



Membership Satisfaction Survey

Mid-America Chamber Executives

February 17, 2017



Survey Summary

This survey is produced by the Mid-America Chamber Executives whose mission is to upgrade the professional excellence of chamber executives in the MACE area (Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin).

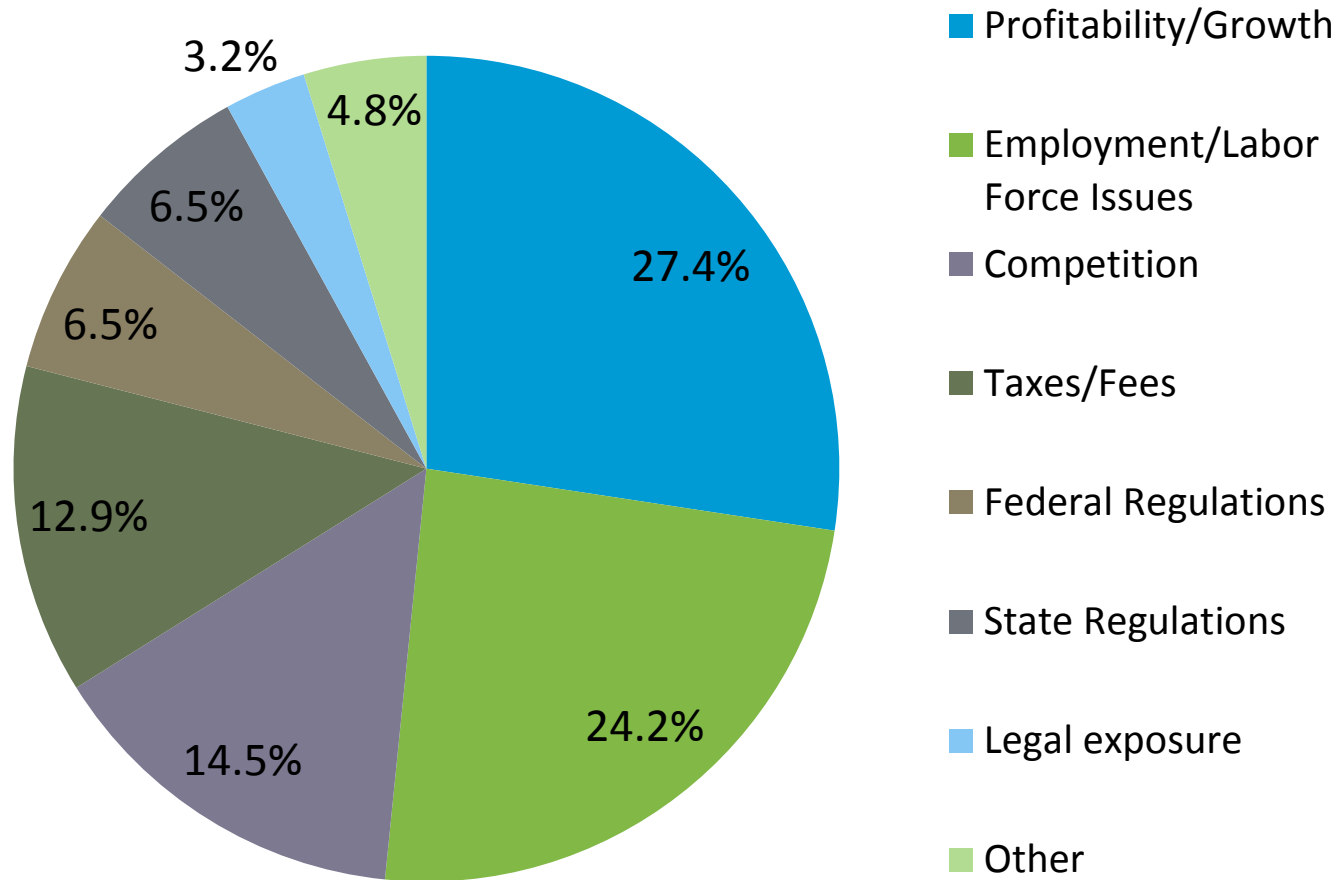
The objective of the survey is to help chamber executives and boards of directors make informed decisions about their own chamber.

