



Membership Satisfaction Survey

Mid-America Chamber Executives

May 1, 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.

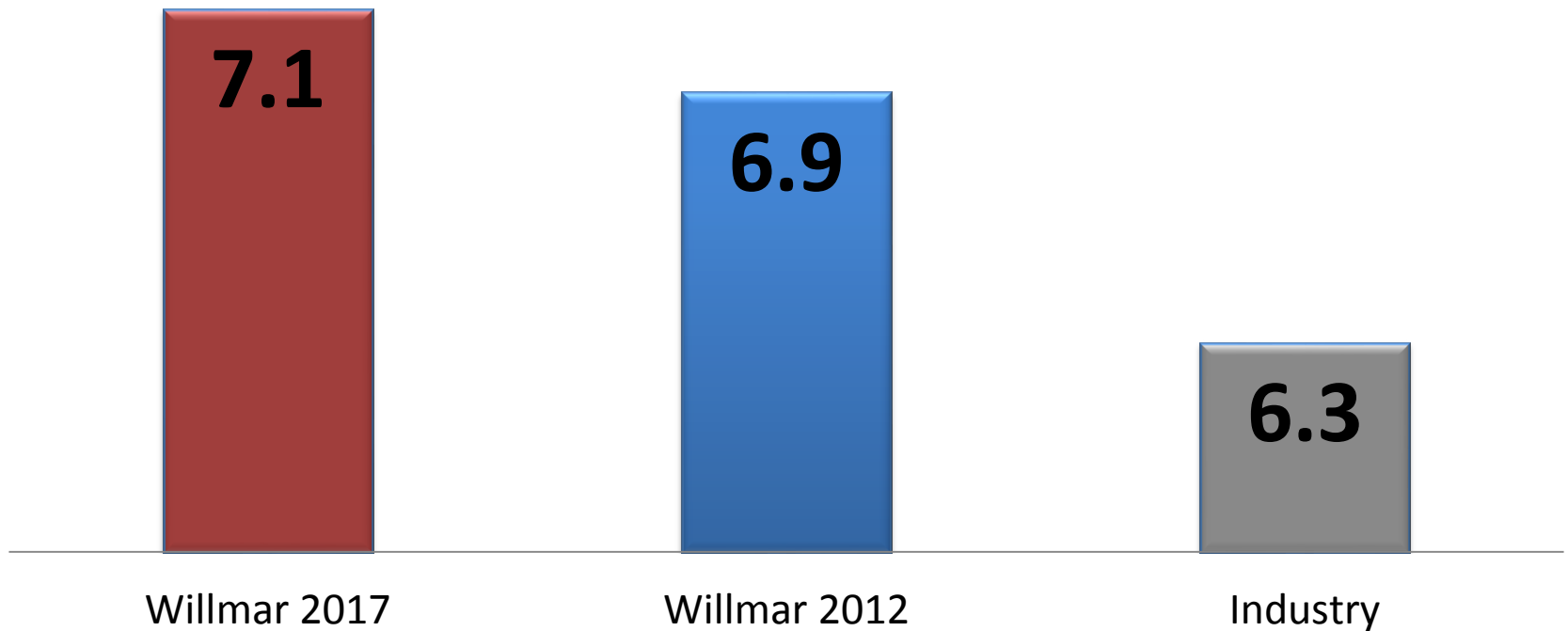
- Survey ran from April 3 – April 24, 2017
- 126 Responses
- Response rate: 23%

Definitions & Methodology

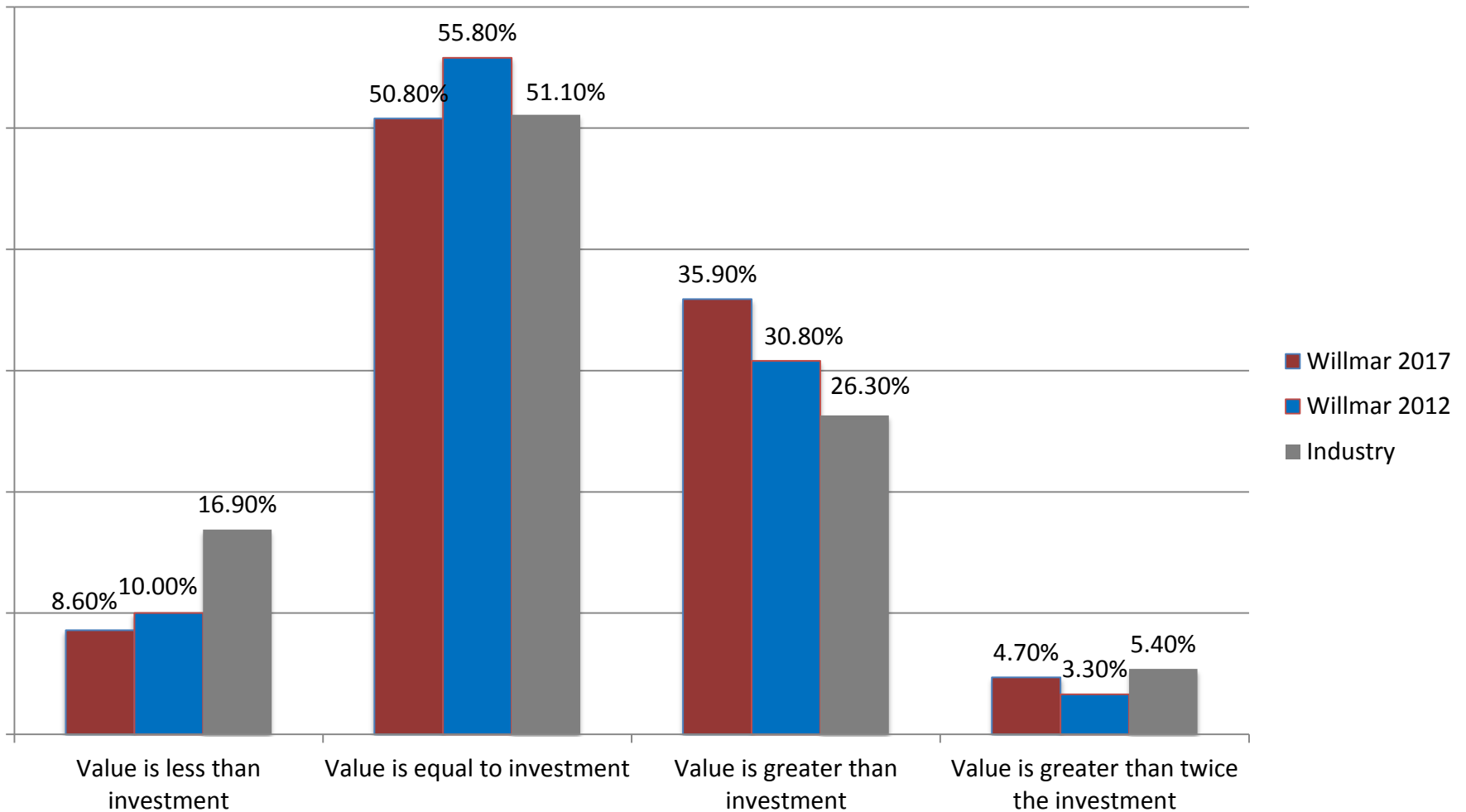
- Unless marked as a percentage, all results are based on average values of 10 point question, where 1 is the lowest, and 10 is the highest.
- The industry averages are calculated by taking an unweighted average of other Midwest chambers' average responses.

