 9%. Days on market declined 19% to 45 days and cumulative days on market dropped 28% to 60 days. We've also seen a drop in pending listings (listings under contract), which were down 23% for April.¹⁵

The supply of homes on the market priced \$450k and below continue to hinder the market as we've experienced since the beginning of 2020. The overall number of months' supply of homes is down 31% to 1.95 months, a result of a 39% decline in new listings for the month of April because of sellers' hesitation to list their homes during the COVID-19 pandemic.

From a technical standpoint the local real estate market is functioning normally for now, whereas the amount of listings hitting the market are being absorbed by buyer demand fueled by lower mortgage rates. However, additional new listings would improve the overall market as buyers continue to make competing offers against each other to get a home under contract. The lack of home inventory is also inflating prices and exacerbating home affordability issues that have been a concern for a while. Hopefully as the City of Columbia / Boone County Health Department continues to move forward with the second and third phases of the COVID19-Response & Recovery Plan, more sellers will feel comfortable putting their home on the market, however additional uncertainty is likely.

¹⁴ Anderson, "Why Real Estate Rents are Holding Up Better than Expected", May 19, 2020, National Real Estate Investor

¹⁵ Columbia Board of Realtors, <https://www.midmohomefinder.com/page/Statistics>

The City of Columbia Housing Programs Division is still maintaining a steady flow of low to moderate income buyers applying for the Homeownership Assistance Program and is on track to have another large year in likely helping close to 50 households become first-time homebuyers. COVID-19 has allowed the opportunity for Housing Programs Division staff to implement electronic signature procedures and virtual first-time homebuyer education courses, which has resulted in greater staff efficiency and higher quality service to the end user.

Public Housing

The Columbia Housing Authority (CHA) has remained operational throughout the COVID-19 pandemic. On June 1, 2020, the CHA started to see clients and applicants on an in-person basis. Temperatures are taken at the door, masks and hand sanitizer are provided. Prior to June 1, the CHA has been using the mail, outside drop box, and a video intercom to serve clients. In person meetings have been held outside at picnic tables.

CHA has seen an increase in persons requesting applications for the CHA’s affordable housing properties and is moving people into apartments as quickly as possible. CHA has encountered issues with applicants completing their paperwork and turning in the required documents: photo ID, birth certificates, income documentation, etc. Other barriers include security deposits, childcare preventing residents from working, and getting utilities turned on in their name. Utilities are provided at Paquin Tower, Oak Towers, and Patriot Place.

Families pay 30% of their adjusted household income for rent. Families can be a single person by definition or multiple persons living together sharing resources. If a family loses income, they can report it to CHA to lower their share of the rent.

CHA Affordable Housing Properties

CHA has the following number of applicants on our Affordable Housing Properties waiting lists:

CHA Properties	0 BR	1 BR	2 BR	3 BR	4 BR
Family Sites	n/a	380	36	1	13
Paquin Tower	84				
Oak Towers	43				

** Paquin Tower and Oak Towers have efficiency and one-bedroom apartments. There are no efficiency apartments in family sites.*

With the renovation of 597 public housing units in recent years, these units are now low-income housing tax credit units with a Project-Based Voucher subsidy for residents. This doubles the paperwork and slows down the lease-up process because their eligibility must be determined by two different sets of regulations.

Section 8 Housing Choice Voucher Program

CHA last opened the Section 8 Housing Choice Voucher Program waiting list in 2018 and received 900 applications. Just before the COVID-19 pandemic stay-at-home order CHA pulled 170 applications from the waiting list and is processing these applications as quickly as possible. There are 474 applicants on the waiting list now.

Persons who have been issued vouchers are finding landlords that are unwilling to show units. Other barriers include difficulty in coming up with the security deposit and getting utilities turned on.

CHA anticipates the average Section 8 Housing Assistance Payment will increase as families lose their income. When a family loses their income, they can report it, and CHA will adjust their rent accordingly. The family's rent is based on 30% of their average household income. Families at or below 50% Median Family Income are eligible. CHA's current Housing Assistance Payments average around \$550 per month per family. CHA expects this average to rise significantly over the next few months. HUD has provided supplemental funding to the CHA through the CARES act to ensure that no one loses their voucher due to lack of funding.

Continuum of Care

CHA was recently awarded \$429,445 in Continuum of Care funding. This was a renewal grant that it has had for many years. This program serves homeless persons with disabilities with matching supportive services from local agencies. CHA currently maintains 58 vouchers issued and 7 vouchers available. Referrals are received from the Functional Zero Task Force.

Veterans Affairs Supportive Housing (VASH) Vouchers

CHA has 125 VASH vouchers for homeless Veterans, of which, 35 VASH vouchers are available. Referrals come from the Truman VA.

Tenant-Based Rental Assistance (TBRA)

The City of Columbia has allocated \$300,000 in HOME funds for the TBRA program. It essentially works the same as the Section 8 Housing Choice Voucher Program. These funds will provide permanent housing to approximately 50 families depending on income and the size of the family.

Human Services Department

CHA has a Human Services Department that provides a wide variety of services to the families CHA serves. The 501(c)3 CHA Low-Income Services, Inc. provides support to the department through a variety of grants. The department has four overarching goals:

- Helping Children and Youth Succeed in School and in Life;
- Supporting Families Working Toward Self-Sufficiency;
- Enabling Seniors and Persons with Disabilities to Live Independently; and
- Developing Affordable Housing.

The Human Service Department has taken significant measures to respond to the needs of the families served throughout the COVID-19 pandemic. CHA's Moving Ahead Summer Program for youth has opened at half capacity serving 50 children per day. Moving Ahead is a full-day program and provides three meals a day.

Eviction Moratorium

HUD's 120-day eviction moratorium through the CARES act ends on July 24, 2020. The eviction moratorium is only for non-payment of rent. Other lease violations are not covered by the moratorium. The Boone County Circuit Court has been closed since March 27, 2020 and reopened on June 1, 2020. There is a large back-up of eviction cases that will begin to be processed. CHA has also heard multiple

reports of people not paying their rent because of the moratorium. When the moratorium ends their will likely be a large increase in evictions for nonpayment of rent.

A compounding factor in making rent and utility payments, particularly in the private rental market, will be the end of the \$600.00/week in unemployment stimulus which ends July 25, 2020.

Housing Summary

Although the housing market has been somewhat stable since the onset of the pandemic, significant needs and challenges are anticipated due to stimulus checks being expended, unemployment benefits beginning to expire, Pay Check Protection benefits for workers soon expiring and the moratorium on evictions soon ending. The culmination of these resources and benefits expiring will result in less resources for households to cover basic needs such as rent/mortgage payments or utilities. These challenges will be amplified by a growing baseline of affordable housing supply that existed in Boone County prior to the pandemic. Immediate steps should be taken to assist households in losing their housing and ensure unsheltered populations are provided adequate shelter to avoid deaths to exposure, while mitigating exposure to COVID-19, however long term comprehensive strategies and policies to increase the supply of affordable housing is an even greater need due to the impact of COVID-19.

LONG TERM RECOVERY PLAN CONCLUSION

The COVID-19 pandemic has amplified and accelerated pre-COVID challenges across multiple sectors and is adversely impacting lower income populations, small businesses and low to middle income workforce households. Additional data analysis and market study should continue in the fall as additional more detailed data by industry, sector and income groups becomes available, however this report identifies key resource and policy action considerations that could lay the ground work for our community's long term recovery. Community leaders and decisions makers should prioritize meeting the basic household needs of our workforce, increasing access to internet and technology, and adapting our policies, strategies and institutions to the new normal and the new economy in the process of emerging. Community leaders and decision makers must most highly prioritize policy and resource allocation decisions that most directly relate to preventing, preparing for and responding to the immediate health impacts of the crisis. Reopening schools, businesses and other institutions can only be done effectively and with the full confidence of the public and the consumer by addressing the immediate health impacts of the crisis. Acceptance of the long term challenges associated with the pandemic, further community understanding of its impact and an embracement of change and adaptation will help mitigate further economic and health related harm to our community and foster long term economic recovery.

