



# The View From Main Street

Vermont Small Business Views of State Public Policy

# Who we are....





# What we do....



# MSA-VT Outreach to Small Businesses

## 1. Small Business Survey

781 "Main Street" Business Owners between 2/15 & 10/16

9.5% reported an existing membership affiliation with MSA-VT

## 2. Community Conversations

5 Community Forums on FaMLI in Partnership with the VT Commission on Women

## 3. Member Meetings

Quarterly Leadership Meetings

Fall 2016 Economic Development Series

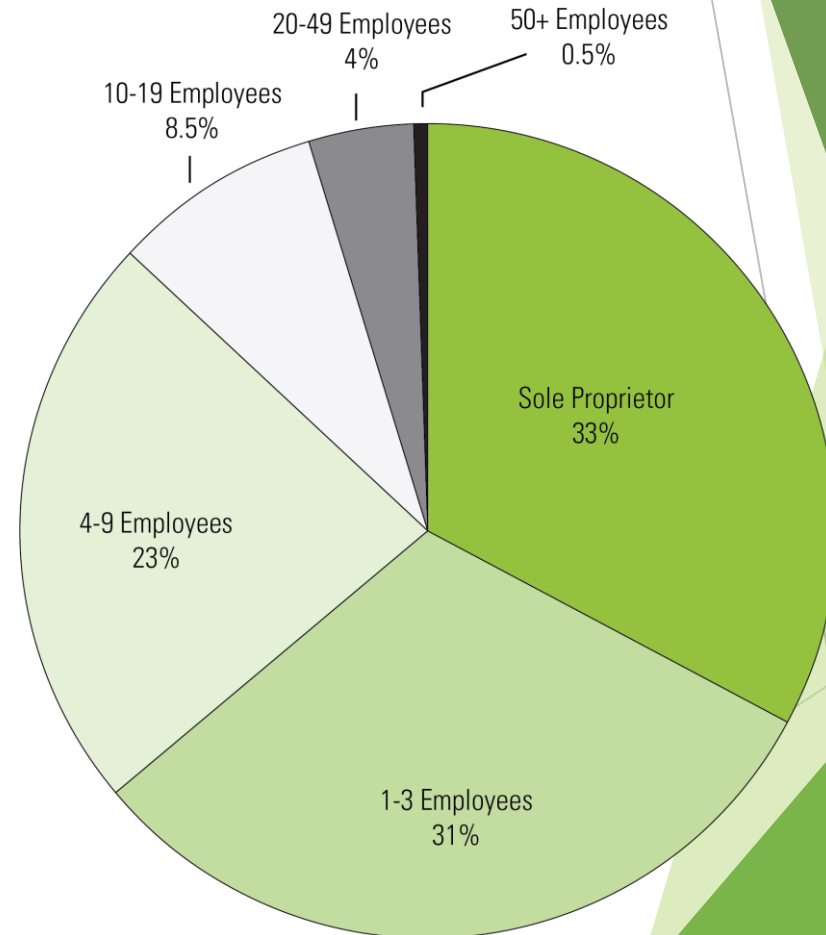
Ongoing one on one member meetings

# 2015-2016 MSA-VT Small Business Survey

## Respondent Information

### *By Business Size:*

33% were sole proprietors;  
31% had between one and three employees;  
23% had between four and nine employees;  
8.5% had between 10 and 19 employees;  
4% had between 20 and 49 employees;  
0.5% had more than 50 employees.

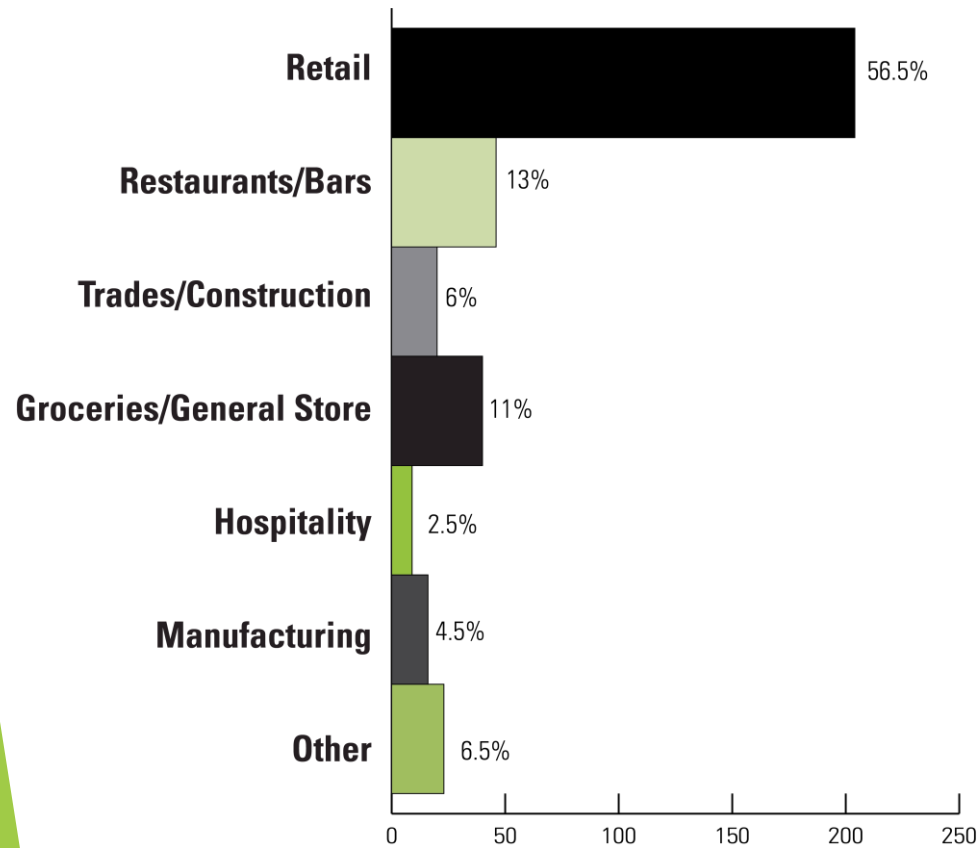




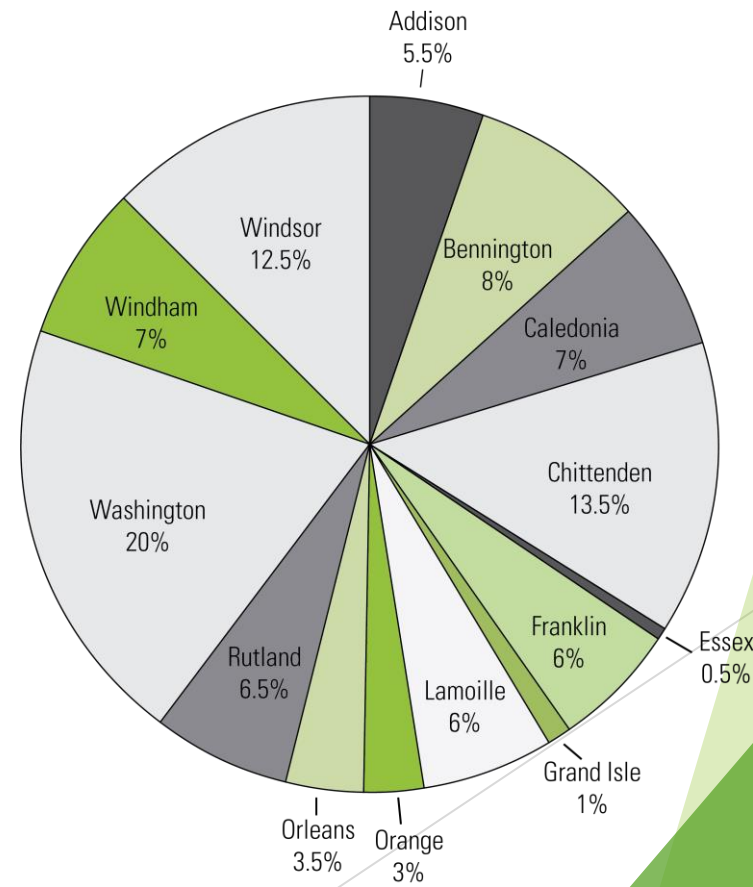
# 2015-2016 MSA-VT Small Business Survey

