



BAINBRIDGE & DECATUR COUNTY

2019 MEMBER SURVEY RESULTS

Bainbridge - Decatur County Chamber of Commerce

We have an average of:

400

MEMBERS FROM YEAR TO YEAR

A total of:

20%

COMPLETED THE SURVEY



Member Satisfaction

48%

Rated their satisfaction with the Chamber as "Better than Most" ✓

38%


Rated their satisfaction with the Chamber as "Average"

90%

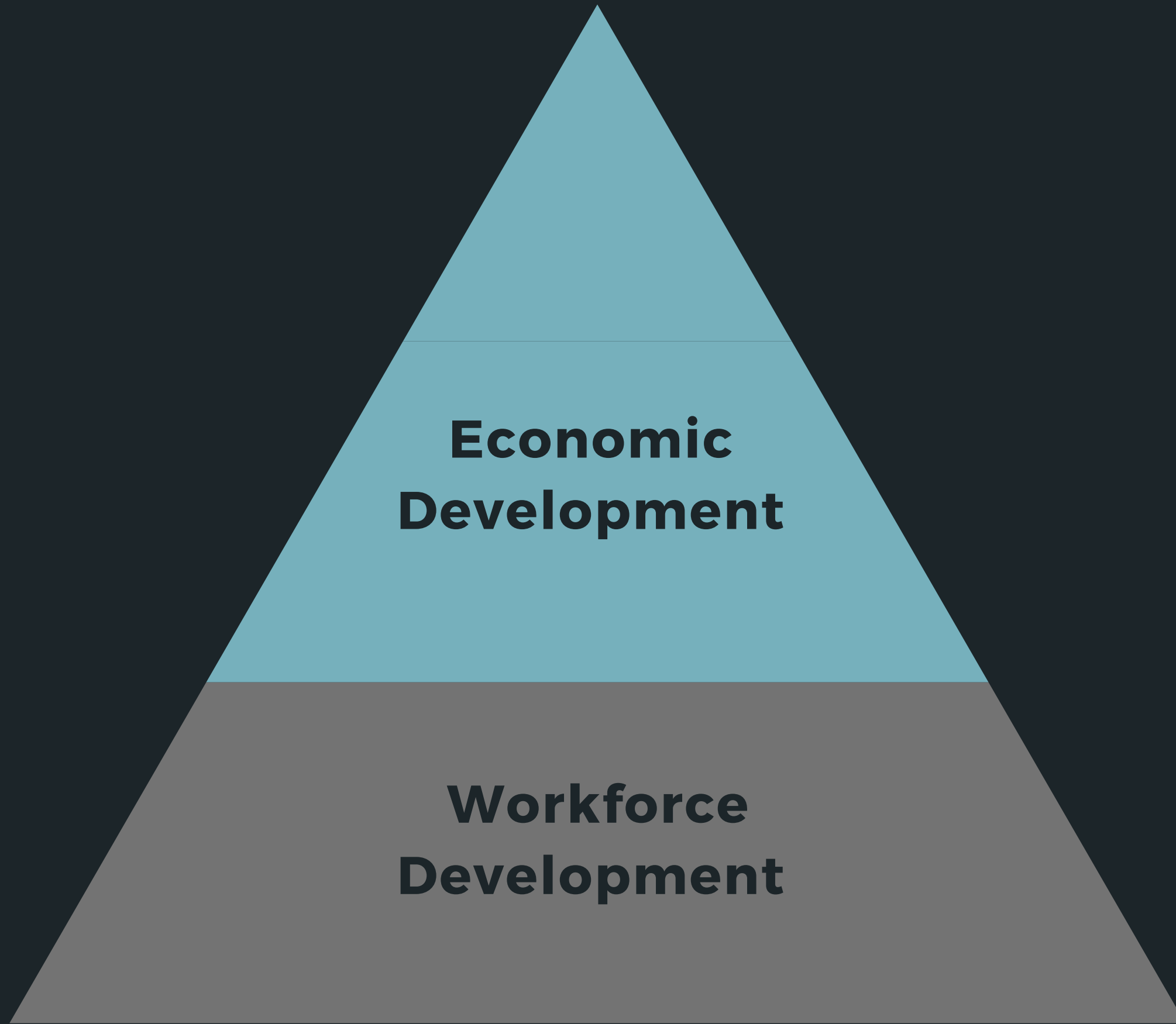
Felt the amount they pay for membership is "Just Right"

