Venango Area Chamber of Commerce
2013 Member Survey Results

BOARD OF DIRECTORS RETREAT

JANUARY 17TH, 2013

Survey Stats

- Survey Monkey – targeted convenience sample
- Distributed via email, Facebook, and snail mail to a total of 477 members.
- Response total of 100; Response rate: 21%

Member Demographics

- Membership Category

Category	Survey	Total Membership
Education	4	7
Government	5	7
Healthcare	8	15
Individual	2	25
Manufacturing	10	5
Non-profit	18	81
Professional Services	27	335*
Retail	15	2*

Member Demographics

- Number of employees

Category	Survey	Total Membership
1-3	43	232
4-10	29	101
11-30	9	
31-75	7	12
76-150	4	4
> 150	8	2*

Reason for membership…

- #1: Business Connections/Networking 31.5%
- #2: Business Exposure 27%
- #3 Civic Responsibility 14.6%

95.5% would recommend membership in the VACC to a trusted business associate.

“The Chamber is a valuable resource.”

“I recommend the Venango Chamber to every business I consult in Venango County as I believe it is a very valuable advocate and partner for area businesses.”

“The networking is fabulous.”

“My Chamber membership is the best value for my advertising dollar.”

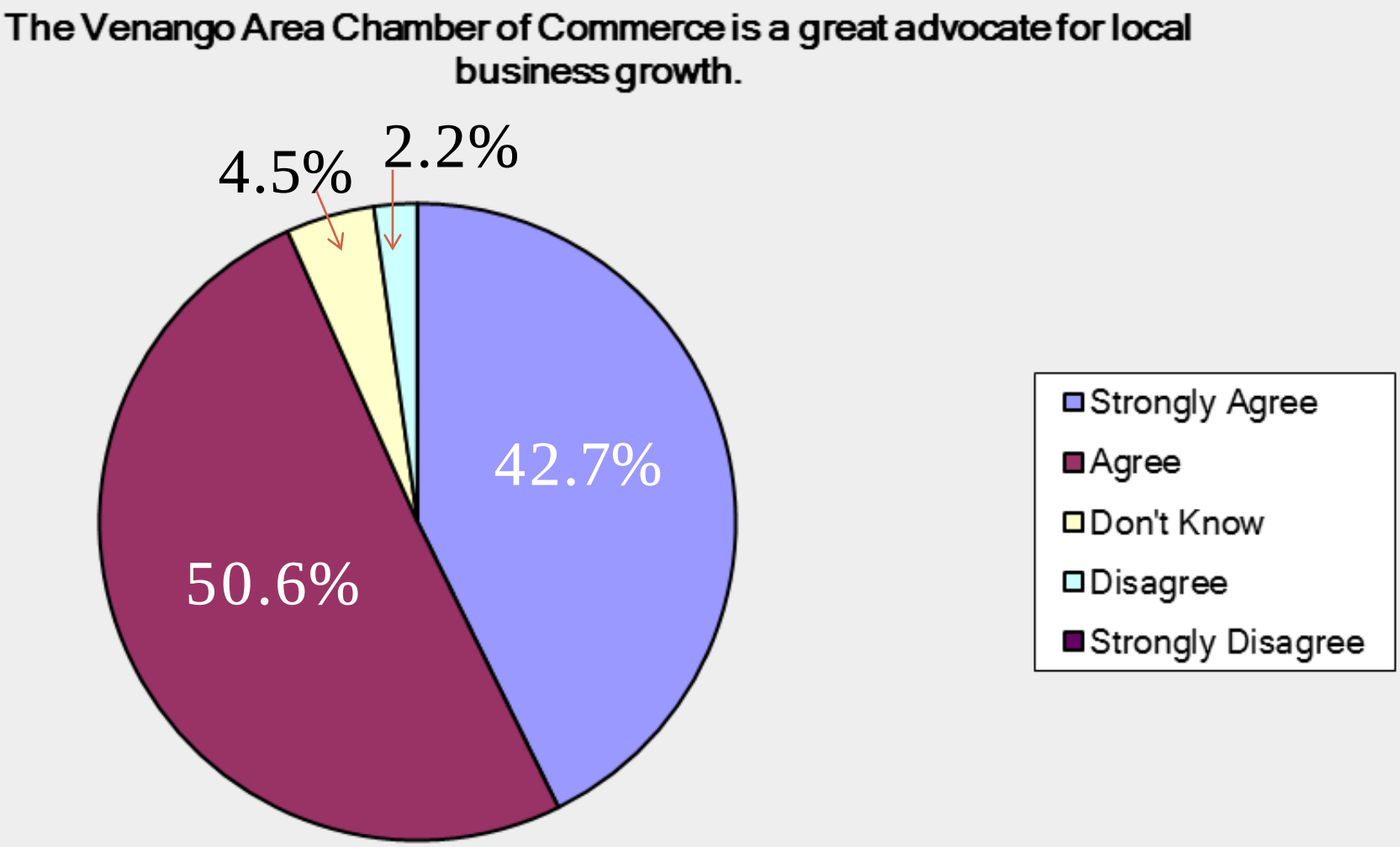
Meeting Member Needs

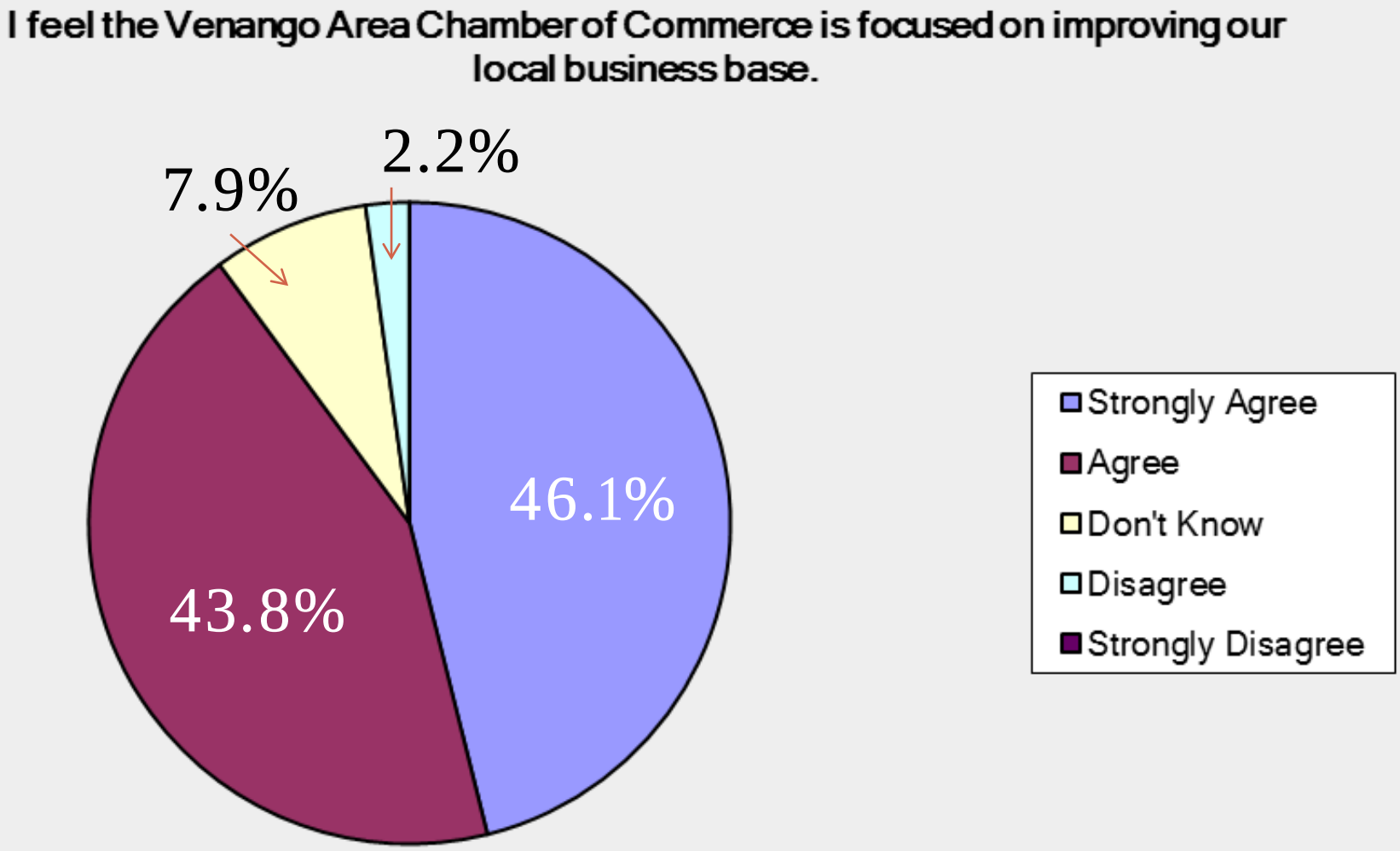
94.4% agree or strongly agree that the VACC is responsive to member needs.

