

# Miami County Pulse Survey

SURVEY ROUND 4 RESULTS & SUMMARY  
DECEMBER 15, 2020

**Provided to:**

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# Background, Objective, and Methodology

## BACKGROUND

Miami County recently completed an Economic Development Strategic Plan with Ady Advantage. The completion of the strategic plan document coincides with the COVID-19 pandemic, which has brought new urgency and may lead to a re-prioritization of economic development efforts within Miami County.

Meanwhile, Ady Advantage has been working with Evergy, the investor-owned utility serving Miami County, to develop community preparedness programs for the communities in its service territories. With the onset of the COVID-19 pandemic, we developed additional tools that became part of the Evergy Economic Development toolbox. The process we used to develop these tools was agile and nimble, and relied heavily on the feedback we received from Miami County on early iterations of potential data and reports. These tools are now formally available, and Miami County is taking advantage of the Business Recovery & Economic Impact program elements from the Evergy Community Preparedness toolbox.

## OBJECTIVE

Therefore, the primary objective of this project is to help Miami County determine the baseline of where its existing industry base and economy are now, and how it will track its progress going forward. This includes the following:

- Provide economic risk information for Miami County, specifically comparative data on economic vulnerability, industry diversity, and occupational diversity.
- Conduct Pulse Surveys and analysis among existing businesses (four rounds through the end of 2020).
- Provide four consultations with Janet Ady through the end of 2020.

## METHODOLOGY

Ady Advantage developed a Pulse Survey, with the fourth round of deployment consisting of 19 questions total. The survey was deployed to local business and industry of all sectors, for a two-week response window. Ady Advantage then conducted analysis on the survey results to identify key trends and takeaways to provide insight and guidance to Miami County in its efforts to help local businesses remain resilient and prosperous. This analysis can be found on the following slides.

In the fourth round of the survey, 113 employers were invited to participate and 65 responded, a response rate of 58%. Of those who responded, 57 completed the survey entirely for a completion rate of 88%. These both exceeded the estimated response and completion rate projected by the survey service, Survey Monkey. It also exceeds the average survey response rate, which is about 33% (varying depending on the type of survey, the audience, if there are pre-established relations, etc.). A response rate above 50% is generally considered to be exceptional.

# Pulse Survey Results

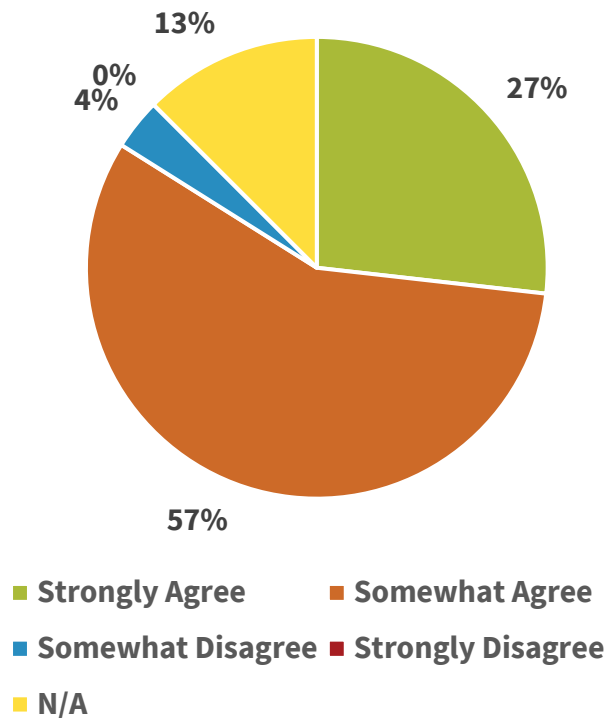
## KEY TAKEAWAYS OF FOURTH PULSE SURVEY DEPLOYMENT

- There is a fairly even spread of responses by employers across business industry type, with no industry representing more than 13% of the total.
- Paola business increased their majority contribution to responses. All cities are represented in the survey at about 15% (15% for Spring Hill combining Spring Hill City, Miami County and Spring Hill City, Johnson County).
- Nearly all employers who responded are operating in some capacity; however, a quarter of employers reported they are not currently operating at full capacity. Those who are not operating expect to reopen.
- Since the September survey, the share of business under full operations rose by 5%, while there was slight decrease in business looking to regain full operations in 6 months to one year and a slight increase in unknown/not sure answers.
- Since the September survey, there has been an increase in average full-time equivalent employees employed. It has increase from 37.2 in September to 41.1 in November, yet still below the pre-COVID employment average of 51.7 on March 1. Employers projected the average number of full-time equivalent employees to increase to 44.2 by November 2021.
- Over half of employers indicated that they did not anticipate any of the changes inquired about over the next year. One-quarter of respondents expected to expand products or services in the next year.
- When employers were asked why they chose to locate in Miami County, half of the respondents indicated that Miami County is the hometown of the business owner, and one-third chose the location due to its central location. Other responses above 25% were filled a product or service need and affordable lease/purchase price.
- When asked what actions local government could take to improve the business climate, employers most commonly selected providing incentive programs for new or expanding businesses, other common answers were increase efforts to provide a skilled workforce, improve marketing to promote the region to other businesses, and enhance communication between local government and businesses.
- Employers are relatively confident that the pandemic will be brought under control throughout the course of 2021. Employers were also relatively confident that the economy would improve and that their business would experience growth throughout the course of 2021. Employers were less confident that political and policy stability would improve over the course of 2021, and expressed little confidence that access to workforce and talent would improve over the course of 2021.
- Employers indicated that Miami County most beneficially impacted their business through a variety of means, most notably community and financial support, as well as being a resource for information.
- Regarding anticipating needing more financial assistance within the next year, employers were fairly evenly split between yes, no, and uncertain. “Yes” was the least common response at 29%, while no and uncertain were split at 36% apiece.
- Employers generally indicated a moderate to high degree of confidence in repaying additional debt taken on at this time. Twenty-nine percent indicated a high degree of confidence, 22% indicated a somewhat high degree of confidence, 7% indicated a somewhat low degree of confidence, and 3% indicated a very low degree of confidence. Thirty-nine percent indicated that they had not taken on additional debt at this time, a decrease from the September survey of 44%.
- The most important reasons employers chose to participate in the Pulse Surveys were their ability to see an analysis of the results, and direct policy changes as a result of the survey. Additionally, one-third of respondents indicated that anonymity was very important to participation.
- Most employers agreed strongly or somewhat strongly that participating in the Pulse Surveys and the outreach and/or services provided by Miami County was beneficial to their company.
- Most participants thought the ideal frequency for conducting more Pulse Surveys would be more frequently than annually, with 46% choosing quarterly, and 37% choosing bi-annually. Almost all respondents indicated their preferred method of communication to be email.
- There was a significant increase in employers interested in free or reduced cost programs for business assistance, rising from 44% in September up to 70% in November.

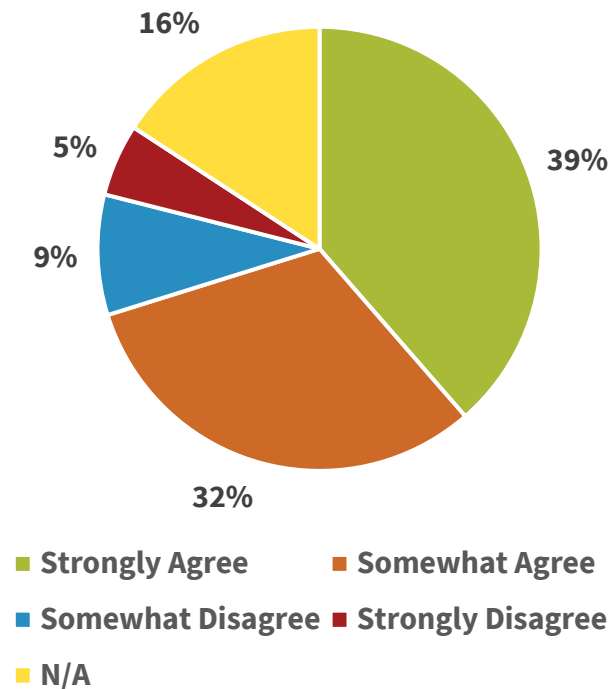
# Pulse Survey Results

PLEASE RATE THE DEGREE TO WHICH YOU AGREE WITH THE FOLLOWING STATEMENTS

Participating in this survey process and having access to the analysis of the results was beneficial to my company.



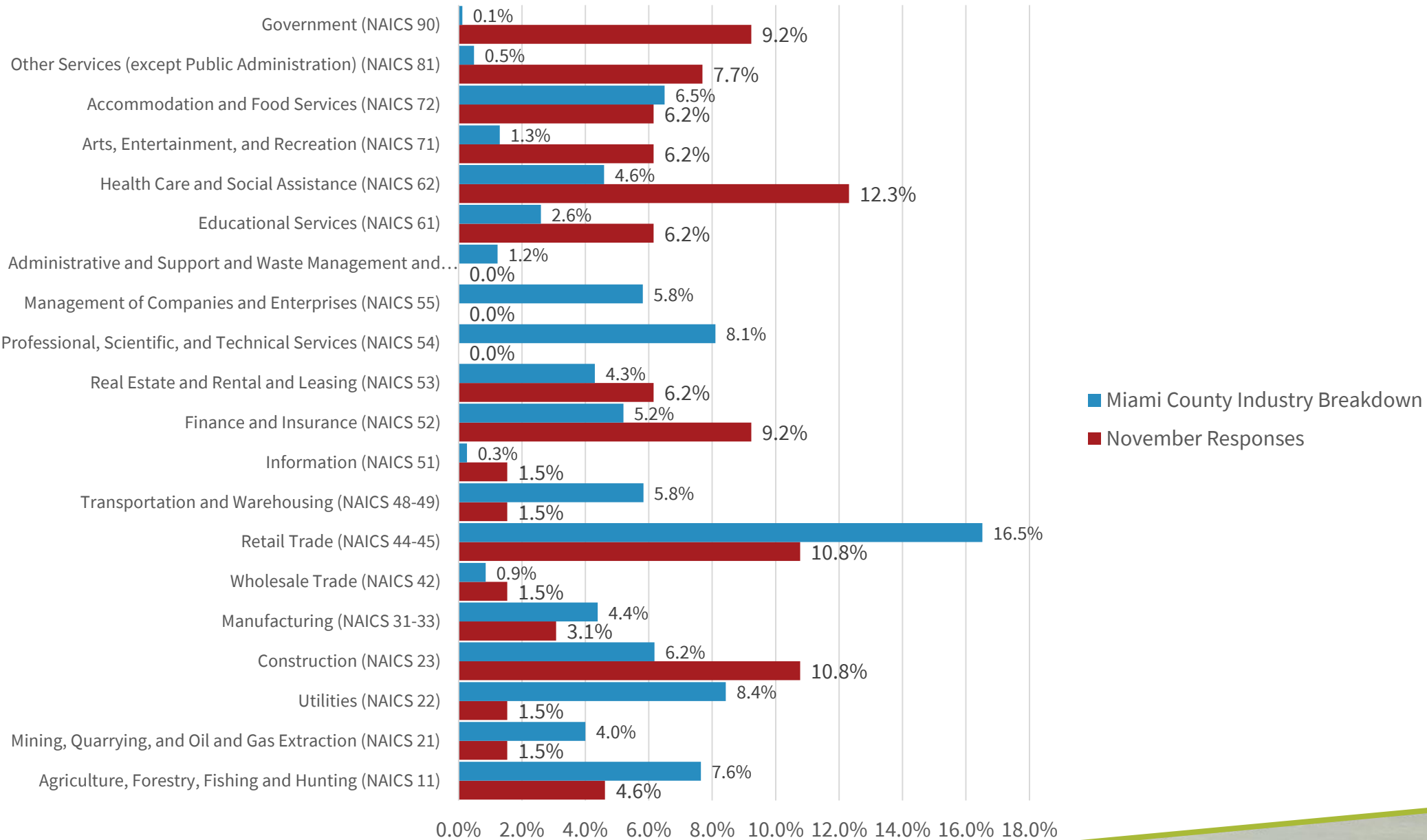
The outreach and/or services provided by Miami County over the past year have been beneficial to my company and have helped to provide greater certainty in business operations.