- Survey ran from January 19th – 31st , 2016
- 64 Responses
- Response rate: 24.6% (Excellent)

Definitions & Methodology

- Unless marked as a percentage, all results are based on average values of 10 point question, where 1 is the lowest, and 10 is the highest.
- The industry averages are calculated by taking an unweighted average of other Midwest chambers' average responses.
- A .2 or greater difference from the industry should be considered a significant difference

Other than the economy, what would you say is the biggest challenge facing your business?



How relevant is the chamber to YOUR BUSINESS?

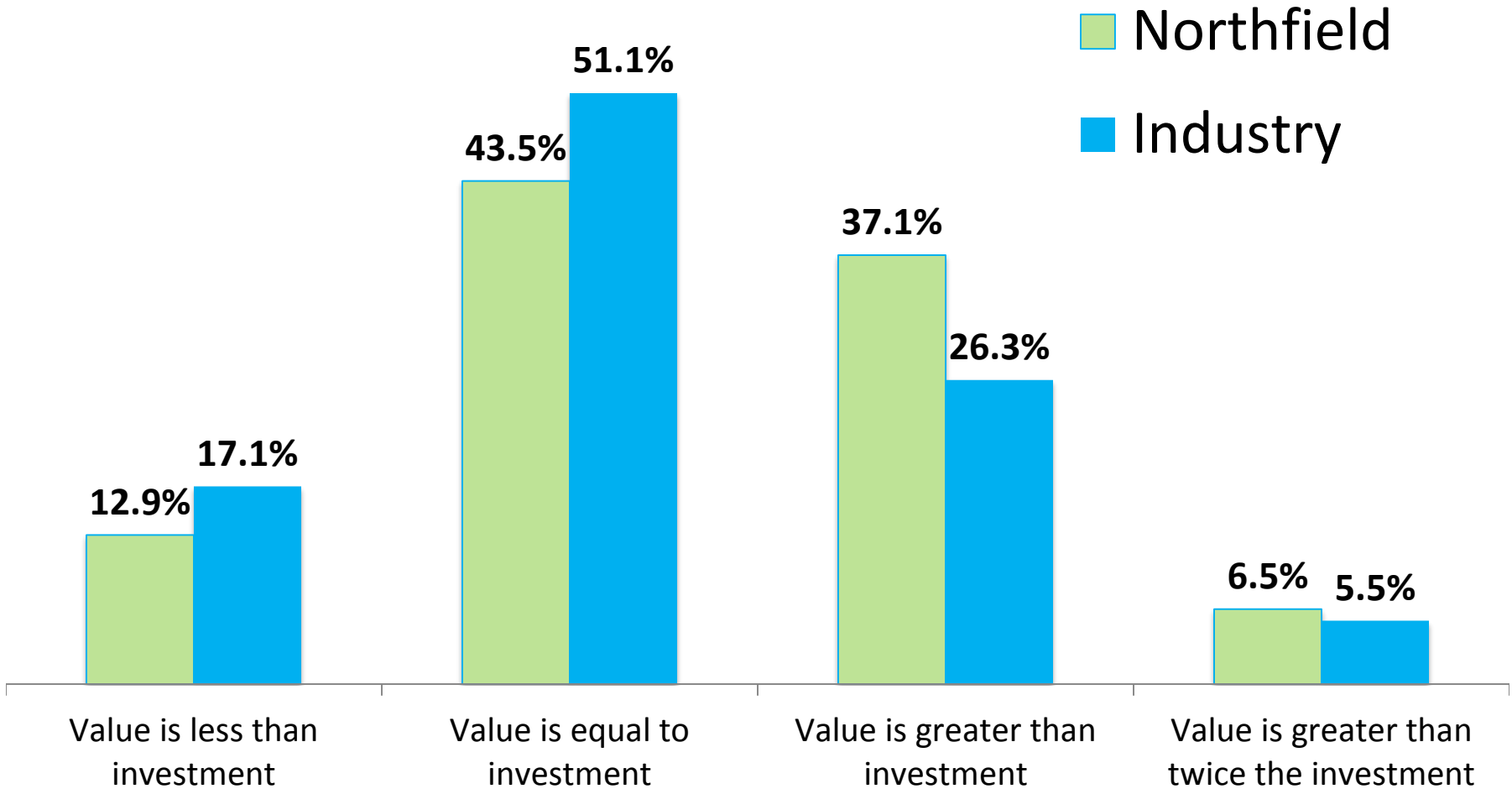
**Northfield
Area Chamber**

7.4

Industry

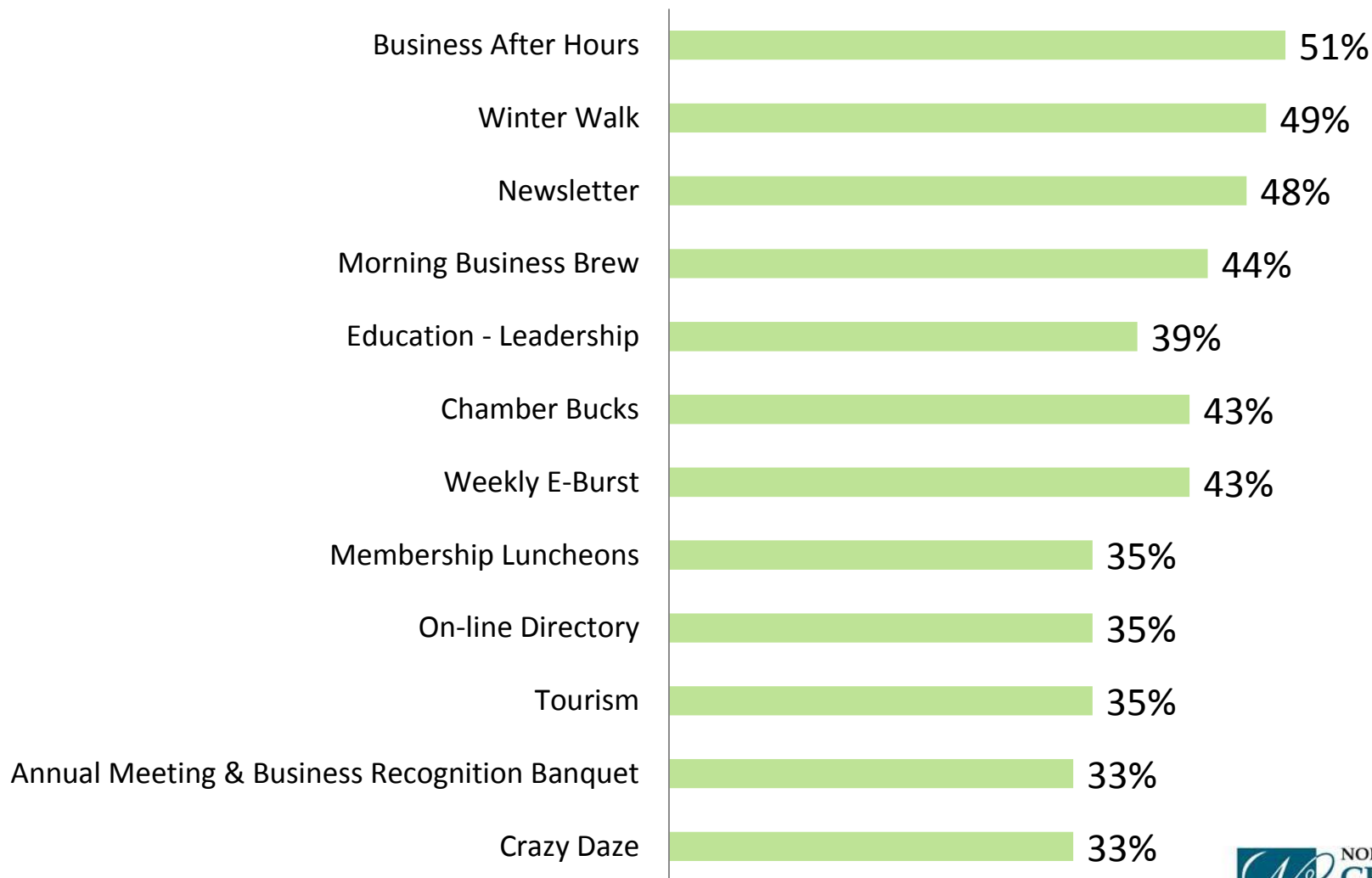
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What value do you get from the chamber in comparison to your annual membership investment?