## Respondent Information

*Respondents by Sector:*



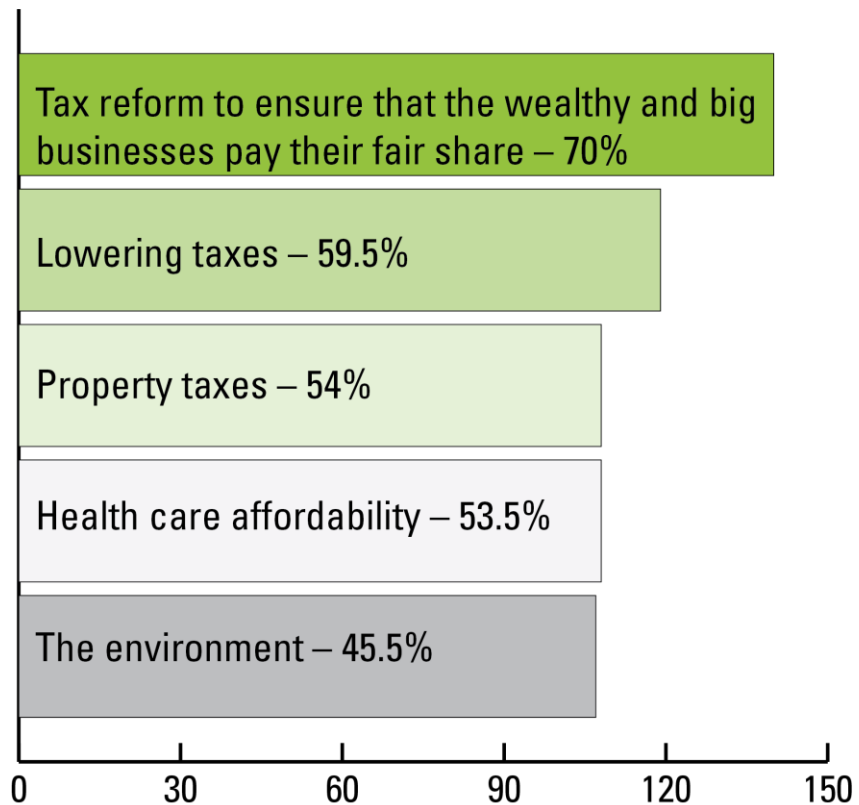
*Respondents by County:*



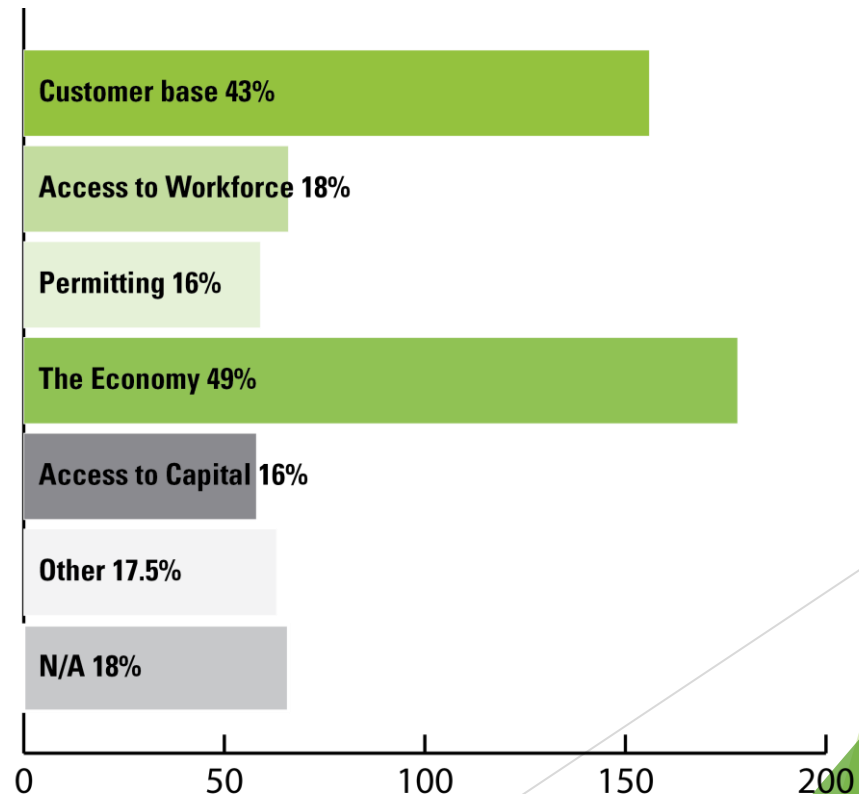
# 2015-2016 MSA-VT Small Business Survey

## The Economy

“What policy areas are important to you?”



“What have been the major or primary barriers to business growth for you?”

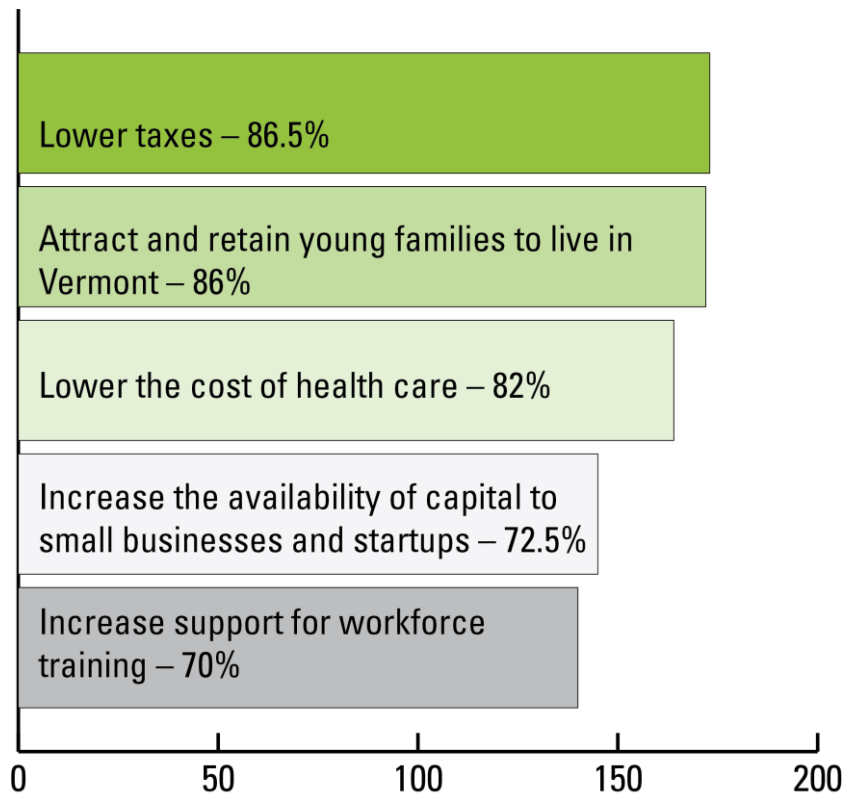


\*\*N/A: My experience starting/growing my business has been generally positive.”

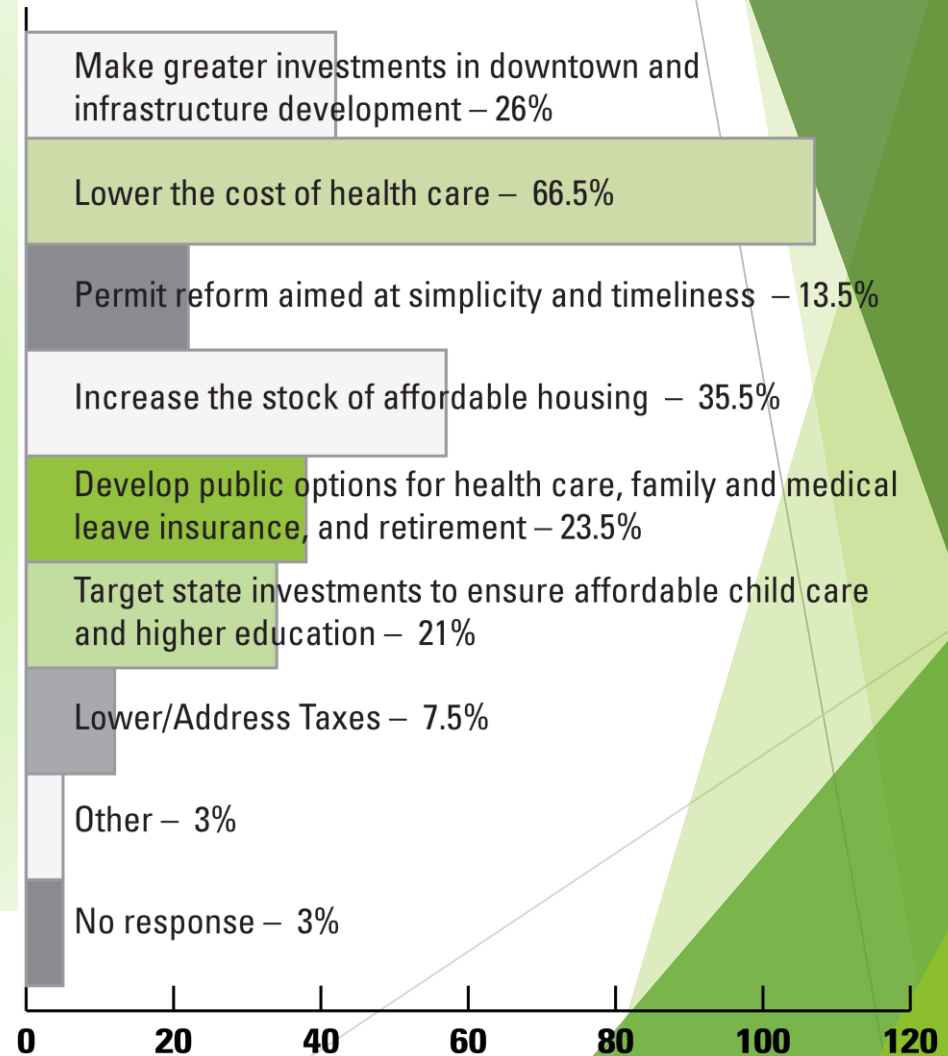
# 2015-2016 MSA-VT Small Business Survey

## The Economy

“What could Vermont do better to support small businesses, working families, and the economy?”



“In your opinion, what are the two most important things the next legislature and Governor could do to support a healthier Vermont economy?”

