

## 2021 Chamber Survey Results Webinar Chat

Karen Bosley: Yay Frank!

Maria Benoit: The Facebook group is AMAZING!

SHARON KEHNEMUI: Link to FB group? I want to be No. 10,000

Kelli Riggs: Love that group...great ideas get passed along!

Ann Skar: What's Frank's facebook group name ?

Sharon Mayer: Chamber of Commerce Professionals

Melissa Anderson: <https://www.facebook.com/groups/ChamberOfCommerce>

Emma Stine: Chamber of Commerce Professionals

Carol White: Chamber of Commerce Professionals

Jeff ONeill: <https://www.facebook.com/groups/ChamberOfCommerce>

Nancy Hansen: <https://www.facebook.com/groups/ChamberOfCommerce>

Zeb Welborn: Do you think membership hasn't gone down because some Chambers didn't drop members?

Lynn Saunders: I believe that may be the case. I know we are going to do a big batch of drops next month -- ones we've been resetting, hanging onto, etc.

Sharon Mayer: We have 11 new members this month! :-)

Carol White: absolutely Frank

Zeb Welborn: We are in the same boat as you Lynn. We are dropping those ghosted members this month too.

Karen Bosley: same here

Zeb Welborn: But technically we are up in membership, but when we drop those we will be down

Polly Myer: Us too gave them time to pay, then called to ask about making payments or giving a discount to get them paid up we had about 8 last month dropped and will probably have about the same this month, but most are trying to hang on.

Sharon Mayer: We dropped 147 members but our revenue for renewals was only down by about 3%. New member revenue was off by \$30,000 in 2020

Ann Skar: We were very fortunate that we added more members in 2020 and that offset the dropped ones.

Polly Myer: We added a few, but not as many as we dropped, but we are doing OK as well

Cereto Bean: We decided to move up the renewal month for everyone who have not paid from May - August and send them a new, 2021 membership invoice. If they do not pay this one in a timely manner, we will drop them.

Penny Strom: Ann, we did the same added 18 new members is a town of only 2,000.

Joanne Webster: we laid off our event coordinator but increased our governmental affairs position to help with economic recovery. Our renewals were very steady

Polly Myer: We are pretty much taking whatever payment or payment option they offer to stay in

Ann Skar: I have been keeping COVID information out to my members and am wearing out facebook re-posting for all my members, because 98% are mom & pops.

KRISTI MCMORRIS: We added more members in 2020 than expected! Still adding from those I was working on last year.

Tawny Craig: Polly- do you feel like that will negatively impact member in the future if some find out they paid less/more than others?

Polly Myer: We too are sharing a lot of information and sharing their information on social media

Polly Myer: I hope not on the paying more than others. We are looking at our tiered list of dues and changes for 2022

Tawny Craig: I think that's a great idea for the times we are in for sure, but I could personally see our members throwing a fit about it if they found out. I hate to drop anyone, but at the same time I feel like I have gotten ghosted a lot lately and wonder if it's better to spend the energy on the ones who want to be a part of the chamber and let the ones go who show no interest

Yvette Keast: We kept members in our directory and on our website whether they paid or now. Now is a time to extend that olive branch and hope they see this outreach and support the Chamber after recovery from COVID. Its all about understanding the impact a chamber can have on the business community growth that gives invisibly to the economic growth.

Zeb Welborn: Everyone should seek out testimonials for sure.

Polly Myer: We are using this as an opportunity to help educate our members about what it is we do and how we help the community.

Sharon Mayer: Include a "what we did for you this week" in your weekly newsletter

Polly Myer: We are seeking testimonials (ours are old), but we are using them with strict purpose (SCORE help, Grant help, etc.)

Joanne Webster: Please send the link to the templates.

Polly Myer: Ones who have ghosted are gone - we are calling long time members and those that have shown an interest and asking them how we can help them continue to be a member - letting them know that we are tailoring this to them specifically.

Yvette Keast: Yvette Keast...,Ä¶ Frank I believe you have my correct email on your data base. Thank you.