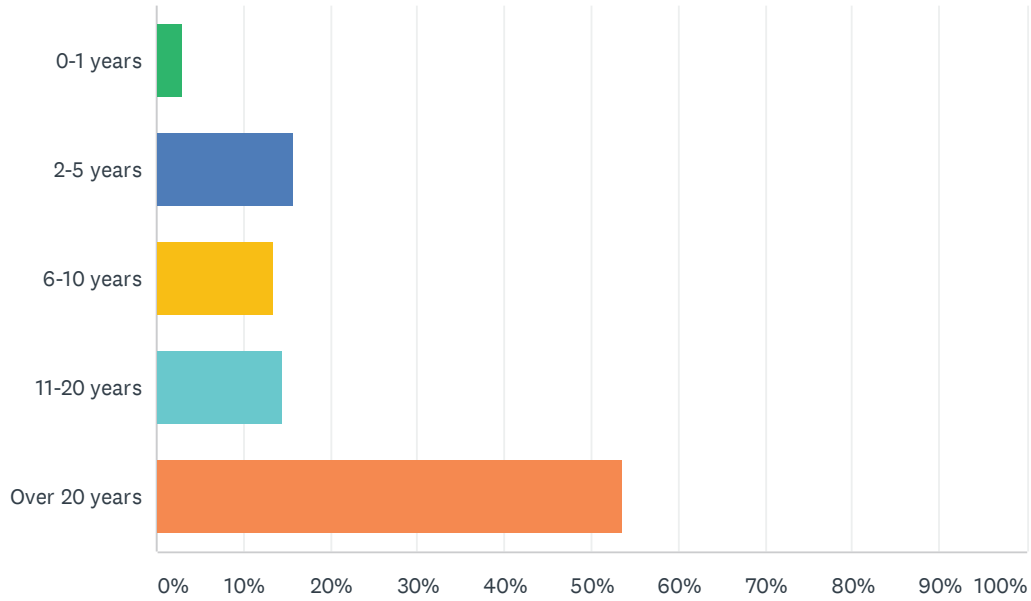
LONG TERM RECOVERY PLAN CONCLUSION

Appendices

1. COVID-19 Business Survey Results
2. COVID-19 Business Survey Downtown CID
3. Minority Owned Business Survey
4. COVID-19 Housing and Community Development Needs Survey

Q4 Years in Operation

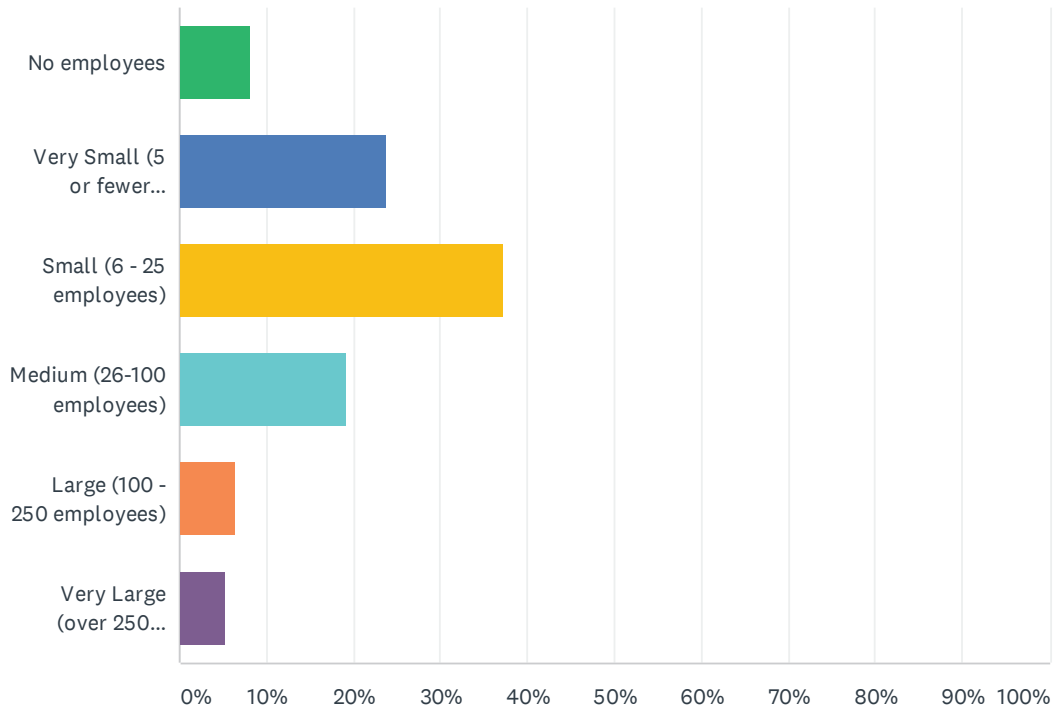
Answered: 172 Skipped: 4



ANSWER CHOICES	RESPONSES	
0-1 years	2.91%	5
2-5 years	15.70%	27
6-10 years	13.37%	23
11-20 years	14.53%	25
Over 20 years	53.49%	92
TOTAL		172

Q5 What is the size of your company?