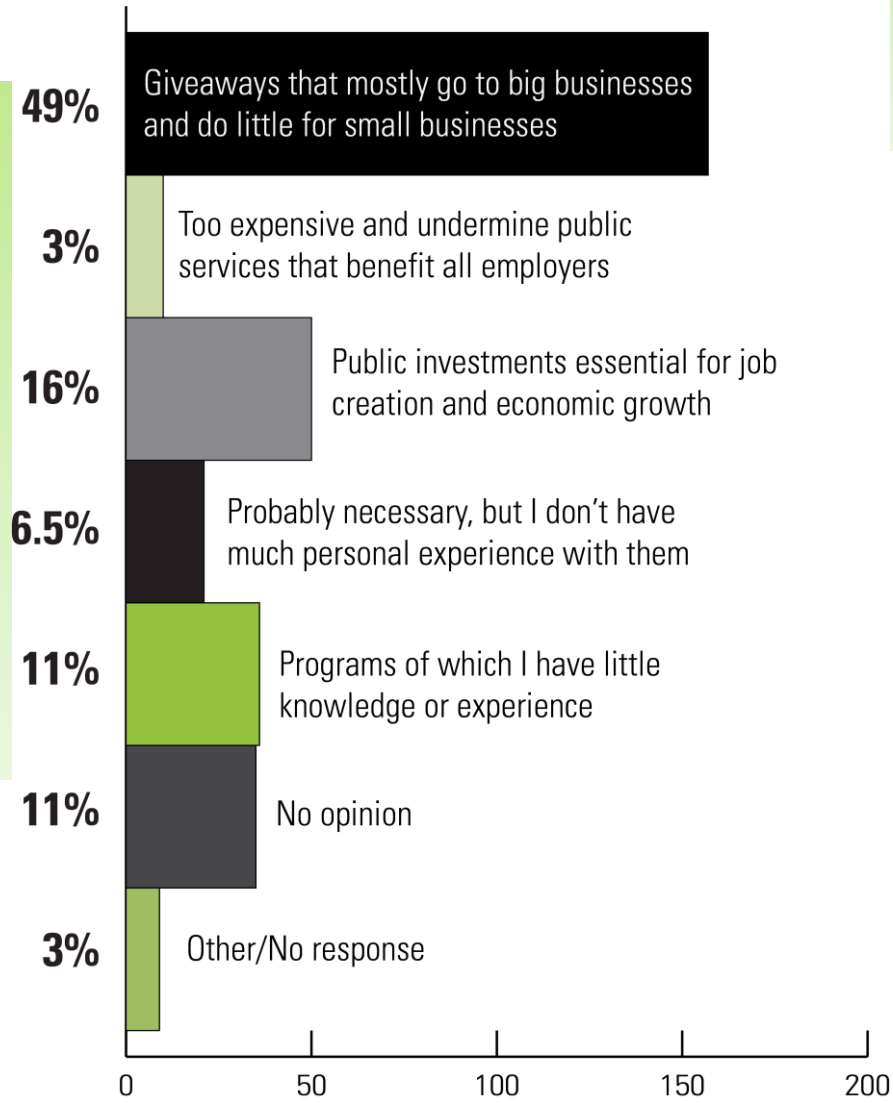




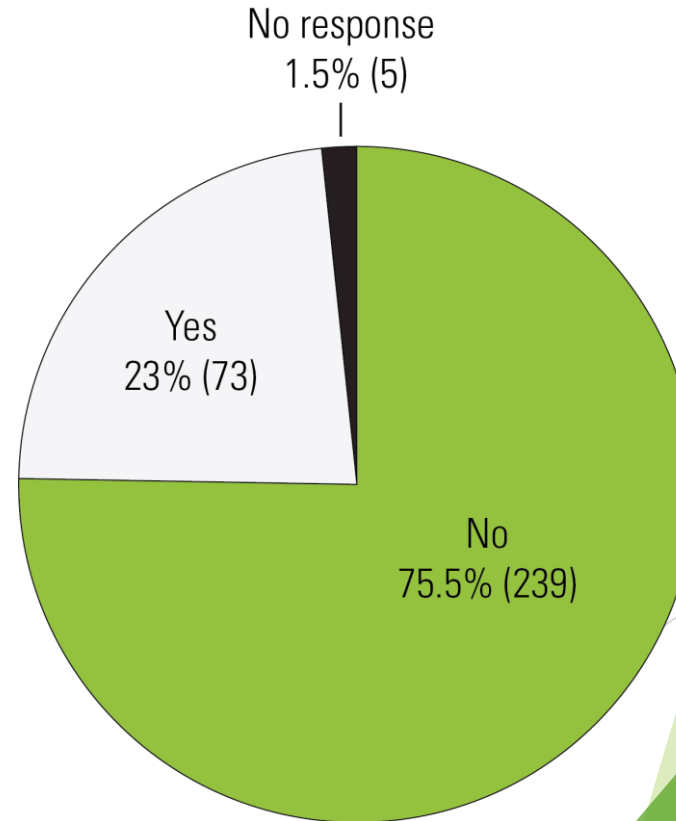
# 2015-2016 MSA-VT Small Business Survey

## The Economy

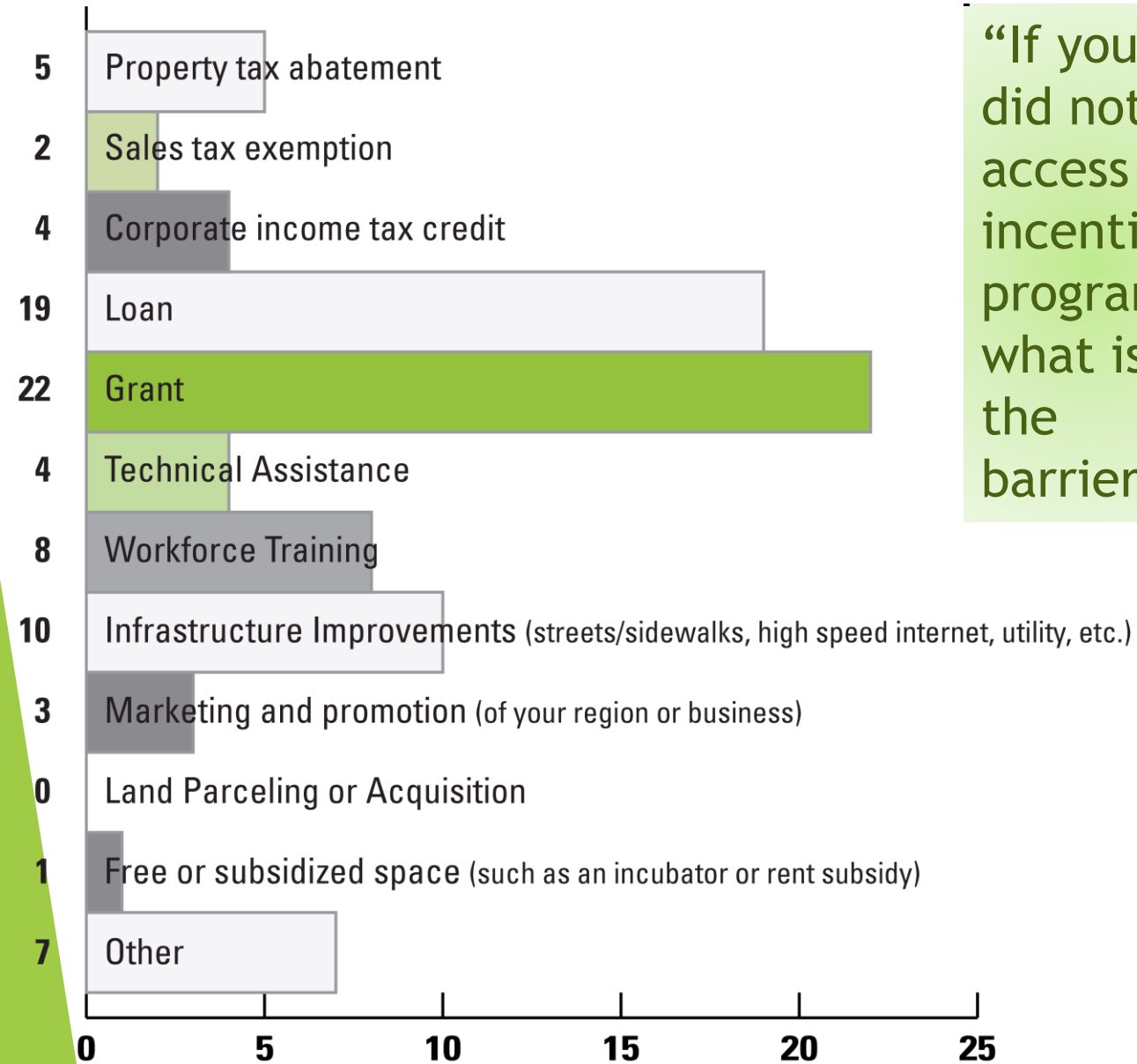
“Which of the following phrases best characterizes your current view of economic development or business incentives?”



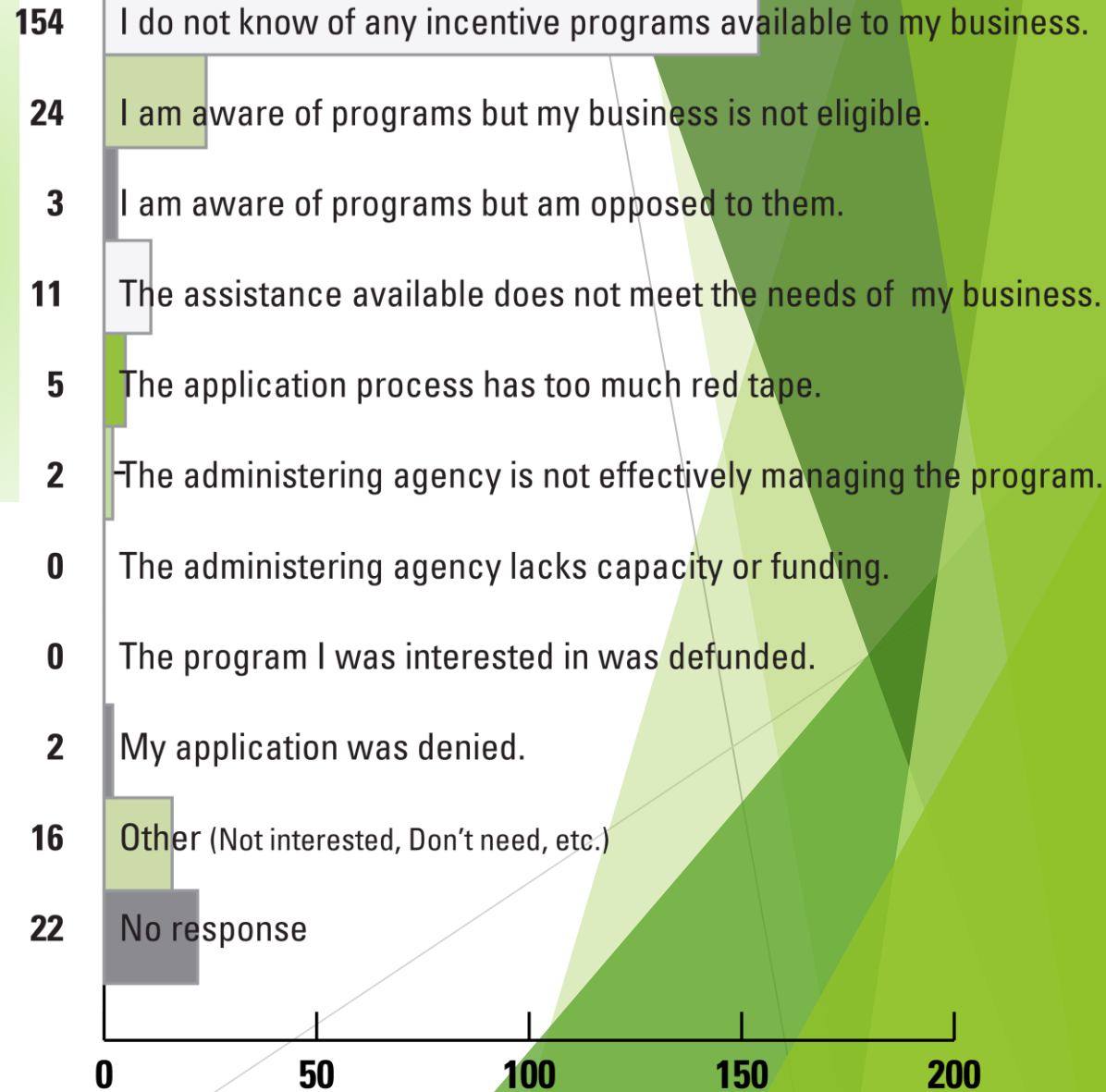
“Have you ever accessed an incentive program?”



