


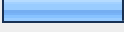

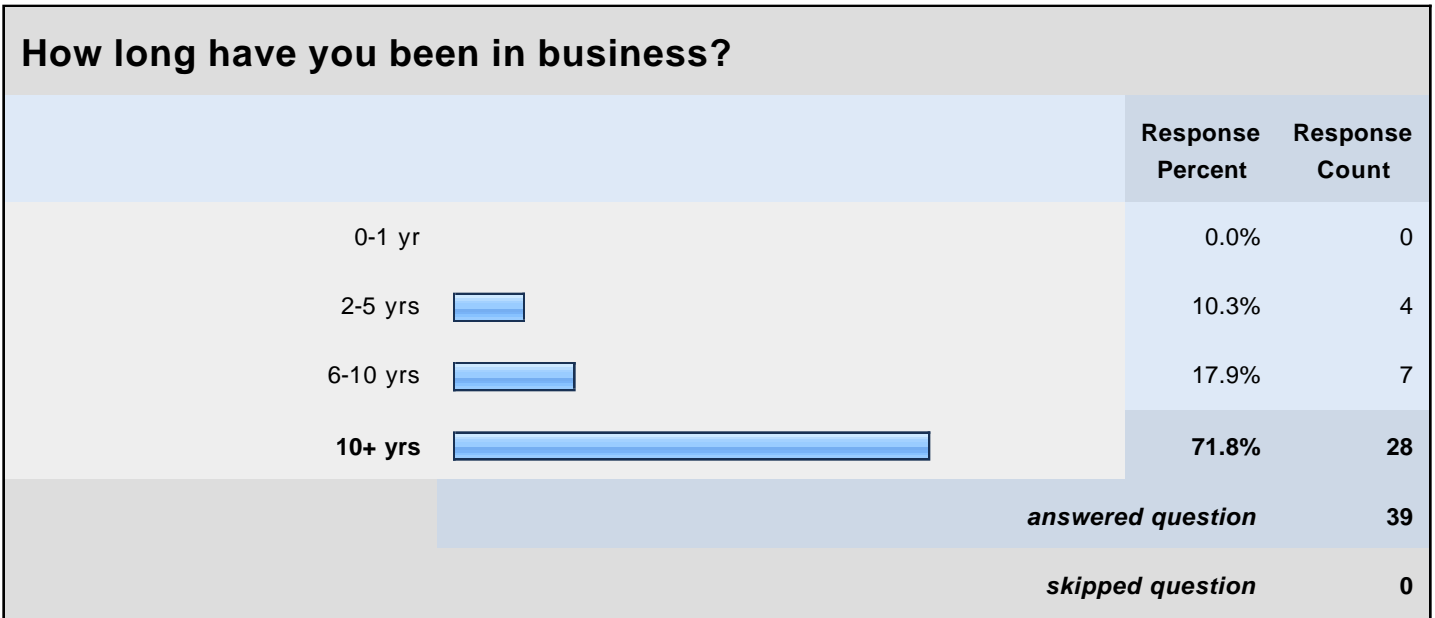


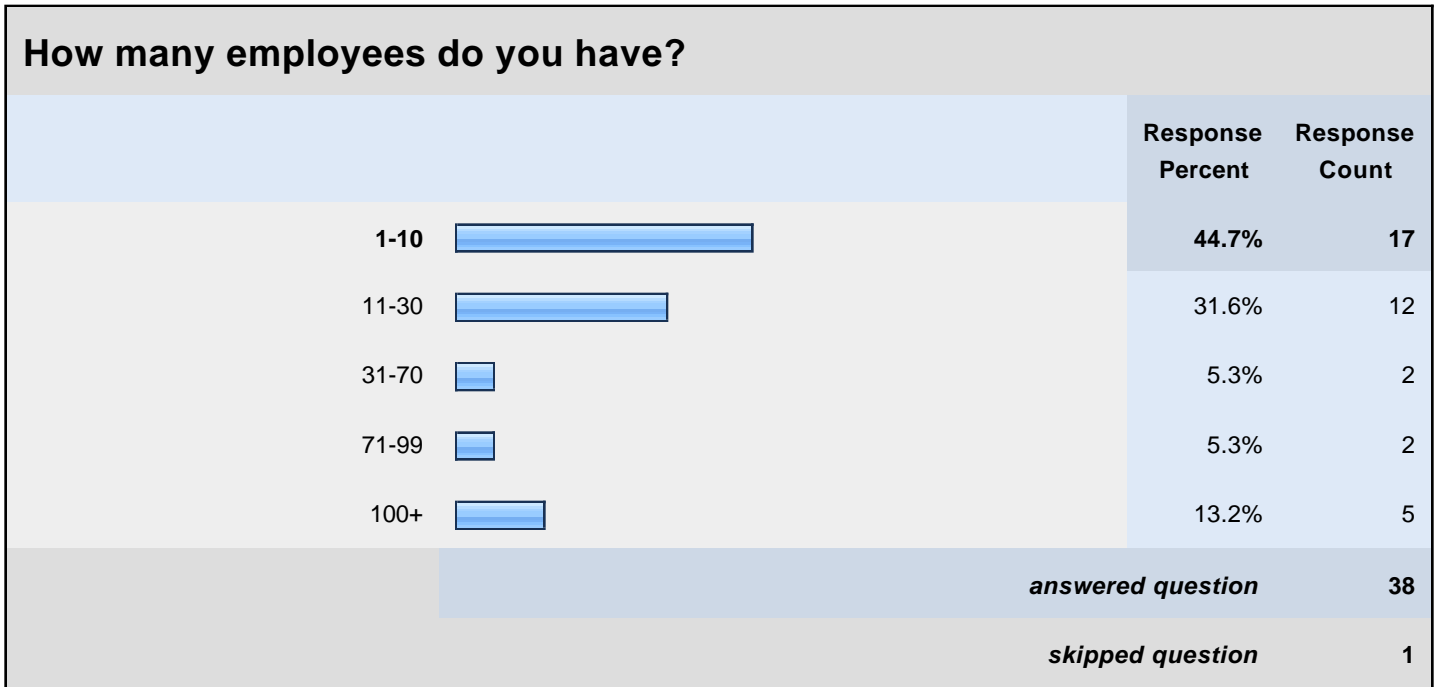
South Des Moines Chamber Membership Survey

How many years have you been a Chamber member?			Response Percent	Response Count
0-1 yr			20.5%	8
1 yr			0.0%	0
2 yrs			15.4%	6
3-5 yrs			25.6%	10
6-10 yrs			17.9%	7
11+ yrs			20.5%	8
			<i>answered question</i>	39
			<i>skipped question</i>	0

South Des Moines Chamber Membership Survey



South Des Moines Chamber Membership Survey





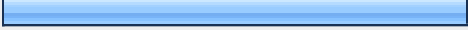
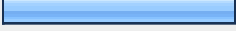
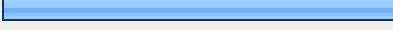
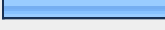
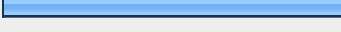
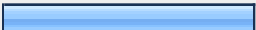
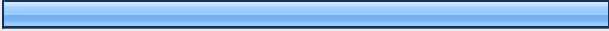
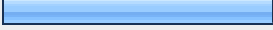
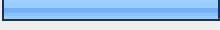


South Des Moines Chamber Membership Survey

Please rank in order of importance, why your organization belongs to the Chamber, with 6 being the most important and 1 being the least important.

	1	2	3	4	5	6	Rating Average	Response Count
Business-to-Business networking	6.3% (2)	6.3% (2)	15.6% (5)	6.3% (2)	9.4% (3)	56.3% (18)	4.75	32
Marketing and Public Relations for my organization	0.0% (0)	9.4% (3)	9.4% (3)	21.9% (7)	50.0% (16)	9.4% (3)	4.41	32
News and information source	5.9% (2)	11.8% (4)	38.2% (13)	23.5% (8)	17.6% (6)	2.9% (1)	3.44	34
Community involvement	2.7% (1)	0.0% (0)	24.3% (9)	40.5% (15)	13.5% (5)	18.9% (7)	4.19	37
Education and training for me/my staff	27.8% (10)	50.0% (18)	11.1% (4)	2.8% (1)	5.6% (2)	2.8% (1)	2.17	36
						Other (please specify)		0
						answered question		37
						skipped question		2