85%

Would increase their membership investment for a more robust program of work



Member Perceptions



Top Two Most Critical Issues

Facing Decatur County



**GREAT
IMPACT**



**NO
IMPACT**

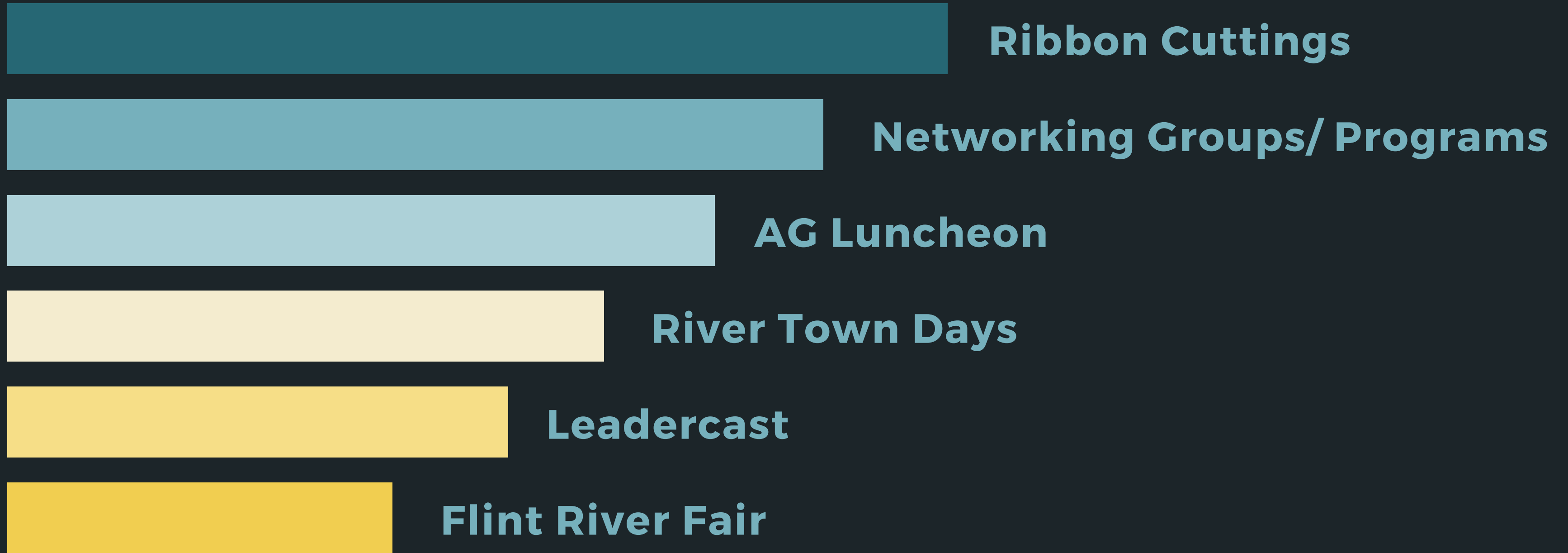
EXECUTING EVENTS

WORKFORCE DEVELOPMENT

FACILITATING LEADERSHIP

ADVOCACY

Most Valuable to Least Valuable



Member Perceptions

Members Want

A Three Year Focus On:



WORKFORCE &
ECONOMIC
DEVELOPMENT

MEMBERSHIP
ENHANCEMENTS

ORGANIZATIONAL
IMPROVEMENT

SMALL
BUSINESS
SUPPORT

Take a Supporting
Role of Existing Entities

More Personal Contact &
More Edu. Seminars

Improve Communication
and Branding Efforts

Programs Specific
to Small Business

Member Perceptions

Our members most want to see the Chamber,

**IMPROVE AS AN ORGANIZATION,
DEVELOP OUR ROLE AS A
COMMUNITY LEADER,
SUPPORT ECONOMIC
DEVELOPMENT.**



**What Members
Say We
Must Do Now!**



MUST Be on the Program of Work

1. SUPPORT EXISTING INDUSTRY
2. SMALL BUSINESS SUPPORT
3. MARKET BAINBRIDGE
4. NETWORKING

Must Do Now!

MUST "Actively Engage" **in:**

1. COMMUNITY STRATEGIC PLANNING
2. SUPPORT ECONOMIC DEVELOPMENT
3. DIRECT TALENT, LEADERSHIP, AND
WORKFORCE STRATEGIES



Must Do Now!



Your Thoughts on Advocacy:

Educate

Take an education role in legislation as well as provide local commentary.

Must Do Now!