

Rowlett

On the Water. On the Move.

BY THE NUMBERS



TAXABLE SALES
(PREVIOUS QUARTER)

\$1,819,48300

↑ 2.83% YOY

QUARTER 2 / YTD



Certificates of Occupancy 65 / 81



New Commercial Bldg 2 / 2
Permits Estimated Value \$0 / \$5,209,000



Existing Commercial Bldg 11 / 30
Permits Estimated Value \$1,232,019 / \$3,811,500



Website Pageviews 11,697 / 25,097
Website Downloads 1,639 / 2,856



Business Retention & Expansion Visits 26 / 61



11 NEW BUSINESSES

 **Cruzito's**
Mexican Restaurant




56 JOBS CREATED

COVID-19 Business Impact Survey

First Round Results (Mar 25th – Apr 3)

Survey landing page



ROWLETT CHAMBER OF COMMERCE
BUILDING BUSINESS. BUILDING COMMUNITY.

Rowlett TX

On the Water. On the Move.

The Rowlett Chamber of Commerce and the City of Rowlett are concerned about you and your business as we are all navigating uncharted waters with COVID-19.

Our goal is to understand and capture your business needs so we can be helpful in providing visibility into the vast array of resources being established as we speak at the local, state and federal levels. In addition, we strive to help coordinate informational resources between our government and our local business community, share information and provide assistance to help maneuver through these times.

We are surveying business impacts to be able to communicate needs to local, state, and federal partners. We will use your survey responses in that effort. In addition, we want to be able to direct you to appropriate resources if/when available.

Thank you for participating in this confidential survey, which should take 10 minutes to complete. Your individual responses will be kept anonymous however the summary data may be shared.

[Continue >](#)

*What has been the immediate impact of COVID-19-related issues on your business? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
A reduction in revenues/sales			107	74.8 %
Experiencing employee absences due to voluntary self-quarantines			22	15.3 %
Experiencing employee absences because we're encouraging them to work from home - but staff are still working			14	9.7 %
Experiencing employee absences because they must look after children (whose schools have closed) or loved ones who are ill			18	12.5 %
Reduced our staff due to the difficulties of running the business due to loss of customers or other reasons			41	28.6 %
Experiencing disruptions in the services/supplies/materials we depend on to run our business (like imported products, contractor availability, other services etc.)			43	30.0 %
Experiencing cancellations of important meetings, gatherings or events that we depend on			53	37.0 %
Have had to cancel our own meetings, gatherings or events			48	33.5 %
Have had to temporarily/indefinitely shut down our office(s)			28	19.5 %
Are postponing or cancelling staff travel			21	14.6 %
Are unable to move or ship our own goods due to disrupted supply chains			7	4.8 %
Are experiencing a decrease in demand for products and services			72	50.3 %
Are experiencing an increase in demand for products and services			9	6.2 %
Heightened public fear/caution is causing customers to avoid our location or services			72	50.3 %
Other			20	13.9 %
Totals			143	100%

*How do you currently feel about your organization's ability to weather through the COVID-19 event? Select the answer that most closely aligns with how you feel.

Answer	0%	100%	Number of Response(s)
Confident - Our organization has a solid plan in place.			35
Tentative - While our organization has a plan, a long-term disruption could be problematic.			46
Worried - Our organization is working through it, but don't have written policies/plans for much of what is occurring.			34
Under duress - Our organization needs assistance and support.			23
Other			6
No Response(s)			0
Totals			144

*What internal changes have you made to employee policies, business processes, etc. to manage through these times? Select all that apply. In the comment section, please tell us about any other policies or processes you have changed and how you have changed them.

Answer	0%	100%	Number of Response(s)
Practicing social distancing			100
Cancelled meetings/gatherings			58
Holding meetings/gatherings virtually			44
Employees are working from home on current/new work			28
Established special policies/procedures			63
Other			35
Totals			144

*How are you changing your business or marketing strategies to strengthen your business in anticipation of a downturn? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Changing or enhancing product lines			26	18.3 %
Slowing or halting production			28	19.7 %
Expanding marketing			37	26.0 %
Expanding necessary product			9	6.3 %
Supply issues are preventing us from being able to serve customers			17	11.9 %
Reduce workforce			40	28.1 %
Increase debt			37	26.0 %
Other			44	30.9 %
Totals			142	100%

Full survey results at
RowlettOnTheMove.com/COVID19