



Annual Business Survey 2021 Report

March 23, 2021

Please select the category of organization you represent. Select only one please.

Responses	Total	
Agriculture	3	3 %
Consulting	10	9 %
Education	12	11 %
Financial	4	4 %
Government	15	14 %
Manufacturing	22	21 %
Healthcare	6	6 %
Nonprofit	15	14 %
Real Estate	3	3 %
Restaurant	1	1 %
Retail	4	4 %
Service Provider	11	10 %
Total	106	100 %

**If you know your company's NAICS Code, please enter here:
This will help GGP to easily provide relevant industry information to you and your team.**

Responses	Total	
If you know your company's NAICS Code, please enter here: This will help GGP to easily provide relevant industry information to you and your team.	4M	100 %
Total	4M	100 %

Please tell us if your company is identified as one/more of the following: Select all that apply.

Responses	Total	
Woman owned business	13	100 %
Total	13	100 %

**Do you consider your company to be part of a supply chain?
As defined ~ your company manufactures, packages, and/or sells product to be used or finished by a customer.**

Responses	Total	
Yes	28	28 %
No	71	72 %
Total	99	100 %

Does your company sell to, or purchase from businesses located in Geauga County?

Responses	Total	
Yes	81	83 %
No	17	17 %
Total	98	100 %

How many persons does your company employ?

Responses	Total	
up to 10	31	30 %
11 to 25	15	14 %
26 to 50	13	12 %
51 to 100	17	16 %
Over 100	24	23 %
I don't know	5	5 %
Total	105	100 %

Is the number of persons employed higher or lower than at this time last year?

Responses	Total	
Higher than last year	33	47 %
Lower than last year	37	53 %
Total	70	100 %

Over the next 6 months, do you expect overall business conditions in your organization to:

Responses	Total	
Improve significantly	11	11 %
Improve slightly	53	51 %
Stay the same	35	34 %
Decline slightly	5	5 %
Total	104	100 %

Do you plan to hire any new employees in the next six months?

Responses	Total	
Yes	71	69 %
No	32	31 %
Total	103	100 %

How many new employees do you expect to hire in the next six months?

Responses	Total	
None	35	34 %
1 to 3	40	38 %
4 to 8	10	10 %
9 to 15	6	6 %
More than 15	13	13 %
Total	104	100 %

What is the educational level of the new employees you seek to hire?

Select all that apply.

Responses	Total	
No degree	14	8 %
High School Diploma or GED	48	28 %
College Degree, 2 year Associates	22	13 %
College Degree, 4 year Bachelors	40	23 %
Career Tech Certification	11	6 %
Licensed Commercial Driver (CDL)	4	2 %
Medical Certification or Degree (i.e. STNA, LPN, RN, BSN, MD)	4	2 %
Advanced Degrees (i.e. MBA, Master's Degree, PhD)	12	7 %
CPA	1	1 %
State or government licensing	6	3 %
Professional accreditation or certification	11	6 %
Total	173	100 %

**Which investments do you plan to make in the next six months?
Select all that apply.**

Responses	Total	
Automation	17	7 %
Building, Plant	28	12 %
Company Acquisitions	1	0 %
Equipment	34	14 %
IT Security	16	7 %
Production Capacity	10	4 %
Product or Service Marketing	20	8 %
Technology Software	29	12 %
Technology Hardware	22	9 %
Training	41	17 %
No investments are planned	21	9 %
Total	239	100 %

**If you are planning to invest in your current Geauga County location, or in a new location in Geauga, what needs might you have?
Select all that apply.**

Responses	Total	
Abatement	4	4 %
Building Acquisition	4	4 %
Building Expansion	12	13 %
Financing	8	9 %
Funding Road and Traffic Improvements	3	3 %
Government Incentives (JobsOhio)	4	4 %
Land Acquisition Tax	1	1 %
Zoning Change	4	4 %
No investment is planned	49	55 %
Total	89	100 %

Are you concerned any of the following factors will have a negative impact on your business in the next 6 months?

Select all that apply.

