



Leading On A Progressive Track Of Tourism And Industry For Our Community

MEMBER SATISFACTION SURVEY

Dear Local Business Owner:

Although you are not currently a member, you have been in the past, and we are asking for your help! Please fill out this survey to the best of your ability. We ask you to do this because you have not renewed your membership, and we are wondering where we did not meet your expectations as a chamber member.

This survey will examine ways in which our organization could better meet your needs. It may seem like a very long survey. However, since a survey hasn't been done, and lots of businesses feel the Chamber could better meet their needs, it is important to collect all of the information on these pages. The information you provide is vital to the betterment of your Chamber of Commerce. This is your time to voice any comments, concerns and criticisms so please take the 30-45 minutes to thoroughly complete this survey. If you don't feel like answering a specific question, don't. If you feel the question doesn't apply to you, simply respond N/A. We value your feedback, so be open and honest. Your personal information will not be shared. Your responses will be kept anonymous. If we can be of service do not hesitate to contact us!

Once we receive all of the surveys, we will then compile the data and review all responses. After the board has reviewed the compiled data, a copy of the report will be available to all members upon request. You may also come into the Chamber Office to review a copy.

All surveys must be returned. Please attempt to answer most of the questions.

Please return your survey by Tuesday October 3rd, 2006. You can either drop it off or mail it to:

McGregor Area Chamber of Commerce
P O Box 68
7 S. Maddy St.
McGregor, MN 55760

Voluntary Information

Business Name:

Business Phone #:

Your Name:

YOUR COMPANY

1 What industry/classification would your business fall under? _____

2 How many full-time employees do you have staffed? (2 part-time = 1 full-time)
Just 1 2 to 4 5 to 6 7 to 15 16+

3 How long has your business been a Chamber Member? _____

4 How is your business currently involved in the Chamber?

- Membership only
- Sponsorship of events
- Serve on Board of Directors
- Volunteerism
- Consulting Services
- Attend Monthly Meetings

5 What do you value as the most important issue facing the business community today?

6 What do you see as the most important issue in the near future?

7 What could the Chamber do to improve the lines of communication concerning business issues?

8 What do you think of the "Business of the Year" program?

What could we do differently?

9 What fees/government regulations affect your cost of doing business in the McGregor Area?

Please rank in order of importance, #1 being most important.

- Access to education
- Energy Costs
- Health Insurance
- Liability Insurance
- Local Property Taxes
- Local Zoning ordinances/permits
- Sewer/Water rates
- State permitting/licensing
- State taxes
- Other: _____

10 Do you feel the Chamber provides services to meet your unique needs as a small business owner?

Yes No

Why or Why Not? _____

- or select: ___ Good Sounding Board ___ Need more site visits
 ___ Helps with local area functions ___ Specialized Business
 ___ Cares about small businesses ___ Don't receive referrals
 ___ Works with large businesses ___ Haven't identified my needs
 ___ Keeps me informed ___ Networking opportunities

How can we better meet your unique needs as a small business owner?

11 Do you anticipate adding new employees over the next year? Yes No
 If so, how many? _____

12 Over the past year, have sales:
 Improved No Change Declined

13 Over the past year, in regards to staffing, have you:
 Added Employees No Change Downsized

14 Please indicate your assessment of the McGregor Area Economy for this year compared to last year.
 Improved No Change Declined
 Please add any comments in regards to your answer:

15 As a member of the Chamber are you:
 Commercial Non-profit Municipality Other: _____

MEMBERSHIP

16 Overall, how satisfied are you with the Chamber of Commerce organization:
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

17 Have you participated in a Chamber committee? Y N Specify: _____

18 Getting involved and accessing Chamber resources is simple and convenient.
 Strongly Agree Agree Neutral Disagree Strongly Disagree
 What would make it easier to get involved and/or access Chamber resources? _____

19 On a scale of 1-5, please rate the following:
1-Poor 2-Fair 3-Satisfactory 4-Good 5-Exceptional

Rating

- ___ Quantity of Events
- ___ Quality of Events
- ___ Quantity of Communication
- ___ Quality of Communication
- ___ Customer Service & Responsiveness
- ___ Educational Meetings
- ___ Networking Opportunities
- ___ Leads and Referrals
- ___ Involvement & Helpfulness of other members
- ___ Your Involvement & Helpfulness

If you rated any of the above less than 4, how do you think we can do better?