South Des Moines Chamber Membership Survey

Which Chamber Benefits does your organization use? (Select all that apply)

		Response Percent	Response Count
Read weekly update		78.4%	29
Submit items for weekly update		21.6%	8
Attend membership luncheons		70.3%	26
Attend ribbon cuttings		35.1%	13
Attend business after hours		59.5%	22
Attend the golf outing		24.3%	9
Attend the Annual Dinner		51.4%	19
Use the website membership directory to find businesses		37.8%	14
Read monthly Newsletter		91.9%	34
Attend Spring Social		40.5%	15
We participate in the Member to Member Discount Program		32.4%	12
Call the Chamber for product service referrals		13.5%	5
Other (please specify)		2.7%	1
answered question			37
skipped question			2





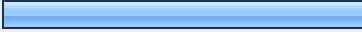

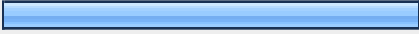
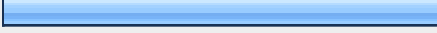

Other (please specify)		
1	cute women	Sep 14, 2010 7:09 PM

South Des Moines Chamber Membership Survey

**How well do you think the Chamber is performing in its major programs?
Please check the box that best describes your opinion about each of the following:**

	Excellent	Good	Fair	Poor	Don't Know	Response Count
Membership Lunch	51.4% (18)	37.1% (13)	2.9% (1)	0.0% (0)	8.6% (3)	35
Ribbon Cuttings	32.4% (11)	38.2% (13)	5.9% (2)	0.0% (0)	23.5% (8)	34
Business After Hours	25.7% (9)	40.0% (14)	20.0% (7)	0.0% (0)	14.3% (5)	35
Golf Outing	17.1% (6)	42.9% (15)	2.9% (1)	0.0% (0)	37.1% (13)	35
Annual Dinner	17.1% (6)	51.4% (18)	2.9% (1)	0.0% (0)	28.6% (10)	35
Monthly Newsletter	62.9% (22)	28.6% (10)	8.6% (3)	0.0% (0)	0.0% (0)	35
Spring Social	14.3% (5)	40.0% (14)	8.6% (3)	0.0% (0)	37.1% (13)	35
Member to Member Discount Program	17.6% (6)	26.5% (9)	29.4% (10)	0.0% (0)	26.5% (9)	34
					answered question	35
					skipped question	4

South Des Moines Chamber Membership Survey

Which Chamber events would you like to see continued?			Response Percent	Response Count
Membership Lunch			91.4%	32
Ribbon Cutting			77.1%	27
Business After Hours			82.9%	29
Golf Outing			48.6%	17
Annual Dinner			54.3%	19
Monthly Newsletter			94.3%	33
Spring Social			62.9%	22
Member to Member Discount Program			65.7%	23
Other (please specify)			2.9%	1
answered question				35
skipped question				4

Other (please specify)		
1	lunches that are more networking than topics that are unrelated to my needs	Sep 22, 2010 9:35 PM

South Des Moines Chamber Membership Survey

What would you like the Chamber to focus its energy on? Please check the box that best describes your opinion about each of the following:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Count
The Chamber should regularly interact with local Government.	31.3% (10)	68.8% (22)	0.0% (0)	0.0% (0)	32
The Chamber should provide continuing education opportunities for member employees.	23.3% (7)	60.0% (18)	16.7% (5)	0.0% (0)	30
The Chamber should host regular forums or town hall meetings with local, state, and federal legislatures.	25.0% (8)	62.5% (20)	12.5% (4)	0.0% (0)	32
The Chamber should be involved in business recruitment.	35.5% (11)	54.8% (17)	9.7% (3)	0.0% (0)	31
The Chamber should be involved with business retention and expansion.	37.5% (12)	50.0% (16)	12.5% (4)	0.0% (0)	32
The Chamber should provide regular networking opportunities.	62.5% (20)	37.5% (12)	0.0% (0)	0.0% (0)	32
<i>answered question</i>					33
<i>skipped question</i>					6

