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Multi-Year Survey of Montgomery County Businesses Will Assess Impact of COVID-19 and Identify Resources Needed for Recovery

Local Research Firm Westat Selected as Strategic Partner for Adaptation and Recovery Study

Rockville, Md.— The Montgomery County Economic Development Corporation (MCEDC) has selected Rockville-based Westat as its strategic partner in conducting a longitudinal COVID-19 Adaptation and Recovery Study.

This three-year survey of Montgomery County businesses will track and analyze the ongoing impact of the COVID-19 pandemic on the County's businesses through spring of 2023. Nationally-recognized and employee-owned, Westat provides research services to agencies of the U.S. Government, businesses, foundations, and state and local governments.

"This is an important project, as data is critical for lawmakers and policymakers to make informed decisions," said Benjamin H. Wu, President and CEO of MCEDC. "This multi-year survey will be used to guide Montgomery County's post-pandemic initiatives and allow us to best understand the evolving issues that are priorities for the business community."

"Businesses representing different industries, sizes, and ownership demographics will be included in our sampling plan to ensure the survey results provide a full picture of business adaptation. We are excited to partner with MCEDC to support the long-term vitality of business in our home County," said Dr. Kerry Levin, Westat Vice President for Social Policy and Research and the project lead.

MCEDC and Westat will be administering the first of six monthly surveys beginning in June 2020, with quarterly surveys implemented thereafter. Data analyses will be shared with the County Executive, the County Council, and external stakeholders. As the multi-year study progresses, MCEDC will provide quarterly public briefings on the survey results.

Anticipated survey topics and trends to track include business adaptation strategies during the stay-at-home order, firm closures, and unanticipated opportunities for growth during recovery, among others. The survey also intends to follow the impact of federal, state, and local COVID-19 relief dollars on local businesses.

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About MCEDC

The Montgomery County Economic Development Corporation (MCEDC) is the official public-private economic development organization representing Montgomery County, Maryland. Created in 2016, MCEDC is led by a Board of Directors of business executives. Its mission is to help businesses start,

grow and relocate in Montgomery County by helping them gain access to top talent, business and market intelligence and prime locations. For more information, visit our [website](#). Follow us on [Twitter](#), [Facebook](#), and [LinkedIn](#).