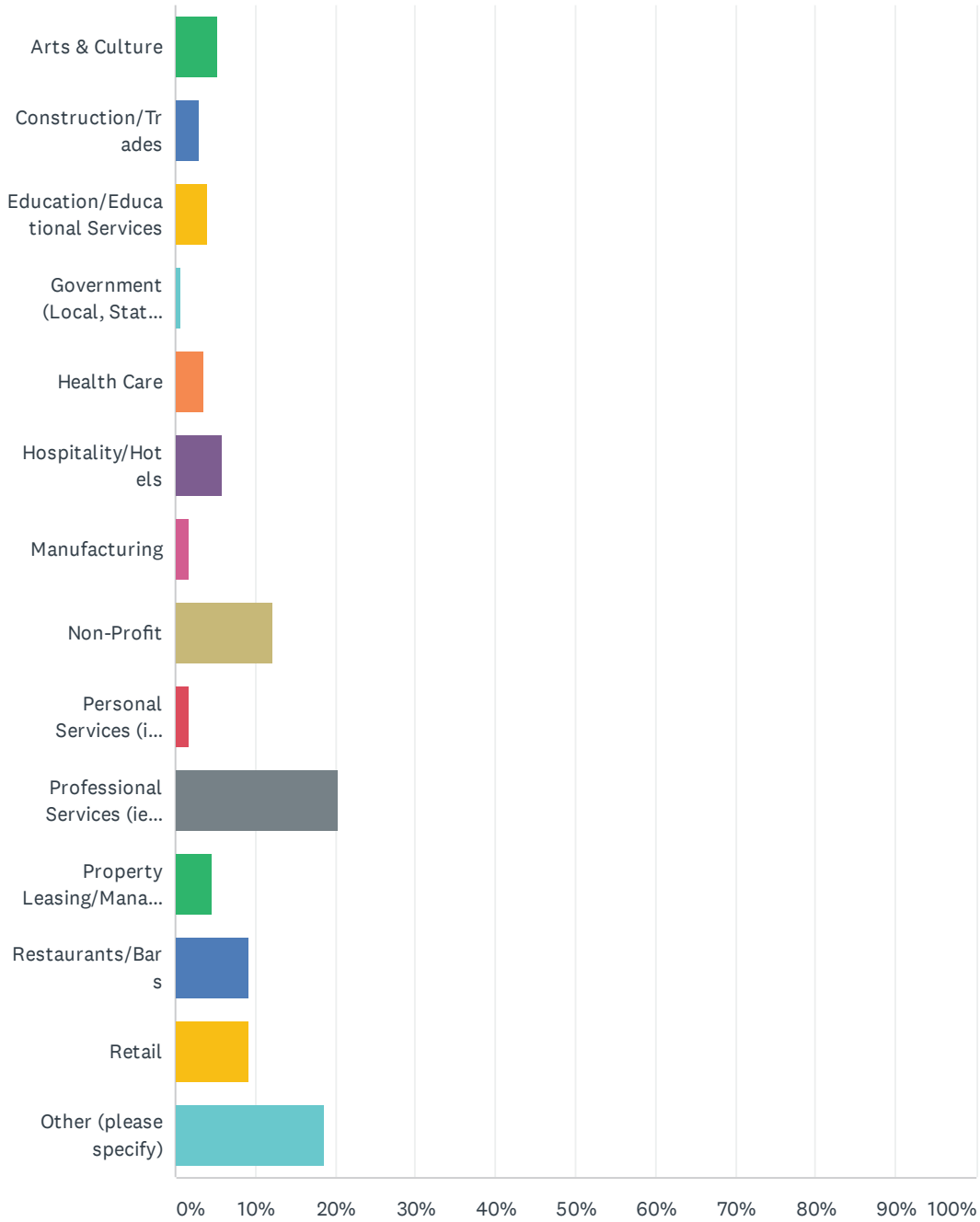
Answered: 172 Skipped: 4



ANSWER CHOICES	RESPONSES	
No employees	8.14%	14
Very Small (5 or fewer employees)	23.84%	41
Small (6 - 25 employees)	37.21%	64
Medium (26-100 employees)	19.19%	33
Large (100 - 250 employees)	6.40%	11
Very Large (over 250 employees)	5.23%	9
TOTAL		172

Q6 Which general category best describes your business?

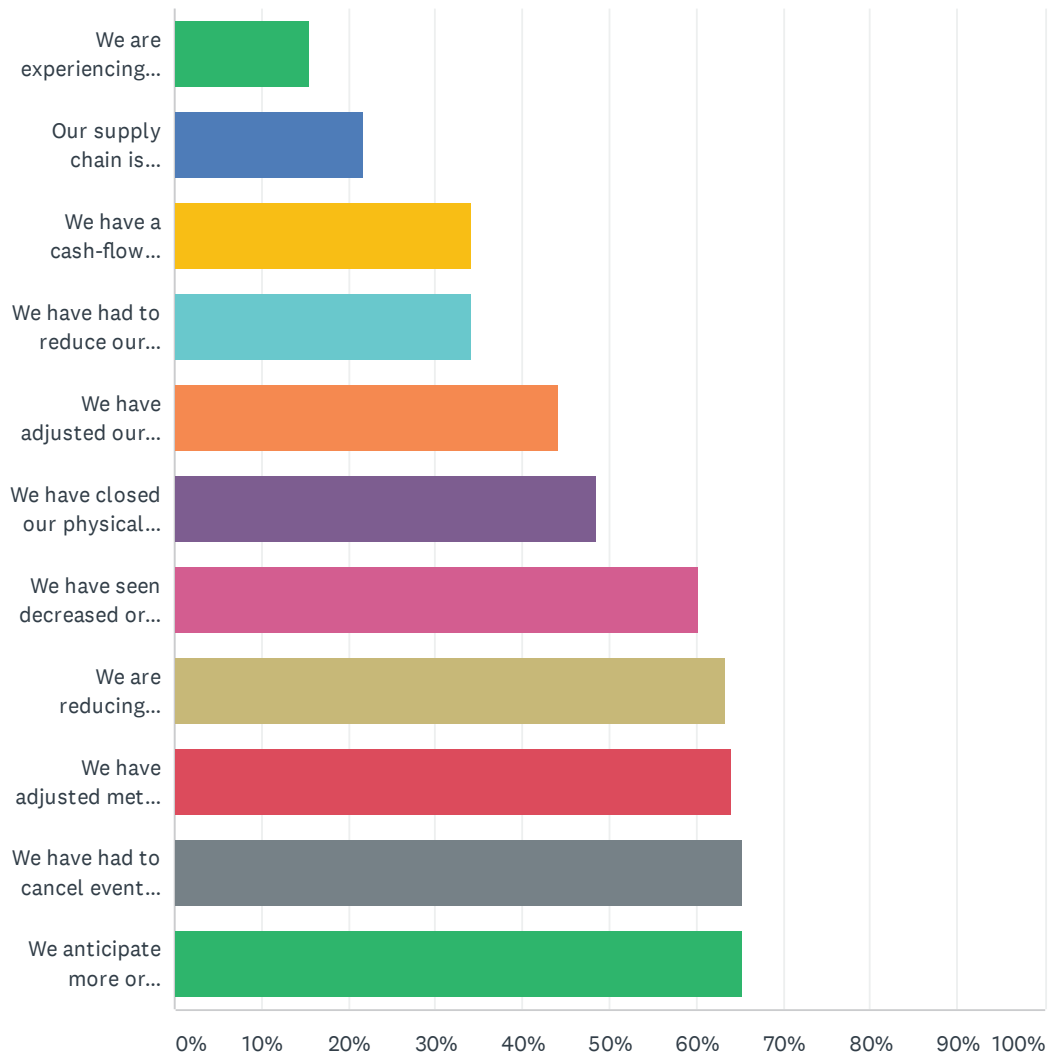
Answered: 172 Skipped: 4



ANSWER CHOICES	RESPONSES	
Arts & Culture	5.23%	9
Construction/Trades	2.91%	5
Education/Educational Services	4.07%	7
Government (Local, State, Federal)	0.58%	1
Health Care	3.49%	6
Hospitality/Hotels	5.81%	10
Manufacturing	1.74%	3
Non-Profit	12.21%	21
Personal Services (ie, gyms, hair salons, nail salons, etc.)	1.74%	3
Professional Services (ie, financial, accounting, legal, consulting, advertising agencies, graphic design, etc.)	20.35%	35
Property Leasing/Management	4.65%	8
Restaurants/Bars	9.30%	16
Retail	9.30%	16
Other (please specify)	18.60%	32
TOTAL		172

Q7 How are your business's operations being impacted by COVID-19? (check all that apply)

