

2020



# VISTA CARES REPORT

THE CITY OF VISTA PRESENTS:

## 2020 VIRTUAL VISTA CARES BUSINESS WALK SURVEY RESULTS

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In an effort to better understand the needs of Vista businesses and help further their growth, the City of Vista has developed a business outreach program called Vista CARES Business Walk. The Business Walks are just one piece of a comprehensive program known as the Vista CARES program. CARES stands for: Communicate. Assist. Retain. Expand. Support. The CARES program is a business retention and expansion program that supports businesses by answering business related questions and assisting with challenges that may arise. In previous years, the Business Walk was an in-person event where volunteers from all over the City visited Vista businesses in the Business Park to conduct a short survey in order for the City to better assist the business community. This year, the City and the Vista Chamber of Commerce used an online survey tool to collect the business walk data from over 50 businesses in the business park. The results from the surveys are summarized in this report.

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# SURVEY RESULTS



## Business Park Trends

Despite hardships brought on by the COVID-19 pandemic, 98% of Vista businesses expect to grow or remain stable over the next three years. Over half of businesses that participated in the survey are engaged in international business with the vast majority of businesses exporting U.S. goods. More than 75% of businesses are satisfied with the workforce in Vista and do not need assistance finding qualified employees. In 2020, there were several COVID-19 related business assistance programs that benefited 3/4 of Vista businesses. More than 70% of businesses changed their business practices in response to the global pandemic. The results from the survey showed that an overwhelming number of Vista businesses believe they will be able to sustain the pandemic by pivoting their businesses and making accommodations that can be used in the future.

## By the Numbers

53

businesses  
surveyed

98%

businesses  
expected  
to grow or  
remain  
stable

75%

businesses  
satisfied  
with Vista  
workforce