## “If yes, what kind of assistance did you receive?”



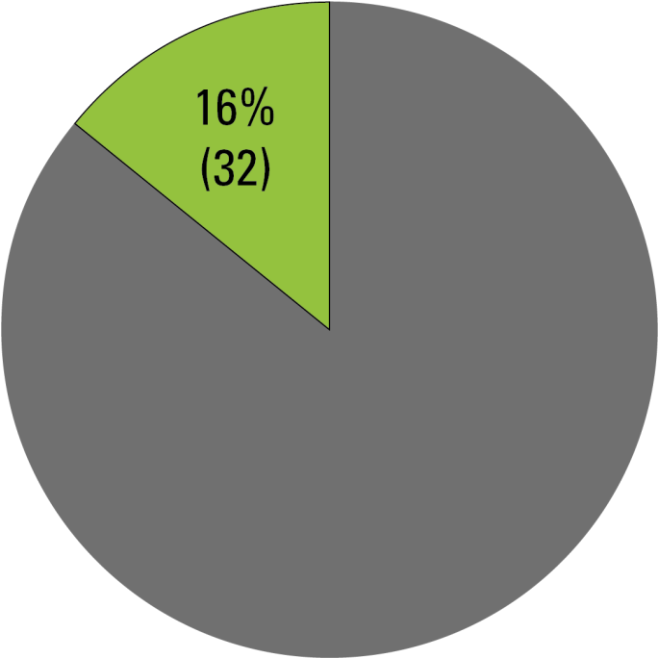
## “If you did not access an incentive program, what is the barrier?”



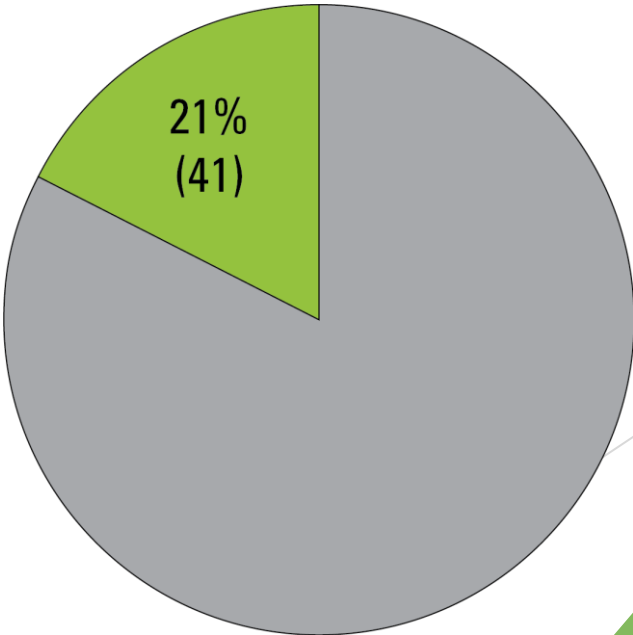
# 2015-2016 MSA-VT Small Business Survey

## Current Business Practices

Do you provide FAMILY LEAVE?  
(includes maternity and/or paternity)



Do you provide MEDICAL LEAVE  
for illness or injury  
(does not include workers comp)

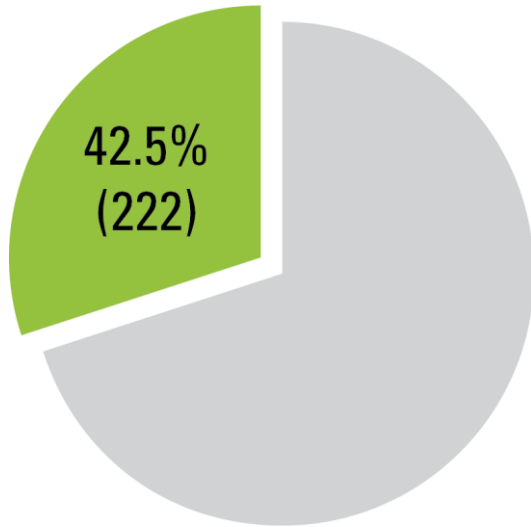




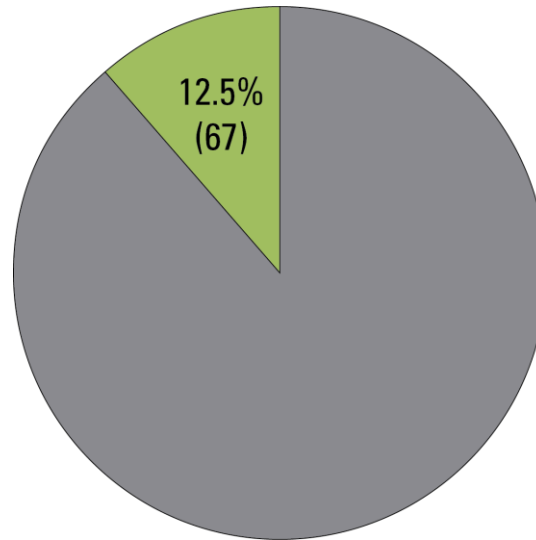
# 2015-2016 MSA-VT Small Business Survey

## Current Business Practices

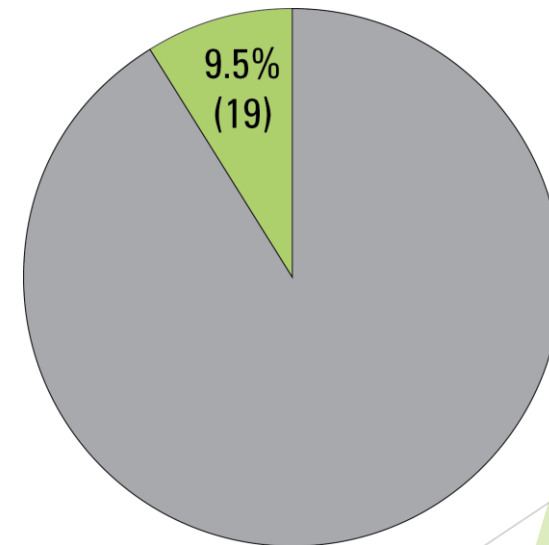
Do you provide  
Paid TIME OFF?  
(PSD, Vaca, Personal,  
Combined)



Do you provide  
HEALTH INSURANCE?

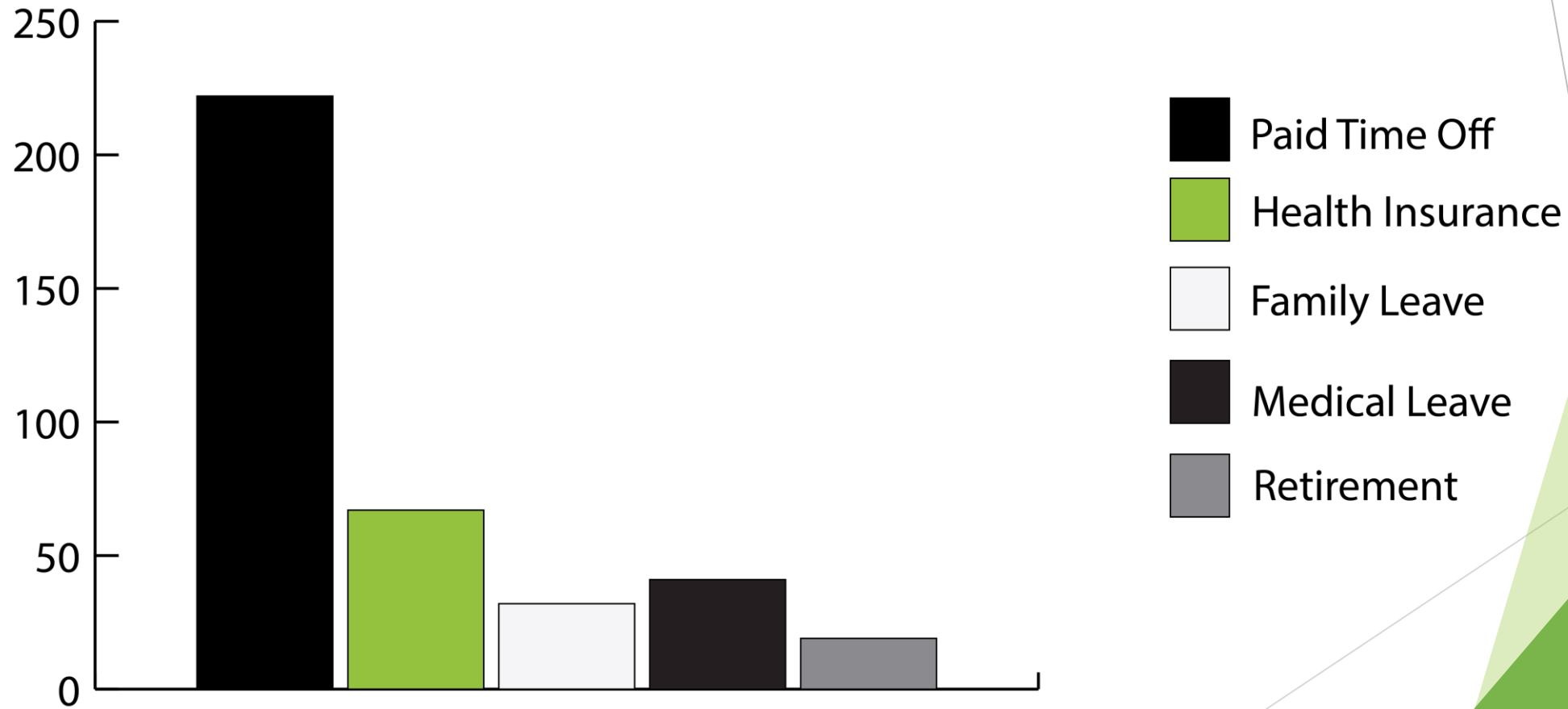


Do you provide a  
RETIREMENT PLAN?



