

Employment and Staffing

Source: 202 Businesses Surveyed
April 2021



DEMOGRAPHICS & HIRING TRENDS

47% of all businesses indicated that they are M/WBE

SECTORS	ALL BUSINESSES
Restaurants/Food/Bars	25%
Non-Profit	17%
Professional Services	12%
Manufacturing & Industrial	9%
Retail	9%
Health & Wellness	9%
Real Estate & Construction	9%
Tourism/Hospitality/Arts & Entertainment	7%
Technology	2%
Energy	1%
*Other	10%

EMPLOYEE HEADCOUNT

	Sole Proprietor (no employees)	1-5	6-10	11-20	21-50	51
Prior to COVID	9%	32%	22%	14%	13%	8%
Currently	10%	42%	23%	13%	6%	5%

HIRING TRENDS - 12 MONTHS PREDICTION

- 59% Will add some additional staff - (63% M/WBE)
- 13% Will add many new staff - (13% M/WBE)
- 3% Will lay off some staff - (1% M/WBE)
- 0% Will lay off many staff - (0% M/WBE)
- 19% No change/stay the same - (16% M/WBE)

*Other: 9%

Uncertain. Add Freelance help. Close the business.

ALTERED RECRUITMENT STRATEGIES

29% of all businesses (33% M/WBE firms) said they've altered their strategies for attracting employees

HOW STRATEGIES WERE ALTERED

- Remote and flexible work hours
- Improved benefits and pay
- Diverse recruitment
- Changed business model
- Improved work safety measures

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HIRING AND REHIRING/RETAINING STAFF

In the last two months - the ratio of rehired employees vs. new hires is about the same at 50/50

64% of businesses (71% M/WBE) indicated that they have challenges rehiring and retaining their workforce.

POSITIONS TYPICALLY HIRED

M/WBE

Cooks/Wait Staff	20%	23%
Technology Professionals	15%	14%
Administrative/Clerical	9%	10%
Production	6%	6%
Sales	5%	5%
Cleaning/Maintenance	4%	6%
Delivery	2%	0%
Cashier	1%	
*Other	37%	32%

REASONS FOR REHIRING/ RETENTION CHALLENGES

M/WBE

Employees receiving extended unemployment benefits	42%	46%
Unable to provide adequate hours	41%	46%
Employees don't want to return to work	38%	33%
Employees working elsewhere	28%	30%
Workplace safety concerns	12%	10%
Lost contact w/former employees	7%	3%
Employees have health issues	5%	6%
*Other	32%	28%

*Other Positions Hired

- Childcare
- Consultants
- Independent Contractors
- Professional Educators

*Other Challenges

- Business Closed
- Unable to find qualified employees
- Childcare challenges for staff
- No funds to pay staff

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PAYCHECK PROTECTION PROGRAM (PPP) & OPERATIONS

BUSINESS REOPENING

June 2020 - September 2020	39%
October 2020 - December 2020	7%
January 2021 - March 2021	10%
Never Closed/Essential Business	38%
Not Yet Open	5%
Permanently Closed	0.50%
Average Operating Capacity	66%

PPP Funds Received

Received Funds in Round 1 Only	18%
Received Funds in Round 2 Only	6%
Received Funds in Both Rounds (1 & 2)	51%
Applied but never received any funding	9%
Never applied	17%
% of workforce rehired or retained	75%

SAFETY MEASURES FOR EMPLOYEES RETURNING TO WORK

- 86% Issued PPE (masks, face shields, gloves, etc)
- 68% Deep cleaned and sanitized facilities
- 52% Marked interiors w/social distancing signs
- 46% Added physical barriers (sneeze guards, sanitizing stations, etc.)
- 40% Staggered employee work hours
- 37% Technology upgrades
- 33% Changed ventilation system/installed air purifiers
- 25% Opened outdoor area

***Other: 19%**

Open doors for better ventilation. Small staff. Remote work. Vaccine mandate. Temperature checks.

Money spent on safety measures