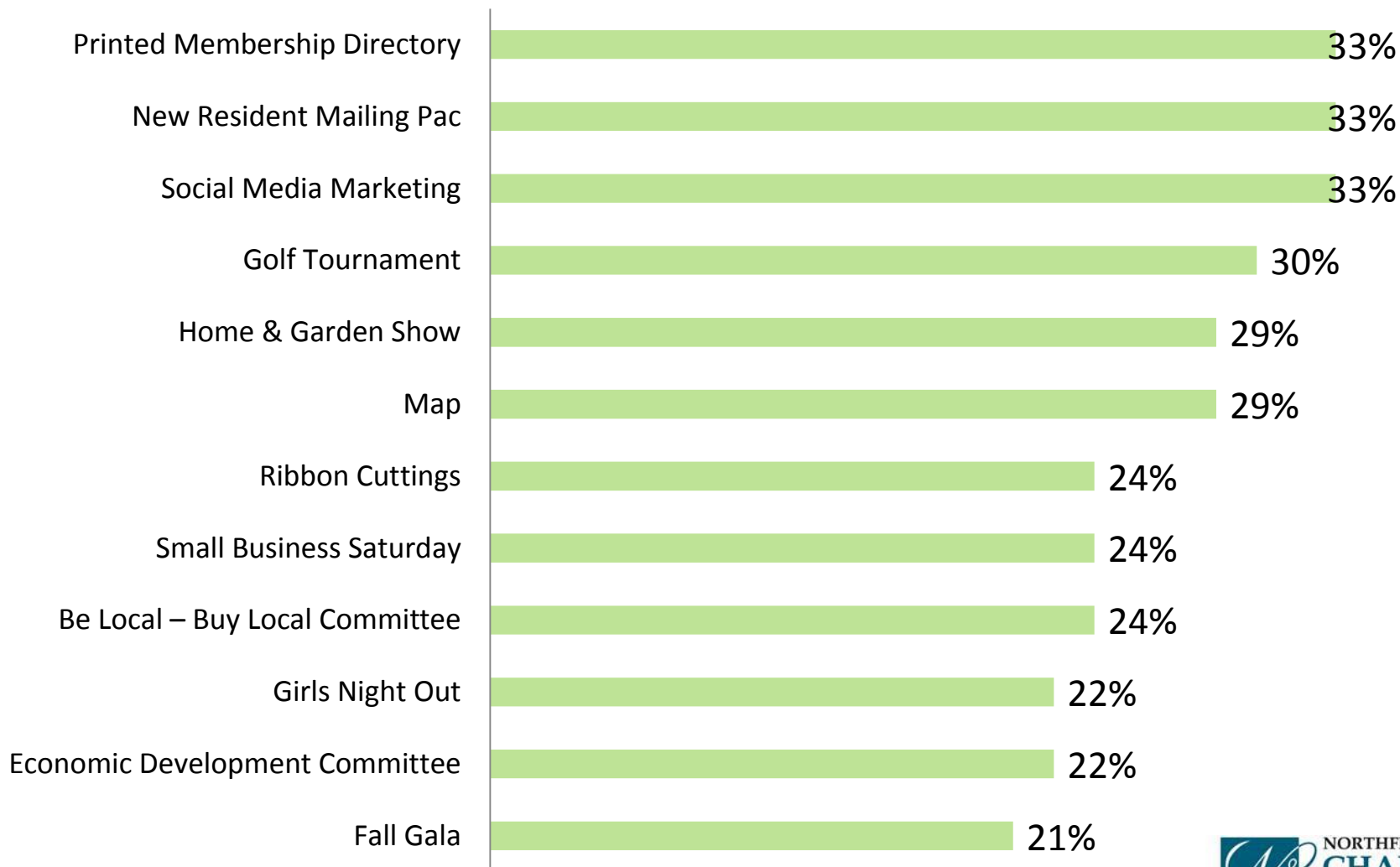
Which of the following chamber programs/services are beneficial to you?