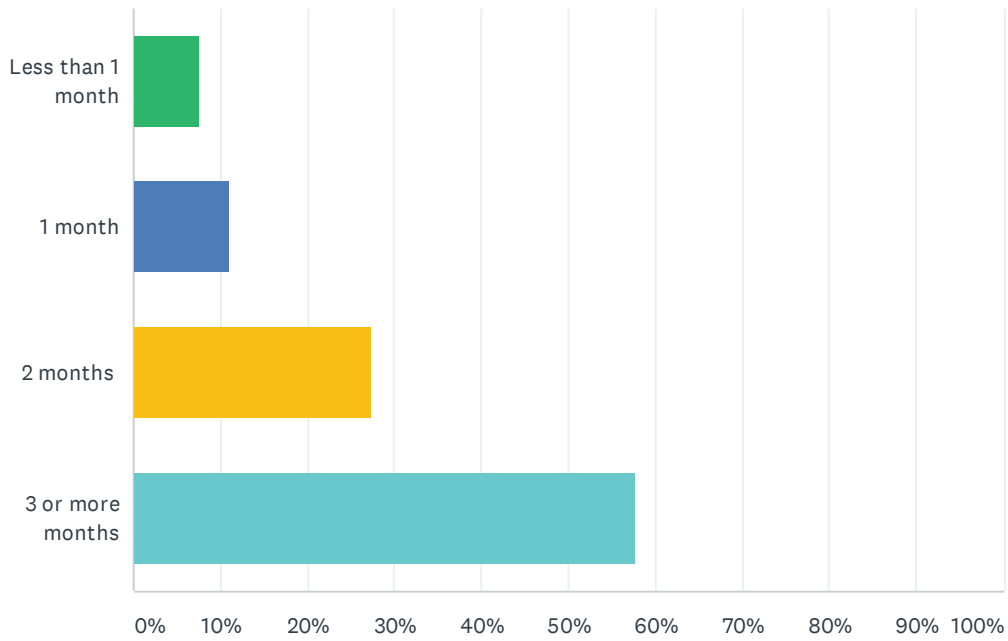
Answered: 161 Skipped: 15



ANSWER CHOICES	RESPONSES	
We are experiencing significant increases in consumer demand for certain items or services	15.53%	25
Our supply chain is disrupted	21.74%	35
We have a cash-flow shortage that could impact our ability to remain viable in the next several months	34.16%	55
We have had to reduce our workforce	34.16%	55
We have adjusted our hours of operation or schedules	44.10%	71
We have closed our physical place of business	48.45%	78
We have seen decreased or cancelled transactions, orders or donations	60.25%	97
We are reducing spending because of the uncertainty	63.35%	102
We have adjusted method of business/service delivery	63.98%	103
We have had to cancel events or activities	65.22%	105
We anticipate more or different impacts down the road	65.22%	105
Total Respondents: 161		

Q8 Under current conditions, how many months could your business/organization operate during the state of emergency?

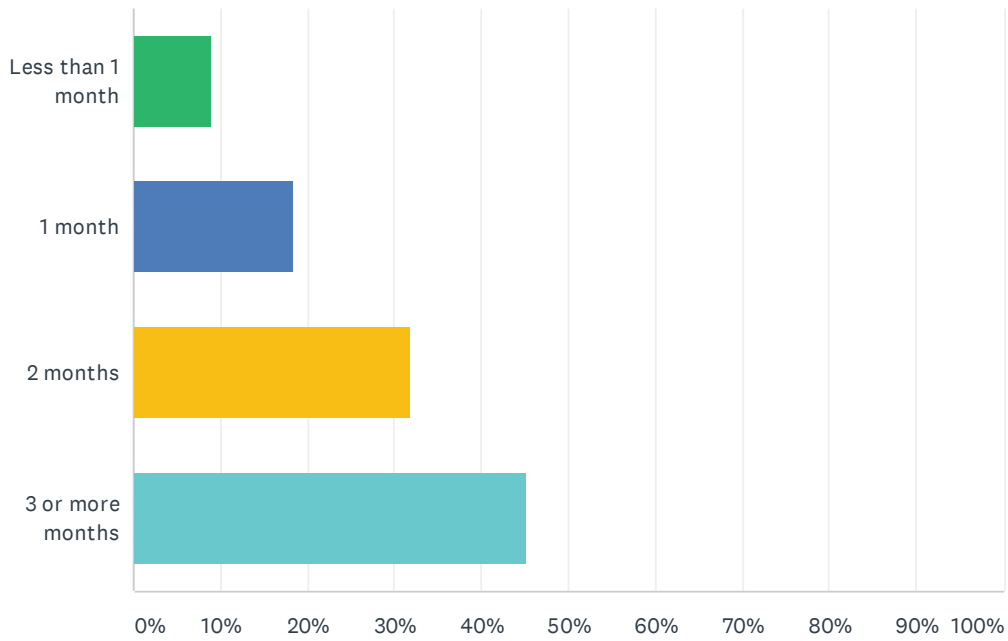
Answered: 161 Skipped: 15



ANSWER CHOICES	RESPONSES	
Less than 1 month	7.45%	12
1 month	11.18%	18
2 months	27.33%	44
3 or more months	57.76%	93
Total Respondents: 161		

Q9 How long could this crisis last and your business/organization still reopen or resume normal operations with minimal difficulties?

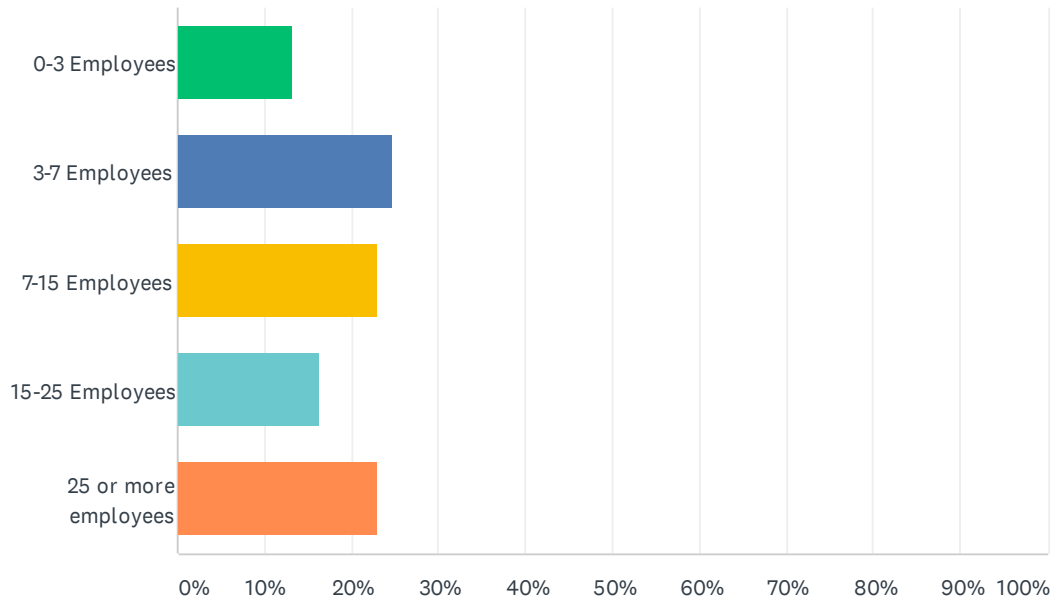
Answered: 157 Skipped: 19



ANSWER CHOICES	RESPONSES	
Less than 1 month	8.92%	14
1 month	18.47%	29
2 months	31.85%	50
3 or more months	45.22%	71
Total Respondents: 157		

Q1 Please tell us about your staffing before Mid-March 2020.

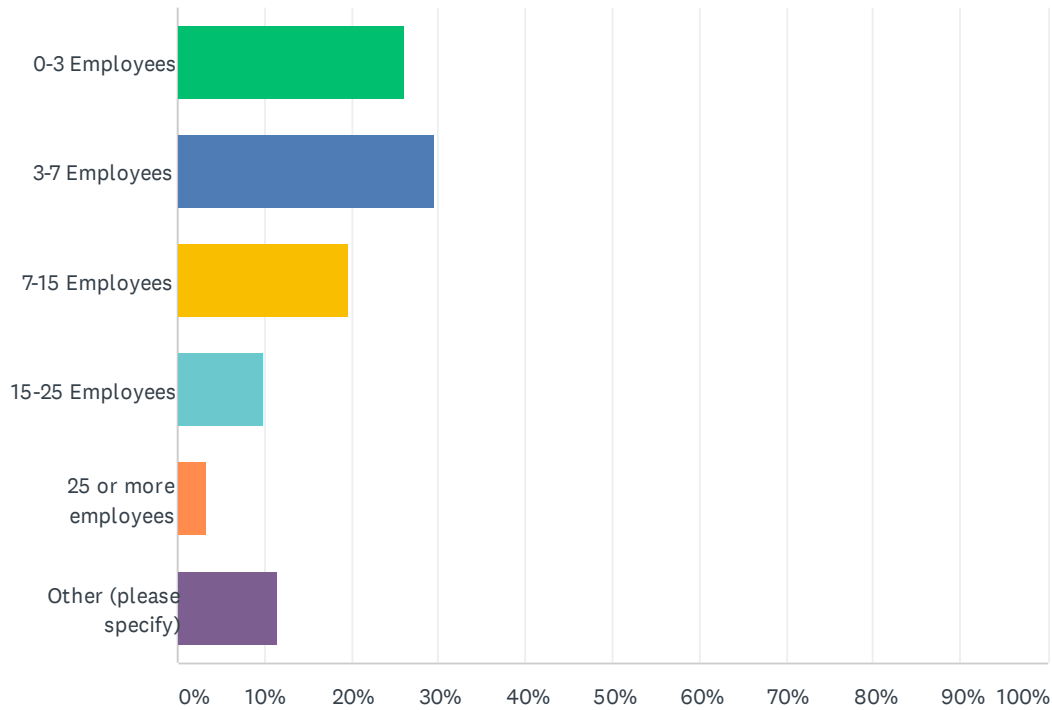
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-3 Employees	13.11%	8
3-7 Employees	24.59%	15
7-15 Employees	22.95%	14
15-25 Employees	16.39%	10
25 or more employees	22.95%	14
TOTAL		61

Q2 Please tell us about your staffing today.