“Never have met a more accommodating, supportive, friendly, and welcoming staff. And I have worked with over 30 chambers in the state of Pennsylvania.”

“Great communication.”

“When suggestions are made either individually or in a business setting, Susan and Dottie follow up on those. They stay in touch with members and are vocal in their support of members.”


The Venango Area Chamber of Commerce is a great advocate for local business growth.
4.5%
2.2%
42.7%
50.6%
Strongly Agree
Agree
Don't Know
Disagree
Strongly Disagree


I feel the Venango Area Chamber of Commerce is focused on improving our local business base.
7.9%
2.2%
46.1%
43.8%
Strongly Agree
Agree
Don't Know
Disagree
Strongly Disagree

What is the biggest challenge facing VACC members?

- #1: Economic situation (22)

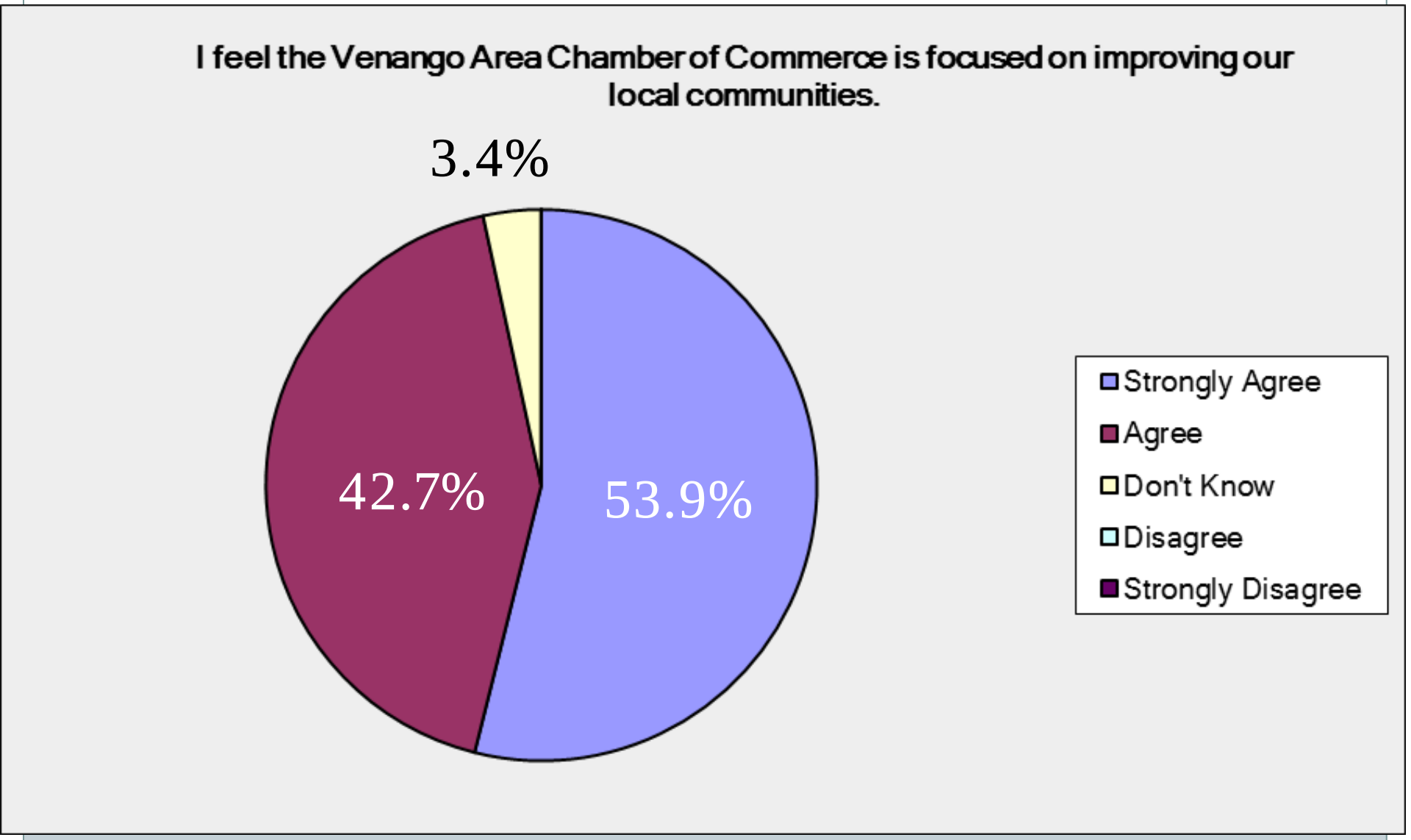
  "US economic situation" "slow economy"