South Des Moines Chamber Membership Survey

Overall, how well do you think the Chamber is doing? Please check the box that best describes your opinion about each of the following aspects of the Chamber:

	Excellent	Good	Fair	Poor	Don't Know	Response Count
Board of Directors	39.4% (13)	45.5% (15)	6.1% (2)	3.0% (1)	6.1% (2)	33
Professional Staff	60.6% (20)	30.3% (10)	3.0% (1)	0.0% (0)	6.1% (2)	33
Communication with Chamber Members	60.6% (20)	27.3% (9)	6.1% (2)	6.1% (2)	0.0% (0)	33
Support of local businesses	30.3% (10)	51.5% (17)	15.2% (5)	0.0% (0)	3.0% (1)	33
Business referral	9.1% (3)	63.6% (21)	15.2% (5)	6.1% (2)	6.1% (2)	33
Service to members	39.4% (13)	39.4% (13)	18.2% (6)	0.0% (0)	3.0% (1)	33
Service to community	24.2% (8)	54.5% (18)	18.2% (6)	0.0% (0)	3.0% (1)	33
					<i>answered question</i>	33
					<i>skipped question</i>	6

South Des Moines Chamber Membership Survey

The Chamber is looking to expand networking opportunities and would like to partner with other Des Moines chambers. How likely are you to attend the following events?

	Yes	No	Response Count
joint monthly breakfasts	50.0% (16)	50.0% (16)	32
joint monthly luncheons	81.8% (27)	18.2% (6)	33
joint annual dinner	60.0% (18)	40.0% (12)	30
joint legislative events	56.7% (17)	43.3% (13)	30
joint education programs	65.5% (19)	34.5% (10)	29
joint golf outing	33.3% (9)	66.7% (18)	27
joint business after hours	77.4% (24)	22.6% (7)	31
		No (please specify)	3
		answered question	33
		skipped question	6

No (please specify)		
1	Too busy in the mornings to do breakfasts. On the legislative side, I would still be too busy to attend but wouldn't mind being informed to stay in the loop or even virtual or ballad voting. Golf..ehh, I don't really golf.	Sep 10, 2010 2:55 PM
2	Just not a golf outing person	Sep 13, 2010 7:48 PM
3	I cannot attend breakfast or luncheons due to my job, but would love to go if it was possible.	Sep 16, 2010 3:27 PM

South Des Moines Chamber Membership Survey

Please rank in order of importance, what type of education programs are you most interested in attending, with 5 being the most important and 1 being the least important?

	1	2	3	4	5	Response Count
City of Des Moines staff	20.0% (6)	23.3% (7)	20.0% (6)	16.7% (5)	20.0% (6)	30
Elected Officials	31.3% (10)	9.4% (3)	18.8% (6)	15.6% (5)	25.0% (8)	32
Area Nonprofits	12.1% (4)	27.3% (9)	27.3% (9)	15.2% (5)	18.2% (6)	33
Health Care	12.5% (4)	31.3% (10)	21.9% (7)	28.1% (9)	6.3% (2)	32
Customer Service	6.3% (2)	15.6% (5)	31.3% (10)	28.1% (9)	18.8% (6)	32
Social Media	21.2% (7)	27.3% (9)	15.2% (5)	21.2% (7)	15.2% (5)	33
Marketing Strategies	9.7% (3)	6.5% (2)	25.8% (8)	19.4% (6)	38.7% (12)	31
					Other (please specify)	1
answered question						33
skipped question						6

Other (please specify)		
1	Accounting and smart business strategies to increase revenue.	Sep 10, 2010 2:57 PM

South Des Moines Chamber Membership Survey

What type of speakers would you be most interested in hearing at a breakfast or luncheon?		Response Count
		31
	<i>answered question</i>	31
	<i>skipped question</i>	8