n = 57

# Pulse Survey Results

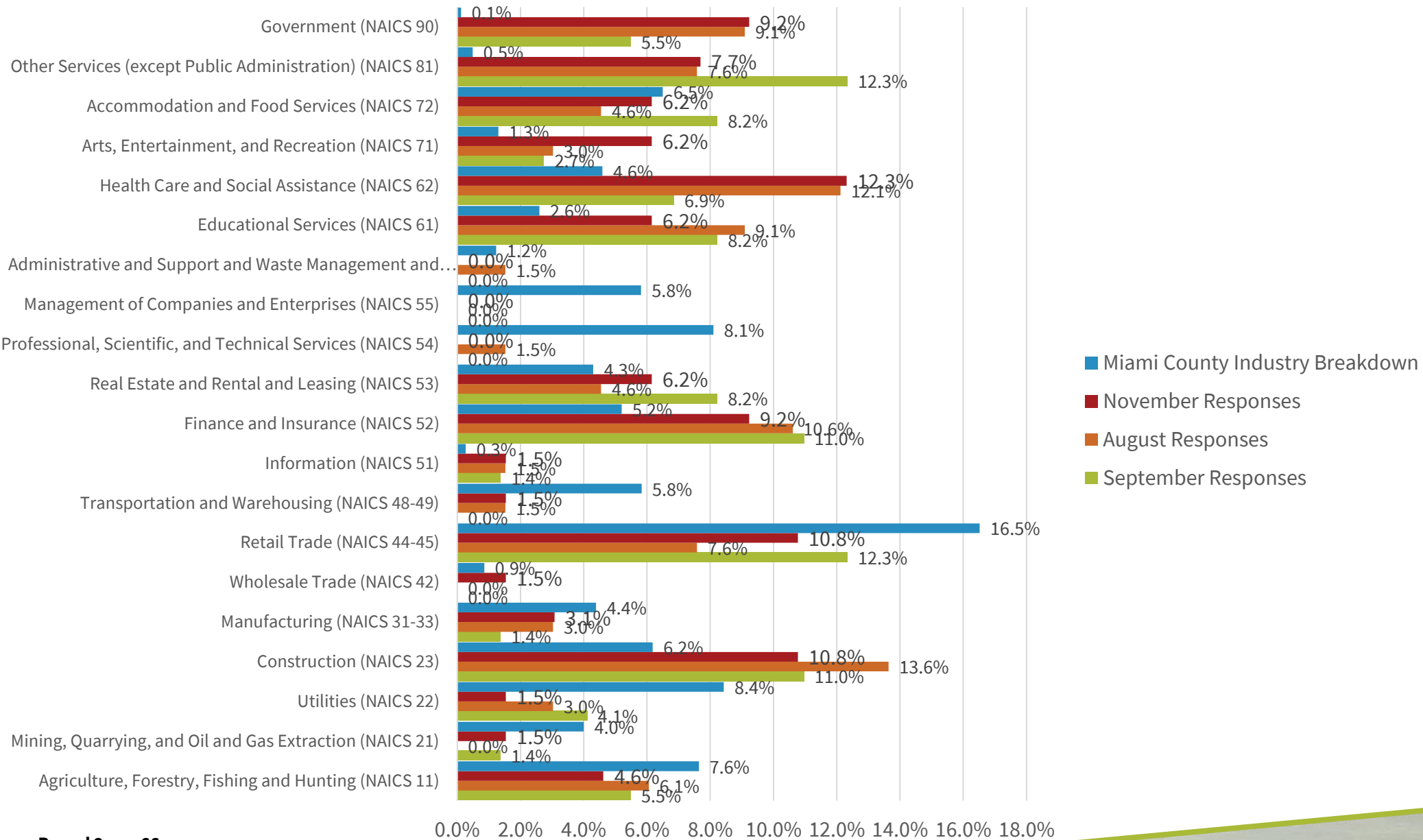
## WHICH INDUSTRY BEST DESCRIBES YOUR BUSINESS?



Round 4: n = 65

# Pulse Survey Results

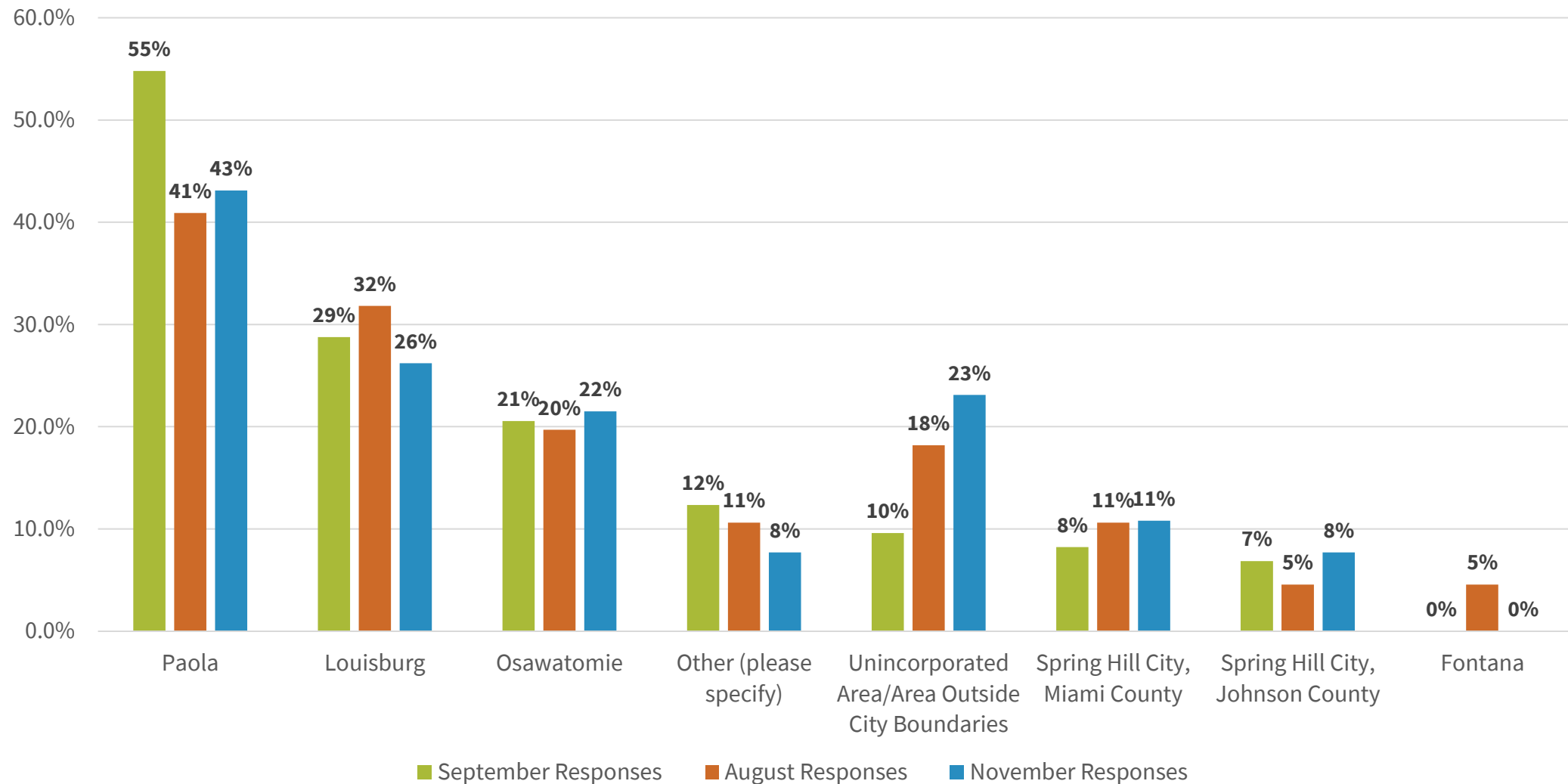
## WHICH INDUSTRY BEST DESCRIBES YOUR BUSINESS? (continued)



Round 2: n = 66  
 Round 3: n = 73  
 Round 4: n = 65

# Pulse Survey Results

WHERE DOES YOUR BUSINESS HAVE LOCATIONS? SELECT ALL THAT APPLY.