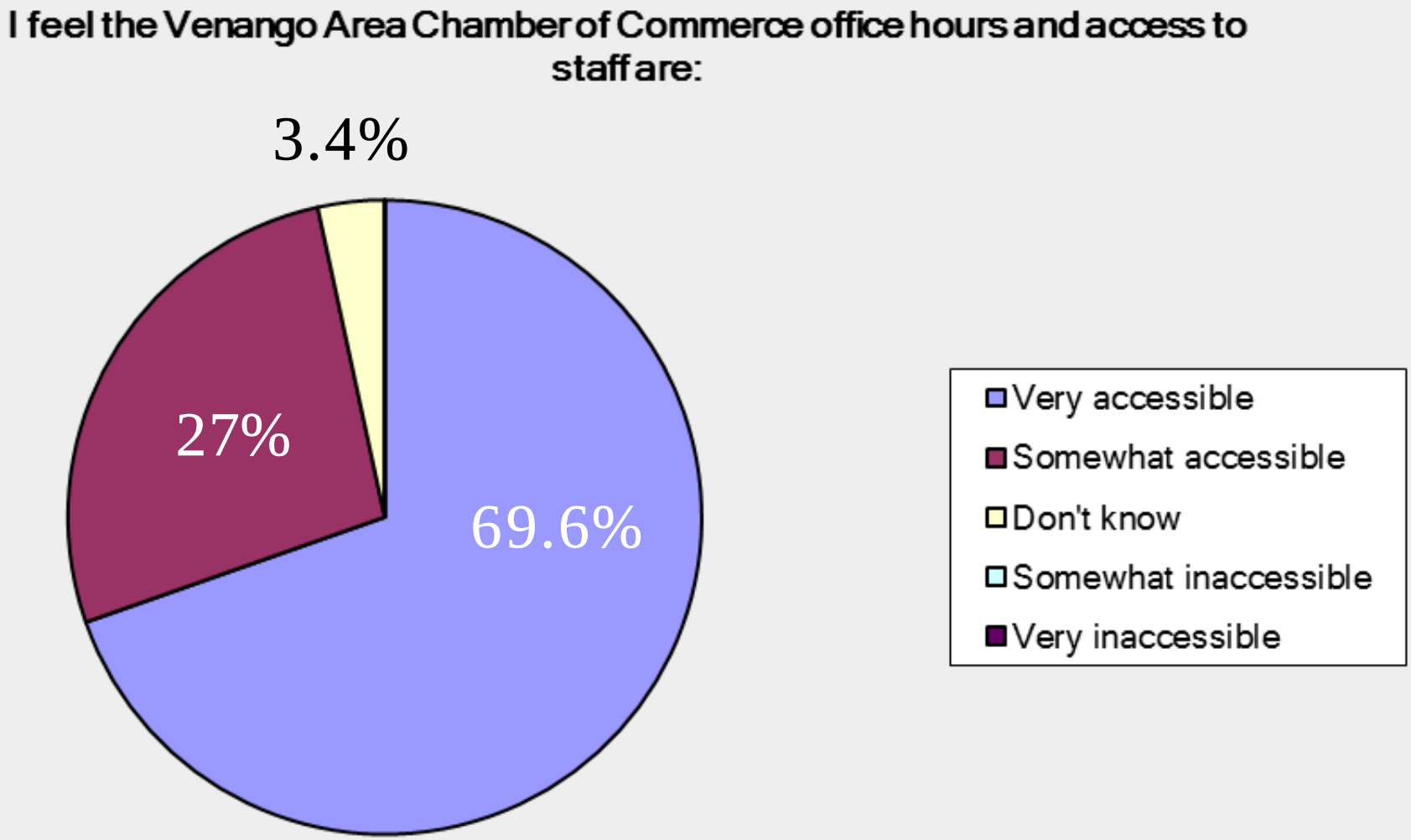
- #2: Marketing (13)

  "Cost of advertising" "Exposure" "Recognition"

- #3: Finding and retaining customers (9)

  "Leads generation" "Customer retention"