Tawny Craig: That's awesome, and I agree that the ones who have gone MIA just need to be let go and encouraged to come back when/if they are ready

Carol White: wow, only 14% replaced with virtual

Carol White: virtual is positive for us as we are pulling members from 50-60 miles away

SHARON KEHNEMUI: I would love some tutorials on how to throw a successful banquet online

Polly Myer: We were lucky to hold one of our in person events before COVID - in 2021 it will be virtual auction. We were not able to hold Gus Macker Basketball Tournament, and probably not this year either (it's like 25,000 people) and a contact sport. Our fishing tournament was modified and still held (no beer tent or clothing) had drive in weigh in. Craft Fair not held, but are hoping by August, we can hold that one.

Yvette Keast: And I have found they prefer virtual events over in person. They are time saving for many, they can attend 7 zoom meetings per day opposed to 3-4 meetings per day. (on those busy days).

Polly Myer: We held our golf outing and it was great and prompted to future changes too.

Zeb Welborn: Our events at the beginning went great. We have slowly seen a decline in attendance from March to today.

Linda Susmilch: We had a golf outing this summer as well and people were so thankful to get to see one another again - that was the only in person event we did. We had to postpone our annual ball and outdoor craft fair. I totally agree that keeping virtual events even when things open up is going to be key!

Polly Myer: We are trying our first Business After Hours virtually tonight, so we shall see.

Frank Ferral: nationwide audience for BIN Summit. 112 attendees

Lesley Raymond: Our virtual events are flopping lately, no one wants to sign up for webinars or virtual networking it seems

Shelly Crawford-Stock: I would have said unsuccessful, however I will clearly say that our chamber wasn't engaging properly before covid...that matters!

Jeff Emsweller: Our golf outing would have been even larger if our golf course had more golf carts. Should have had two sessions instead of just one.

Jessica Viera: Virtual is less successful here due to prevailing "COVID doesn't exist here" mentality and people who refuse to engage virtually in protest over things not being held in person.

Polly Myer: Our annual dinner got moved to fall for this year, our state of the community will probably be put up on our site in pieces of filmed segments.

Yvette Keast: I did a Friday morning update during the total shut down with community leaders from non profits to city managers to county commissioners. These were attended by our local newspaper and these were "above the fold" for three months.

Carol White: and for auctions, etc., you may draw people that normally wouldn't have engaged.

Jean Jernigan: Our State of the Community event is tomorrow and we have members who are participating - even though headed to work south for the winter (we're in Michigan) are signed up to participate. Using the HOPIN platform with an expo center and networking opportunity. So fun!

Jodi LaMont: Virtual events open up the door to get speakers who are experts in their field but don't live local. Saving the cost of travel.

Zeb Welborn: We pivoted and did all of our major events. Every sponsor agreed to support the costs and there was WAY less expenses.

Tawny Craig: We did our craft fair virtually on FB because we had to cancel at the last minute and our marketing/social media coordinator did a wonderful job and everyone was so happy to have the opportunity to participate

Polly Myer: That is so true Carol. We are hoping it will still be as successful. Rotary did theirs in December and did just as well as last year.

Casey Williams: We actually were able to have our major Jubilee Festival of Arts...completely restructured where and how to make it happen...added a online commerce site for our artists on the JF website. Then we had a hurricane and had to move it back 3 weeks. It took a lot of brainstorming and rethinking a 36 year old festival. Ended up being the best one ever.

Joanne Webster: We started a quarterly Women's Empowerment Series virtually over zoom and we get over 100 attendees each time. Tix price is \$20 and headliner sponsorship is \$500.

Polly Myer: We promoted our craft show people who moved their money and space to 2021. We put a list together with their information for those who still wanted to buy things from the crafters.

Polly Myer: Our administrative contracts saved our budget and our jobs.

Polly Myer: Frank is absolutely right, our member dues are about \$175,000 of our \$950,000 budget.

KRISTI MCMORRIS: What if you can't provide what they want/need?

KRISTI MCMORRIS: That is what scares me from asking them...to a degree.

Karen Bosley: Our golf tournament was our #1 fund raiser

Polly Myer: Ours too, even though we were limited in # of teams we could have - we were full and had a waiting list

Lesley Raymond: We,Äôre doing a croquet tourny

Zeb Welborn: Would love to connect with anyone who has insights on grants / contracts ,Ä¶ Trying to work that into our Chamber.

