

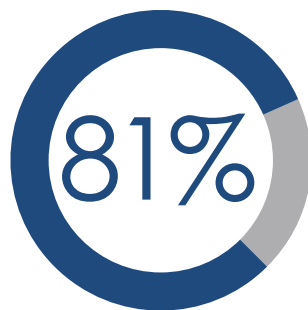
Member Survey Results

In late June, the Chamber conducted a member survey. As a new team (out of six staff members, five of us are in our first year with the Chamber), we felt it was important to do this survey to learn more about our members – what you value, how you perceive us, your levels of satisfaction with our services, and your thoughts and ideas for our future.

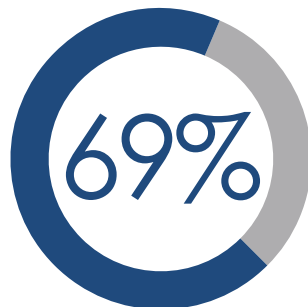
With the assistance of Vernon Research Group, a local marketing research firm, we sent an online survey to about 3,000 individuals and about 10% responded (a big thank you to those who completed it as we know it was long!). The responses are strongly aligned with the demographics of our overall membership (see graphic at right). This gave us confidence that the findings are both scientifically valid and representative of our membership.

OUR MEMBERS JOIN/STAY WITH THE CHAMBER BECAUSE...

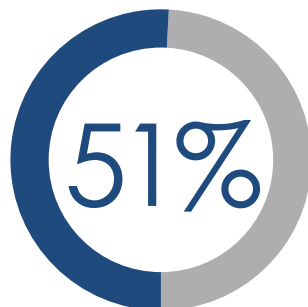
They want to be part of a community



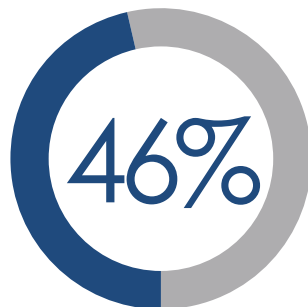
It's important for local businesses to support the chamber



They want increased visibility for their businesses



The opportunity to expand professional networks is valued



900 Approximate number of members

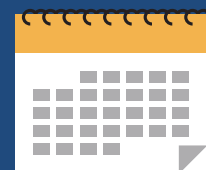
THE MAJORITY OF OUR MEMBERS ARE:



Small (1–25 employees) and privately owned businesses



Located in Iowa City



In operation for over 15 years, and members for over 10 years

IN THE FOLLOWING INDUSTRIES

Real Estate & Construction

Finance & Insurance

Retail & Food Service

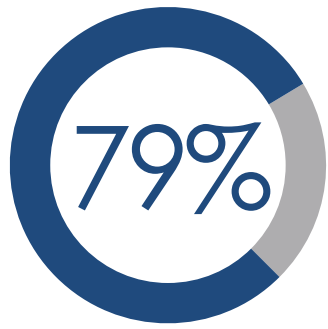
Business & Professional Services

Government & Education

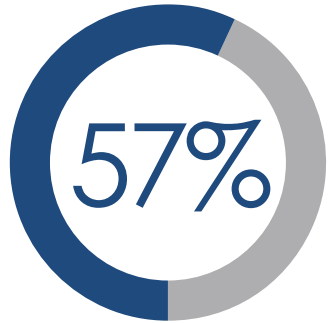
Health & Wellness

Non-profit

WE'RE DOING GREAT!



gave us a rating of somewhat satisfied or higher and rated all of our services at 5 or above (on a 7 point scale)



of respondents described us as welcoming followed by accessible, helpful, traditional, and knowledgeable.

There is high awareness of our events and programs.

Members are reading our emails, Chamber Update and Envision!

NEXT STEPS

Over the next few months, we will be sharing these results through in-person “roadshows” with various groups both within and outside of the Chamber. In parallel, we will use the results to help determine our goals for 2018 and refine our strategic plan. Because many of our areas of improvement are centered around economic and community development, we are going to need to work closely with our partners – the cities, county, Iowa City Area Development Group, Iowa City Downtown District, Think Iowa City (CVB), etc.

BUT WE CAN DO MORE...

7 areas of opportunity were identified, listed in order of importance/value to members



HAVE IDEAS FOR THE CHAMBER?

ATTEND OUR FALL JOINT ROUNDTABLE ON MONDAY, OCTOBER 30TH!

We want to continue to engage our membership in shaping our future so we are using our joint roundtable this fall as an interactive brainstorming session. We look forward to hearing your most creative ideas on specific things we can do to continue to foster a strong business environment.

Visit our website, iowacityarea.com, to register.