Task Force Survey Results
Survey Overview

- 600 total responses
  - 54.5% completion rate
- 16 questions
- Different questions for members and nonmembers
Are you a member of the Charlotte Chamber?

- Yes: 61%
- No: 33%
- I'm not sure: 6%
What industry do you work in?

- Professional Services, 28.3%
- Nonprofit/Government, 8.5%
- Construction/Real Estate, 11.2%
- Finance/Insurance, 10.0%
- Retail, 3.6%
- Health Care, 7.0%
- Hospitality/Restaurant, 4.3%
- Media/Telecommunications, 3.6%
- Manufacturing, 6.7%
- Logistics/Wholesale, 2.4%
- Technology/Startup, 3.0%
- Other, 4.6%
- Utilities, 0.9%
- Education, 5.8%
How many employees are employed at your organization?

- 1–24: 39%
- 25–49: 11%
- 50–99: 8%
- 100–249: 7%
- 250–499: 5%
- 500+: 30%
What is your age?
Why are you not a member of the Charlotte Chamber?

97 respondents

- Chamber services would not provide value to my organization: 24%
- Membership is too expensive: 19%
- I do not know what services the Chamber provides: 15%
- I am not interested in networking opportunities or events: 4%
- I do not know what chambers of commerce do: 7%
- Other: 31%
Why are you not a member of the Charlotte Chamber - Other

- Political positions: 35%
- I want to be a member, but haven't joined yet: 12%
- Misc.: 28%
- Leadership: 7%
- Member of similar organization: 9%
- It is not small business friendly: 9%

43 respondents
“I don’t think my business would be big enough to be valued”

“Chamber support of toll roads, which hurts my business”

“Was a member for 17 years. Not interested in paying $400+ to network with other small businesses who can’t afford my services. I need to connect with larger business decision-makers.”

“Your online offering made it impossible. Otherwise I would be an individual member and have long wanted to be.”
If you were previously a member, why did you not renew?

- Membership was too expensive: 13%
- Member events were not valuable to my organization: 27%
- I was unable to make relevant business connections: 17%
- I did not attend any events: 5%
- I did not know how to take advantage of my membership: 10%
- I did not like the leadership: 3%
- Political Positions: 7%
- Not small business friendly: 7%
- Misc.: 11%

60 respondents
“As a non-profit arts organization, we did not feel that the Chamber was inclusive of the arts as a vital part of the economy. Business leaders did not respond to our presence at events.”

“I went to events, but it really seems like the bigger companies get all the benefits and connections.”

“I disagree with the Chamber advocating for I-77 tolls.”
If the Chamber provided the following services, how likely would you be to join?

<table>
<thead>
<tr>
<th>Service</th>
<th>Very/Likely</th>
<th>Not sure</th>
<th>Very/Unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events for entrepreneurs to network with V.C.s</td>
<td>29.7%</td>
<td>17.8%</td>
<td>52.5%</td>
</tr>
<tr>
<td>Industry-specific networking events</td>
<td>54.9%</td>
<td>14.7%</td>
<td>30.4%</td>
</tr>
<tr>
<td>Customized research reports</td>
<td>35.9%</td>
<td>26.2%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Events for minority populations</td>
<td>23.8%</td>
<td>28.7%</td>
<td>47.5%</td>
</tr>
<tr>
<td>Volunteer opportunities</td>
<td>33.3%</td>
<td>21.2%</td>
<td>45.5%</td>
</tr>
<tr>
<td>Opportunities to engage with elected officials</td>
<td>43.1%</td>
<td>22.5%</td>
<td>34.3%</td>
</tr>
<tr>
<td>Business Advisory services</td>
<td>43.0%</td>
<td>24.0%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Benefits for companies outside of Charlotte</td>
<td>26.0%</td>
<td>28.0%</td>
<td>46.0%</td>
</tr>
</tbody>
</table>

~100 respondents
“An organization that takes a stronger stand on education and other issues related to economic mobility. It relates to business, but your voice is absent.”

“Working with employers to engage in the education system to help better align their employee needs and skills... help create more apprenticeship opportunities”

“For those of us who don’t have time or interest in networking, the Chamber needs to provide more valuable online interaction or content.”

“Get serious about working for smaller companies and helping to start companies that could be huge. Your first bullet shows lack of understanding of the whole topic.”
How long have you been a member?

- 0-2 Years: 58 respondents
- 3-5 Years: 42 respondents
- 6-10 Years: 35 respondents
- 10+ Years: 120 respondents

Total respondents: 255
My Chamber membership provides value to me because...