20 Complete the following sentence: I joined the McGregor Area Chamber of Commerce because

21 Complete the following sentence: If I renew my membership next year it will be because

22 What do you like or value **most** about the Chamber?

23 What do you like or value **least** about the Chamber?

24 Where are we not meeting your expectations?

25 Please indicate your level of agreement with the following statements:

1-Strongly Disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly Agree

Rating

- ___ I have found new business through my involvement in the Chamber.
- ___ I have developed valuable business relationships through my involvement.
- ___ I visit the Chamber website regularly
- ___ I find the Chamber website to be a useful source of information.

26 How would you rate the value of the McGregor Area Chamber of Commerce to the Community?
Not Valuable Semi-Valuable Very Valuable

36 (continued) Please explain: _____

37 Which of the following Chamber benefits do you find useful (select all that apply)

<input type="checkbox"/> Membership Networking	<input type="checkbox"/> Event Support
<input type="checkbox"/> Member Communication	<input type="checkbox"/> Marketing Opportunities
<input type="checkbox"/> Educational Programs	<input type="checkbox"/> Placement of materials in Visitor Center

38 How would you rate your involvement with the McGregor Area Chamber of Commerce?

Not at all involved	Somewhat involved	Neutral	Involved	Very Involved
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39 If your answer to #38 was neutral or below, which of the following statements best describes why?

<input type="checkbox"/> Too busy	<input type="checkbox"/> Too much effort	<input type="checkbox"/> Not interesting	<input type="checkbox"/> Not aware	<input type="checkbox"/> Don't care
<input type="checkbox"/> Don't know	<input type="checkbox"/> Some other reason	<input type="checkbox"/> Not applicable		

40 What was the primary reason you joined the Chamber?

41 Do you intend to renew your membership next year? Yes No

42 Do you feel you get adequate return by belonging to the Chamber? Yes No

43 Overall, how would you rate your experience as a member of the Chamber?

Excellent	Very Good	Good	Needs Improvement
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44 Have you or representatives of your company attended any meetings in the last year? Yes No

If yes, how many meetings?	1 to 2	3 to 5	6 to 10	10+
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45 Are there any topics you would like us to discuss at monthly meetings? Please list:

46 How would you rate our Member Reminder Emails?

Enough Already!	Just Enough	Average	Need More	What Reminders?
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47 What would you say is the main benefit of being a Chamber Member?

48 What could the Chamber do to improve the lines of communication between members?

49 Do you feel you get your investments' worth from being a chamber member? Yes No

Please explain:

50 How satisfied are you with these Chamber events and services?
1-Very Satisfied 2-Satisfied 3- Neutral 4-Dissatisfied 5-Very Dissatisfied

- Networking/Promoting my company
- Website
- Monthly Meetings
- Annual Dinner
- Winterfish
- June Fishing Tournament
- Birding & Nature Festival
- Let's Go Golfing Tournament
- Wild Rice Days/Lion's Corn Feed

51 Would your company be interested in having employees participate in any of the following?
 Board of Directors
 IT consulting
 Event Participation
 Committee Chairs or Members

52 What topics would you like to see addressed at our annual dinner?

53 Who would you like to see speak at one of our monthly meetings or annual dinner?

EVENTS

54 These Chamber events are beneficial to my business:
Winterfish June Tournament Birding Festival Let's Go Golfing Wild Rice Days

55 Which of the following events have you attended?
Winterfish June Tournament Birding Festival Let's Go Golfing Wild Rice Days

56 What is the biggest obstacle you face in attending Chamber events?

57 What is your favorite Chamber event? _____

58 Which Chamber event(s) do you feel are unnecessary?

59 How many Chamber events have you attended in the past year? _____

60 What was the last Chamber event you attended? _____

61 Overall, how would you rate the last event?
Excellent Very Good Good Needs Improvement

62 What is your primary reason for attending Chamber events?
____ Networking Opportunities
____ Topic/Speaker at the event
____ Visibility/Exposure
____ Mandated by management
____ To support the Community
____ Other _____