# 2015-2016 MSA-VT Small Business Survey

## Current Business Practices

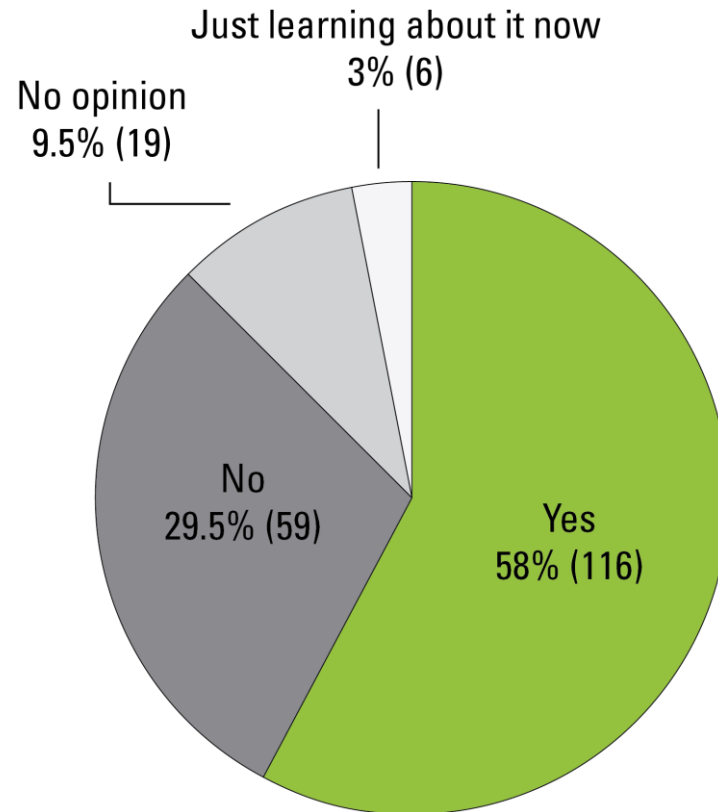


# 2015-2016 MSA-VT Small Business Survey

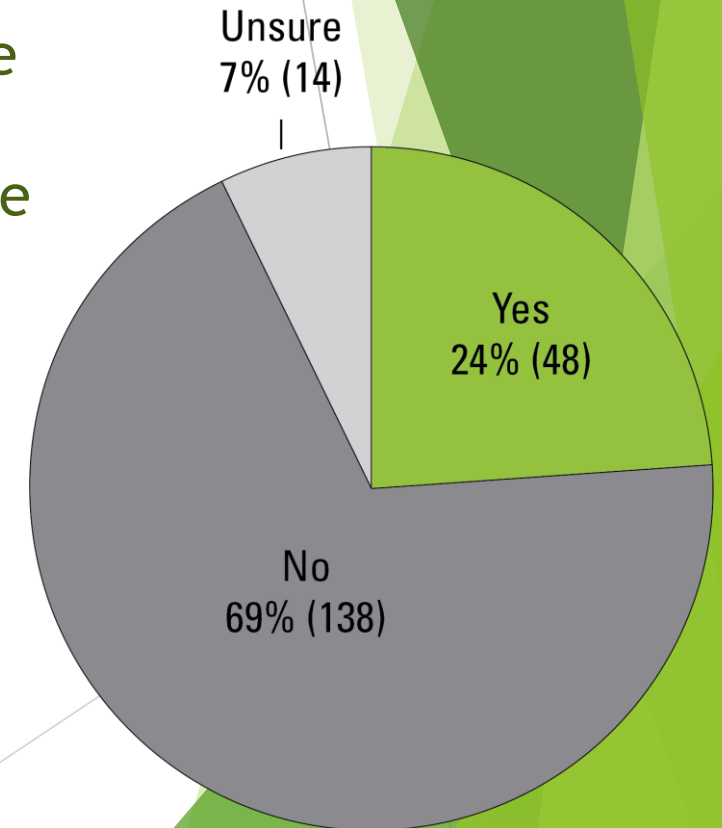
## Paid Sick Days

### Implementation Information

“Do you support the newly passed earned sick leave legislation?”



Will your business be financially impacted by the newly passed earned sick leave legislation?”

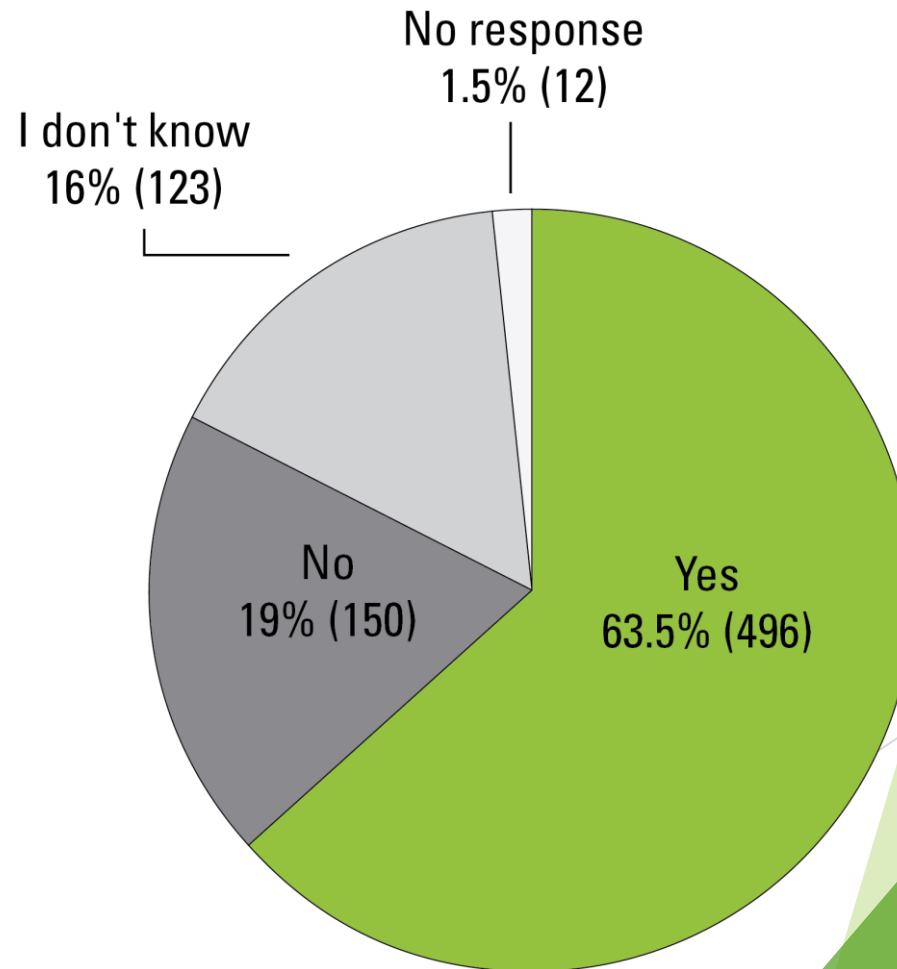




# 2015-2016 MSA-VT Small Business Survey

## Family and Medical Leave

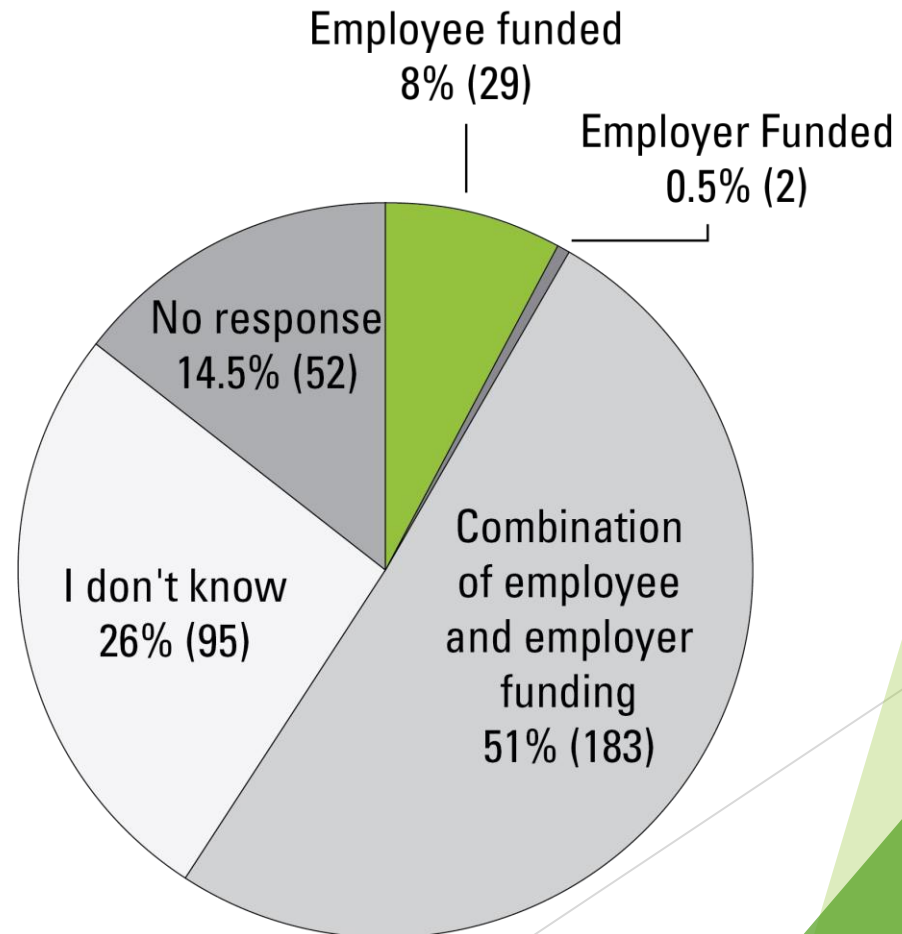
”In general, would you support efforts to establish a state-run, public paid family and medical leave insurance program? [Program would pay for employees to take up to 12 weeks to care for a newborn, a personal illness, or an ill family member.]”



