

Lake Sunapee Region Chamber of Commerce Survey 2007

Company Name: _____

Type of Business: _____

Are you currently a chamber member? Yes No

Do you have a:

Commercial office Home office

If you are a chamber member, how long have you been a member?

- 1 year 2-3 years 3-5 years
 5+ years 10+ years Not a member currently

What Chamber activities, programs, or benefits have you taken advantage of --- Or would you if you were a member?

Advertising Attend Events Committee Work Sponsorship

How do you find out or want to find out about Chamber activities, programs and initiatives? Please rank from most used to least used. (5 is your most used medium, 1 is least important)

Newsletter _____ Chamber Website _____
 Local Newspapers _____ Local Radio _____ Chamber Emails _____

What Top 5 Chamber benefits would be or are most important to you?

- Networking Serve Community Listing on Web
 Referrals Government Advocacy Business Education
 Tourism Development Free Brochure Placement Listing in Publications
 Prestige Mailing Lists Sponsorship
 Counseling Other _____

Which of the following services do you think should be priorities of the chamber? ; 1-5 (5 being the highest)

- Networking opportunities____
Community Development____
Business referrals____
Economic development____
Tourism promotion and services____
Periodicals, newsletters, brochures____
Reputation/Credibility/Prestige____
Services for new businesses in the community____
Seminars, workshops, or educational programs____
Business tools, like handbooks & policy information____
Relocation services for new residents____
Major events that bring chamber members together with the public

Please describe what other things should the Chamber be addressing:

Tell us what you think we can do better:

Committees & Task Forces

Are you involved with a Chamber Committee? Yes No

If yes, please list the Committee: _____

Do you feel that your Committee had been effective? Yes No

Explain: _____

Would you like someone to contact you about being on a committee? Yes No

Please provide a phone number where we can reach you _____

Do you read the Chamber Newsletter? Yes No

Do you visit the Chamber Website? Yes No

Do you receive fax blast and/or e-mail updates? Yes No

Do you utilize the Membership/Community Directory? Yes No

Is the Chamber meeting your expectations? Yes No

On a 1 – 5 scale (5 being the highest) how worthwhile is the chamber to you and your business?

If below 3, describe why you feel that the chamber is not meeting your expectations

How would you rank this Chamber's performance in the following activities?

1-5 (5 being the best) Providing networking opportunities _____ Promoting the community _____

Creating a strong local economy _____ Organizing and advertising local events _____

What do you now find most valuable about your membership with the Chamber? 1-5 (5 being the best)

Networking Opportunities _____

Referrals _____

Information/Resources _____

Training/Education Programs _____

Seminars and Workshops _____

Marketing/Advertising Opportunities _____

Community Involvement _____

Social Activities _____

When was the last time you visited the Chamber's website? Within the past . . .

7 days 14 days 30 days

60 days 1 year I have never accessed the web site

What is your perception of the information listed on the web site?

The website is user friendly? Yes No

The website is informative? Yes No

The website is useful in attracting others to do business with you? Yes No

The website needs improvement? Yes No

What improvements would you like to see on the Chamber website?

When thinking of the overall business environment in the area, what do you feel are the most important issues and concerns facing your business today?

Please check the services that you/your company have used and evaluate them; 1-5 (5 being the best)

Advertising/Sponsorship Opportunities _____

Networking Events _____

Monthly Newsletter _____

Marketing Information/Publications _____

Chamber Membership Directory _____

Seminars _____

Chamber Committees _____

Visitor Information Packets _____

Direct Referrals _____

Business Card/Brochure Display _____

Direct Mail _____

Mailing List in Excel _____

I get good value from my Chamber membership investment.

Strongly Agree Agree No Opinion
 Disagree Strongly Disagree Not a member currently

The Chamber is very active in supporting local businesses and the community.

Strongly Agree Agree No Opinion
 Disagree Strongly Disagree Not a member currently

The Chamber staff and board is professional, responsive and in tune with member needs.

Strongly Agree Agree No Opinion
 Disagree Strongly Disagree Not a member currently

Would you like the chamber to offer these as added value benefits of being a member, please indicate all that interest you and that you would take advantage of:

Member to Member Benefits/Discounts, member perk card with participating businesses Yes No
 SCORE Counseling Yes No
 Partnering with chambers in other states, brochure exchange Yes No
/ Cross Marketing with Area Chambers Yes No

- | | | |
|--|------------------------------|-----------------------------|
| <input type="checkbox"/> More information in the broadcast newsletters: | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| -plus printed versions for booth visitors to pick up and read. | | |
| -Story about new members, not a just a listing in newsletter | | |
| -Merchants Crime Alert—e-mail broadcast crime prevention service | | |
| -Business Advice column in the Chamber Newsletter. | | |
| -Free Advertising, several businesses get a free plug in the newsletters on a rotating basis | | |
| <input type="checkbox"/> Certificates of Origin Validation available through the Chamber. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Link/page on chamber site with logo download | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Staples business advantage | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Community photo contest, with photos online | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> On member directory, a small blurb about the business, 20 words or less | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Member Of The Month Awards: | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Online free job advertising/help wanted | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Ribbon Cutting and Grand Opening - offered for your new office or branch | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Chamber representative at area trade shows with brochures from participating businesses | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Chamber Ambassadors | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Small Business and tax information online on the Chamber website | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> NOTARY SERVICE: As a member. the Chamber provides you with free Notary Service | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Please indicate which Business Breakfasts/Business After Hours topics you and/or staff might be interested in attending this year: Please indicate as many as you would be interested in.

- Leadership Development
- Coaching Techniques
- Evaluating Effectiveness
- Customer Service
- Conflict Resolution
- Motivational Strategies
- Retaining Employees
- Effective Communication Strategies
- Local marketing opportunities in cooperation with local media, organizations and publications
- Business Writing Basics
- Protecting your Business Against Crime
- Health Insurance Options for Small Businesses
- Human Resource Basics
- Credit card processing
- Computer Security
- Property & liability insurance
- Resources available from the SBA and the SBDC, Score, NHMade, MicrocreditNH, Lakes Region Association
- First Aid and CPR Training
- Marketing Strategies
- Training on MS Access, MS Excel Powerpoint, Quickbooks, Peachtree, MS Publisher, MS Outlook or MS Outlook Express, Internet browsers
- Employee Health and Wellness Options
- Meeting our new state representatives and hearing their thoughts on the minimum wage, rooms & meals tax, attractions tax, JPP funds, tourism promotion funds, and other legislative topics
- Labor laws overview including employees vs. contractors vs. casual labor and child labor considerations
- Rooms & meals tax overview and Q&A
- Property tax considerations for businesses
- Selling your business or commercial property
- Re-financing your business or commercial property

- Internet marketing via search engines, directories, pay-per-click
- Making the most of the new Chamber website
- The state's tourism website and publications
- Disaster preparedness for your business (e.g., flood, fire, ice storm, terrorism, bird flu)

If you like a Chamber Ambassadors to visit your organization in 2007 please enter your business name, contact name, and phone number.

Thank you for your participation.