Responses	Total	
Consumer Confidence	17	5 %
Employee Retirements	8	2 %
Energy Costs	19	5 %
Funding	23	7 %
Increasing healthcare costs and regulations	27	8 %
Interest Rates	12	3 %
Maintaining profit margins	23	7 %
Price of raw materials	27	8 %
Recruiting and hiring qualified employees	42	12 %
Supply chain interruption	25	7 %
Tax reform	14	4 %
Uncertainty about the U.S. Economy	46	13 %
Uncertainty or negative effects of government policy or regulations	36	10 %
U.S. Tariffs	6	2 %
Workforce Retention	24	7 %
Total	349	100 %

Do you manufacture any Personal Protective Equipment (PPE)?

Responses	Total	
Yes	3	3 %
No	99	97 %
Total	102	100 %

What issues negatively affect your current workforce?

Select all that apply.

Responses	Total	
Absenteeism	19	12 %
Childcare	17	11 %
Confrontational behavior	5	3 %
Drug or alcohol use	6	4 %
Employee attitude	16	10 %
Transportation	12	8 %
Tardiness	12	8 %
Wage and benefit competition	30	19 %
We have no issues affecting our workforce	42	26 %
Total	159	100 %

GGP Youth Workforce Development programming connects local business with high school students to introduce future career pathways. Please select all opportunities you would like to be involved with.

Responses	Total	
Apprenticeship	13	12 %
High School Internship Full Year Program	15	13 %
High School Internship Summer Program	25	22 %
Mentorship	15	13 %
Panel Discussion	14	12 %
Speaking Engagement	16	14 %
Tours of your business	15	13 %
Total	113	100 %

**What training is needed by your company?
Select all that apply.**

Responses	Total	
Blueprint interpretation	4	2 %
Business writing	7	3 %
Coaching and mentoring	20	9 %
Continuous Improvement, LEAN	18	8 %
Customer Service	18	8 %
Delegation, workload management	20	9 %
Diversity, Equity, and Inclusion	11	5 %
Emotional intelligence	20	9 %
Interpreting financial statements	8	4 %
Marketing	17	8 %
Microsoft Office programs	12	6 %
QuickBooks	8	4 %
Sales Training	11	5 %
Strategic planning	23	11 %
Supervisor Training	19	9 %
Total	216	100 %

Have you or your employees participated in trainings presented by GGP over the last 12 months?

Responses	Total	
Yes	40	38 %
No	65	62 %
Total	105	100 %

What level of improvement have you seen as a result of skills gained through GGP trainings?

Responses	Total	
No Improvement	61	60 %
Evidence of some improvement	36	36 %
Great Improvement	4	4 %
Total	101	100 %

Which of these areas do you think GGP should continue to address in the next 12 months? Select all that apply.

Responses	Total	
Business attraction	49	11 %
Business retention	48	10 %
Compliance updates	22	5 %
Educational programs and workshops	54	12 %
Entrepreneur programs	43	9 %
Financing, alternative funding opportunities	26	6 %
Infrastructure challenges	23	5 %
State and federal regulations	31	7 %
Workforce attraction and recruitment	63	14 %
Workforce training and development	56	12 %
Youth workforce development programs	47	10 %
Total	462	100 %

Has your company enjoyed a positive impact due to attending (in person or virtual) a GGP event in the last 12 months?

Responses	Total	
Yes	64	78 %
No	18	22 %
Total	82	100 %

**Please select the organizations you or your company are a member of.
Select all that apply.**

Responses	Total	
Alliance for Working Together (AWT)	6	2 %
Burton Chamber of Commerce	15	6 %
Chagrin Valley Chamber of Commerce	16	6 %
Chardon Chamber of Commerce	27	10 %
Community Improvement Corporation of Geauga County (CIC)	8	3 %
COSE	13	5 %
Gauga County Safety Council	26	10 %
Gauga Growth Partnership	74	28 %
Kiwanis	2	1 %
Lake Geauga SHRM	8	3 %
MAGNET	5	2 %
Manufacturing Works	4	2 %
Middlefield Chamber of Commerce	15	6 %
Ohio Manufacturing Association	7	3 %
RedKey Network	10	4 %
Rotary	13	5 %
None of the above	11	4 %
Total	260	100 %

Do you consider GGP a valuable resource for your business?

Responses	Total	
No response	17	16 %
Not at All	2	2 %
Somewhat	41	39 %
Very Much	46	43 %
Total	106	100 %

Would you like to be contacted by a representative of GGP?

Responses	Total	
Yes	9	100 %
Total	9	100 %