



**INNOVATE NOW**  
**& TRANSCEND**  
**GENERATIONS**  
GENERATIONS  
GENERATIONS  
2021

# COVID 2020 IMPACT

March 18, 2021

# FERNANDO MARTINEZ COMMENTS

# CURRENT STATE OF NWMMSDC REGION

Alaska | Idaho | Montana | Oregon | Utah | Washington | Wyoming

# COVID-19 Regional Costs



## TOTAL GDP IMPACT

↓ **8.60%**

Pandemic Negatively Affects  
Northwest Mountain MSDC  
Region

## TOTAL JOB DECLINE

↓ **4.41%**

Northwest Mountain  
MSDC Region Loses  
411,000 Jobs

## DECLINE IN REGIONAL GDP

↓ **\$111.76 B**

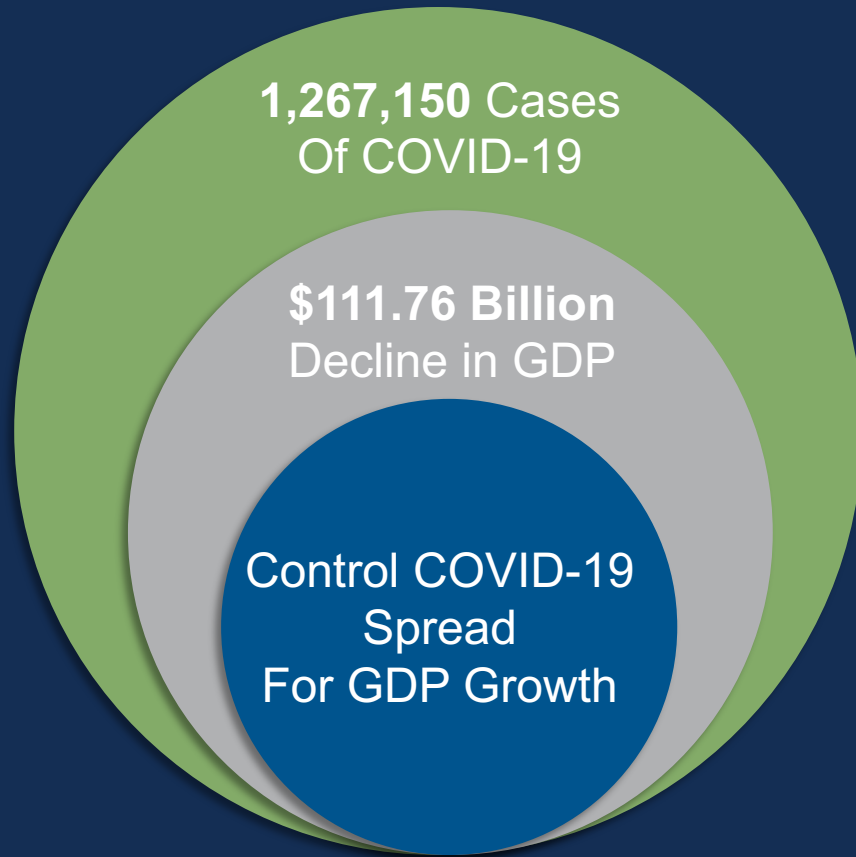
From \$1.286 Trillion  
to \$1.174 Trillion

## LOST WAGES

↓ **\$14.19 B**

Hardest Hit Wages  
Median Wage of \$16.83

# COVID-19 Case Impact



TOTAL NUMBER OF CASES  
IN THE REGION

**1,267,150**

As of March 10<sup>th</sup>, 2021

ESTIMATED ECONOMIC  
COST PER CASE

**↓ \$88,218**

Simple Math:  
GDP Decline/Number of  
Cases

CONTROL FOR A  
DECLINE IN  
CASES AND AN ASCENT  
IN GDP CONTRIBUTION

**↑ \$88,218**

Manage Regional GDP  
Growth by Managing  
COVID-19 Spread

# TOWN HALL HIGHLIGHTS

# Town Hall Highlights: Critical to Success

## Leadership

Fast & Effective Decision-Making

Business Diversification

Envision/Anticipate New Wave of Activities & Quickly Plan Mitigation



## Cash & Cost Management

Immediate Cash Preservation Mode

Quickly React & Did Not Pass the Hardship Downstream

Went to Where the Money Was: PPP & Public Agency Contracting



## Reinvention & Pivot

Adapted to the Yo-Yo Effect

Immediate Shift to How We Do Business in the Current Environment

Shifted & Met PPE Demand



## Communications

Strict Line of Focus on All Customers & Protecting our Ecosystem

Met the Challenge at the Customer's Point of Intersection

Customer Relationships – Shared What Everyone Needed to Know



## Entrepreneurship

Will-to-Win & Commitment-to-Succeed In Spite of Economic Shock

Understood the Market and Properly Positioned/Partnered with Customers

Decision to Build the Business on the Foundation of Customer Safety

# Town Hall Highlights: Critical Challenges

## Leadership

Did Not Move Quickly: Waited too Long to Take Decisive Action

Not Set Up With Good Support Team

Business Model Not Designed for Adaptation



## Cash & Cost Management

Private Sector Dried Up: Business Shut Down Meaning Revenue Went Down

Lack of Cash, Lack of Resources, too Much Debt

Not Pursuing Paycheck Protection Program Funding



## Reinvention & Pivot

Not Meeting the Customer's Needs at Their Doorstep

Not Appropriately Redistributing the Workforce to Retain Them

Big Firms Dropped Down into the Midsized Market Stripping Business Away



## Communications

Not Consulting with Customers & Support Course Correction

Not Asking for Help When Needed

Lost Touch with MBEs – No Communication




## Entrepreneurship

One Dimensional Service or Product: No Diversification in the Business

High Dependency on a Single Customer

New Firms had a Bigger Challenge without Established Customer Relationships





***“Building Value on a  
Continuum for the  
Betterment of our  
Communities in the  
Future!”***

*Northwest Mountain MSDC*