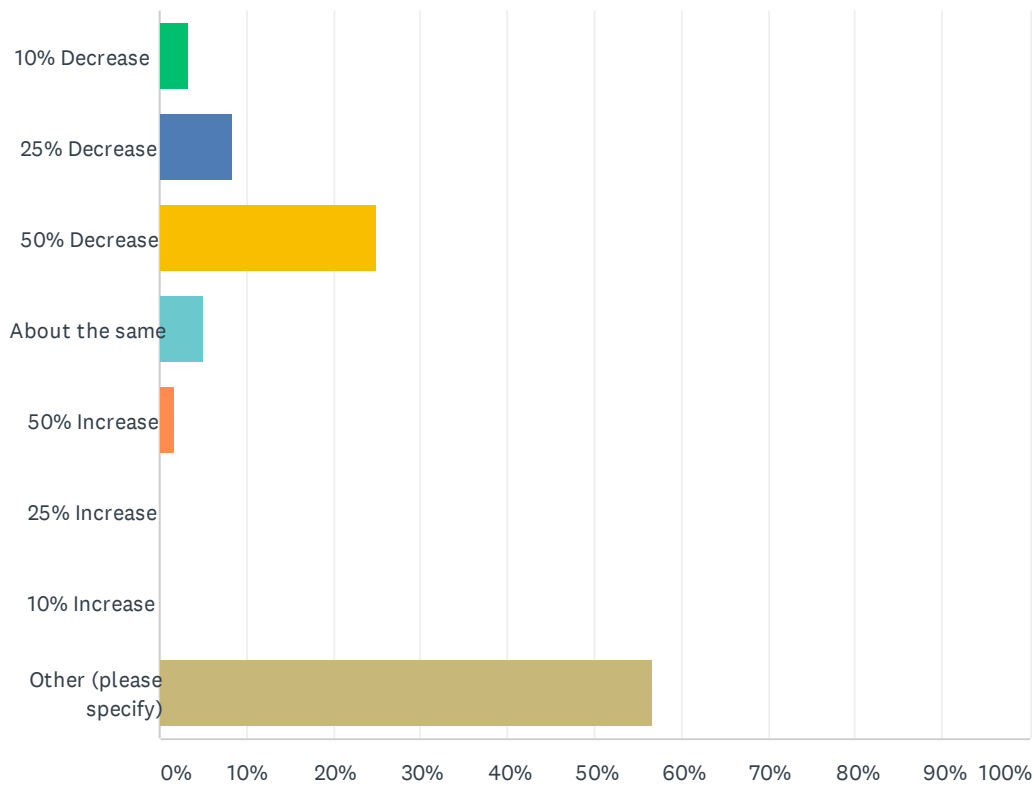
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-3 Employees	26.23%	16
3-7 Employees	29.51%	18
7-15 Employees	19.67%	12
15-25 Employees	9.84%	6
25 or more employees	3.28%	2
Other (please specify)	11.48%	7
TOTAL		61

Q3 What percentage revenue were you up or down April 2020 vs. April 2019?

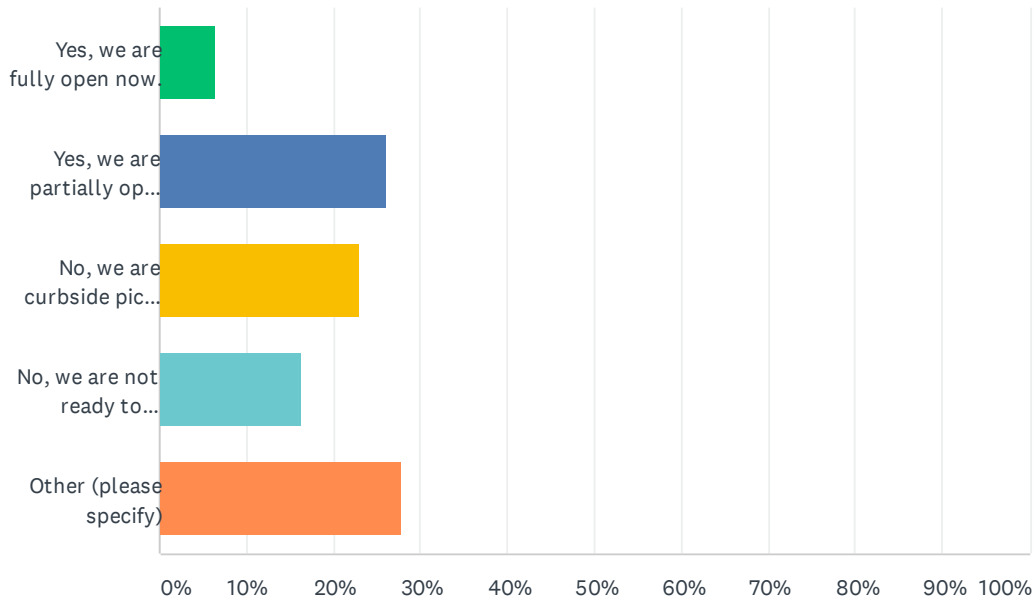
Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES
10% Decrease	3.33% 2
25% Decrease	8.33% 5
50% Decrease	25.00% 15
About the same	5.00% 3
50% Increase	1.67% 1
25% Increase	0.00% 0
10% Increase	0.00% 0
Other (please specify)	56.67% 34
TOTAL	60

Q4 Do you feel ready to reopen to the public?

Answered: 61 Skipped: 0



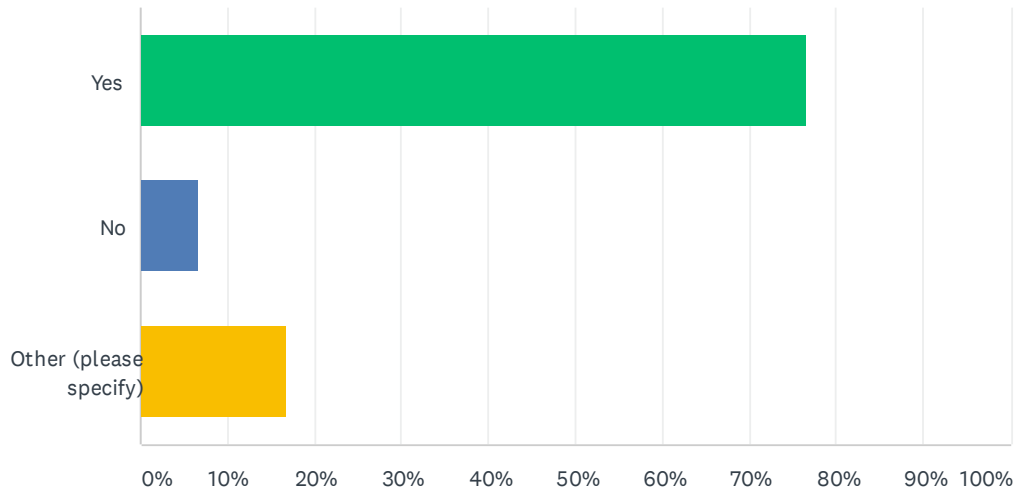
ANSWER CHOICES	RESPONSES	
Yes, we are fully open now.	6.56%	4
Yes, we are partially open now (in store shopping).	26.23%	16
No, we are curbside pickup or delivery only.	22.95%	14
No, we are not ready to reopen, yet.	16.39%	10
Other (please specify)	27.87%	17
TOTAL		61

Q5 If you are not open yet, when do you plan to reopen?