1. How relevant is the Willmar Lakes Area Chamber of Commerce to your business?

Survey Averages

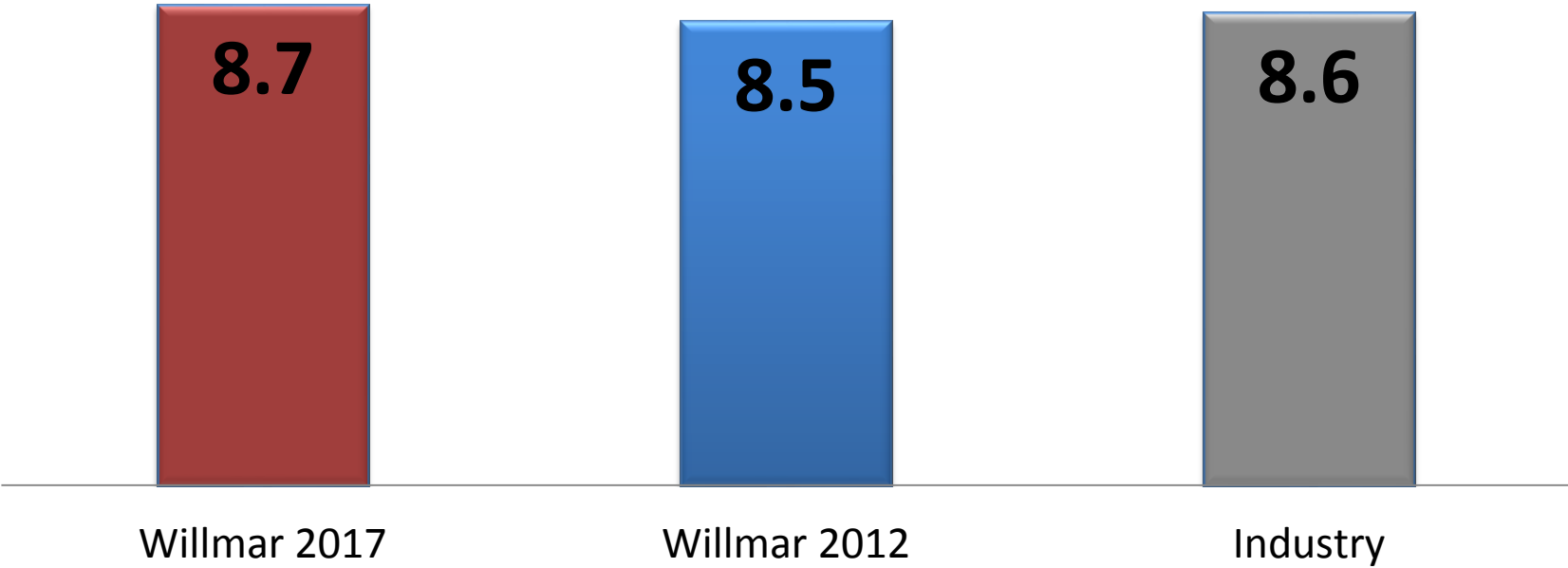


3. What value do you get from the Willmar Lakes Area Chamber of Commerce in comparison to your annual membership investment?



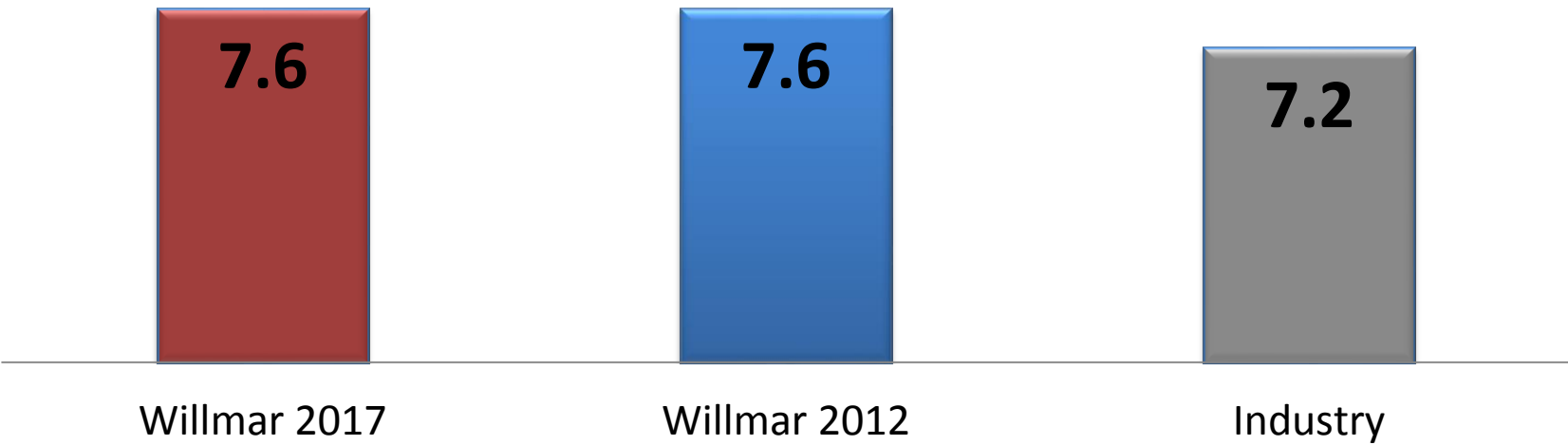
6. How important is it to you that the Willmar Lakes Area Chamber of Commerce be involved in creating a strong local/regional economy?

Survey Averages



7. How do you think the Willmar Lakes Area Chamber of Commerce performs when it comes to creating a strong local/regional economy?