Response Text		
1	Economists	Sep 8, 2010 2:05 AM
2	Non-Profits informational Special event announcements and happenings Training about issues to business and nonprofits--customer service, health issues, volunteer opportunities	Sep 8, 2010 3:28 AM
3	Updates on city and county planning and business recruitment. National and state legislative updates.	Sep 8, 2010 2:02 PM
4	A wide variety of speakers from all areas of the business & gov't. Speakers from new businesses that can tell us what they do. Also, if there are new laws/regulations it would be interesting to hear about them, like we have recently done.	Sep 8, 2010 2:22 PM
5	Marketing strategies, social networking how-to's, updates on changes to laws that affect small businesses	Sep 8, 2010 3:24 PM
6	Local and informational	Sep 8, 2010 4:02 PM
7	Marketing	Sep 9, 2010 12:15 PM
8	Speeches on better handling employees. Forensic auditing. Revenue increasers.	Sep 10, 2010 2:59 PM
9	?	Sep 13, 2010 6:37 PM
10	I like the all the different varieties.	Sep 13, 2010 6:44 PM
11	Big Corporate.....Wells Fargo, Allied, WellMark...	Sep 13, 2010 6:48 PM
12	Marketing & Community Involvement	Sep 13, 2010 7:17 PM
13	relating to business issues	Sep 13, 2010 7:23 PM
14	LOCAL	Sep 13, 2010 7:23 PM
15	Not sure	Sep 13, 2010 7:24 PM
16	city mayor, motivational/inspirational speakers	Sep 13, 2010 7:46 PM
17	People or organizations directly impacting the south side. We get a lot of general non-profit people at the luncheons, and while their messages are valuable, I would like to see things that relate more directly to the south side.	Sep 13, 2010 7:49 PM
18	Business Owners	Sep 13, 2010 10:06 PM
19	Organizational or Local Celebrity	Sep 13, 2010 11:22 PM
20	motivational or local celebrity	Sep 13, 2010 11:22 PM
21	Glimpses of member businesses -- representative of membership, not just a few close ones. Public employees who have impact on changes in the climate for doing business.	Sep 14, 2010 1:10 PM
22	Informative, enthusiastic, visual aids	Sep 14, 2010 7:17 PM

Response Text		
23	Marketing, sponsorship, public relations	Sep 16, 2010 3:28 PM
24	speakers about local topics & activities - i.e. school activities such as Lincoln plays, concerts, sporting events; zoo activities and events; Southridge Mall special events/attractions; Also possible: special location meetings w/ tour of facilities: Ft DSM Museum, Airport, Water Works, other locations with "behind the scenes" possibilities (Southridge Mall, movie theater, Jasper Winery)	Sep 16, 2010 9:44 PM
25	Business coaching tips, sales/marketing	Sep 20, 2010 5:11 PM
26	Congressman and senators	Sep 22, 2010 9:24 PM
27	Marketing/business improvement	Sep 22, 2010 10:31 PM
28	Something fun and upbeat. Not too technical. Motivational speakers, marketing specialists, someone to talk about getting organized etc. Fun topics that we can take back to the office and share or use at home. Going to a Chamber Luncheon is a time to have fun and network, not to be educated on technical topics that make it difficult to stay awake.	Sep 24, 2010 3:09 PM
29	I do not have many open mornings during the week so I would be unlikely to attend breakfast events.	Sep 28, 2010 7:51 PM
30	Business related topics to help me improve my business.....new marketing ideas, networking tips, motivational speakers, new technologies that might help businesses, what are other SDM businesses doing to grow or improve their businesses,	Sep 28, 2010 9:15 PM
31	unsure of specific speakers	Sep 30, 2010 3:41 PM

South Des Moines Chamber Membership Survey

What is the biggest challenge businesses in our community face?	
	Response Count
	29
<i>answered question</i>	29
<i>skipped question</i>	10