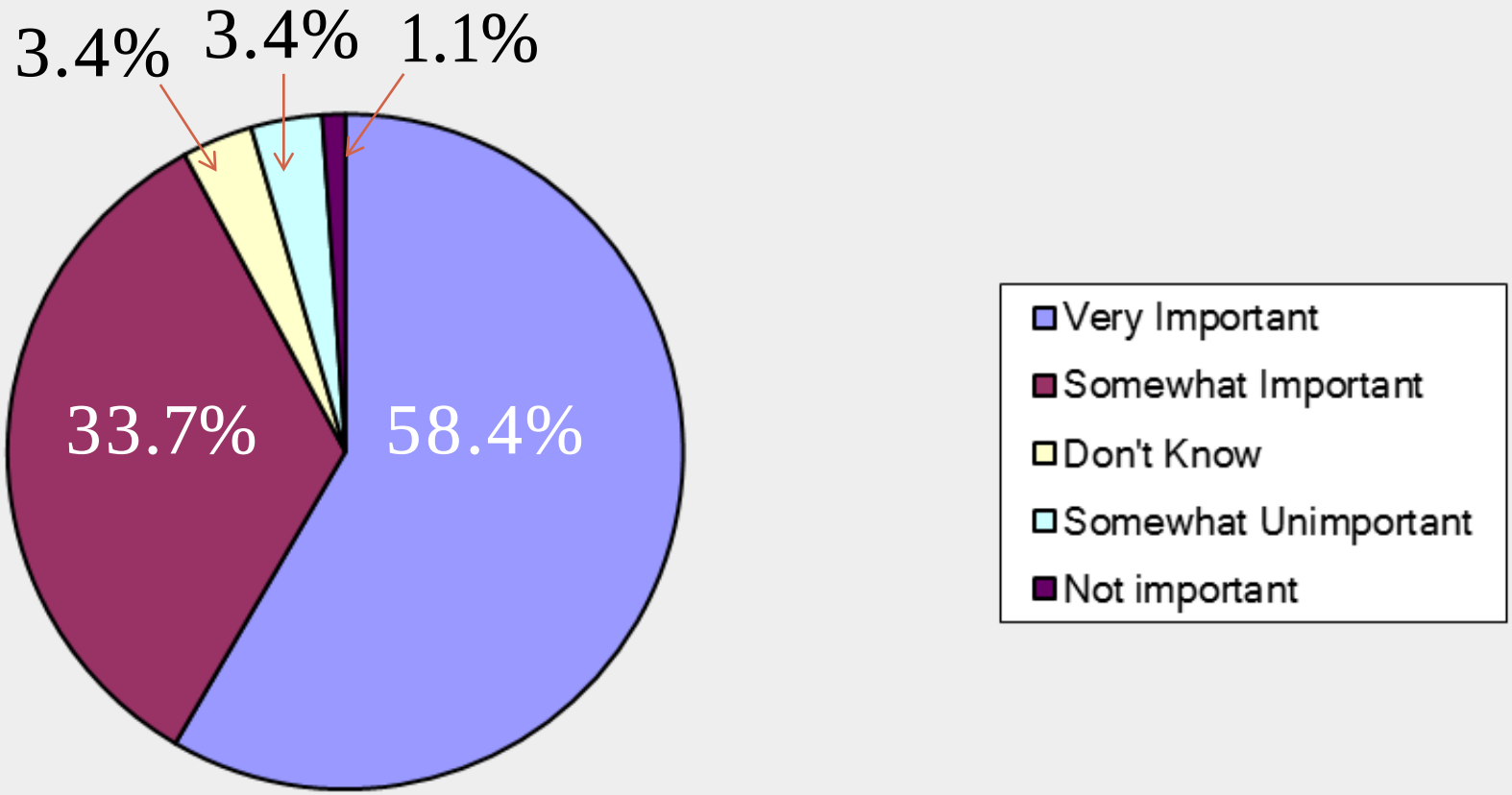

I feel the Venango Area Chamber of Commerce is focused on improving our local communities.
3.4%
42.7%
53.9%
Strongly Agree
Agree
Don't Know
Disagree
Strongly Disagree


I feel the Venango Area Chamber of Commerce office hours and access to staff are:
3.4%
27%
69.6%
Very accessible
Somewhat accessible
Don't know
Somewhat inaccessible
Very inaccessible

“They have always been there when I needed anything.”

“They are always ready to listen to me and meet with me when I drop by.”

How important is it to you as a Chamber member that the Chamber office is a source of information and merchandise for visitors/tourists and community members?



“When visitors get a good impression, it helps the community.”

“I can't see where any other organization is filling this need like the Chamber and it is important.”

“The Chamber of Commerce is the first place I look to when going out of town or looking for information on a specific area.”

Members would like to see the VACC more involved in…

- #1: Recruiting new businesses to the area/creating jobs

  "Recruiting businesses to the area." "Retaining and cultivating jobs in this area."

- #2: Education initiatives

  "Any networking classes would be appreciated." "Further publicizing its many achievements more often to a broader audience than just Chamber members…"

- #3: An already full plate

  "Considering the staff size & what the Chamber does now, adding more to their plate would be difficult."

Take-aways…

- POSITIVE feelings about the Chamber as an important community entity
- The popular perception of the Chamber as an economic development agency
- Advertising and networking benefits of the Chamber (in response to the biggest challenges faced by members)