Survey Averages

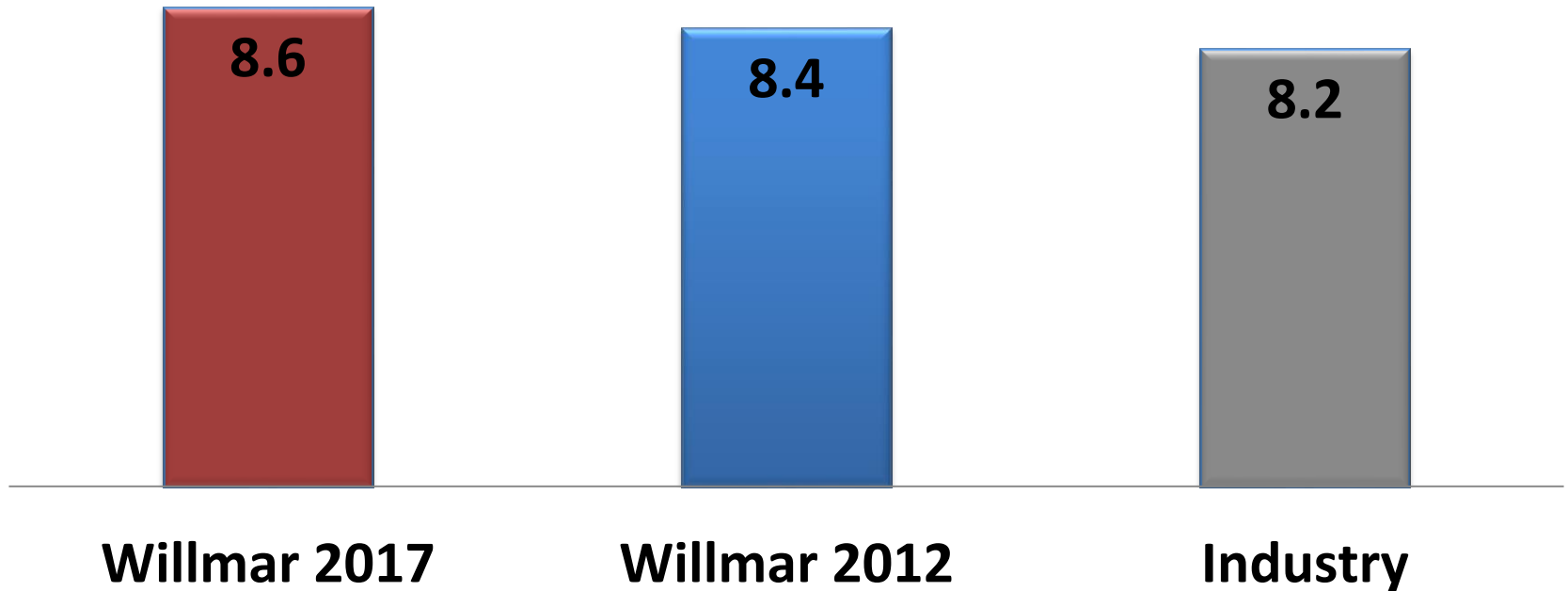


What else could Willmar Lakes Area Chamber of Commerce do to improve your rating on strong local/regional economy?

- Continue to advocate for fiscally conservative policies in all areas of government.
- Continue to attract new businesses or expand existing businesses. It's all about increasing the population of Willmar and the surrounding area with consumers who spend.
- Host a business round table event with our local, state and federal senators and representatives. Get them out of the bubble. So they can understand our rural area.

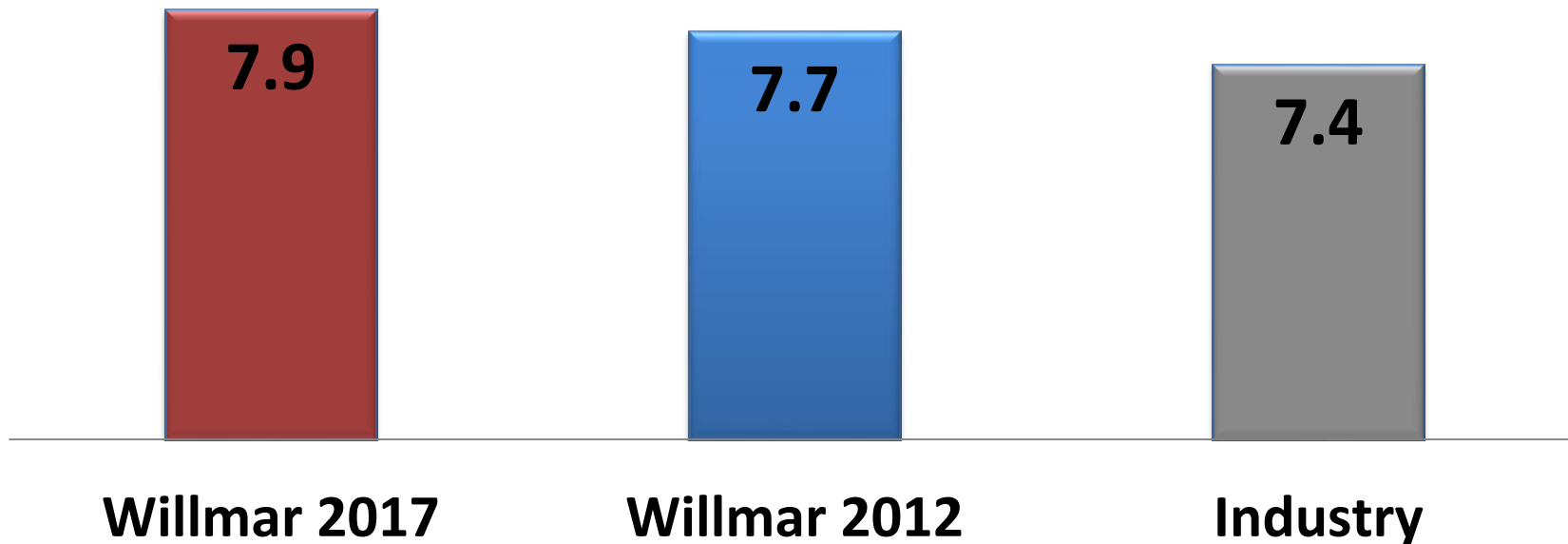
9. How important is it to you that the Willmar Lakes Area Chamber of Commerce be involved in representing the interest of the business with government on issues that affect the business community?

Survey Averages



10. How do you think the Willmar Lakes Area Chamber of Commerce performs when it comes to representing the interest of the business with government on issues that affect the business community?