# 2015-2016 MSA-VT Small Business Survey

## Family and Medical Leave

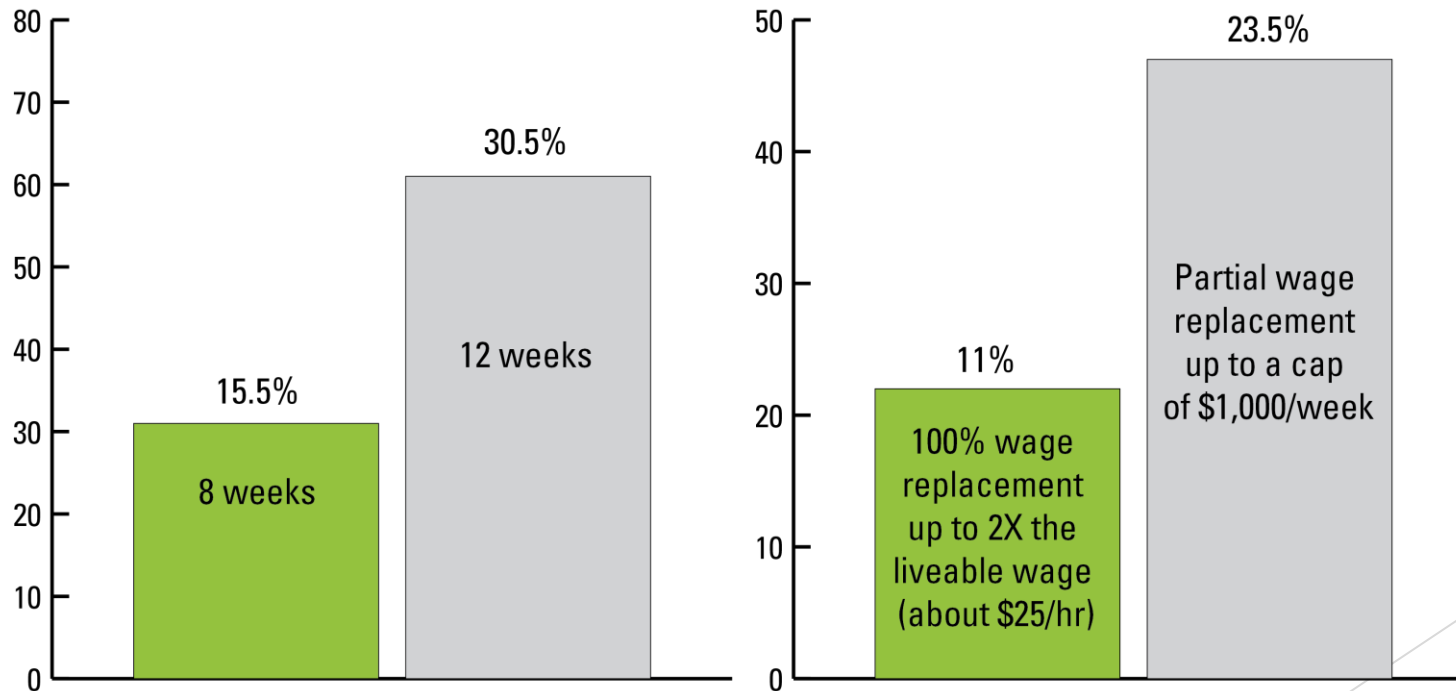
“If the state were to move forward with a public paid family and medical leave insurance program, what funding sources would you recommend?”



# 2015-2016 MSA-VT Small Business Survey

## Family and Medical Leave

“In 2013, a VT Family Leave Legislative Study Committee recommended 12 weeks of 100% wage replacement up to 2X the livable wage (about \$25/hr). If the state were to move forward with a public paid family and medical leave Insurance program, what pay structure would you recommend?”

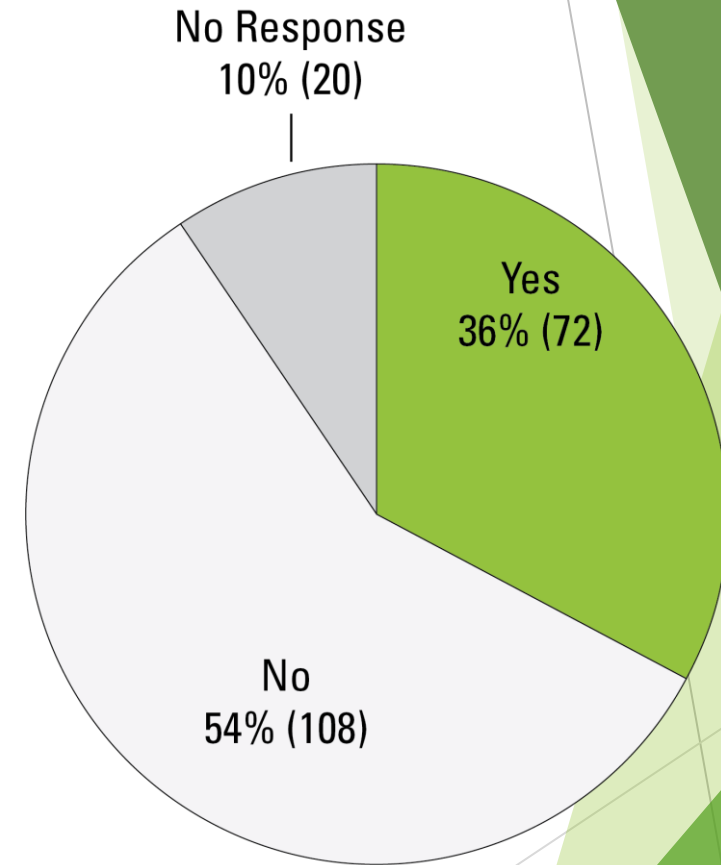
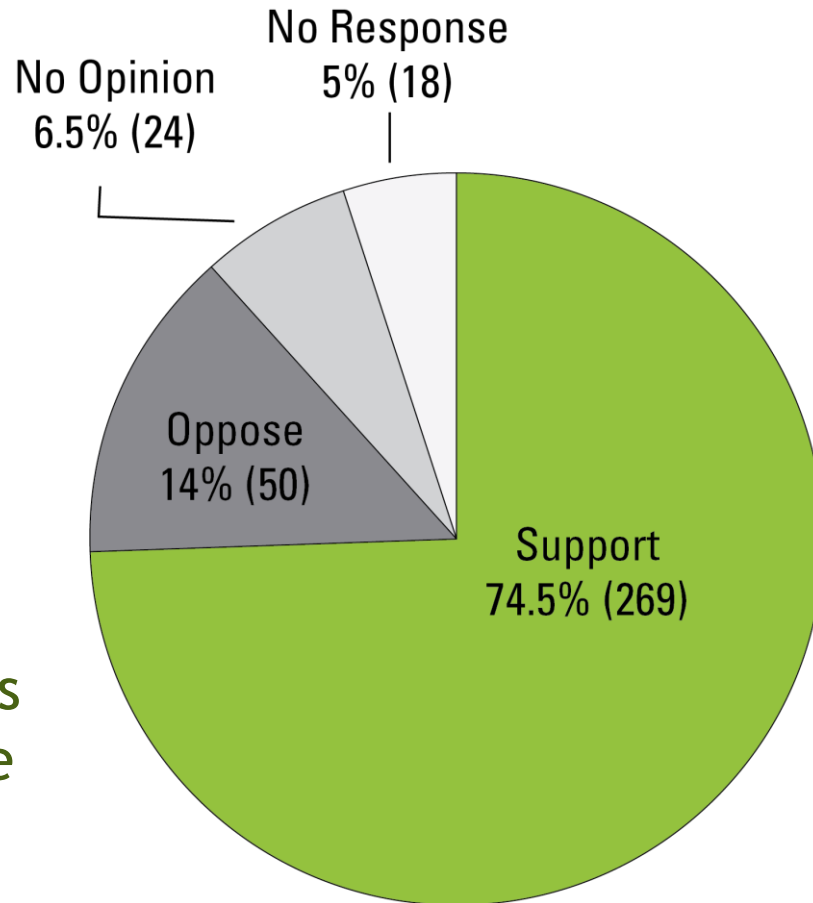




# 2015-2016 MSA-VT Small Business Survey

## Retirement Security

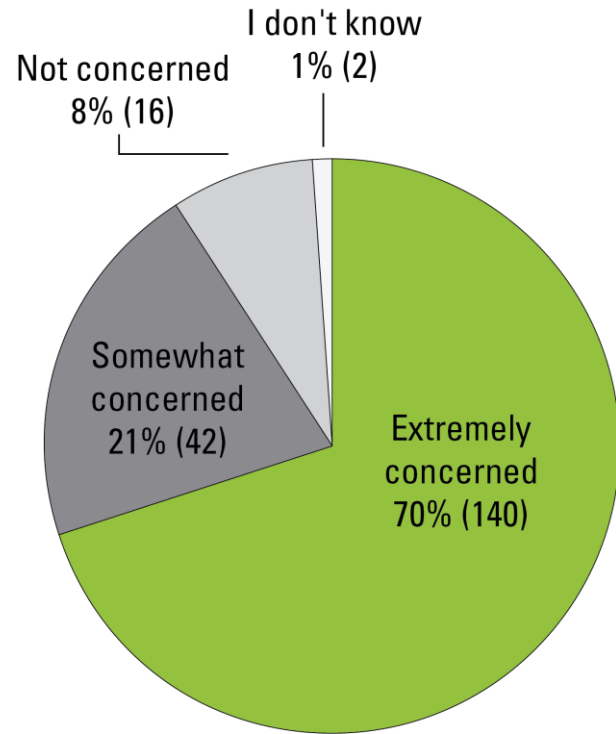
“Would you support Vermont creating an affordable and voluntary retirement plan that all employees could access by electing to contribute via a payroll deduction, in the event that their employer does not already provide a retirement plan?”



“Do you have a retirement plan?”

