

COVID-19 Business Analysis



Executive Summary

On March 16, 2020, Governor Wolf put into effect statewide mitigation efforts to help stop the spread of COVID-19. These necessary steps significantly impacted businesses and the economic development partners that serve client companies. Immediately, Pennsylvania's PREP and Engage! partners adjusted to the effects of the COVID-19 pandemic and continued to counsel businesses through means other than traditional on-site technical assistance.

The PREP and Engage! partners are PA's "boots on the ground" economic development delivery system, consulting with businesses every day and proactively reaching out to employers, often in concert with our workforce provider network.

Pennsylvania's ten PREP regions focus on direct technical assistance in areas such as financing, government marketing, international business development, manufacturing and entrepreneurship. And PA's Business Retention and Expansion initiative, known as Engage!, proactively contacts and surveys thousands of companies each year to identify their unique needs and opportunities in order to respond with appropriate action plans.

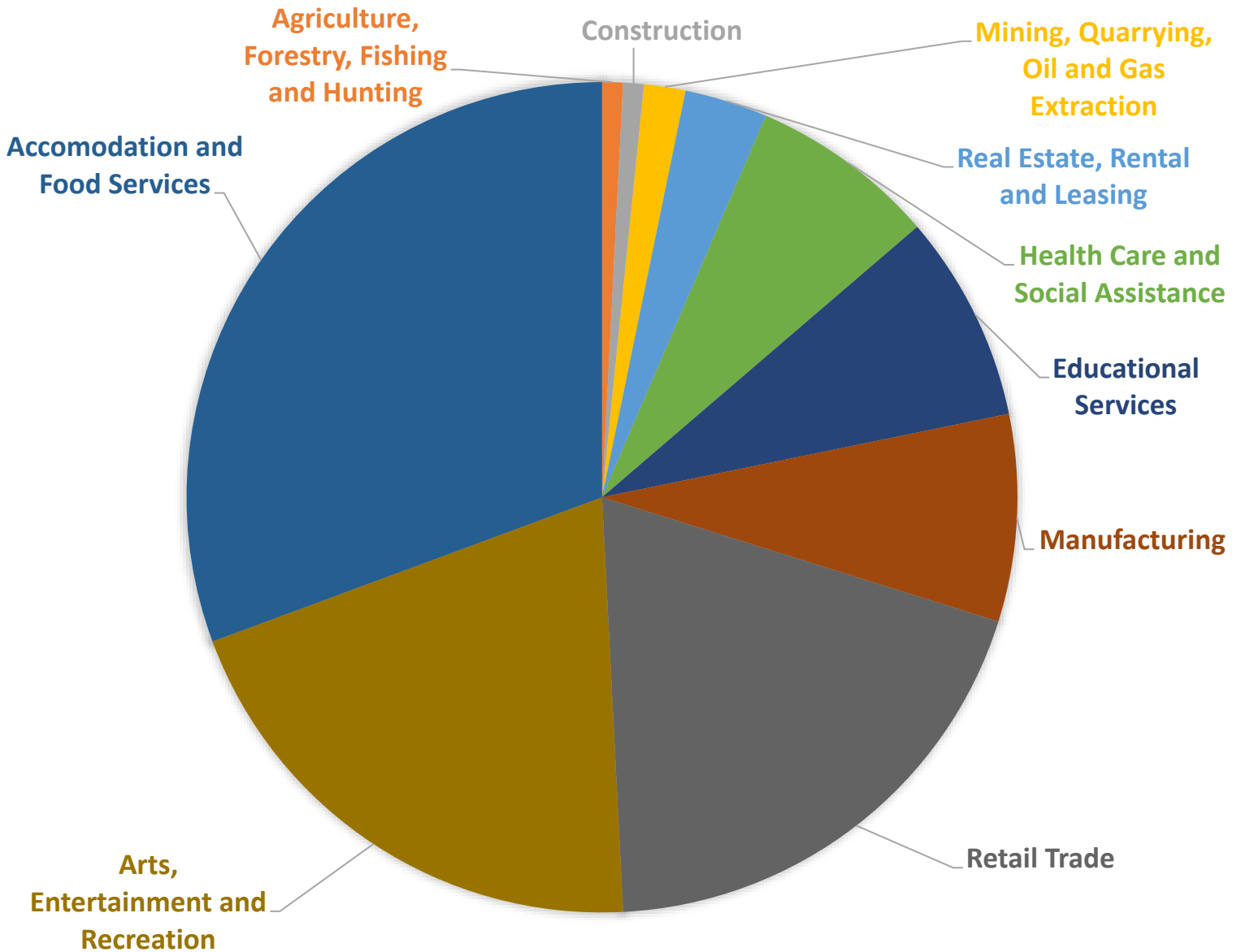
During the pandemic, PREP client counseling and Engage! surveys continue to be conducted primarily through virtual one-on-one calls, training webinars, CEO forums and business walks. On weekly conference calls with DCED, PREP and Engage! coordinators provide regional updates and offer suggestions and best practices to help combat the health and economic impacts facing businesses.

The primary tool used to record client counseling and impact data is ExecutivePulse, the PREP and Engage! Customer Relationship Management (CRM) system. ExecutivePulse contains information from the engagement with the businesses' CEOs, entrepreneurs, and decision-makers and includes data from counseling sessions as well as partner referrals.