(select all that apply)

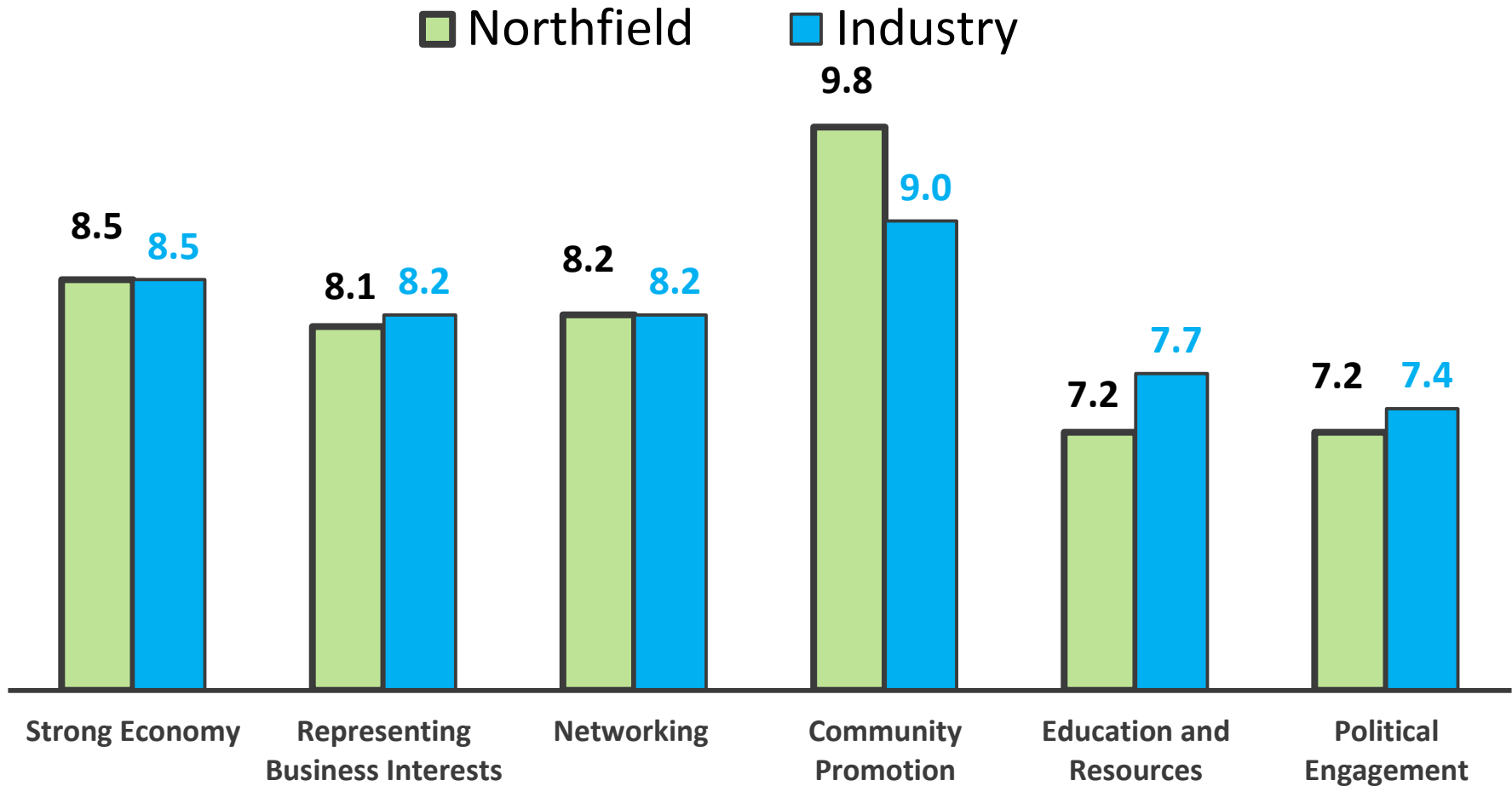


Which of the following chamber programs/services are beneficial to you? (Continued)

(select all that apply)