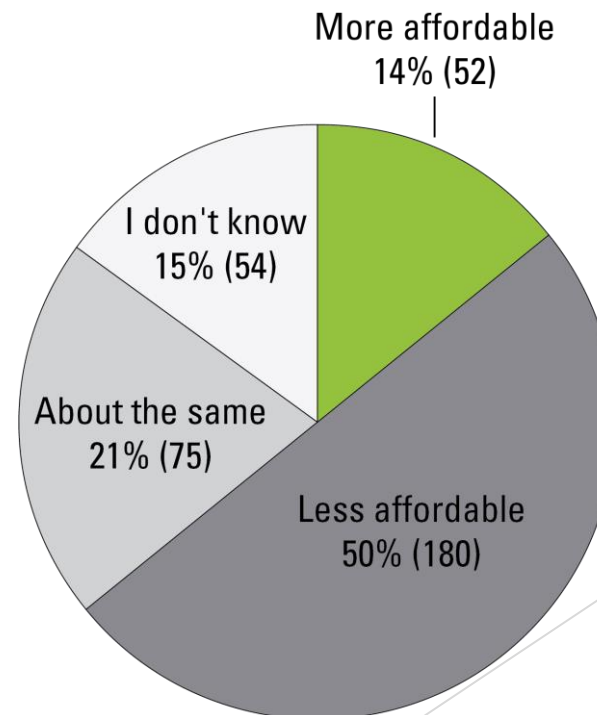
# 2015-2016 MSA-VT Small Business Survey

## Health Care



“What best describes your level of concern about health care affordability?”

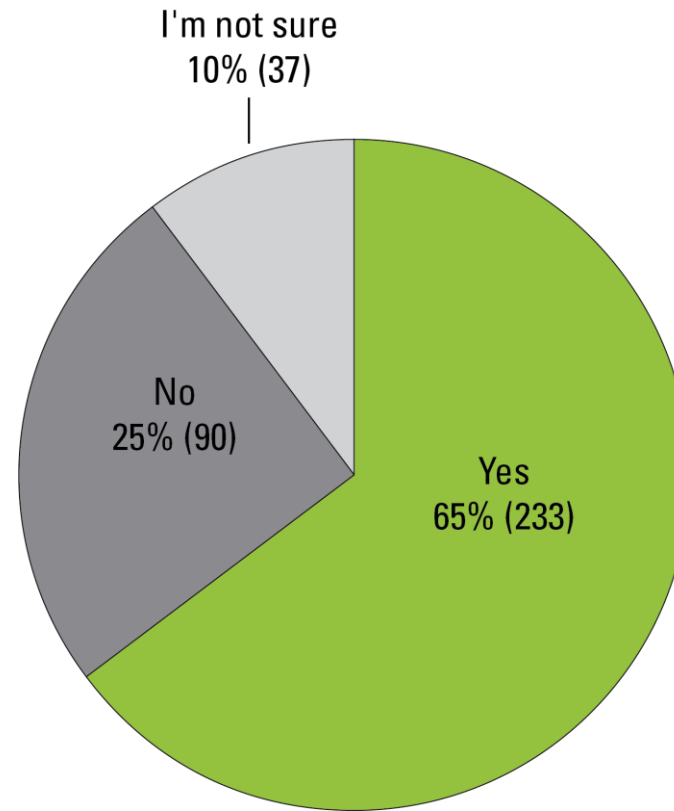
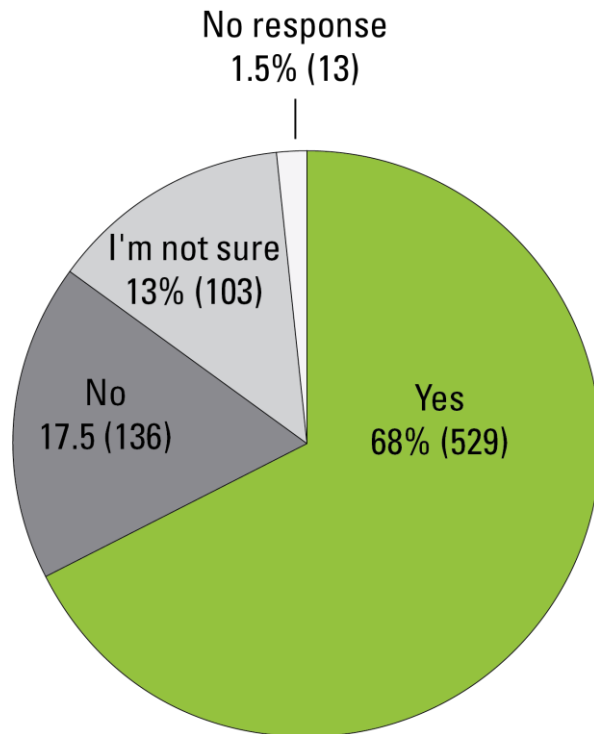
“Since the implementation of the Affordable Care Act, the Vermont Health Care Exchange, would you say that health care has become:”



# 2015-2016 MSA-VT Small Business Survey

## Health Care

“In general, do you support working toward the creation of a universal, publicly financed health care system in Vermont?”

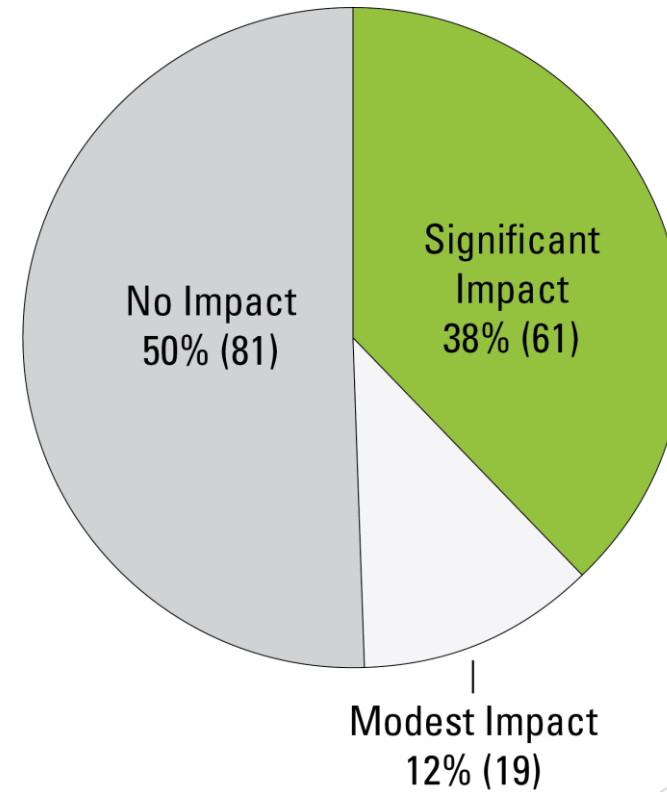
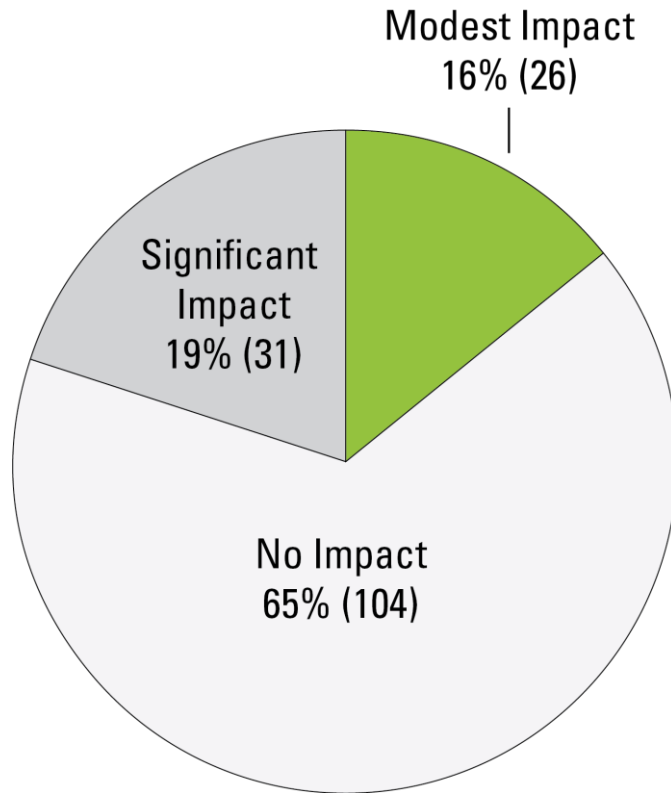


“Would you support expanding Vermont’s Dr. Dynasaur health insurance program for children to remove income eligibility and to cover all Vermont children and young adults up to age 26?”

# 2015-2016 MSA-VT Small Business Survey

## Minimum Wage

“Would you be impacted by a minimum wage increase to \$12.50?”

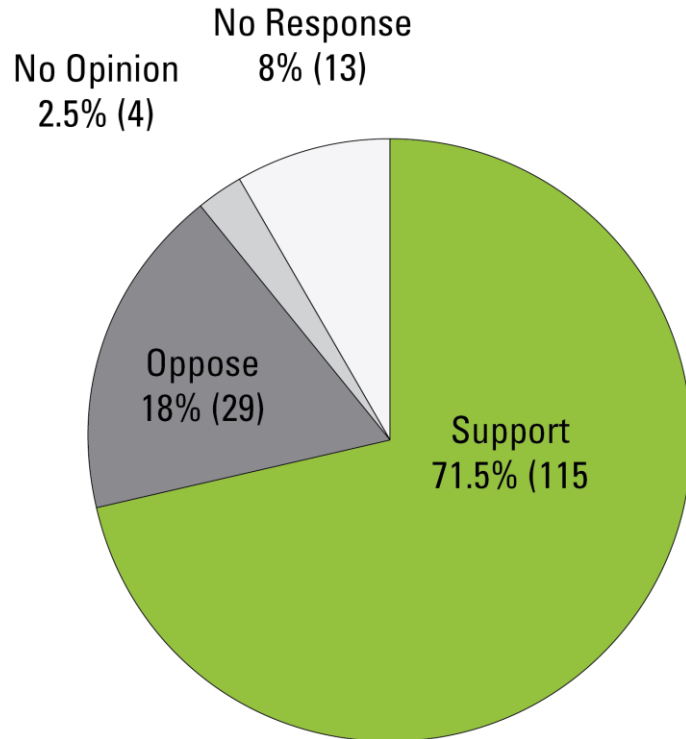


“Would you be impacted by a minimum wage increase to \$15.00?”