Response Text		
1	Healthcare Unemployment	Sep 8, 2010 2:05 AM
2	Staying open and attracting new customers	Sep 8, 2010 3:28 AM
3	Generating new business	Sep 8, 2010 2:02 PM
4	Government interference, taxes, regulations and fees.	Sep 8, 2010 2:23 PM
5	being recognized and drawing business from the "big boys"	Sep 8, 2010 3:25 PM
6	Recession--jobs creatin	Sep 8, 2010 4:02 PM
7	Due to our location, many of our patients/customers are of a lower income, or there is a stigma attached to the south side of that.	Sep 9, 2010 12:16 PM
8	Being noticed	Sep 10, 2010 2:59 PM
9	airfare costs is a challenge to bring in some business	Sep 13, 2010 6:38 PM
10	staying open and operating	Sep 13, 2010 6:45 PM
11	Economy	Sep 13, 2010 6:49 PM
12	marketing	Sep 13, 2010 7:17 PM
13	getting people involved	Sep 13, 2010 7:23 PM
14	GROWTH	Sep 13, 2010 7:23 PM
15	budget	Sep 13, 2010 7:46 PM
16	The lack of middle to high income people who live and shop on the south side, particularly the near south side and the southeast side. We need to find ways to bring the people living to the west of Fleur over to SW 9th, SE 14th, and Army Post.	Sep 13, 2010 7:50 PM
17	Soutsiders complain that business goes out West. But then when a opportunity arrives for the Soutside, they don't support it. Or support what they already have.	Sep 13, 2010 10:08 PM
18	Business Traffic, Socio-Economic Class.	Sep 13, 2010 11:23 PM
19	business traffic, socio-economic class,	Sep 13, 2010 11:23 PM
20	Meaningful networking -- the kind that drives some business relationships. Glad handing is so old school.	Sep 14, 2010 1:11 PM
21	Identification of each business and its features & benifits.	Sep 14, 2010 7:18 PM
22	Recruiting new members	Sep 16, 2010 3:29 PM
23	maintaining client/customer base	Sep 16, 2010 9:55 PM
24	Retaining and finding new customers	Sep 20, 2010 5:11 PM
25	the economy	Sep 22, 2010 9:24 PM
26	Getting people to "shop southside" to support our business and to take pride in our curb appeal.	Sep 24, 2010 3:11 PM

Response Text		
27	Weak economy, no private sector funds being spent, high unemployment.	Sep 28, 2010 7:52 PM
28	perception of South Des Moines-getting out the word about what SDM has to offer.	Sep 28, 2010 9:18 PM
29	economy	Sep 30, 2010 3:42 PM

South Des Moines Chamber Membership Survey

What types of member benefits would you like to see the Chamber offer?	
	Response Count
	20
<i>answered question</i>	20
<i>skipped question</i>	19

Response Text		
1	Business Supply Discounts like Ankeny has with Office Depot	Sep 8, 2010 2:06 AM
2	Not sure	Sep 8, 2010 2:03 PM
3	I think we have a nice set of benefits now. I can't think of any additional ones at this time.	Sep 8, 2010 2:24 PM
4	N/A	Sep 8, 2010 4:02 PM
5	I'm happy	Sep 10, 2010 3:01 PM
6	?	Sep 13, 2010 6:38 PM
7	not sure	Sep 13, 2010 6:45 PM
8	not sure	Sep 13, 2010 7:23 PM
9	WORKING TO MAKE THE SOUTH SIDE A BETTER PLACE TO DO BUS	Sep 13, 2010 7:24 PM
10	discount if more than one employee from an organization attends an event	Sep 13, 2010 7:47 PM
11	I think the benefits are great.	Sep 13, 2010 7:50 PM
12	Marketing education	Sep 13, 2010 10:08 PM
13	Better communication of what Member to Member Discounts are, and how they work.	Sep 13, 2010 11:26 PM
14	Benefits are good. I would like to see us continue to teach about the social media -- a one-time offering didn't impact enough people.	Sep 14, 2010 1:12 PM
15	fine with what we get	Sep 14, 2010 7:18 PM
16	Current benefits are good	Sep 16, 2010 3:29 PM
17	networking and marketing opportunities to other community members; encouragement and opportunity to participate in local community activities	Sep 16, 2010 9:57 PM
18	More exposure for members and special recognition at events. Member to member discounts/incentives.	Sep 24, 2010 3:14 PM
19	The Chamber continues to get better all of the time !	Sep 28, 2010 7:52 PM
20	breakfast networking. A place to post to all member's events, specials, new products, promotions, etc.	Sep 28, 2010 9:21 PM