Survey Averages

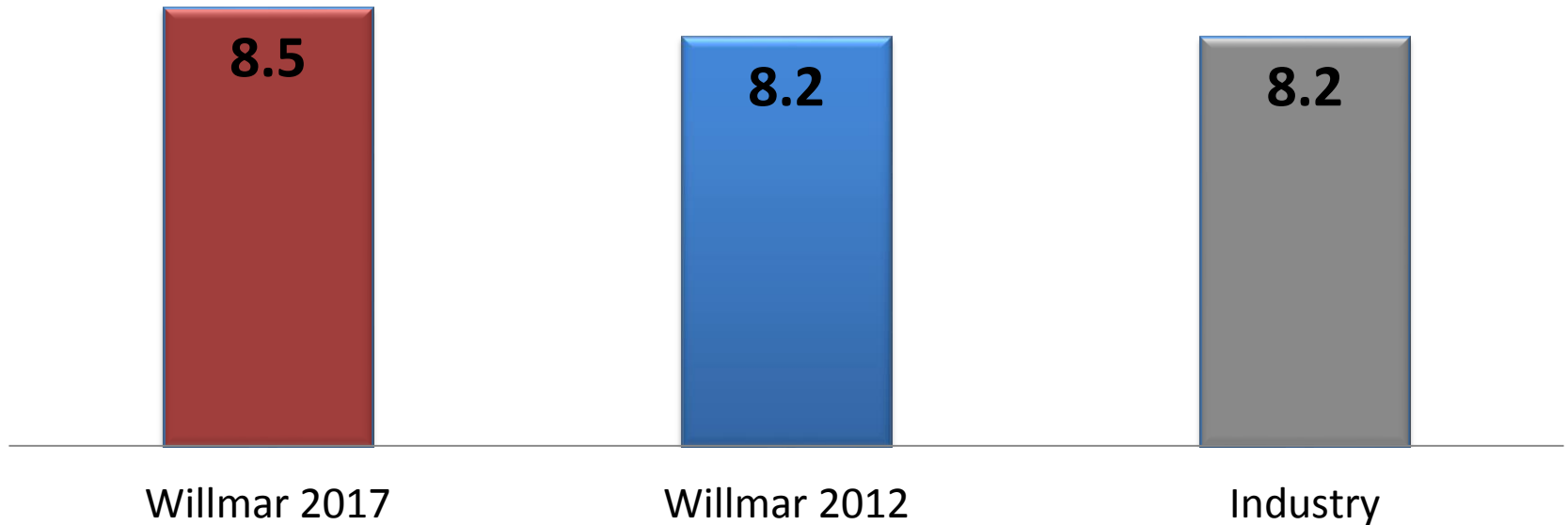


What else could Willmar Lakes Area Chamber of Commerce do to improve your rating on representing business interests?

- I appreciate the informational forums that have been given. For example, providing accurate information on issues such as DOL changes is very helpful.
- I think it is a fine line when making recommendations on behalf of businesses because of how easy it is to alienate others because of a political opinion.
- If the businesses do not let the Chamber know what their issues are, it is a mute point. The Chamber cannot be all things to all people. If there is not a conversation, then, there is no solutions.

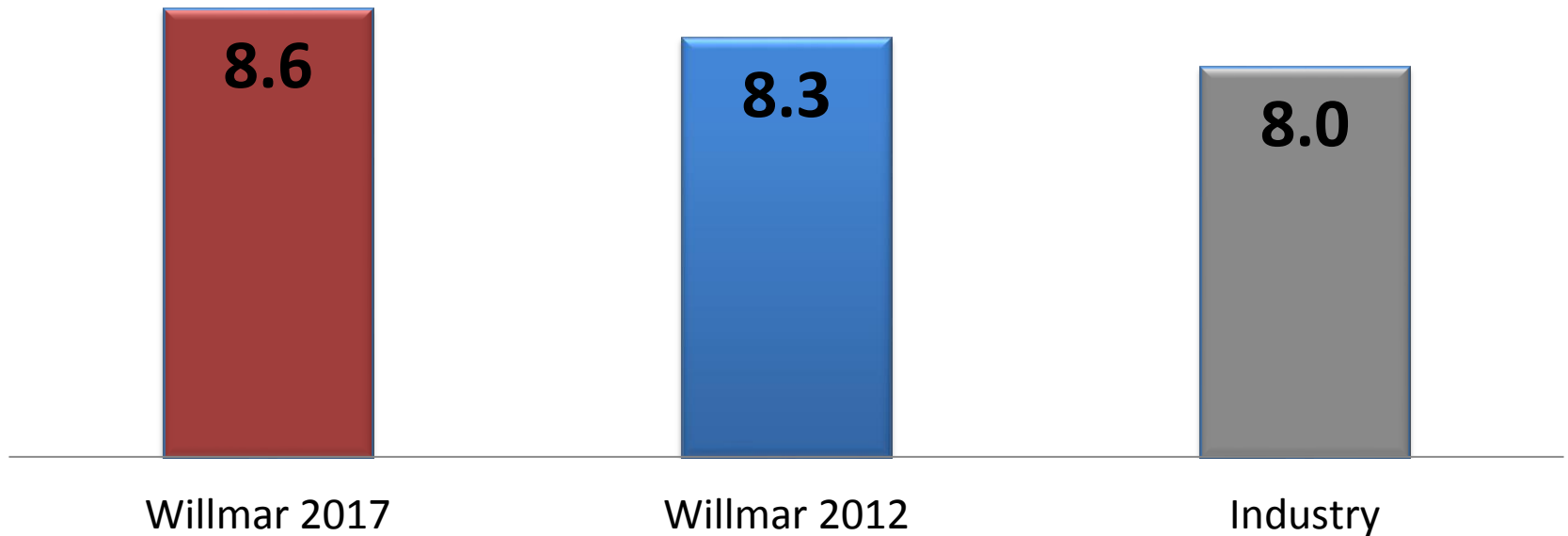
12. How important is it to you that the Willmar Lakes Area Chamber of Commerce provide networking opportunities?

Survey Averages



13. How do you think the Willmar Lakes Area Chamber of Commerce performs when it comes to provide networking opportunities?