63 What are your reasons for not attending Chamber events?
____ Time conflicts with other priorities
____ Cost
____ Not interested in topic
____ Too busy
____ Travel too much
____ First year being a member
____ I plan to attend more events
____ Work hours don't coincide
____ Usually out of town
____ Family commitments
____ What events?
____ Other: _____

64 Have representatives of your company attended any events in the last year? Yes No
If yes, how many events? 1 to 2 3 to 5 5+ Not Sure

65 Does your company encourage employee volunteerism with Chamber events? Yes No

66 Are you interested in being a sponsor at one of the Chamber Events?
Yes! (Please specify) _____ No, Thanks

WEBSITE

67 Are you aware that the McGregor Area Chamber has its own Web Site?
www.mcgregormn.com Yes No

68 How many times per month do you visit the McGregor Area Chamber's Web Site?
Zero 1 to 2 3 to 5 5 to 10 10 or more

69 What additional information would be helpful on our Web Site?

- 70 What is your primary reason for visiting the Web Site?
 Check out upcoming events
 Register for events online
 Check out business resources
 Contact Information
 Directions to an event
 Business Directory

71 Have you viewed our website in the last 6 months? Yes No

72 How would you rate our website?
Excellent Very Good Average Needs Improvement Poor

CHAMBER OFFICE

73 Have you had contact with the Chamber office/Coordinator? Yes No

74 How would you rate that contact?
1-Very Poor 2-Unsatisfactory 3-Average 4-Satisfactory 5-Superior
 Quality of Service
 Resolved my problem/issue
 Courtesy/Friendliness
 Timeliness in executing a task
 Knowledge/Information provided

75 Please describe what stood out from the service experience you had:

76 Was there anything about the service that stands out as being superior?
Patience Enthusiastic Listened Carefully Friendly Responsive
Other: _____

77 Was there anything about the service that could be improved?
Impatience Unenthusiastic Didn't listen Unfriendly Unresponsive
No Improvement Needed Other: _____

- 78 In regards to #77, what would best describe what happened?
 Kept me waiting Had to repeat Spoke slowly Had to ask others
 Didn't know how to handle my problem Not applicable
- 79 Thinking about your last call/visit to the Chamber, for what reason did you contact the office?
 Information Question Membership Referral Introduce Myself
 Other: _____
- 80 Please rank your 3 most important Chamber Services (using 1st, 2nd & 3rd):
 _____ Email Reminders
 _____ Mailing Lists
 _____ Web Site
 _____ Tourist/Visitor Referrals
 _____ Hot Topics at Monthly Meetings
 _____ Monthly Meetings
 _____ Business Information Displayed at office & tourism center
 _____ Telephone Communications
- 81 How well does the Chamber keep you informed of events, membership services & activities?
 1-Very Well 2-Fairly Well 3-Not Well 4-Not at all 5-No opinion
- 82 Which form of communication best suits you?
 Telephone Postal Mail Email
- 83 Does the Chamber inform you & the public about events, directors & new members effectively?
 Yes No
- 84 How could the Chamber improve this? _____

- 85 If the Chamber were to take on a new effort, what should it be?
 _____ Marketing
 _____ Creative Economic Development
 _____ Inform better on the issues in legislature
 _____ Continue fine-tuning present efforts
 _____ Create youth related enterprises
 _____ Tourism growth
 _____ Create Chamber Newsletter
 _____ Other: _____
 _____ Other: _____

86 What suggestions do you have to accomplish taking on the new effort?

COMMENTS/SUGGESTIONS

87 What new and emerging issues do you think should be addressed by the Chamber?

88 Are there existing issues that the Chamber should be addressing today?

89 What one thing would you most like to see improved with the Chamber?

90 What would you do to improve the Chamber?

91 What existing issues would you change or revise?

92 Any suggestions for improving our service to you?

93 What additional benefits could the Chamber offer that would help promote your business?

- Referral Cards
- Mailing Labels
- Annual Directory of Members
- Visitors Guide
- Maps of the McGregor Area
- Other: _____

94 What do you think are some of the greatest needs of our community?

95 If you have any other comments not covered in the previous questions, please note them on the back of this page.

THANK YOU FOR TAKING THE TIME TO BETTER THE MCGREGOR AREA CHAMBER OF COMMERCE!