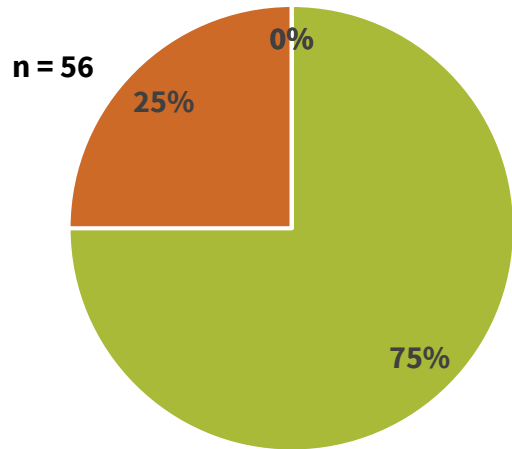


Round 2: n = 66  
 Round 3: n = 73  
 Round 4: n = 65

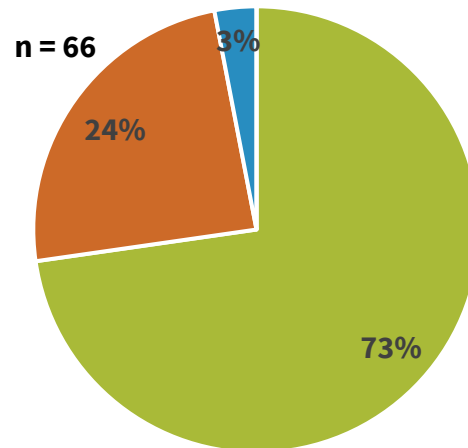
# Pulse Survey Results

## IS YOUR BUSINESS CURRENTLY OPERATING?

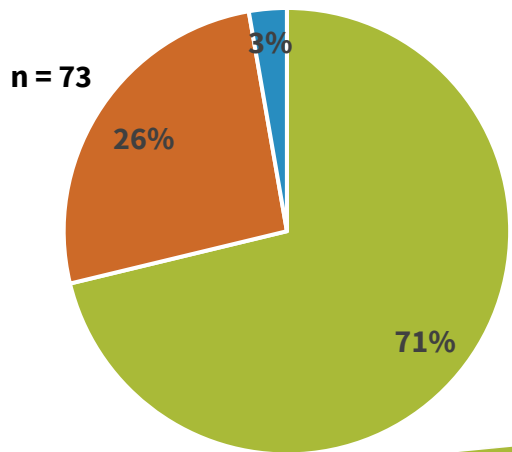
Round One (June 2020)



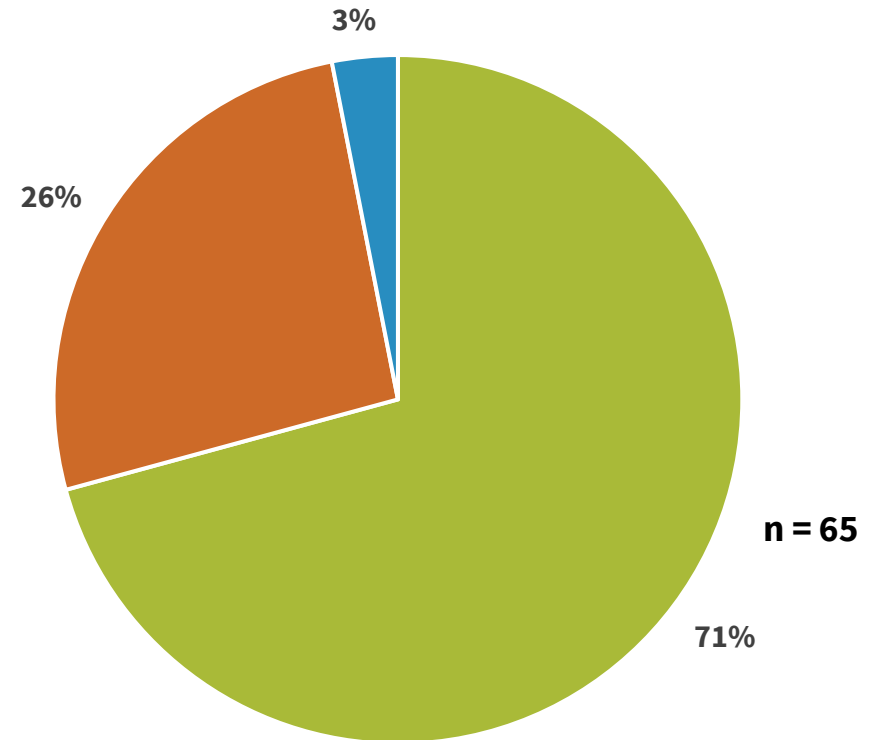
Round Two (August 2020)



Round Three (September 2020)



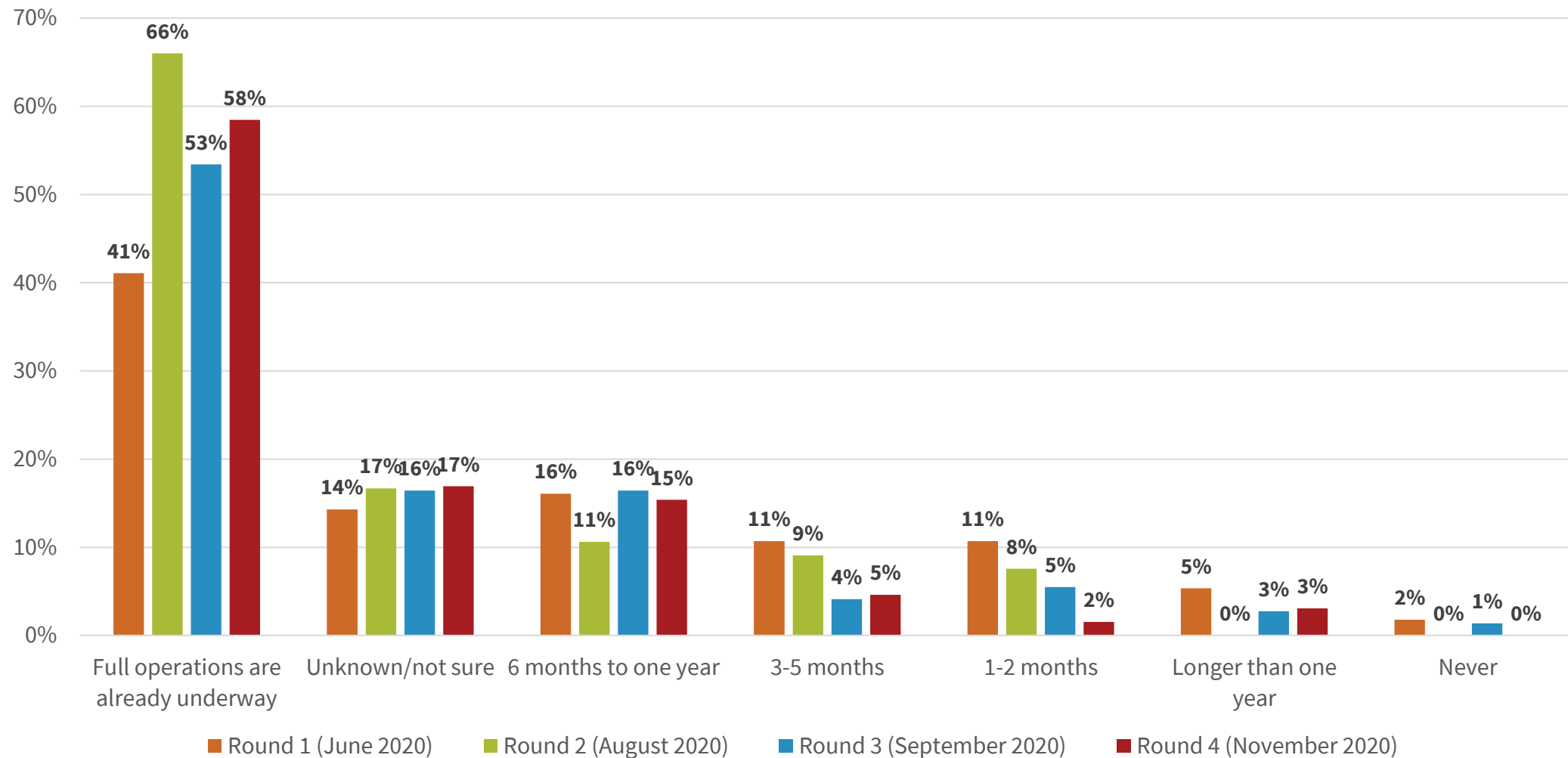
Round Four (November 2020)



- Yes, fully operating
- Yes, but not at full capacity
- No, but we expect to reopen
- No, we are permanently closed

# Pulse Survey Results

WHEN DO YOU EXPECT TO RETURN TO A PRE-COVID LEVEL OF ACTIVITY OR OPERATIONS?



Round 1: n = 56  
 Round 2: n = 66  
 Round 3: n = 73  
 Round 4: n = 65

# Pulse Survey Results

HOW MANY FULL-TIME EQUIVALENT EMPLOYEES DID YOU, OR DO YOU EXPECT TO HAVE, ON THE FOLLOWING DATES?

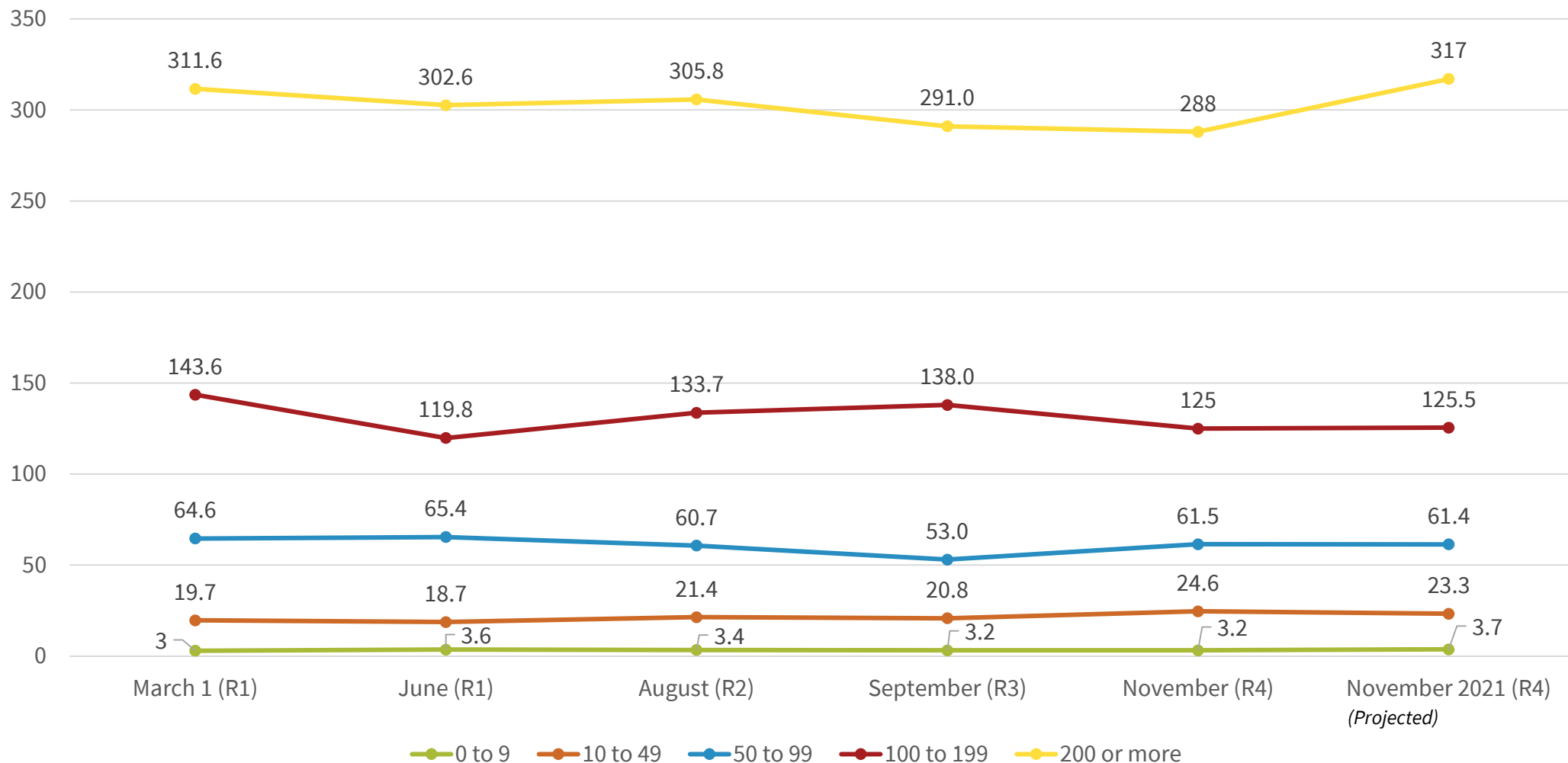
Employee Range	March 1, 2020 Estimate (Round 1 Survey)	June 2020 (Round 1)	August 2020 (Round 2)	September 2020 (Projected, From Round 1 Survey)	September 2020 (Round 3)	November 2020 (Round 4)	November 2021 (Projected in Round 4)
0-9	3.0	3.6	3.4	4.0	3.2	3.2	3.7
10-49	19.7	18.7	21.4	26.3	20.8	24.6	23.3
50-99	64.6	65.4	60.7	67.4	53.0	61.5	61.4
100-199	143.6	119.8	133.7	153.0	138.0	125.0	125.5
200 or more	311.6	302.6	305.8	316.0	291.0	288.0	317.0
<b>Total Responses</b>	<b>51.7</b>	<b>48.9</b>	<b>51.8</b>	<b>54.5</b>	<b>37.2</b>	<b>41.1</b>	<b>44.2</b>
Outlier*	2000	2000	N/A	3000	N/A	N/A	N/A