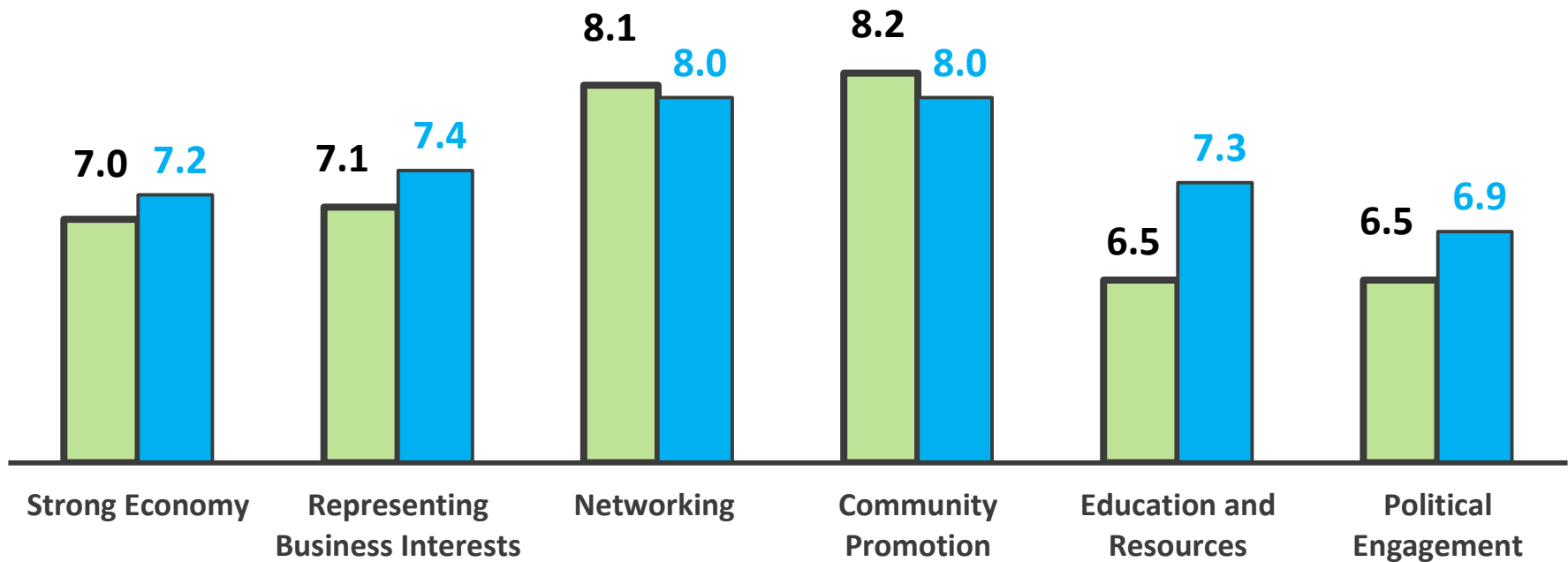


Importance of...



Performance of...

■ Northfield ■ Industry



Comments from membership

How to create a stronger local/regional economy

- Continue to be the leader, and not let other organizations take credit for the actions of the Chamber.
- Maybe a little more hands on introductions from new member to existing ones in the community.
- Collaboration meetings to share best practices. It isn't always about more customers but it's always how well you do with the customers and employees.

Comments from membership

How to better represent the interests of businesses

- Keep Chamber members up to date on important local, state, and federal regulations that may affect the business.
- As a public entity, I appreciate the collaboration the Chamber has with us. We rely on quality two-way communication to best serve the needs of the community.

Comments from membership

How to provide better networking opportunities

- I think the Chamber does a great job and offers many ways for members to network.
- New businesses can benefit from networking but those of us that have been in business, in my opinion, choose our group to network with outside of structured events. Perhaps a good networking focus can be for new business and you can cut back on other networking?

Comments from membership

How to better support community events

- I think the Chamber DOES some big community events - namely Winter Walk. They should get more credit.
- Bringing people downtown is huge! Giving them a reason to come, bring their families and friends, benefits this enormous cultural asset that we have.