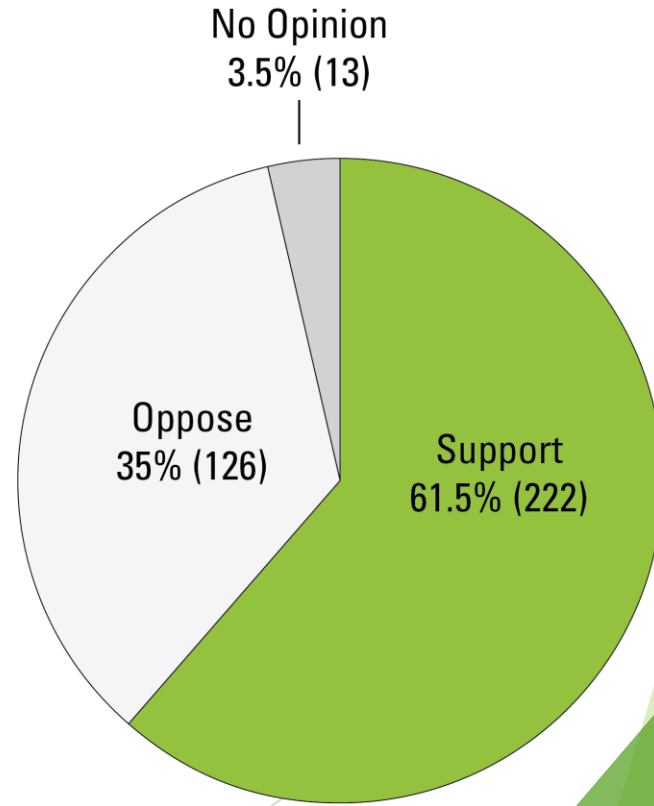
# 2015-2016 MSA-VT Small Business Survey

## Minimum Wage

“Would you support efforts to further increase the minimum wage to \$12.50 by 2018?”



“Would you support efforts to further increase the minimum wage in Vermont with the goal of getting to \$15/hr over time?”

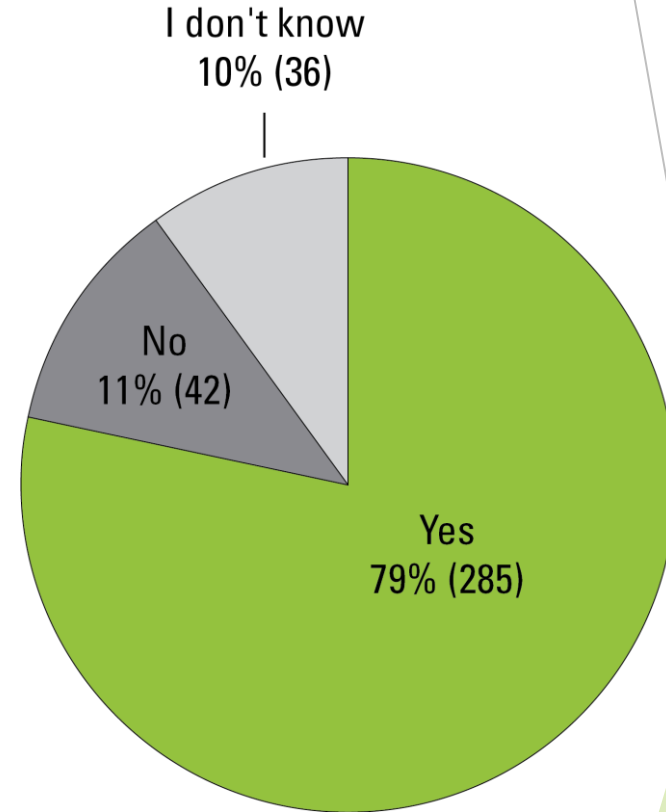
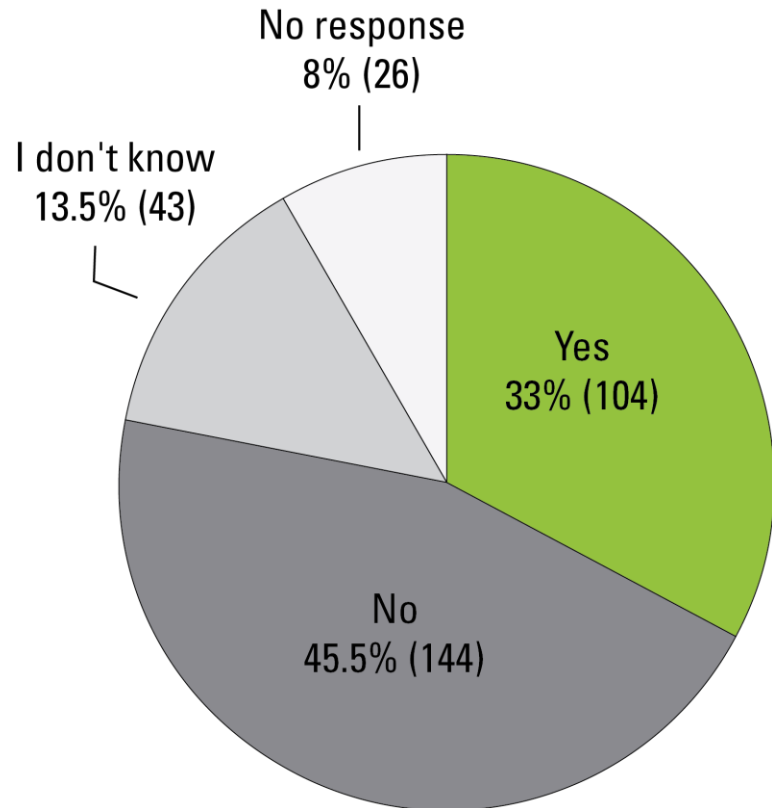




# 2015-2016 MSA-VT Small Business Survey

## Child Care

“Have you or your employees had difficulty finding affordable child care or paying for child care?”

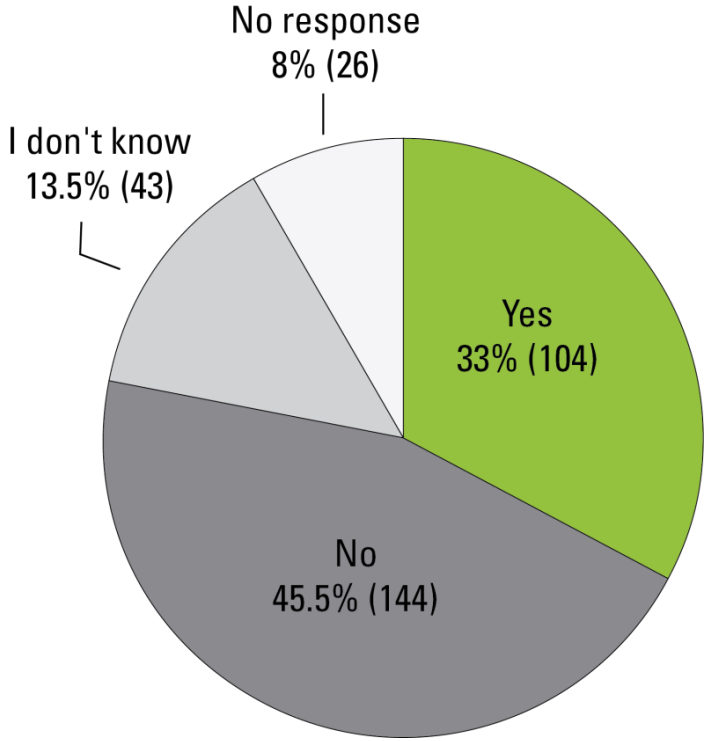


“Do you believe that ensuring high-quality, affordable child care is a key factor in attracting and retaining a skilled workforce in Vermont?”

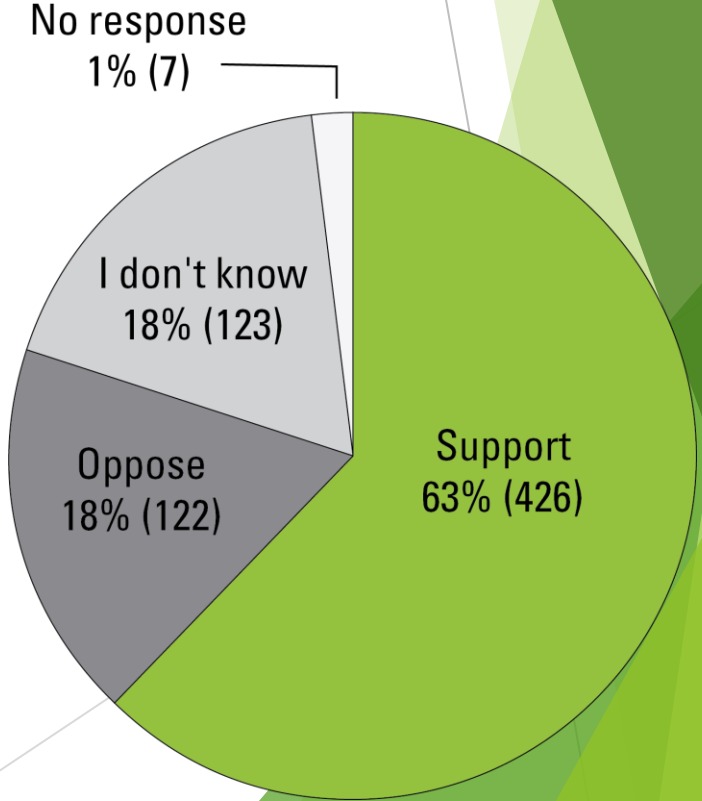
# 2015-2016 MSA-VT Small Business Survey

## Child Care

“In your opinion, has your business been negatively impacted by a shortage of high-quality, affordable child care?”



“Would you support or oppose increasing Vermont’s investment into the child care financial assistance program?”



# What Did We Learn?

Small employers identify affordable health care and tax fairness as top concerns for a healthy economy.

Vermont could do more to invest in economic strategies designed to support small employers.

The state can create economies of scale that will help make small businesses more competitive employers.

Small business owners draw a connection between smart social investment and a healthy economy.

# Main Street Alliance of Vermont's 2017 Legislative Agenda

Paid Family and Medical Leave Insurance

Retirement Security

Health Care Reform

Child Care

Housing

Minimum Wage

vermont  
MAIN STREET  
alliance