\*Outlier answer replied with an employee number significantly higher than all other responses and displayed separately from other responses.

**Round 1: n = 56    Round 2: n = 66    Round 3: n = 73    Round 4: n = 65**

# Pulse Survey Results

HOW MANY FULL-TIME EQUIVALENT EMPLOYEES DID YOU, OR DO YOU EXPECT TO HAVE, ON THE FOLLOWING DATES?

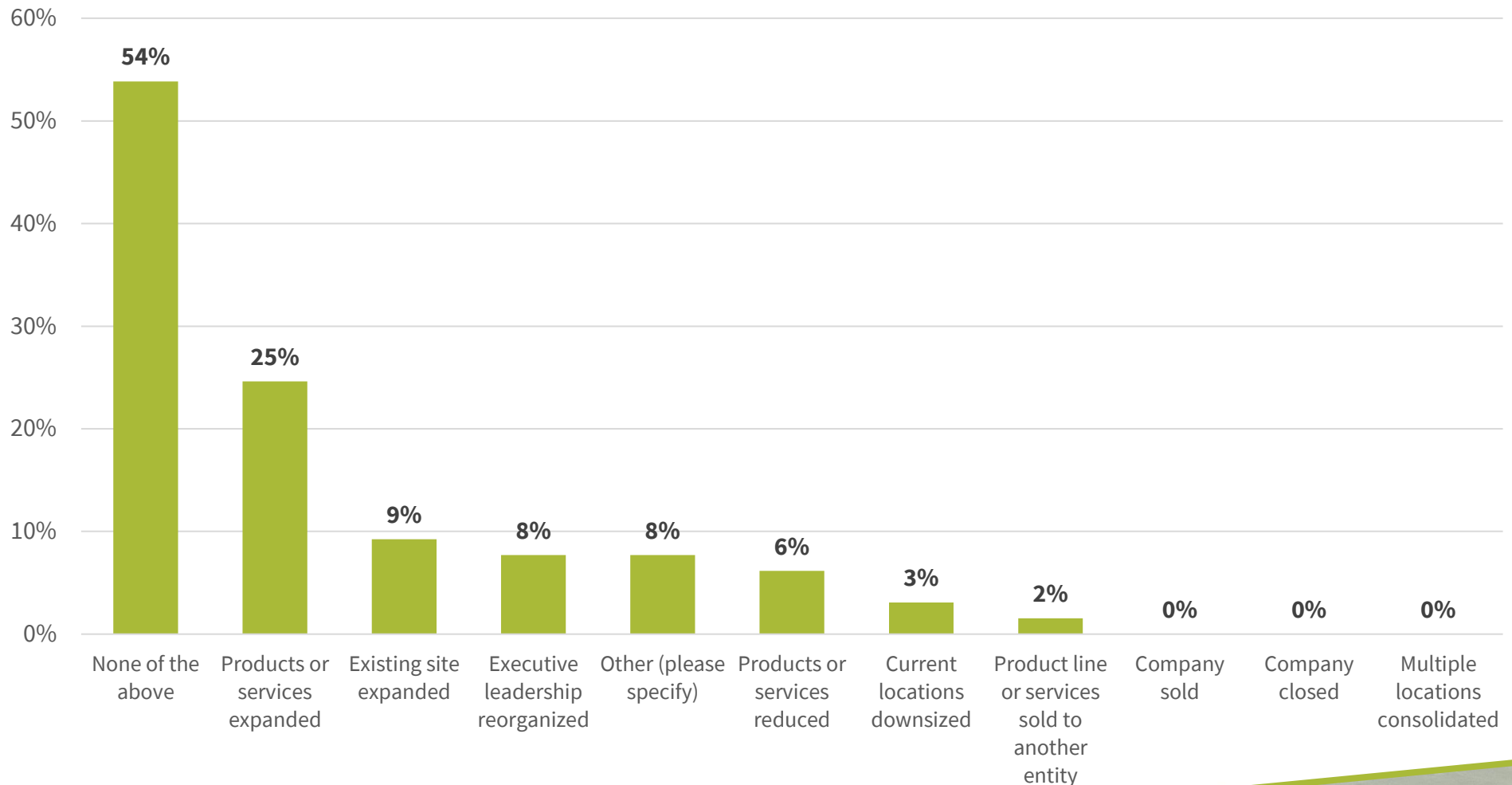


**Round 1: n = 56   Round 2: n = 66   Round 3: n = 73   Round 4: n = 65**

R1 = Survey Round 1  
 R2 = Survey Round 2  
 R3 = Survey Round 3  
 R4 = Survey Round 4

# Pulse Survey Results

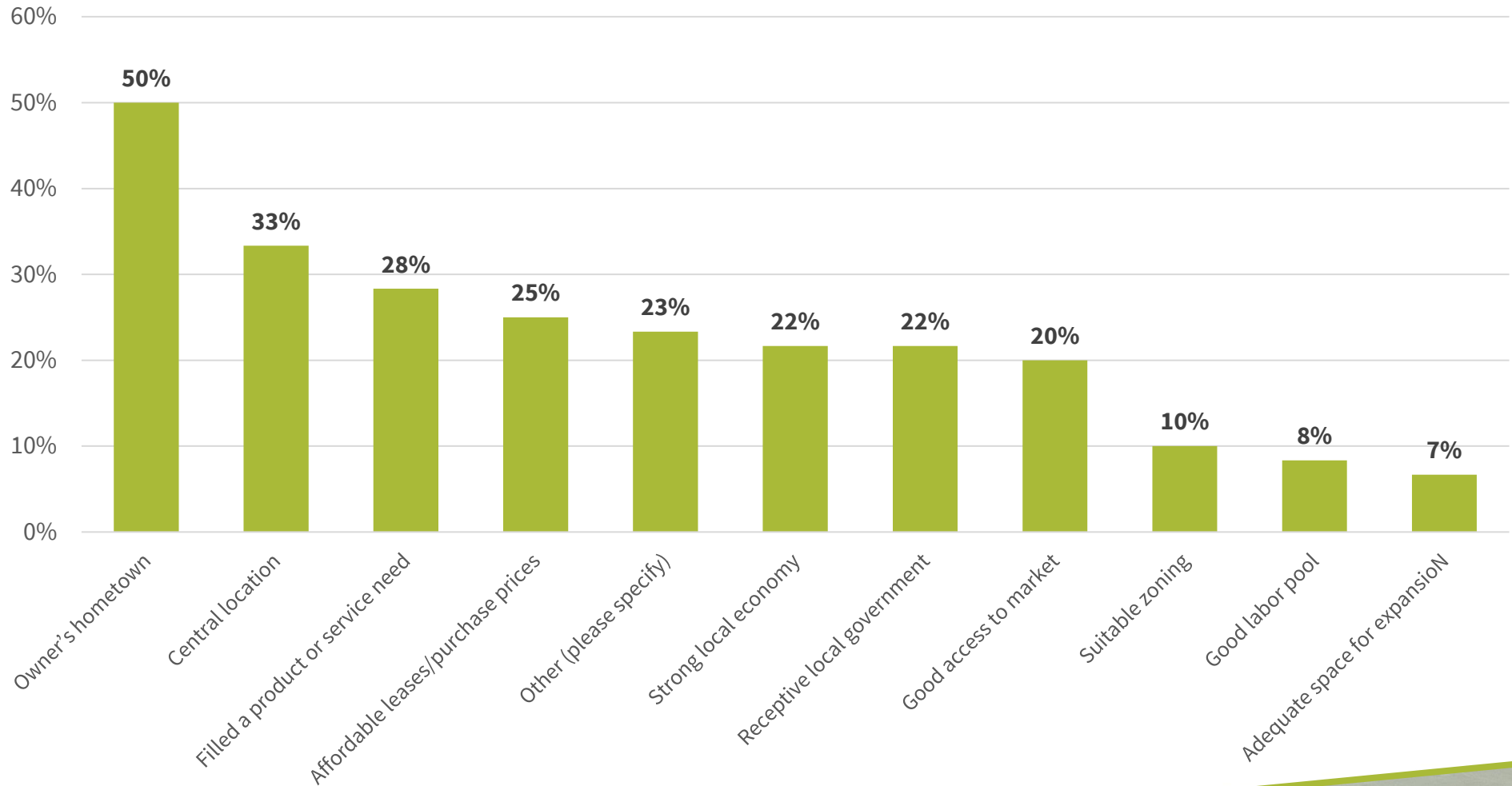
DURING THE NEXT YEAR, DO YOU ANTICIPATE YOUR BUSINESS TO UNDERGO ANY OF THE FOLLOWING CHANGES? CHECK ALL THAT APPLY



n = 65

# Pulse Survey Results

PLEASE SELECT UP TO FIVE REASON WHY YOUR FIRM SELECTED ITS CURRENT LOCATION



n = 60

# Pulse Survey Results

IN YOUR OWN WORDS, PLEASE DESCRIBE YOUR BUSINESS IS LOCATED IN MIAMI COUNTY AND WHY YOU CHOSE TO CONTINUE DOING BUSINESS HERE

## Home Town Origins

- Because the owners have been here a long time and sales are good!
- Been here for 40 years.
- Being from here, I wanted to start and grow a business in this community for no other reason than to contribute to the well-being of the area.
- Being my hometown I already had a good network of people and businesses. The county has a solid foundation with an opportunity for growth as people continue to migrate out of the larger cities.
- Farm is located here.
- Fixed physical location.
- Hometown wanted to raise family in small town. Continue as there is a need and can make a decent living.
- I grew up in Miami county and like the small-town feel.
- I live here.
- I live here.
- I live in Louisburg and my clients live near by.
- I opened this facility to help the people of my community. Osawatomie had the most need.
- I wanted to help the people in my community. I wanted to give back to my community.
- Hometown.
- Hometown, high quality affordable lifestyle.
- It is my hometown.
- It's where I live.
- Live close by.
- We live in Miami County.
- We live there!
- Loyalty to my community.
- Mainly I wanted to start a business in the town I grew up in and was living in at the time I started the business. I saw a lot of growth potential.
- My hometown and generally good people who work hard.
- N/A - Quasi municipal utility.
- Owners hometown. It been grown too big over the years to move and recreate somewhere else.
- Public Service entity.
- Purchased existing business.
- Serve the whole of Spring Hill regardless of county.
- This is our founding county as we started our business over 51 years ago in Paola, Miami County. Beyond Overland Park, we are the ONLY establishment of our kind/combination of services for ID/D domain and need to provide these services to this community and around.
- We are a religious institution and are here to serve the spiritual needs of our community.
- We are local government.
- We are a City Government -- really can't move.
- We are an agriculture business and can not move otherwise we would.
- We have a service area including Miami County.
- We live in Miami County.
- We live there!