Recently, DCED asked each region to again analyze ExecutivePulse data, along with other available information, and provide an assessment focusing on trends, challenges, and opportunities. Based on this analysis, regions were asked to recommend program adjustments and incorporate them into PREP and Engage! workplans.

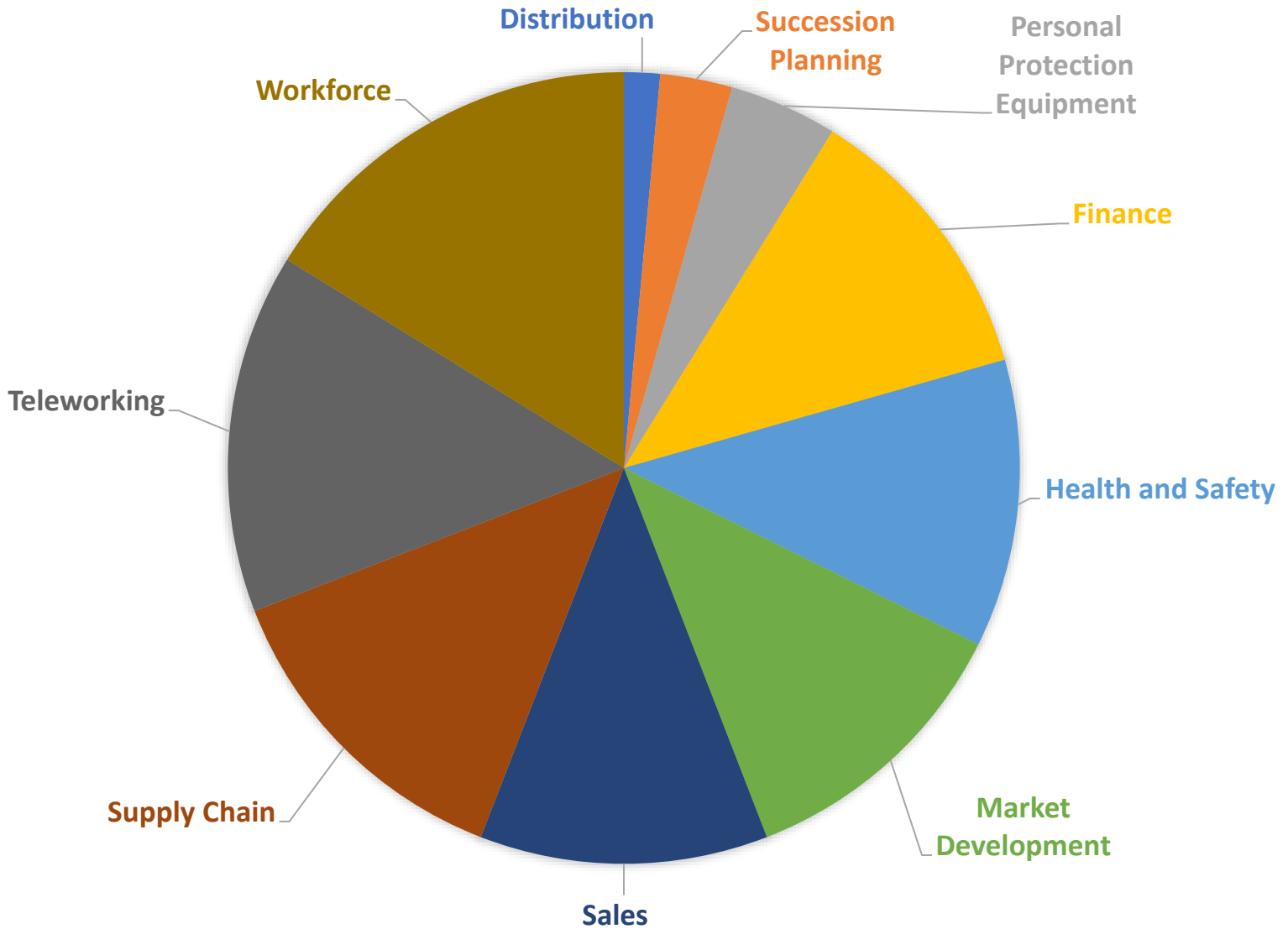
The attached Regional Business Analyses have been prepared by Pennsylvania's network of PREP and Engage! partners to synthesize survey information related to COVID-19. Also included are two pie charts outlining the reported impacted industries and topics as assimilated by DCED from the regional analyses. This analysis covers the time period 7/1/20-12/31/20.

Impacted Industries



The pie chart above shows the industry groups most impacted from COVID-19 across the Commonwealth. All ten PREP regions identified the top five COVID-19 impacted industry groups in their areas as reported by businesses. The industry groups used in this report were derived from [Small Business Administration \(SBA\)](#) categories. The industry group rankings were then aggregated and weighted. The weights were 1 to 5, with 1 being the least impacted, and 5 being the most impacted. More information on the industry groups impacted can be found in the individual COVID-19 regional business analyses.

Common Topics



The pie chart above shows the most notable topics related to COVID-19 across the Commonwealth. All ten PREP regions were given a pre-populated list of possible topics (e.g., teleworking, supply chain, succession planning, etc.) and flexibility to add additional topics. Each region was tasked with selecting topics and reporting on trends, challenges, and opportunities related to each topic as reported by businesses. The chosen topics were aggregated and given an equal weight. More information on the most notable topics can be found in the individual COVID-19 regional business analyses.