Survey Averages

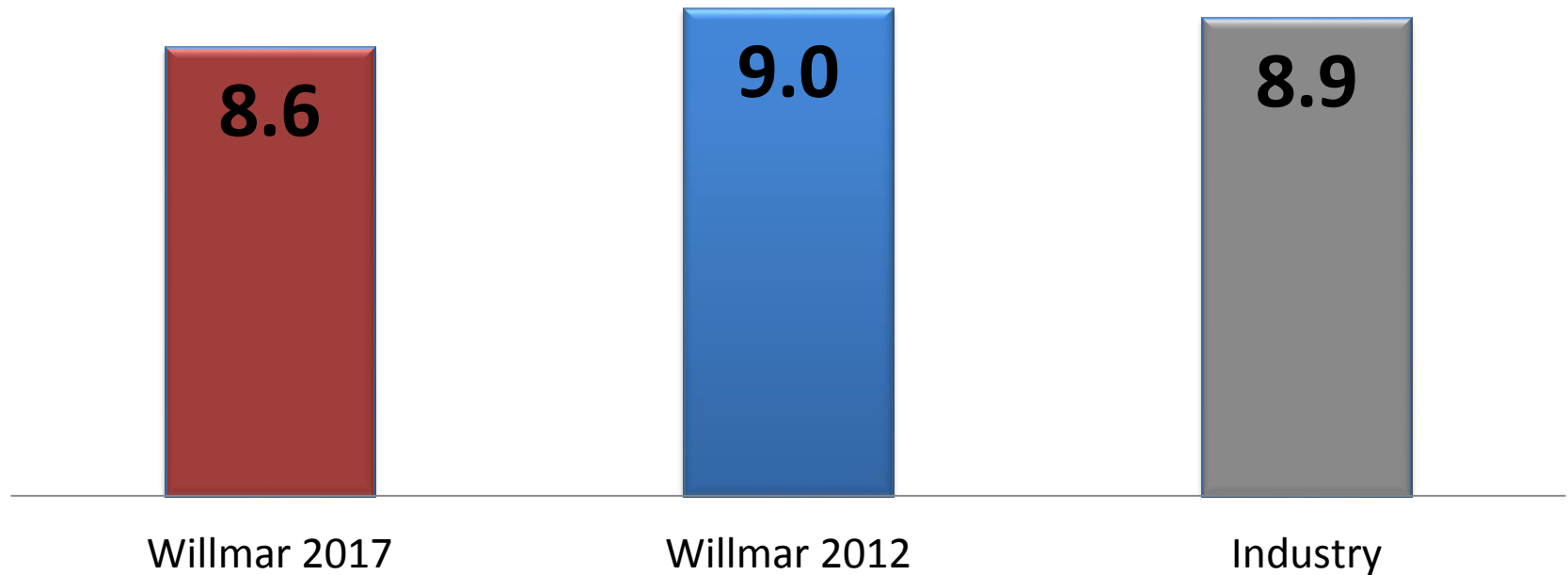


What else could Willmar Lakes Area Chamber of Commerce do to improve your rating on providing networking opportunities?

- Chamber Connections and Business After Hours are fantastic opportunities to network and well attended. Great growth over the years.
- I am envious of the Next program... I see a ton of social and learning venues.. too bad that wasn't around when I was younger. What a great program for young professionals.
- Maybe a group for people too old for NEXT. Seems like the people under 40 have more opportunities for connecting.

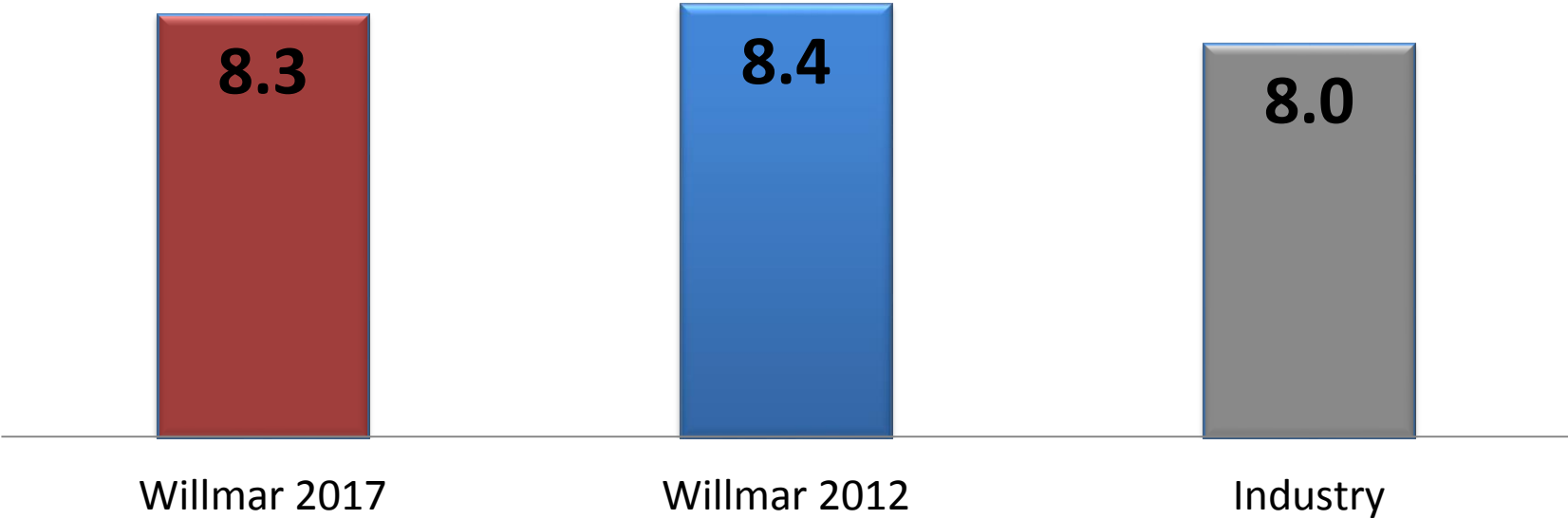
15. How important is it to you that the Willmar Lakes Area Chamber of Commerce be involved in promoting the community?

Survey Averages



16. How do you think the Willmar Area Chamber performs when it comes to promoting the community?

Survey Averages

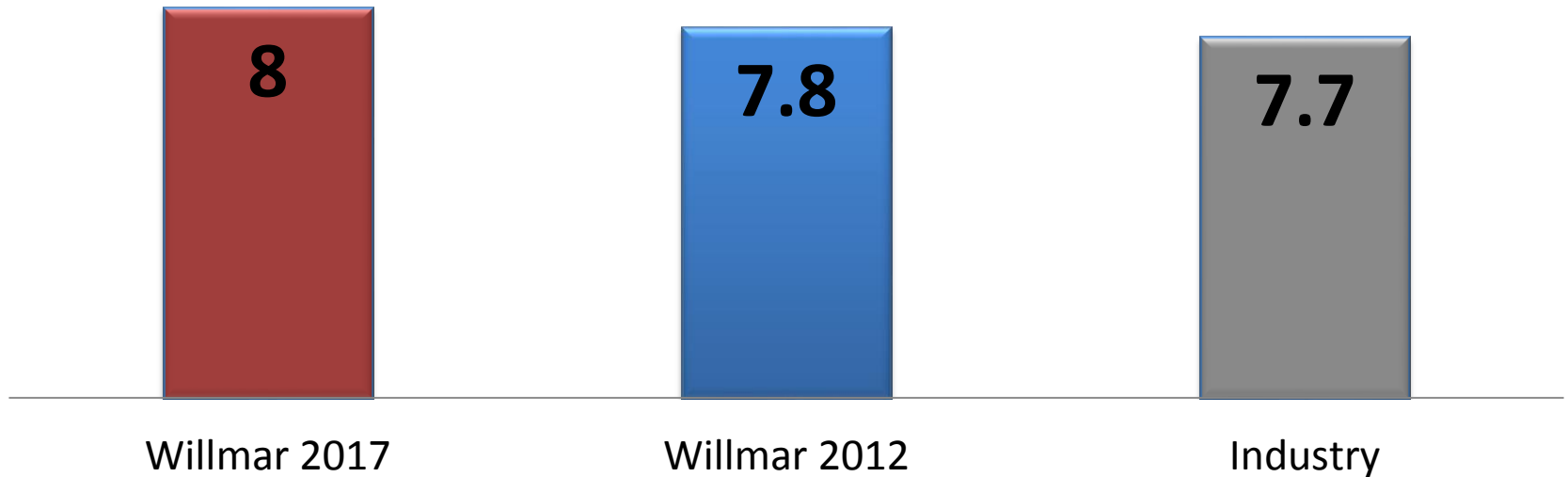


What else could Willmar Lakes Area Chamber of Commerce do to improve your rating on promoting the community?