# Pulse Survey Results

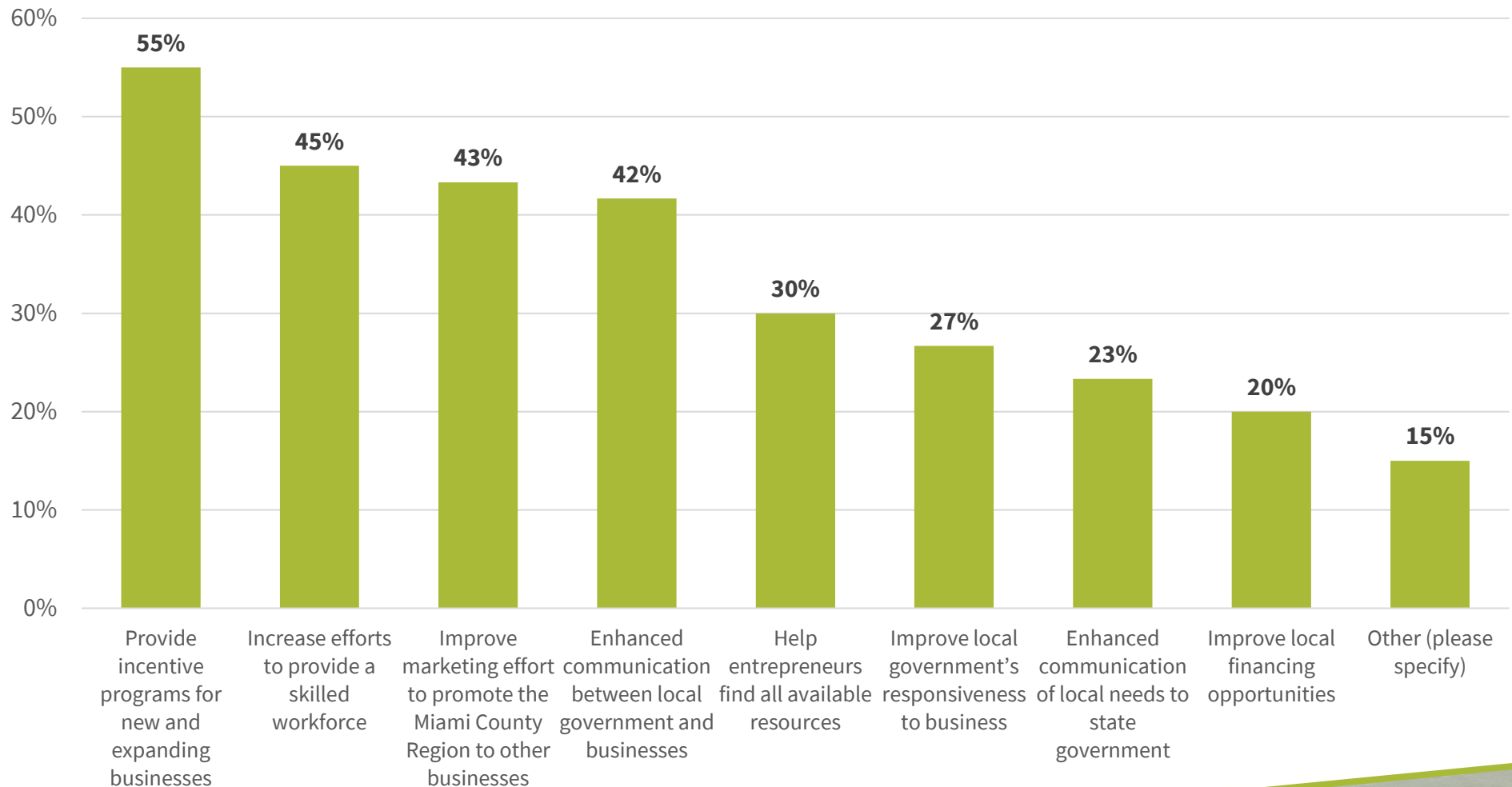
IN YOUR OWN WORDS, PLEASE DESCRIBE YOUR BUSINESS IS LOCATED IN MIAMI COUNTY AND WHY YOU CHOSE TO CONTINUE DOING BUSINESS HERE (continued)

## Local Support and Opportunity

- Agritourism
- Because of the people in the community and affordable location.
- County government.
- ELC is the Community Mental Health Center designated by Miami County to meet statutory requirements for mental health service delivery in this community.
- Good people that like to trade with small business.
- Local wineries.
- Long time Realtor who loves what I do and my clients who are either friends or become friends.
- Safe community and supportive leaders.
- Site location.
- This branch continues to be profitable and has continued growth opportunities.
- Small town, good people, living out of the city, feeling we make a difference.
- We saw a need for and lack of quality housing in our town. So we started a business to help fix the problem. The city has been great to work with. We appreciate that and want to keep our business local, for that reason. Community support of our efforts has been overwhelming. We want to do our part to improve the community we live in.
- We have a great location right off the highway for our clientele. We enjoy the small-town community feel. Property prices are reasonable.
- We saw a need in the community for our services.

# Pulse Survey Results

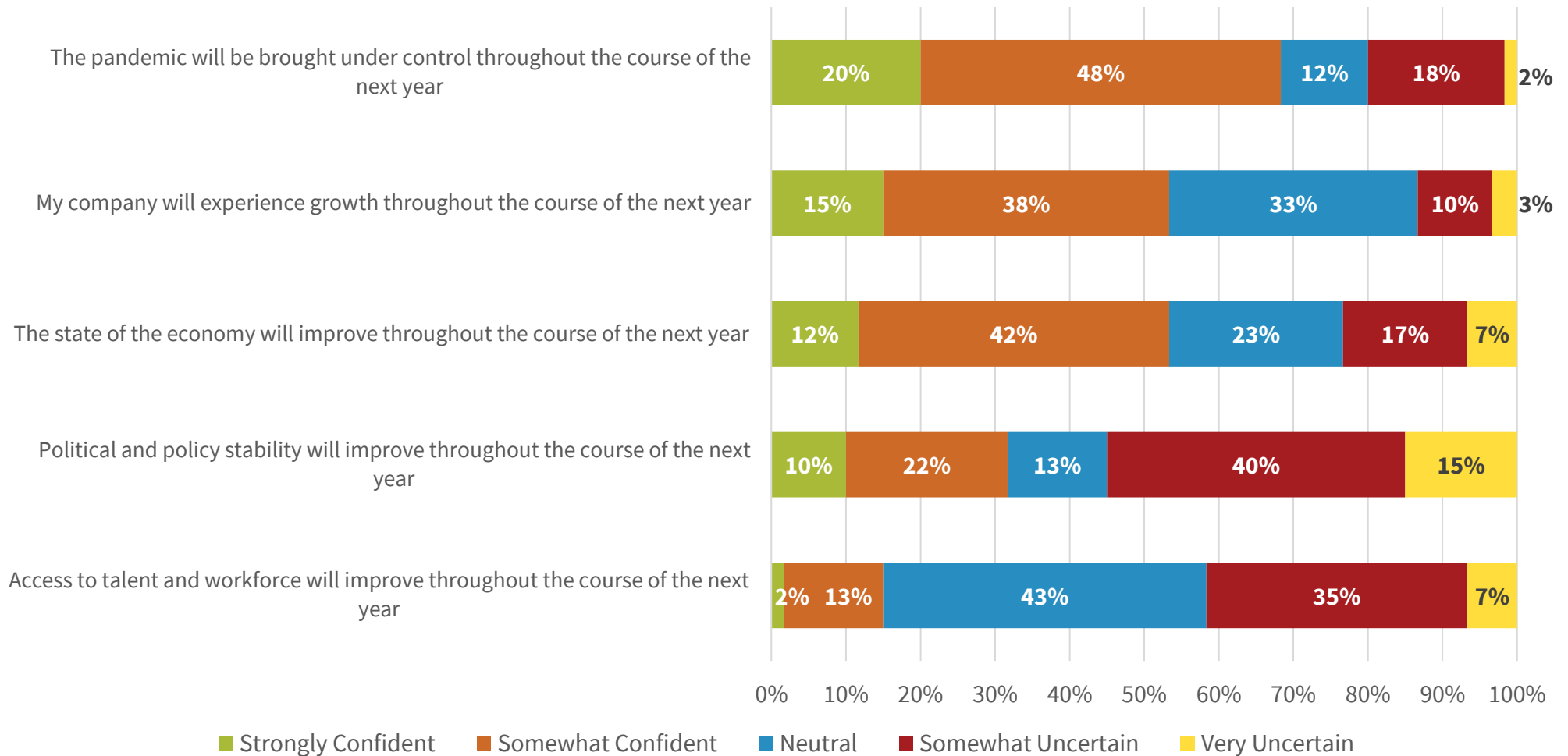
LISTED BELOW ARE POSSIBLE ACTIONS THAT LOCAL GOVERNMENT COULD TAKE TO IMPROVE THE BUSINESS CLIMATE. PICK THREE THAT WOULD BEST HELP BUSINESSES THROUGHOUT MIAMI COUNTY



n = 60

# Pulse Survey Results

WE UNDERSTAND THAT THERE HAS BEEN A SIGNIFICANT AMOUNT OF UNCERTAINTY THROUGHOUT THE PAST YEAR. AS THINGS STAND TODAY, HOW WOULD YOU RATE YOUR LEVEL OF CONFIDENCE IN THE FOLLOWING STATEMENTS?



n = 60

# Pulse Survey Results

PLEASE BRIEFLY DESCRIBE SOME OF THE WAYS IN WHICH MIAMI COUNTY HAS MOST BENEFICIALLY IMPACTED YOUR BUSINESS OVER THE PAST YEAR. FOR EXAMPLE: SHARING AND PROVIDING INFORMATION, IDENTIFYING FINANCIAL ASSISTANCE OPPORTUNITIES, CREATING CONNECTIONS TO RESOURCE PROVIDERS, ETC.