<table>
<thead>
<tr>
<th>Strongly/Agree</th>
<th>Not sure</th>
<th>Strongly/Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am able to make connections through networking events</td>
<td>79.6%</td>
<td>11.2%</td>
</tr>
<tr>
<td>I am able to stay up-to-date on economic and public policy news</td>
<td>85.3%</td>
<td>9.9%</td>
</tr>
<tr>
<td>It helps me generate business leads</td>
<td>48.0%</td>
<td>31.9%</td>
</tr>
<tr>
<td>The Chamber advocates for my business's needs</td>
<td>51.0%</td>
<td>29.7%</td>
</tr>
<tr>
<td>It provides a platform to engage with the community</td>
<td>76.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>I can easily access information and research</td>
<td>64.7%</td>
<td>25.0%</td>
</tr>
</tbody>
</table>

~250 respondents
What could the Chamber most improve upon?

157 respondents
On networking

“Chamber events with the word ‘networking’ in the title are not very helpful. Each event should be about something that will give people a reason to gather because they share that interest.”

“For our business (marketing agency of 4 people) there is really very little we have been able to get out of the Chambers ‘networking’ events as they stand today.”

“Provide information about engagement possibilities and access or introductions to other members through a liaison position.”

“Adding more business events during evening hours. An option to join the day or evening activities.”

“Creating opportunities to involve all different groups of the Chamber to meet each other instead of keeping all of the groups and events separate.”

“Programming that allows for more conversations and not feeling awkward when entering a room, not knowing anyone, sitting at a random table for lunch, then leaving.”
On public policy/advocacy

“Remove the Chamber from the state and local politics.”

“Stop being a mouthpiece for Cintra and back small businesses in Lake Norman.”

“Advocating to local elected officials and consideration of smaller, locally owned business, particularly those that employ lower-waged workers.”

“Taking a measured approach towards improving social conditions rather than always taking a knee-jerk “pro business” attitude, which sometimes produces the opposite effect (HB2 support, for example).”
On membership/funding

“How they value the members and Chamber employees- not just the teams for campaign. Too much emphasis on the win of campaign and not the end results.”

“More free offerings.”

“Lowering costs would help small businesses.”

“Less pressure on members to increase financial contributions through either the level of membership or advertising.”
On engaging members

“Proactively partner with new or low involvement members to create engagement plans that support their goals for membership.”

“More follow-up with members. There are other organizations that are free to join or cost a lot less that are a lot more engaging.”

“Provide more information about engagement possibilities.”

“Getting new members engaged early in committees or other aspects of the Chamber to become more involved in active roles.”
On investing in small business

“Provide viable avenues for small business success recognizing the inability for these owners to attend events.”

“Providing a link/intentional path for small businesses to companies in the greater Charlotte area.”

“Better representation on the Exec committee from small businesses. Even consider having a small business owner chair the Chamber once every 4 years.”

“Executive level focus off of big business to small-medium business. Chamber is too focused on fundraising and big donors.”

“More focus on small business, also everyone knows Charlotte Chamber is all about corporate America and small businesses go to the Matthews Chamber.”
Other

“Involve the committees more frequently in creating policies.”

“Establish some type of leads group like I’ve seen at other Chambers. Similar to BNI, these groups pass referrals among their members.”

“New approaches and ideas. The staff has been in place for a long period of time and following similar agenda for the past decade. Reconsider staffing model to bring in new ideas.”

“Creating a scorecard or dashboard of its various initiatives to show progress over time. Current information sharing is all financial, not strategic.”
Would you recommend the Chamber to a friend?

- Networking: 26%
- Great staff: 3%
- Would not recommend: 24%
- Misc.: 9%
- Advocacy: 9%
- Businesses should join: 4%
- Engage with the Community: 11%
- Depends on the type of business: 5%
- Economic Development: 4%
- Grow businesses: 5%

167 respondents
Why would you recommend?

“Overall, the Chamber team is friendly, great resources, and topics are informative.”

“The Chamber is the best vehicle for a business to connect and grow. They are an important voice for business at the local, state, and federal level.”

“It’s just good practice to be invested in the local chamber and community.”

“It’s a great way to network!”
Why would you not recommend?

“It’s really just a glorified networking group, but could be so much more”

“Not partner focused at all. I am sensitive to the number of businesses and clients, but there is literally zero attention paid to our organization. I only hear from someone when they need money for an event.”

“The atmosphere at programs can be sometimes a little too wide open. It’s probably not the best place to meet contacts for a specific target group.”

“There can be an opportunity to make connections with other businesses if the Chamber were to involve other demographic groups.”

“Cost.”
What is the main role of a chamber of commerce?

- **Be an advocate for businesses**: 21%
- **Connect businesses with each other and leaders**: 24%
- **Economic Development (local)**: 12%
- **Economic Development (relocation)**: 14%
- **Grow/Promote Business**: 11%
- **Engage with the community**: 6%
- **Provide Information**: 4%
- **I don't know**: 1%
- **Misc.**: 7%
Describe the Charlotte Chamber in one word