Answered: 33 Skipped: 28

Q6 Does your business have a safety plan for reopening?

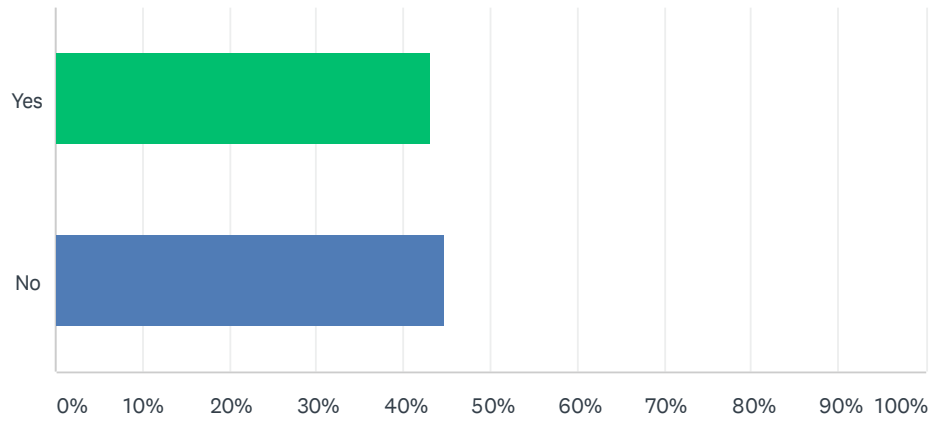
Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	76.67%	46
No	6.67%	4
Other (please specify)	16.67%	10
TOTAL		60

Q7 Would you like to see The District have a "mask policy"?

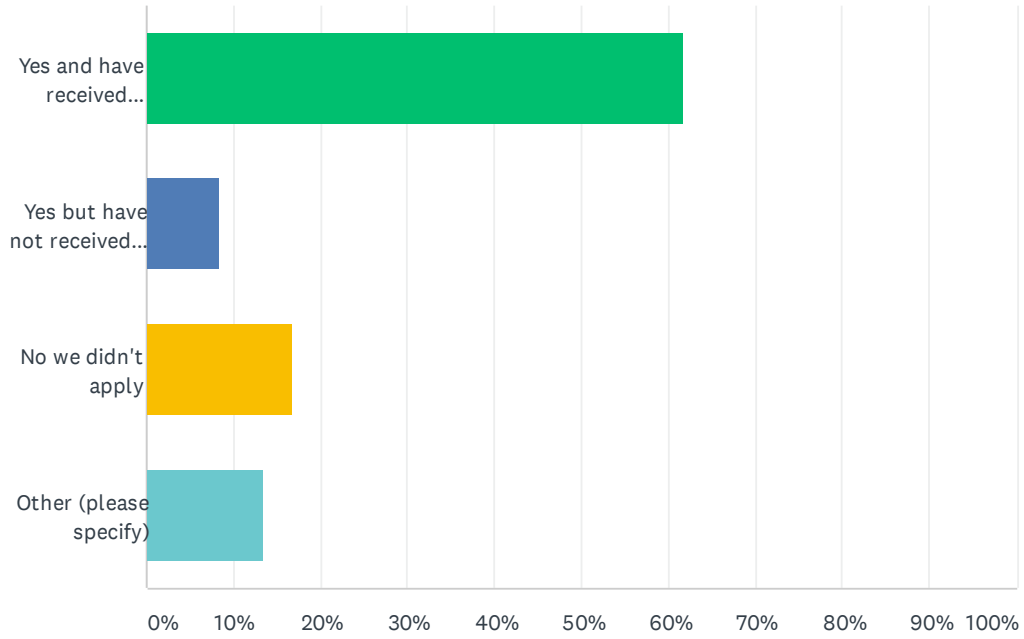
Answered: 58 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	43.10%	25
No	44.83%	26
TOTAL		58

Q8 Did you apply for the PPP, EIDL, or SBA Loan?

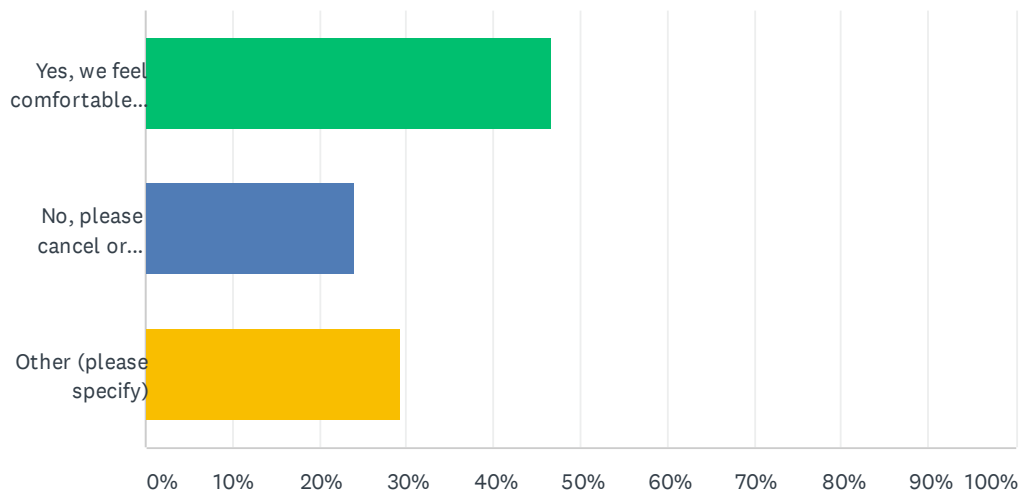
Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes and have received funding	61.67%	37
Yes but have not received funding yet	8.33%	5
No we didn't apply	16.67%	10
Other (please specify)	13.33%	8
TOTAL		60

Q9 Drinks In The District, Restaurant Week, and Dog Days are coming up. Are you comfortable continuing forward with these events?

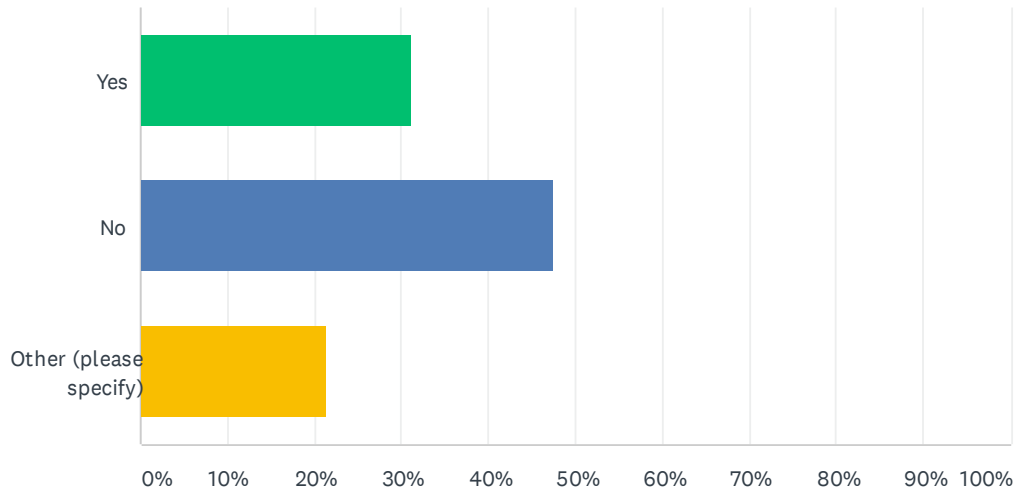
Answered: 58 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes, we feel comfortable moving forward with District events as they are.	46.55%	27
No, please cancel or postpone District events until safe.	24.14%	14
Other (please specify)	29.31%	17
TOTAL		58

Q10 One of our City Council Members is asking the City to look into closing off District streets or parking spaces to extend outdoor dining and retail. Do you believe this would be beneficial to your business?