## Communication and Information

- As of recent communication information provided on Kansas incentives has been helpful
- Connecting with state resources
- Connection to resources sharing and providing info helping us find financial help during the pandemic Helping everybody
- Consistent and proactive communication
- Excellent communication between county offices and our business
- Helping with navigating all the COVID Funding out there and bringing us together as a community to decide it
- Information provided by the Economic Development office has been helpful
- Janet McRae keeps us very informed! Just get this survey monkey off my back!! ;)
- Janet is a Rockstar. Always providing a helping hand where she can
- Miami Co Economic Dev has been an important portal to information for many of my clients
- Providing financial resources
- Providing information and PPE. Thank you!
- Providing information on available financial support.
- Providing information.
- Providing resources for health care workers as far as PPE was and is huge.
- Sharing and providing information
- Sharing and providing information
- Sharing and providing information
- Sharing and providing information is certainly a big plus. We would like to explore paths to creating connections to resource providers in Childcare domain.
- Sharing business opportunities, helping find grant money
- The resources that have been made available for various business-related topics and COVID grants has been good. I would like to see an increase in recruiting businesses to relocate to the county. I believe, by building a taskforce of business leaders to help formulate a plan based on what each town has to offer in infrastructure, labor and technology, we can recruit businesses to invest in our county
- They reached out numerous times with grant opportunities, resources for PPE, webinars with updates on COVID and reopening business

## Community Support

- Farm tours and farmer's market.
- Good
- Good oil ground
- Strong community support
- Support through the Pandemic
- Many people are drawn to rural communities to live now
- Miami County let me open back up so that I could do business

# Pulse Survey Results

PLEASE BRIEFLY DESCRIBE SOME OF THE WAYS IN WHICH MIAMI COUNTY HAS MOST BENEFICIALLY IMPACTED YOUR BUSINESS OVER THE PAST YEAR. FOR EXAMPLE: SHARING AND PROVIDING INFORMATION, IDENTIFYING FINANCIAL ASSISTANCE OPPORTUNITIES, CREATING CONNECTIONS TO RESOURCE PROVIDERS, ETC. (continued)

## Financial Assistance

- Assisted with finance opportunities for entrepreneurs. Maintained contact in offering assistance with COVID-related issues
- Businesses helping other businesses
- COVID brought the necessity for the Coronavirus Relief Fund Strike Team that started conversations that needed to happen long ago
- Financial assistance
- Financial Assistance Opportunities
- Financial assistance; knowledge of resources available
- Guidance thru the APARK funding process has been very beneficial
- I have been sent funding opportunities from multiple sources within Miami County. It would actually make it easier if the different sources were clearly titled.
- Identifying financial assistance, Helped navigate and create best practices for business operation through the pandemic Ongoing provision of county funding to support ELC's statutory service obligations. Alcohol tax funding to support Substance Use Disorder treatment. Communication about political issues impacting mental health and mental health/SUD funding. Cooperative legislative advocacy re: mental health and SUD issues. Ongoing conversations about economic development needs
- Regular updates and assistance with CARES funds
- SPARK funding to offset increased spending

## Good COVID Response in General

- Adequate COVID response
- I believe I've seen a higher level of cooperation among the local governments
- The county is always promoting aid to local businesses, grant opportunities, training opportunities, help for small businesses, etc.
- We appreciate all the masks that were given to our business. It has been very helpful
- Making COVID decisions based on our communities and not what the State believes is right for all. Furthermore, listening to the silent majorities wants/needs instead of the loud few

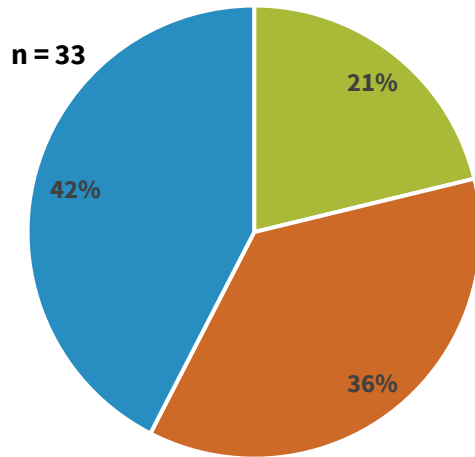
## None

- Haven't really needed much assistance
- I am in charge of improving my own business and do not depend on Miami County to enhance my business
- No assistance was offered from Miami County for our business. So, no benefits made an impact from the county
- The county has not beneficially impacted our business. In fact, the county is the greatest impediment to our business even surpassing COVID

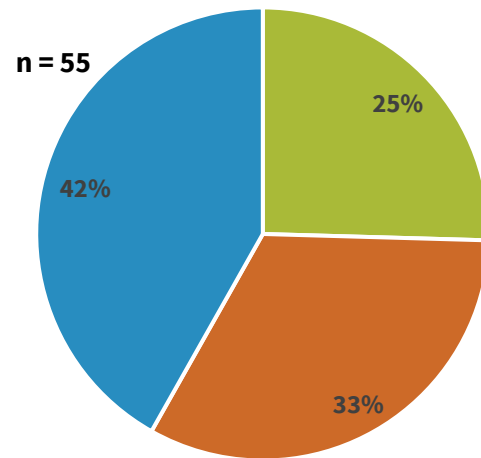
# Pulse Survey Results

BEYOND WHAT YOU HAVE ALREADY RECEIVED, DO YOU ANTICIPATE NEEDING ADDITIONAL FINANCIAL ASSISTANCE WITHIN THE NEXT YEAR?

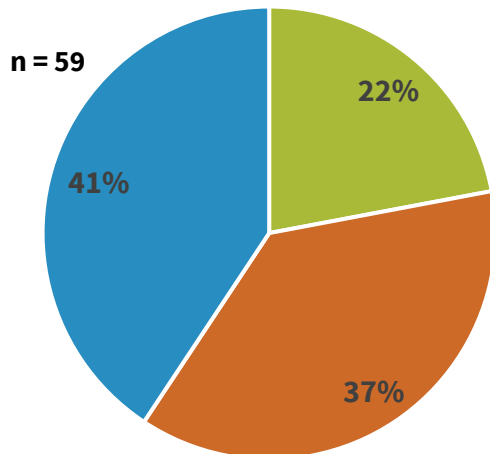
Round One (June 2020)



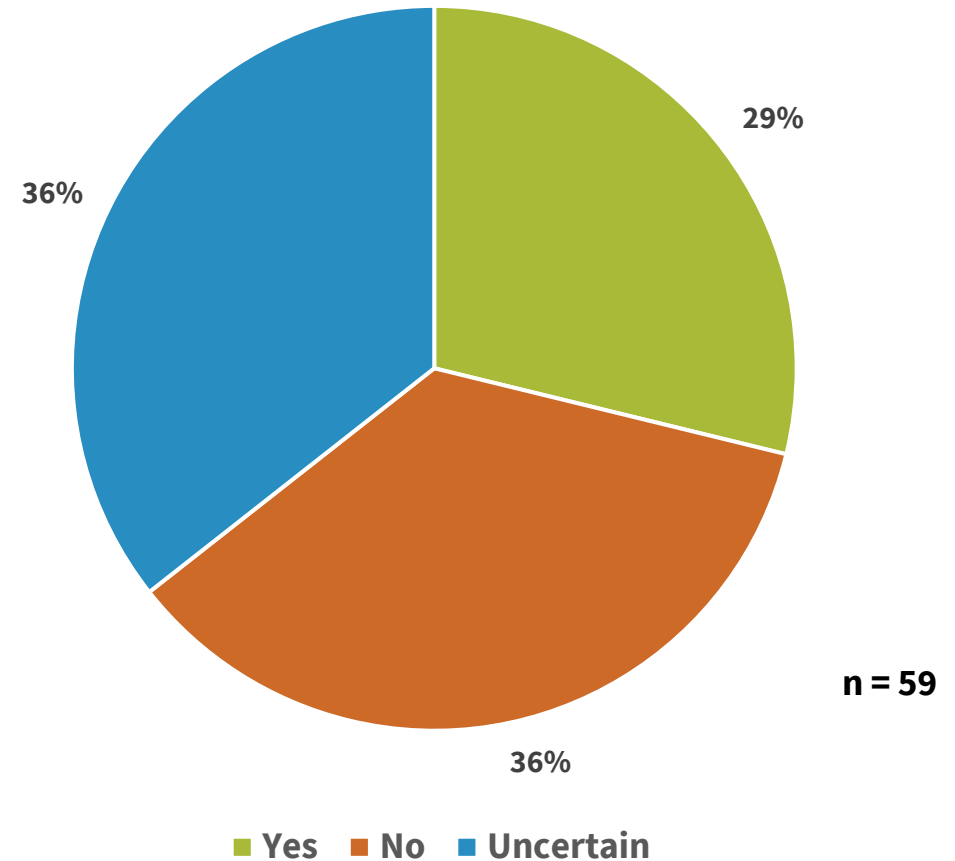
Round Two (August 2020)



Round Three (September 2020)



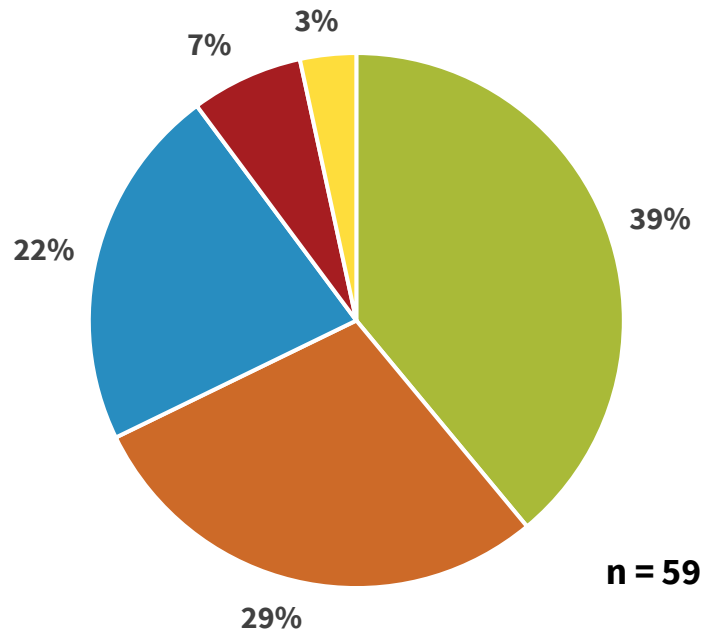
Round Four (November 2020)



