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GrowthZone AMS Releases 2021 Chamber of Commerce Industry Survey Results

33% of respondents reported COVID positively impacted perception of their value proposition.

NISSWA, MN – February 18, 2021 – [GrowthZone](#), provider of chamber of commerce and association membership management software, released its 2021 Chamber Industry Survey results.

The report contains specific data on association value proposition recognition, COVID's impact on organizations' operating status, and 2021 revenue trends predictions.

The report also highlights:

- Top non-dues revenue sources
- The shift to virtual events
- #1 job challenge
- COVID's impact on member engagement
- and more.

“Despite the challenges facing chambers, this year's survey results revealed some encouraging statistics, such as the positive impact of COVID on value proposition perception,” said John Cook, senior vice president of marketing, GrowthZone. “However, unfortunately, the results showed a significant difference in year-over-year membership growth statistics.

The survey was conducted from November 2 to November 28, 2020, by email and received responses from over 300 chamber professionals across North America.

In its 7th year, the [Chamber Industry Survey Results Report](#) has consistently proven to be GrowthZone's most sought-after association resource. The full report, as well as a [fast-paced Q&A video presentation](#) about the survey results with membership expert, Frank Kenny, can be accessed in the [GrowthZone.com Knowledge Library](#).

Detailed survey findings can be accessed on [GrowthZone.com](#).

About GrowthZone

[GrowthZone Association Management Software](#) has helped over 3,400 member-based organizations grow and retain membership, generate revenue, engage and communicate with members and prospects, and streamline their day-to-day operations. For more information, visit <https://www.growthzone.com/>.