

Data Need/Question	Definition
Strategy changes	Shifts in strategy as a direct result of COVID-19, including reallocation of funds and other resources, employment, and promotion.
Number of Layoffs	Number of employees suspended or laid off
Percent of Layoffs	Percent of your total workforce suspended or laid off
Cancellations	Cancelled events, attractions, reservations, meetings, groups, flights, etc (dependent on task force)
Reduction in Workforce Hours	Percent reduction of workforce hours experienced
Revenue Decrease	YoY revenue decrease or projected decrease
Reallocation of funds	Total dollar amount and percent of funds that have been reallocated as a response to COVID-19
Demand Decrease	Percent change in demand YoY
Economic Impact	Direct economic impact YoY of COVID-19
Percent of cancellations due to COVID-19	Specifically for hotels, the % of cancellations from COVID-19 vs other factors (oil and gas, etc)
Amount of business interruption insurance received or anticipated	Taken from EDD Economic Injury Worksheet--total amount, if any, realized or anticipated business interruption insurance in dollars
Physical damage to business	Any physical damage to business property (in dollars), due to lack of personnel onsite, vandalism or looting

Sample Data Point

50% of marketing funds went to fund paid sick leave; cancelled marketing for event

300 laid off, 50 temporarily suspended

50% of total employees laid off, 35% suspended

5 flights cancelled, totaling 350 seats

89% reduction in workforce hours

\$3M in lost revenue (%60 YoY decline)

70% (\$300k) of event marketing funds allocated to infrastructure

Demand dropped 76% Mar-Mar

-\$5 million direct economic impact

75% cancellations from COVID-19,

20% oil and gas, 5% unknown

\$5,000 anticipated BII

\$9,000 in physical damage