# Pulse Survey Results

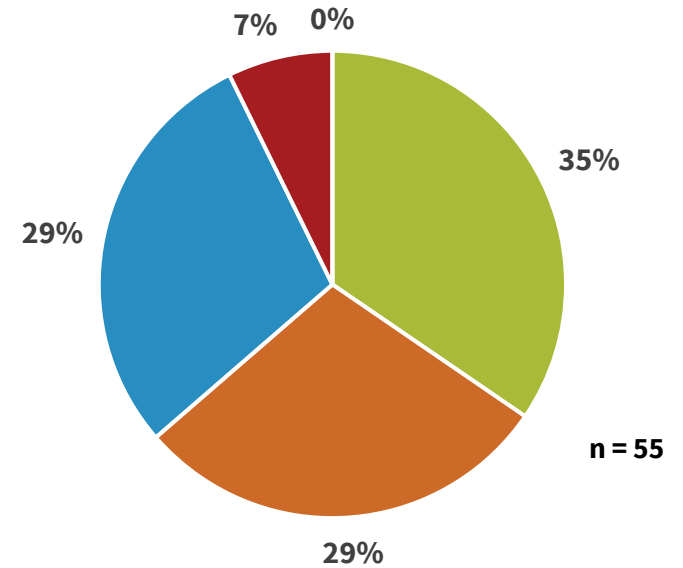
WITH THE DEBT THAT YOUR BUSINESS HAS ALREADY TAKEN ON (IF ANY), WHAT IS YOUR DEGREE OF CONFIDENCE THAT YOU WILL BE ABLE TO RE-PAY IT?

**Round Four (November 2020)**

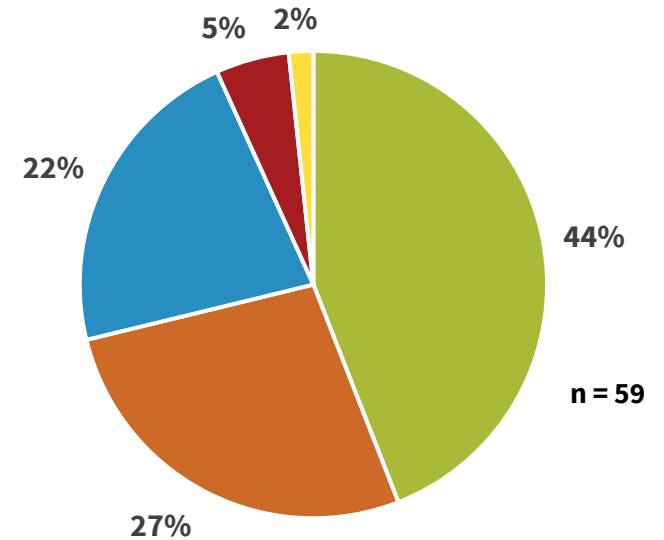


- We have not taken on additional debt at this time
- Very high degree of confidence
- Somewhat high degree of confidence
- Somewhat low degree of confidence
- Very low degree of confidence

**Round Two (August 2020)**

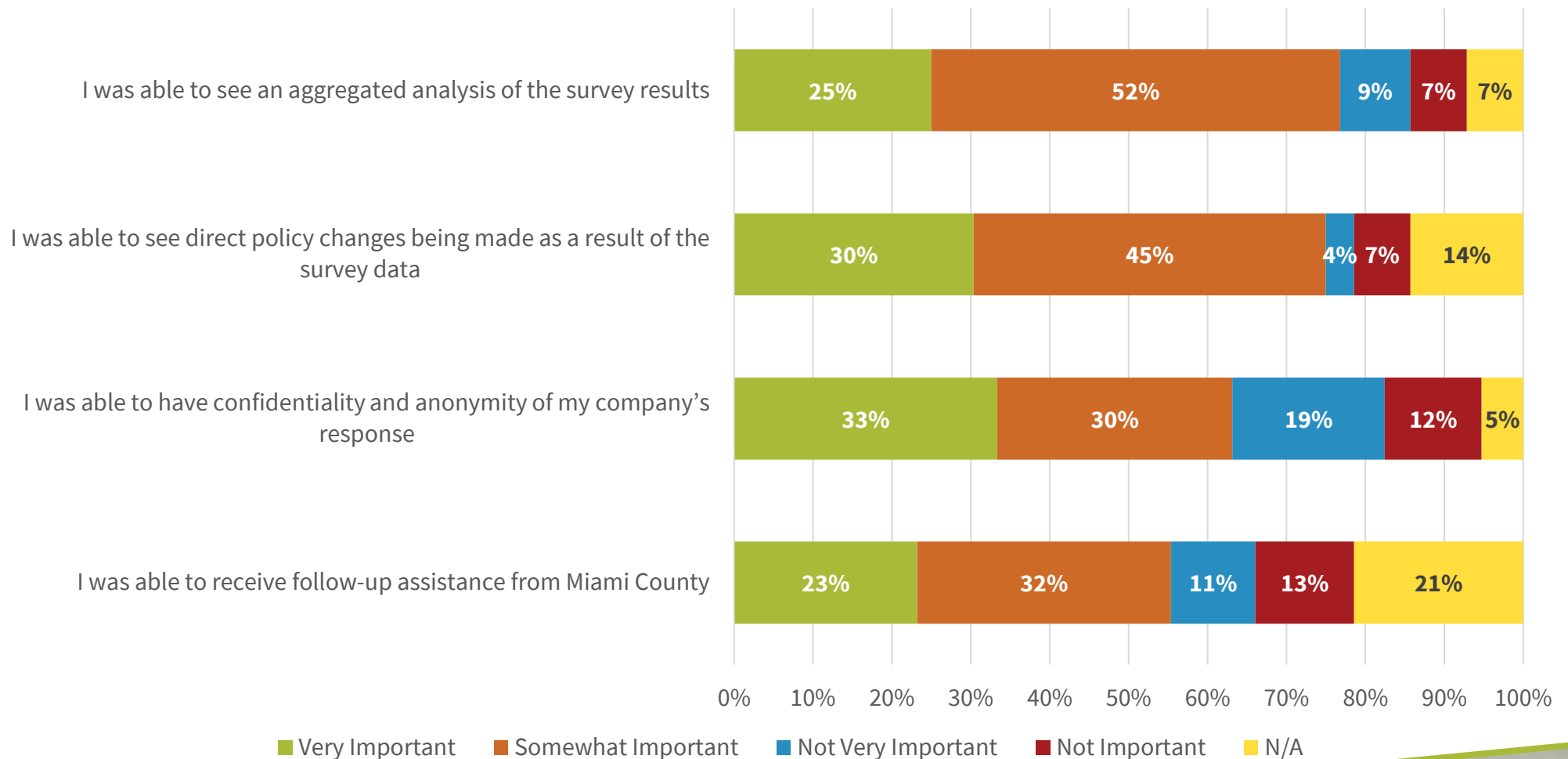


**Round Three (September 2020)**



# Pulse Survey Results

PLEASE RATE THE EXTENT TO WHICH THE FOLLOWING FACTORS WERE IMPORTANT TO WHY YOU CHOSE TO PARTICIPATE IN THIS SURVEY

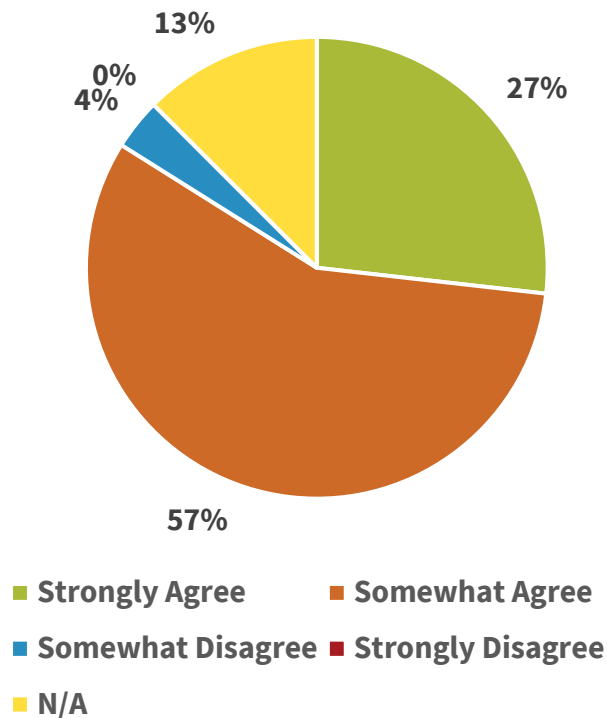


n = 57

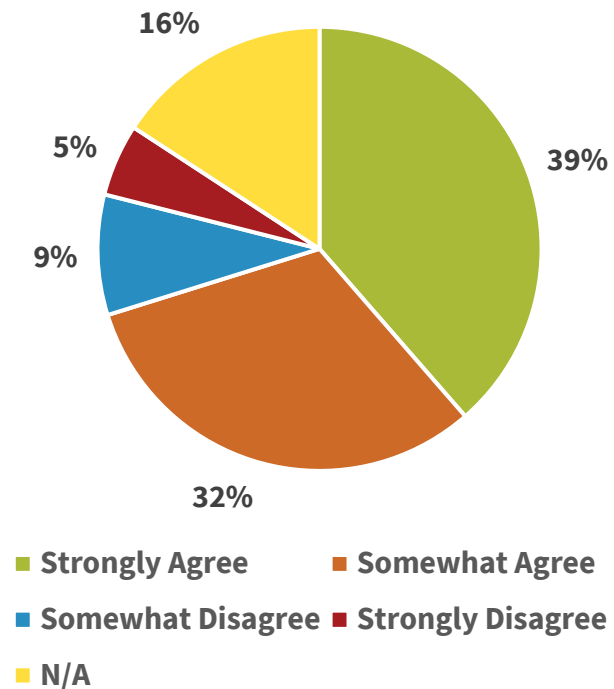
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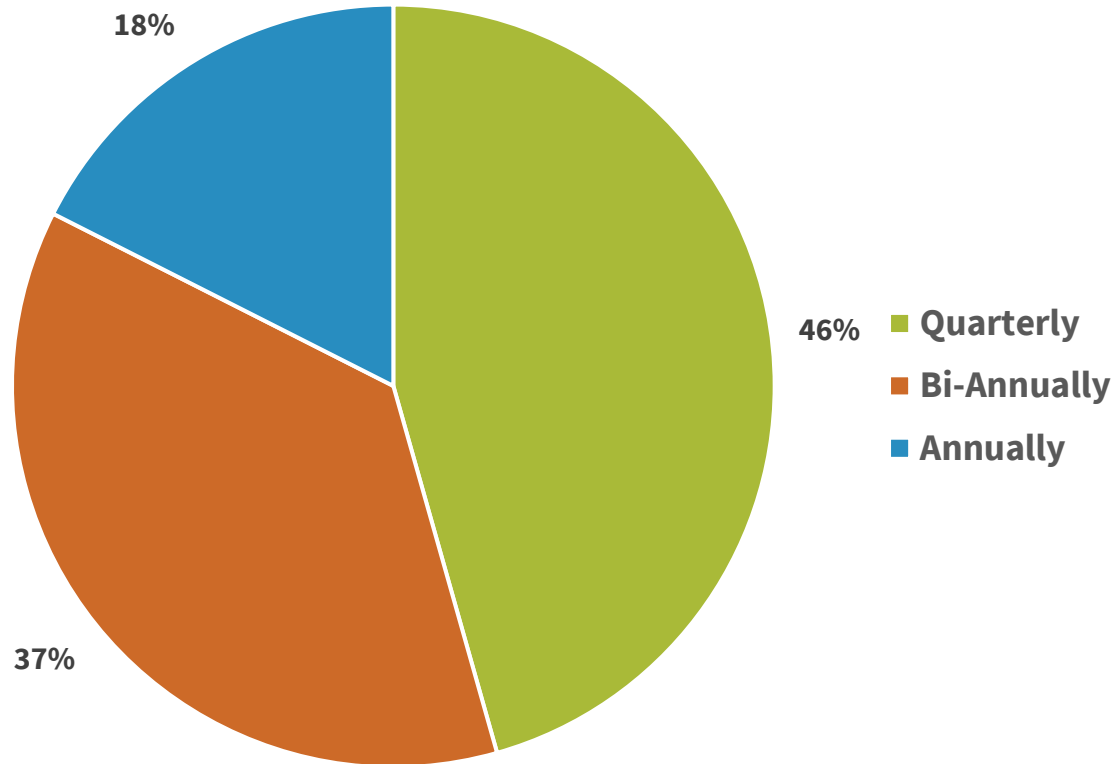
The outreach and/or services provided by Miami County over the past year have been beneficial to my company and have helped to provide greater certainty in business operations.