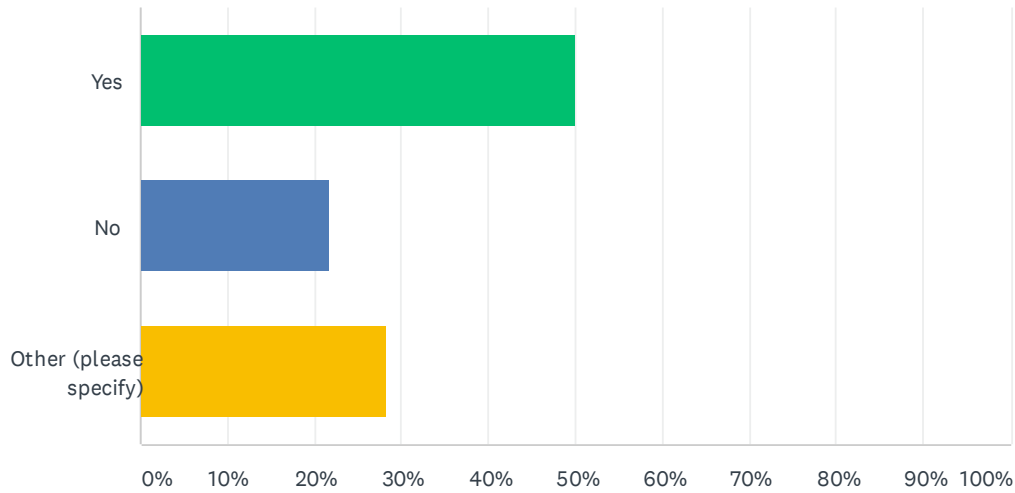
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	31.15%	19
No	47.54%	29
Other (please specify)	21.31%	13
TOTAL		61

Q11 Would you like to see permanent curbside pick up parking spacing around The District after meter enforcement returns? If yes, where and how many would be best?

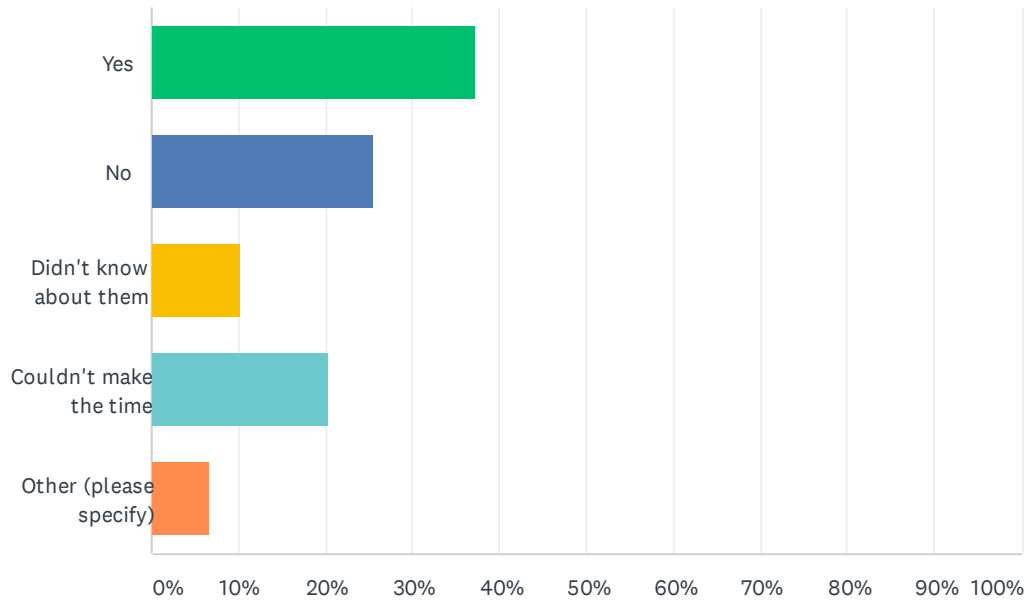
Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	50.00%	30
No	21.67%	13
Other (please specify)	28.33%	17
TOTAL		60

Q12 The District has hosted multiple Zoom Q&A's over the last month and a half. Have you or a member of your business attended any of these meetings? Why or why not?

Answered: 59 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	37.29%	22
No	25.42%	15
Didn't know about them	10.17%	6
Couldn't make the time	20.34%	12
Other (please specify)	6.78%	4
TOTAL		59

Q13 What other ways can The District be helpful to you now and in the future?

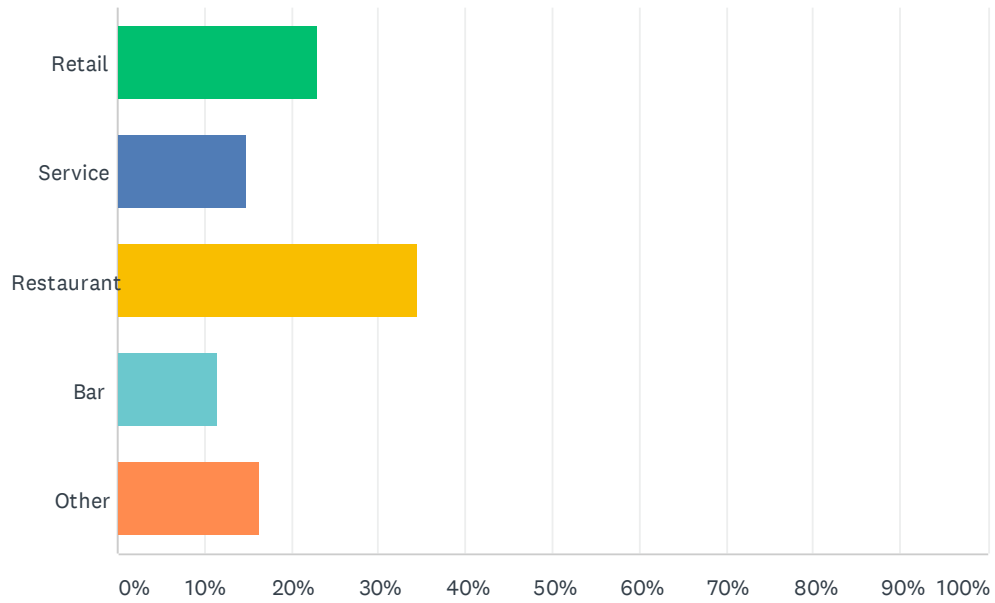
Answered: 27 Skipped: 34

Q14 Any other thoughts you would like to share with us?

Answered: 15 Skipped: 46

Q15 Please tell us if you are retail, service, restaurant, bar, or other.

Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Retail	22.95%	14
Service	14.75%	9
Restaurant	34.43%	21
Bar	11.48%	7
Other	16.39%	10
TOTAL		61

COMO Minority Owned Business Survey

April 23, 2020

The COMO Supplier Diversity Program conducted a brief survey April 17th- 22nd of minority owned businesses related to the Covid-19 Pandemic impact and economic recovery.