Comments from membership

How to provide better education and business resources

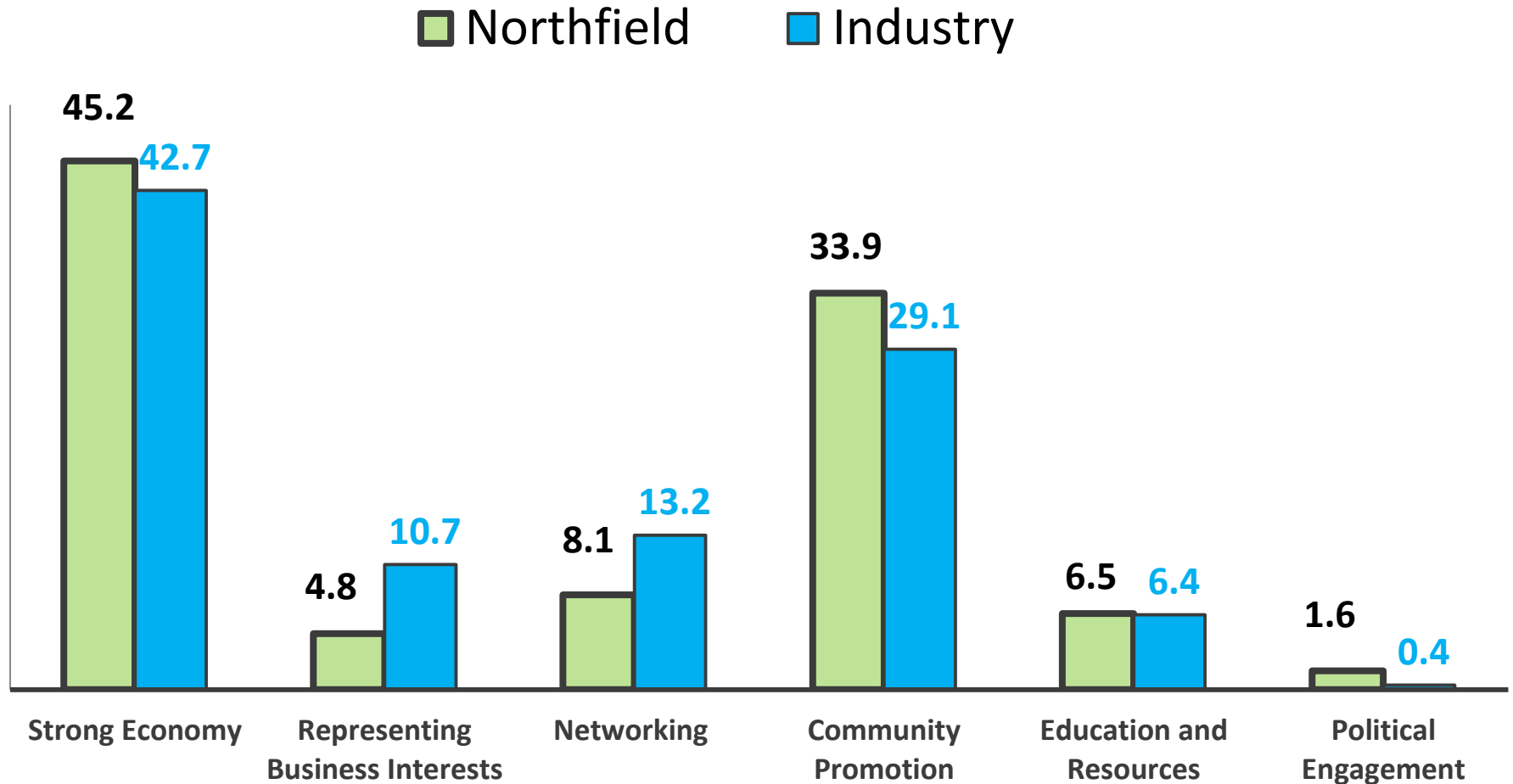
- Need to do more open to the public seminars, and partner with others in town. just having folks come in for a sandwich and a sales webinar is not going to do it. Leverage local talent and businesses.
- Provide more information on what you are doing now.

Comments from membership

How to provide be better involved in political action

- I would like to see the Chamber focus on Northfield, and dial back slightly the lobbying at the state level. Let the state chamber do that
- Identify, recruit and support higher quality candidates across the board. Educate the public on the importance of business-friendly candidates.

Main Purpose Should Be...



How influential is the chamber in public policy in the community?