- Great source for connections in our business as well as friends and growth opportunities. Leadership perspective class was an amazing experience and I would recommend that to everyone.
- Good to support Willmar-sends a good message to others.
- Consider donating to and/or attending local fundraisers

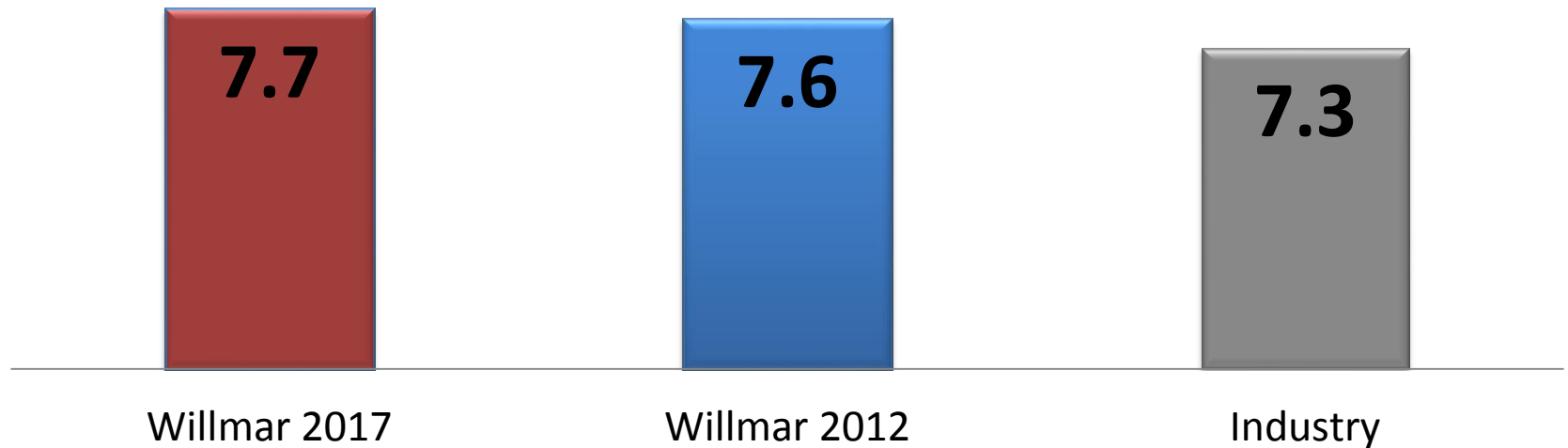
18. How important is it to you that the Willmar Area Chamber provide education and business resources?

Survey Averages



19. How do you think the Willmar Area Chamber performs when it comes to providing education and business resources?

Survey Averages



What else could Willmar Lakes Area Chamber of Commerce do to improve your rating on providing education and business resources?

- Convene more education seminars. As businesses grow, they don't always have the leadership expertise or the tax, IT, accounting, HR knowledge they need.
- I think for the small business owner, this is a tremendous value offered by the Chamber. I wish these opportunities existed when I was young in my career. Maybe they were but I didn't see them.
- Set up more townhouse type meetings with professionals from areas of education and small business opportunities

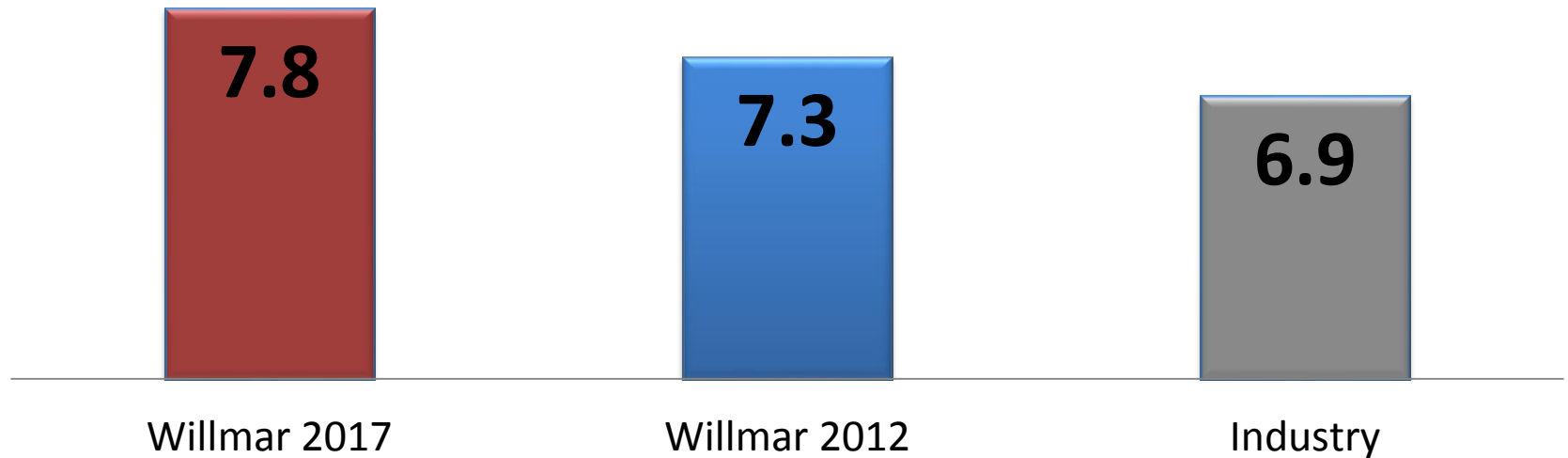
21. How important is it to you that the Willmar Area Chamber be involved in political action such as passing business related ballot measures or getting business friendly candidates elected to public office?

Survey Averages



22. How do you think the Willmar Area Chamber performs when it comes to political action such as passing business related ballot measures or getting business friendly candidates elected to public office?