n = 57

# Pulse Survey Results

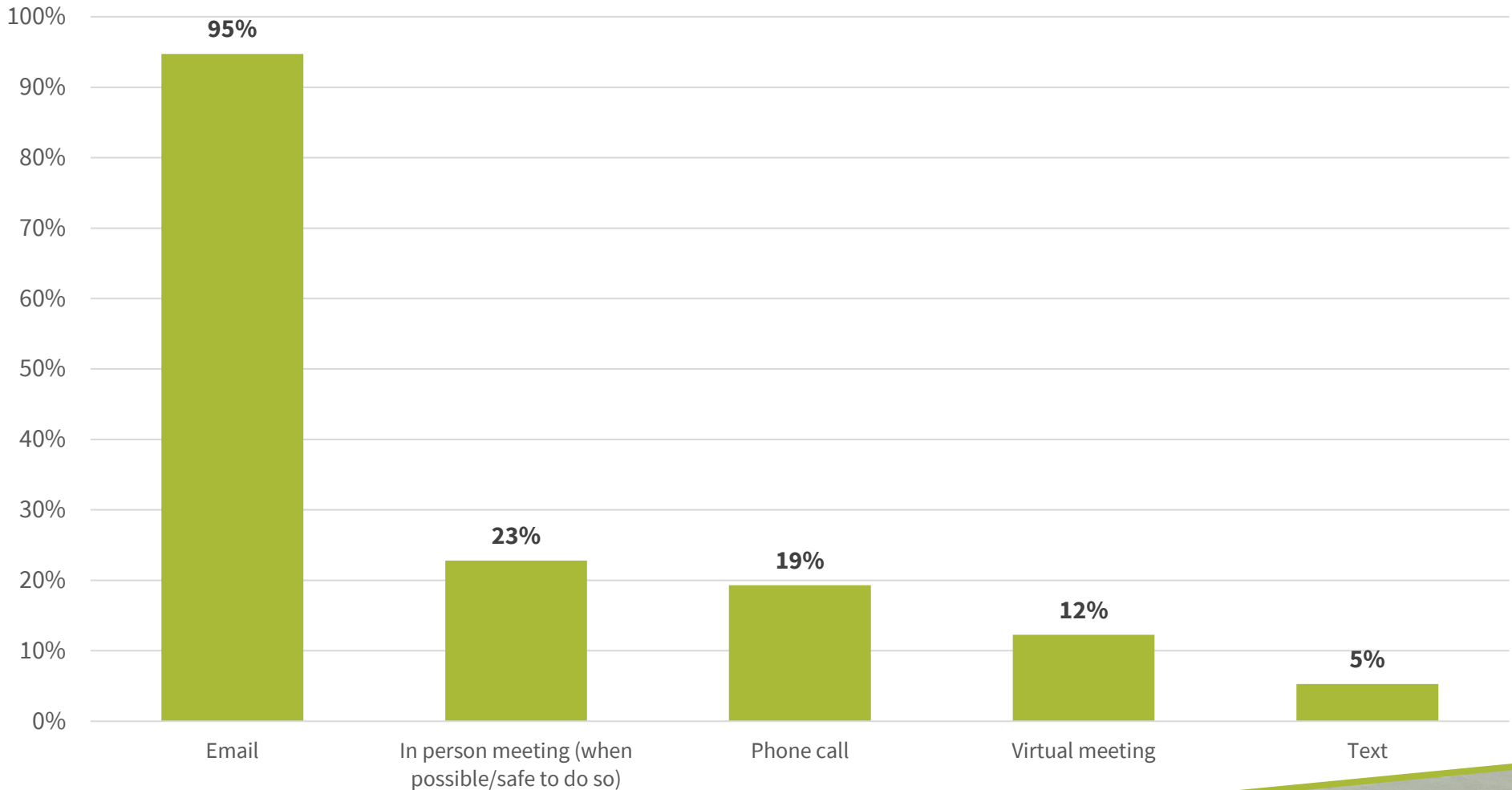
IF MIAMI COUNTY WERE TO CONDUCT PULSE SURVEYS AGAIN IN THE FUTURE, WHAT FREQUENCY DO YOU THINK IS IDEAL FOR YOUR COMPANY TO BE ASKED TO COMPLETE A SURVEY?



n = 57

# Pulse Survey Results

WHAT IS YOUR PREFERRED METHOD OF COMMUNICATION/OUTREACH FROM MIAMI COUNTY GOING FORWARD? SELECT ALL THAT APPLY.

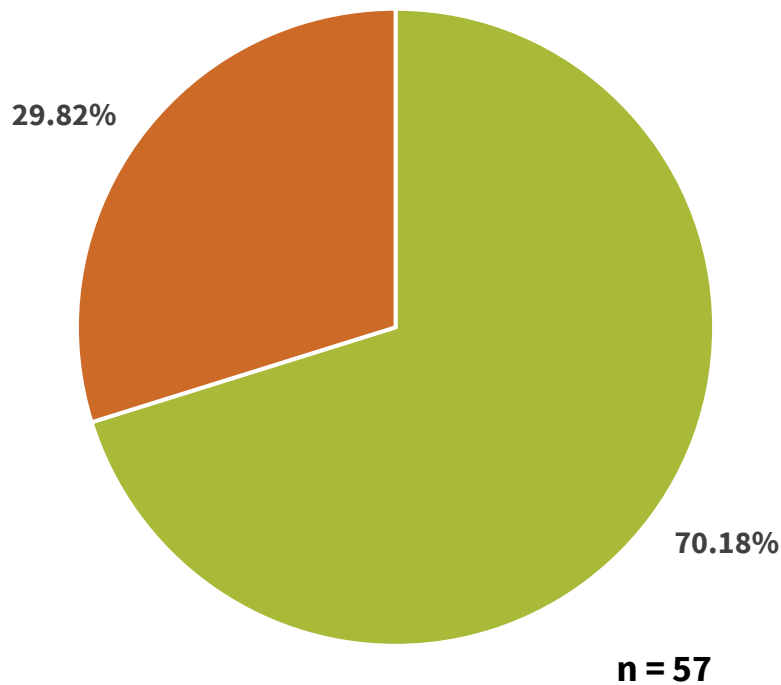


n = 57

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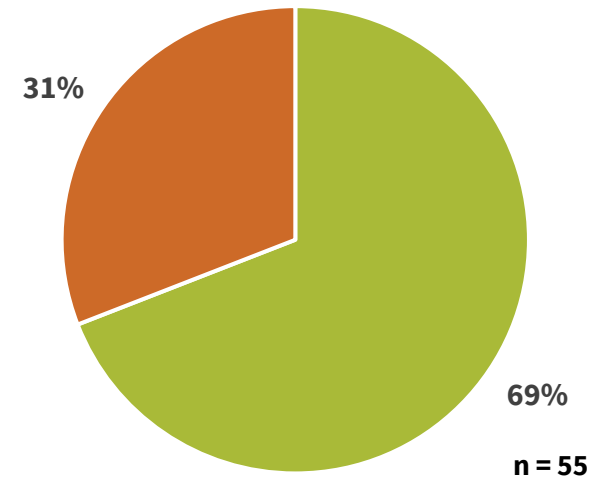
THERE MAY BE FREE, OR REDUCED COST, PROGRAMS THAT COULD ASSIST YOUR BUSINESS. DO WE HAVE YOUR PERMISSION TO HAVE SOMEONE REACH OUT TO YOU WITH INFORMATION ABOUT THOSE SERVICES?

### Round Four (November 2020)

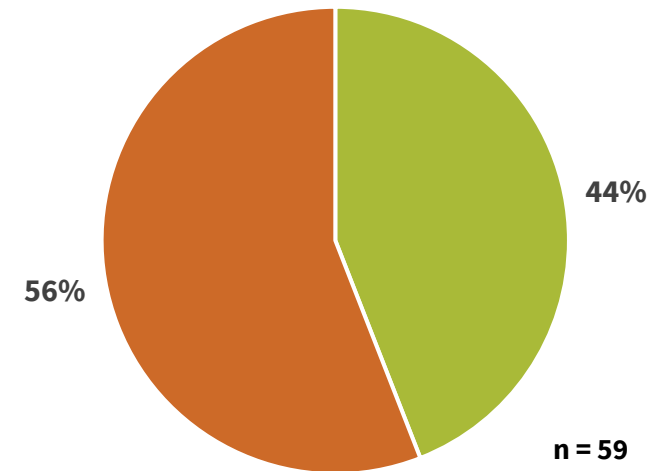


■ Yes ■ No

### Round Two (August 2020)



### Round Three (September 2020)



# Pulse Survey Next Steps

## NEXT STEPS

- Discuss any findings of particular interest from this report. What was surprising? Most helpful? Etc.
- Discuss potential needs or next steps moving forward from the end of the pulse survey process.

Thank You!