Carole Bennett: We're doing our first ever Sporting Clays tournament in March.

Stacy Garmon: We have a Golf & Tennis Classic - sold out with a waiting list.

Lesley Raymond: doesn,Äôt that take business away from members who are marketing co,Äôs though? This is why I don,Äôt want to offer marketing services of all types  
We have a contract with the CVB, the local Community Foundation, the Charter Boat Association, etc. We are

Polly Myer: all chamber employees, but like me I do the books for 5 organizations and we charge for that in an annual contract. We have contract fees built into our events.

Libby Gierach: We did an RFP with our local travel agent to see if they could compete. They couldn't

Lesley Raymond: I,Äôd love to discuss those partnership ideas! Love it.

Polly Myer: We administered a few grants and were paid a small fee, that helped.

Lesley Raymond: great idea!

Polly Myer: As Chambers were not allowed PPP access until recently, I'm sure some folded because of that. We were fortunate to not need it.

Scott Wheatley: In Canada we have received wage subsidies and no interest loans with a portion that is forgivable.

Frank Ferral: a diversified portfolio is the way to go

Polly Myer: Frank, can you put that Foundation information here? those names

Ginny Glasner: Like Zeb Wellborn, we would love to learn from anyone with experience on grants, contracts, etc.

Carol White: This really depends on where you are located tho - we are not in a ,Äüdiverse,Äü community

Jeff Emsweller: Do you recommend the Chamber lead the way in bringing more diversity to our communities not already diverse?

Lesley Raymond: I,Äöd love to learn more about creating partnerships (with travel agents, marketing agencies etc)! Is that a webinar that could be made?

Ann Skar: I would love that too Lesley.

Polly Myer: Me three Ann

Jodi LaMont: does an have any thoughts to a really good platform to use for webinars. Zoom Webinar is not as user friendly as we would like.

Lesley Raymond: Have you tried Hopin? We,Äöre trying that as a Zoom alternative

Wendy McCartt: Same - I would like more details as to how this would work as a partnership and opportunity for non dues revenue, and how this differs from ,Äüreferring,Äü a client to a member that offers these services.

Carol White: Jodi - we just signed up with Airmeet. It is a great platform.

Carol White: We did not care for Hopin.

Lesley Raymond: Kumospace is a fabulous virtual networking platform FYI :) Free too

Jean Jernigan: We are using HOPIN for our State of the Community event tomorrow. Working with Motown Digital in Michigan to help. They are GREAT.

Jodi LaMont: Thank you for those suggestions

Carol White: we are very pleased with ChamberMaster/Growth Zone

Polly Myer: Our biggest issue here in Mason county, Michigan is broadband and that is our first order of business in the economic development realm, that, housing, and child care are huge issues here  
APACC is also working with Motown Digital with our B2B signature event virtually this year - East West Business Connection happening on 3/3/2021 as well check out our event here:

Leonie Teichman: <https://www.apacc.net/events/details/virtual-18th-annual-east-west-business-connection-disruptions-opportunities-for-growth-1931?calendarMonth=2021-03-01>

Tashia Taylor: Great point Frank!

Amy Loomis: I am also researching non-zoom virtual networking solutions for "table-based" or free mingling. What platforms are your orgs having success with?

John OBrien: Has anyone compiled a list of virtual events appropriate for chamber fundraising? If so, can Growth Zone pass that along with today's survey results emails? Thanks.

Carol White: Amy - we are working with a start up on an AWESOME free flowing networking. Reach out to me at [carol@brookfieldchamber.com](mailto:carol@brookfieldchamber.com) and I will get you more info

Tosha Swan: We,Äöve been using Remo for the last couple months and LOVE it.

Leonie Teichman: How can I join your State of the Community tomorrow? Is it comp to attend?



Carol White: airmen is good too

Tashia Taylor: Glimpse is another one.

Amy Loomis: Thanks Carol, I will follow-up

Tosha Swan: Our members really like hopping from table to table in Remo.

Leonie Teichman: APACC is using Remo for our Speed Networking today as well