Survey Averages

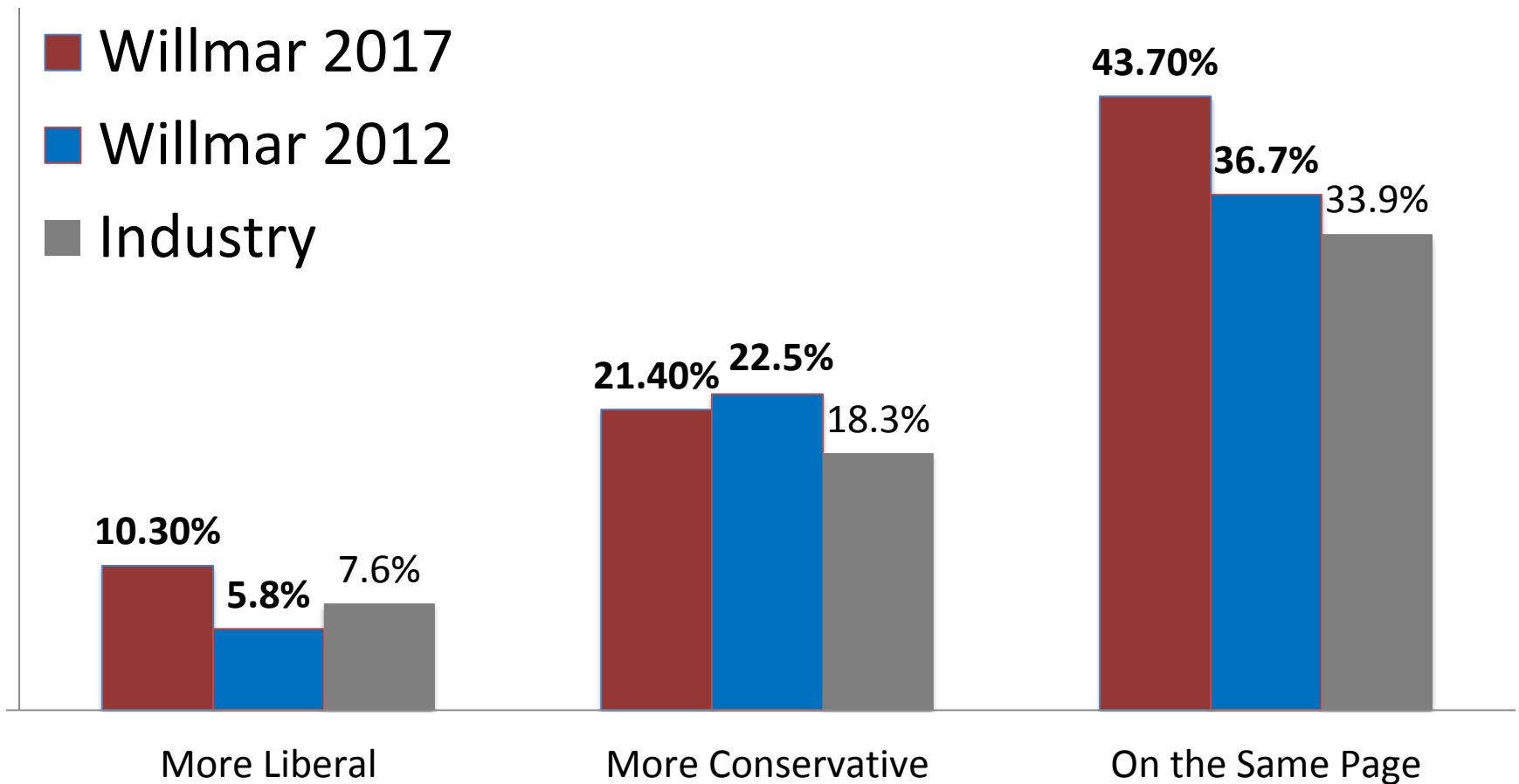


What else could Willmar Lakes Area Chamber of Commerce do to improve your rating on political action?

- Ask the entire membership if a candidate is "business friendly" to make sure a majority believe that candidate is.
- I think that the needs of the business community are varied and Chambers of Commerce tend to be too closely affiliated with the GOP.
- I give high marks to the Chamber in this area. Going any further might cross the line from support to undue influence.

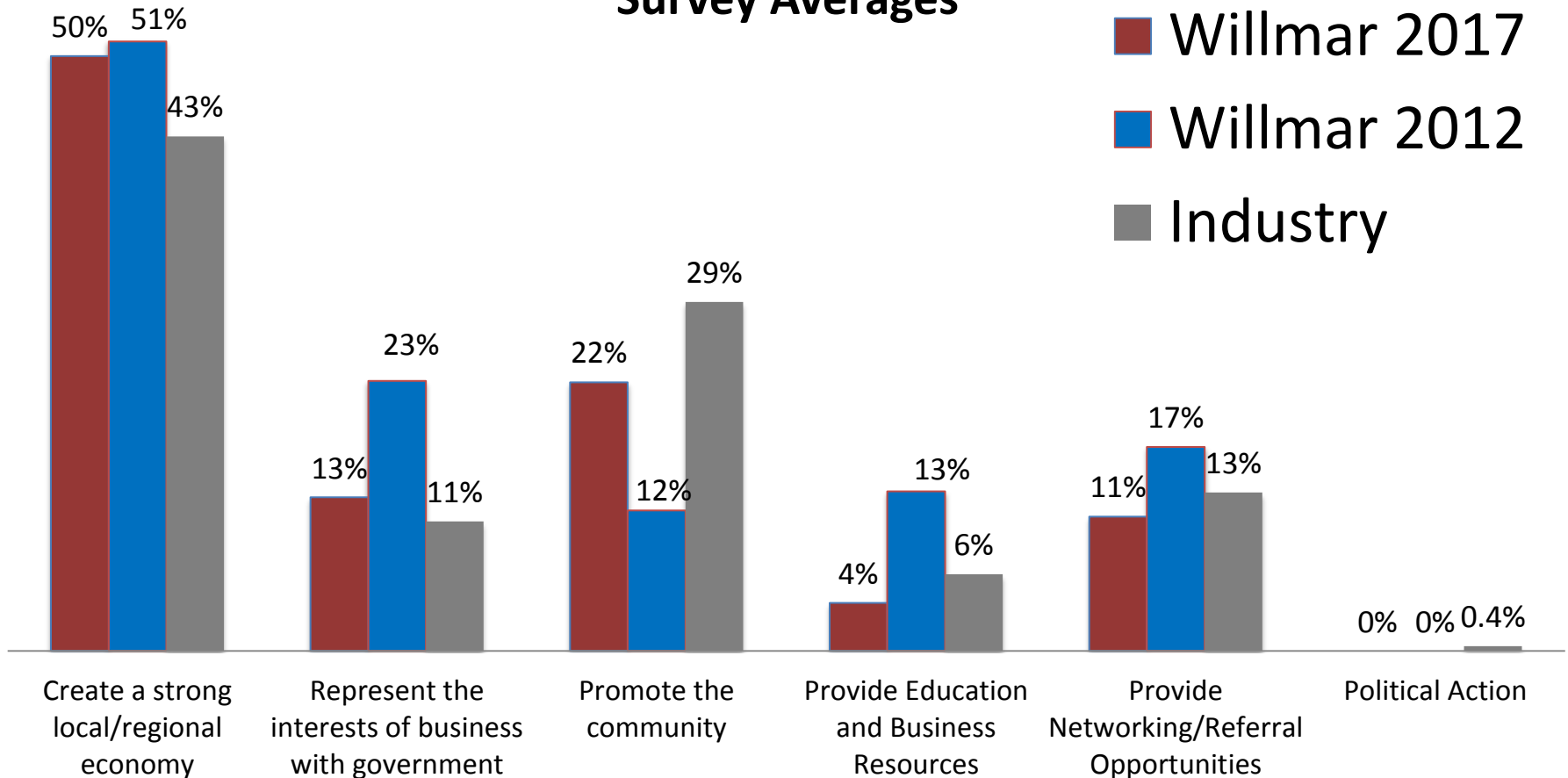
24. Comparing your own political views/opinions to the Willmar Lakes Area Chamber of Commerce's, do you think the Willmar Lakes Area Chamber of Commerce is politically:

Survey Averages



25. Which of the following do you think should be the main purpose of the Willmar Lakes Area Chamber of Commerce?

Survey Averages



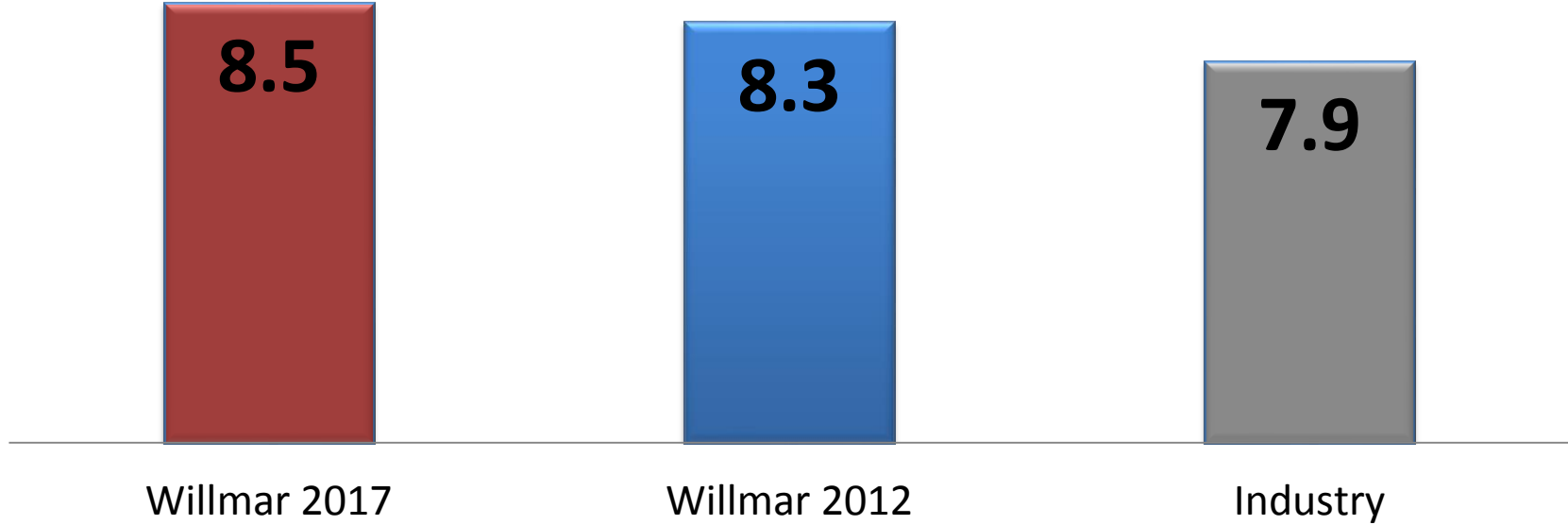
26. How influential do you feel the Willmar Lakes Area Chamber of Commerce is on public policy issues in your community?

Survey Averages



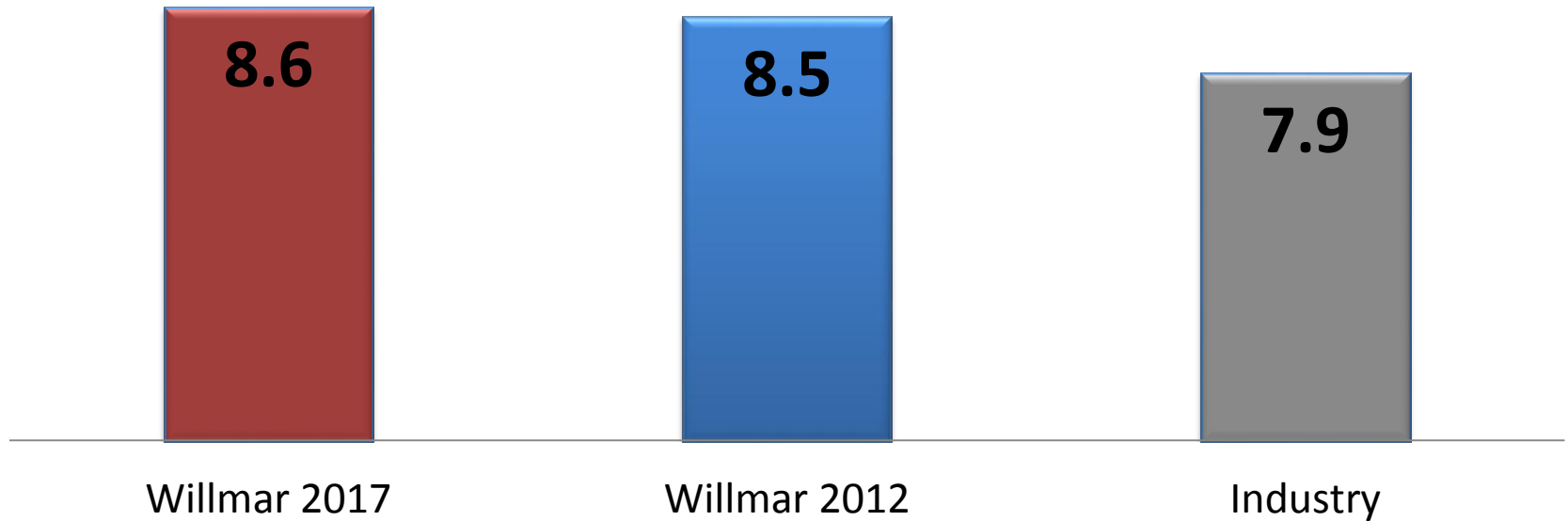
27. If a friend of yours was not a member of the Willmar Lakes Area Chamber of Commerce, would you recommend joining the Willmar Lakes Area Chamber of Commerce to your friend?

Survey Averages



28. How would you rate the president/CEO/executive director of the Willmar Lakes Area Chamber of Commerce as a community leader?

Survey Averages



29. On a scale of 1-10, how active are you in the Willmar Lakes Area Chamber of Commerce?

Survey Averages



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?