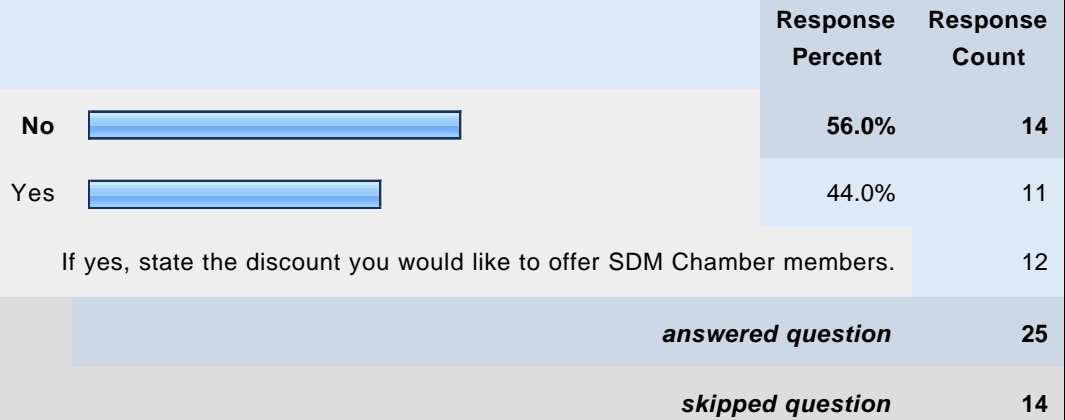
South Des Moines Chamber Membership Survey

Is there anything you would like to share or think the Chamber of Commerce needs to know?		Response Count
		13
	<i>answered question</i>	13
	<i>skipped question</i>	26

Response Text		
1	No	Sep 8, 2010 2:09 PM
2	N'A	Sep 8, 2010 4:03 PM
3	I would like to see our local businesses being more recognized for who they are and what they do and what services they provide. Not necessarily among chamber members but to the public. I've noticed some people on the south side have never even noticed us before but yet they ride up and down Army Post Rd every day to get to work. I've also noticed that many businesses in the Chamber are kind of tucked away here on the South Side and not easily visible to the public. It would be nice to publicly help them.	Sep 10, 2010 3:04 PM
4	?	Sep 13, 2010 6:38 PM
5	na	Sep 13, 2010 6:45 PM
6	none	Sep 13, 2010 7:24 PM
7	THANK YOU FOR EVERYTHING	Sep 13, 2010 7:24 PM
8	Executive Director Visits to Assess how our businesses are performing.	Sep 13, 2010 11:27 PM
9	executive director visits	Sep 13, 2010 11:27 PM
10	nope	Sep 14, 2010 7:19 PM
11	No	Sep 16, 2010 3:29 PM
12	Make sure the speakers at the luncheons are upbeat with fun topics. I think some of the speakers this past year have been kinda boring. Good information but not entertaining or very useful in the workplace.	Sep 24, 2010 3:19 PM
13	I like it when we have luncheons and are able to go around the room to share our name and business. I know it takes time, but that's why many are there and you can't talk with everyone each month.	Sep 28, 2010 9:22 PM

South Des Moines Chamber Membership Survey

Would you like to participate in the Member to Member Discount Program where your business can offer discounts to SDM Chamber members?



If yes, state the discount you would like to offer SDM Chamber members.

1	already am participating	Sep 8, 2010 3:26 PM
2	Need to figure out what we can do...	Sep 9, 2010 12:16 PM
3	I already do participate and I offer 10% off rooms, food and banquets as long as I can verify they are a chamber member.	Sep 10, 2010 3:05 PM
4	will look at in future	Sep 13, 2010 6:39 PM
5	free box of checks with opening a new checking account	Sep 13, 2010 7:24 PM
6	We already participate.	Sep 13, 2010 7:50 PM
7	I already do	Sep 13, 2010 10:08 PM
8	Yes, Aspen Athletic Clubs is already on it.	Sep 13, 2010 11:27 PM
9	50% off joing fee at Aspen Athletic Clubs	Sep 13, 2010 11:28 PM
10	I'll need to think about it, but I believe we'd like to participate -- thanks, Katie	Sep 22, 2010 10:35 PM
11	Already do	Sep 28, 2010 9:22 PM
12	not at this time	Sep 30, 2010 3:42 PM