COMO Supplier Diversity Program

Director: James A. Whitt

500 E Walnut St. Suite 102

Columbia, MO 65201

Email: james.whitt@como.gov

Phone: 573-441-5544

Mobile: 573-289-2095

MWBE.COMO.Gov

Summary of MBE Survey

Type of businesses that responded to survey:

- **Restaurant & Food Services**
- **Professional Consulting & Training**
- **Real estate Sales**
- **Automotive Services**
- **Engineering Services**
- **Beauty Salons**

Years in Business:

- **27% of responders averaged: 32yrs in business**
- **73% of responders averaged: 4yrs in business**

Ave number of employees/independent contractors: 9

Questions & Answers

How has the Covid-19 Pandemic impacted your business?

- Yes. The restaurant restrictions from government and slowed spending are causing a financial crisis making it difficult to successfully remain open.
- Down to 1 regular customer, due to them being an essential business. As we service them 2 times a week, now 5 for disinfecting until noted to stop.
- Slowed my progress
- With MU Healthcare some clinics are temporarily closed due to the virus
- It has closed due to the Covid-19 social distancing order.
- 40 days
- Yes, we have no 1099 employees, businesses closed their doors till further notice and residential closes their doors as well, so our income is down.
- Our sales are a third of what they were. We had to go to all online.
- Stopped some of my jobs
- Business is slower. People are cancelling all celebration related dessert items. Less foot traffic in store
- Many projects have been canceled or put on hold thus future revenues will be impacted dramatically. Our clients have been impacted therefore have become slow or no payers further putting pressure on cash flow.
- I cannot offer any kind of training right now, the type of training I do is outdoors and hands-on activities
- Impediments of client acquisition, marketing strategy pivot required, additional tools and support to provide client services with virtual pivot.

How long will you be able to operate under the current economic conditions?

- Truly unknown
- 3 months
- Not for long, unless the government decides to offer real help and put bills on the back burner; which cannot be paid within 30 days after the world has been out of work?
- I am moving all services, products and events online
- As a new business we are on hold but not at risk.
- Not long
- 1-2 months

- This is unpredictable as more people are losing their jobs
- I can say I am fighting for my business. It's a struggle right now and I cannot truly say how long, because we are looking for some relief to keep focus and functional.
- Our rent has been deferred making it possible for us to stay afloat.
- No idea
- 2-3 months
- 60 days
- I have a part-time job in an Academic institution so I'm ok unless money ends
- 4 months

If your business is still open, what adjustments have you made to keep operating?

- Opening curbside only starting May 1, 2020
- Yes. Working from home contact clients via email and zoom meetings.
- Less staff, but all rent, utilities, commercial insurance is still due; on top of having bills at home.
- I have had to order new equipment, change delivery methods and market differently.
- Social distancing will have to become a standard.
- We laid off employees that work in the clinics that are temporarily closed
- NA
- Instead of traveling in the same vehicle to a showing with one's clients, one must agree to meet at the property. One must be equipped with sanitizer, disinfecting wipes, facial masks and shoe covering before each showing and/or open house.
- Yes, our business is still open, we practice safety. We wear gloves, mask, hand sanitized, we bought extra bleach. We make sure our clients and our company are in agreement for cleaning and are aware of Corona Virus social distancing
- Clear communication. We have upped our Etsy presence and our trying to make the website more user friendly every day.
- None yet. Signed up for unemployment
- Added options for delivery/ pickup. Our website was finished for online shipping.
- Yes. My business is different than most of the businesses I know, I do one on one consultation and train people on outdoor classrooms, I cannot do it now.
- Software and platform administrative costs, Time spent to locate experts or acclamation time.

Have you applied for and received or experienced difficulties with any grants, loans or Federal Government assistance related to Covid-19 Relief?

- We have applied but as of this date have not been awarded any of the monies that are out there.
- No, I have not applied for any.
- Have not applied at the moment. As reported that opportunity was given to large companies, with the abilities to have someone else fill out their forms to get them what they need.
- No.
- Difficult to make contact and we don't meet the criteria for the grants so far because we are transitioning from being a non-profit to a for profit when this virus hit.
- Yes, but haven't submitted yet due to need for more documents
- Yes.
- Yes, I have applied for grants and loans. I have not heard anything on the loan. Expect by TV saying there was no more money for small businesses. The Verizon grant said we were not chosen for their grant.
- We applied for the economic injury of \$10,000. We did not receive it.
- No.
- I haven't applied.
- No
- I have applied; I have not received a response.

Are there any issues unique to the needs of minority owned businesses that should be considered as we plan for opening our economy from the Pandemic?

- It appears that although we are a small business there are no grants or protection programs being awarded to the real mom and pop shops from the government. We are in one of the most undeserved communities in the city but are not recognized by those making the decisions to award money. I've had several conversations with business owners like myself and we all share the same sentiment.
- Yes, ensure they receive applications and awards at the same level of other small business owners.
- It only makes it unique, when companies do not seem to have the need to hire minority owned businesses. What difference does it make what heritage in which you come; if you can provide the kind of service that is needed.
- We are senselessly at the end of all opportunities, I do not desire to get hired because I'm a minority, and I desire to be hired due to be an awesome company. With all the adversity we are stable when the economy is thriving, have growth opportunities for our staff and have the ability to reach higher ground, if given the chance and the consistency of support in our community.

- If any group in any community is not thriving, it holds up the community. Why not be the city that's known for having a well diverse background of winners and go getters. From where I sit, the town doesn't highlight that at all. -Jessica
- None unique to minority businesses. However, I do think that small business owners need to be more intentional in planning for emergencies, ensuring they are educated on current trends and remain flexible.
- Support targeted to new minority startups and young minority businesses. The grants are geared towards established businesses.
- Just that specifically with the PPP program we must be at the bottom of the list!!!
- We are a new business in Columbia Mall, we occupy a space that was a previous chain salon that closed, so its an high risk area for a new salon. Plus, there are over 200 salons in the Columbia Missouri and competition is high. We offer a unique service that caters to wheelchair users and special needs individuals. We will definitely need masks and gloves for ourselves as well as our customers. We will start by appointment only so we can control the number if people in the salon.
- N/A
- Yes, with business slowing down due to Corona Virus. Who is going to help us get the jump start with capital so we can hire employees again? Where is the loan or grant for small business like ours?
- I think just making sure it's clear what the new guidelines are to operate.
- No
- Not sure.
- **Minority business should not be excluded in contracting opportunities just because it is an emergency or pandemic situation. Requirements have been suspended for Primes to include MWBE in contracting.**
- Small businesses that depend entirely on serving people directly should receive help if they don't have other sources of income to keep going and not to lose their business
- None to my knowledge

COVID-19 Housing and Community Development Needs Survey Results

As of Noon-April 24, 2020

	Very High	High	Neutral	Low	Very Low	Total Responses	Average Score	Percent High or Very High
Financial support for workforce and LMI households (rent, mortgage, utilities)	132	67	13	8	3	223	4.42	89.3
Loans and financial assistance to local small businesses to retain/create jobs	89	88	35	9	2	223	4.13	77.7
Addressing the immediate health crisis	87	77	43	9	7	223	4.02	72.7
Operational capacity to local non-profits to meet increased demand	63	90	53	16	2	224	3.88	68.0

Percent responses by ward	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Unsure	Outside Como
	19.3	11.2	18.4	18.4	13.5	13	1.8	4.4

Percent responses by race	Race	Percent
	White	76.5
	Black	17.1
	Asian	1.4
	Amer. Ind.	
	Native Hawaiian	
	American Indian/Alaska Ind.	0.5
	Asian & White	
	Black/Afr Amer & White	0.9
	Other	3.6