**Northfield
Area Chamber**

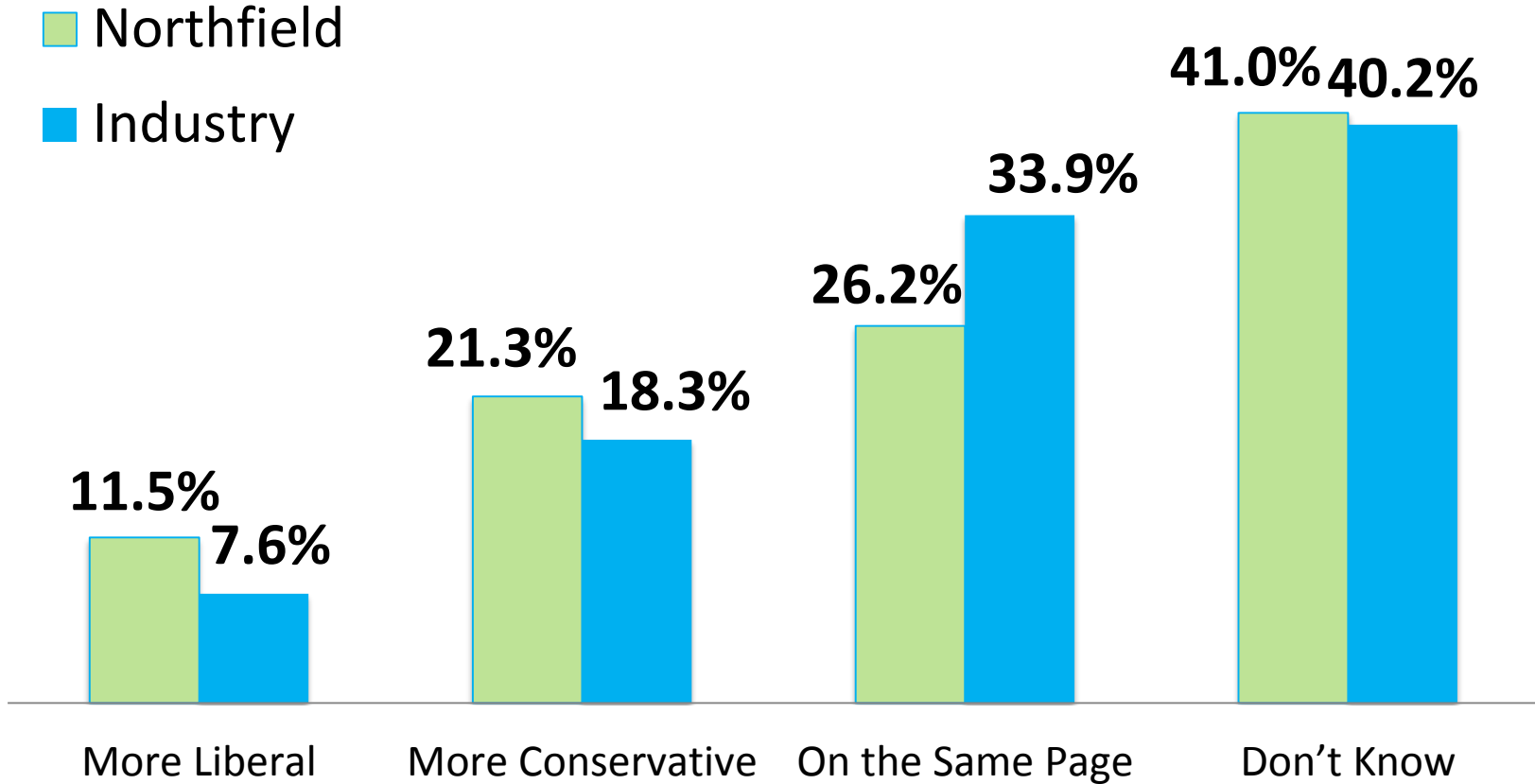
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Industry

6.8

Comparing your own political beliefs to the chamber, do you believe that the chamber is...

Survey Averages



Would you recommend joining the chamber to friend who was not a member?

**Northfield
Area Chamber**

7.8

Industry

7.9

How would you rate the president/CEO director of the chamber as a community leader?

**Northfield
Area Chamber**

8.0

Industry

7.9

Things to Consider

- What do your members view as priorities of the chamber?
- Do your chamber's values and priorities match up with those of your members?
- What questions show the most discrepancy between your chamber and the industry?
- What changes, if any, does this survey inspire you to look into?