



SURVEY

2022

CHAMBER

ANNUAL SURVEY RESULTS

 **GrowthZone** | chambermaster



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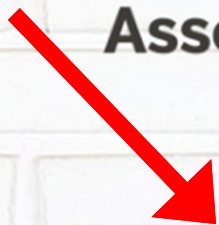
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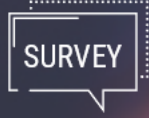
- Today's webinar recording
- The 2022 Chamber Survey Results Report

Frank Kenny:

- Former Chamber President/CEO
- Author
- Founder: Facebook Chamber Professionals Community



facebook.com/groups/ChamberOfCommerce



ABOUT THE RESPONDENTS

GrowthZone surveyed over 500 chamber professionals across the U.S. and Canada at the end of 2021.

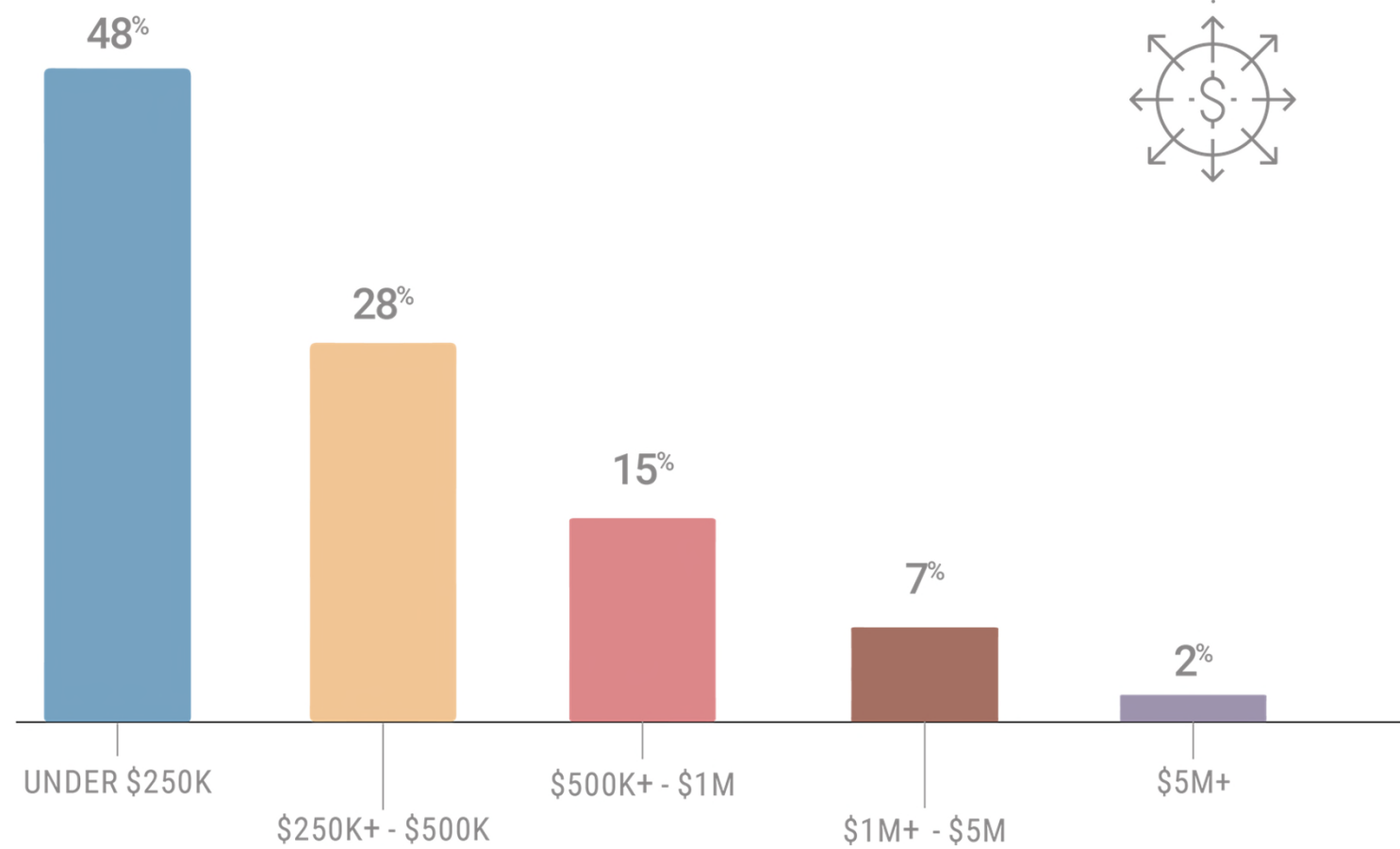
The results show several interesting trends impacting today's Chambers of Commerce.

Let's dive in...

ABOUT THE RESPONDENTS

ANNUAL OPERATING BUDGET | APPROXIMATE

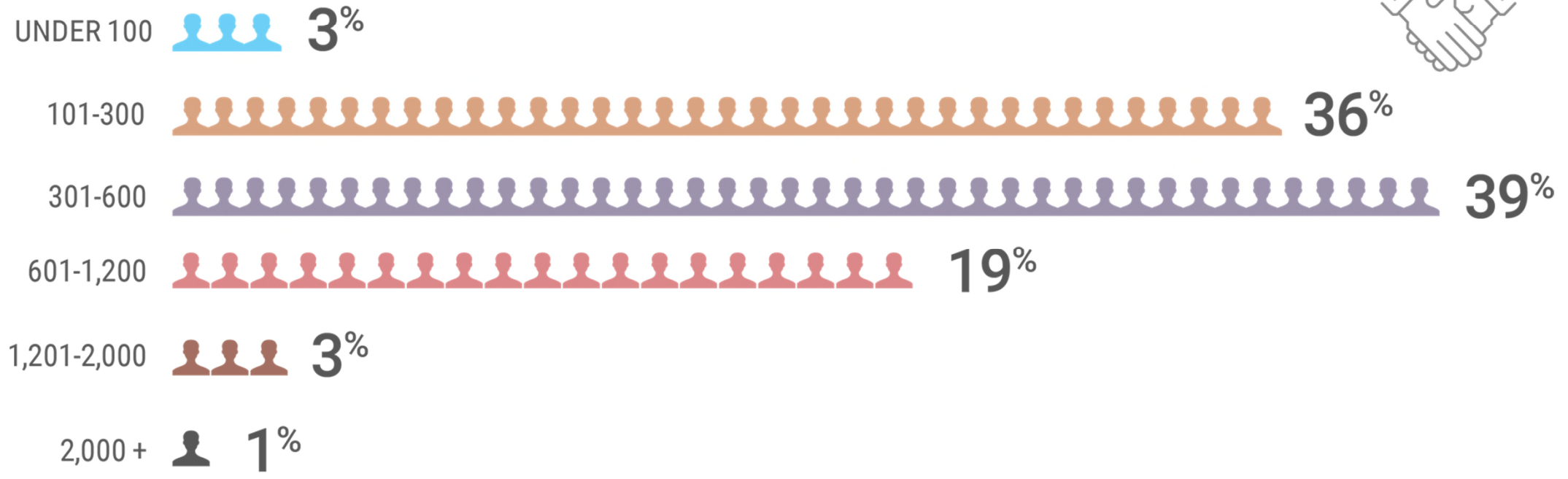
Q: What is your organization's approximate annual operating budget?



ABOUT THE RESPONDENTS

ANTICIPATED MEMBERSHIP

Q: What is your organization's anticipated membership as of 12/31/2021 (number of billing accounts)

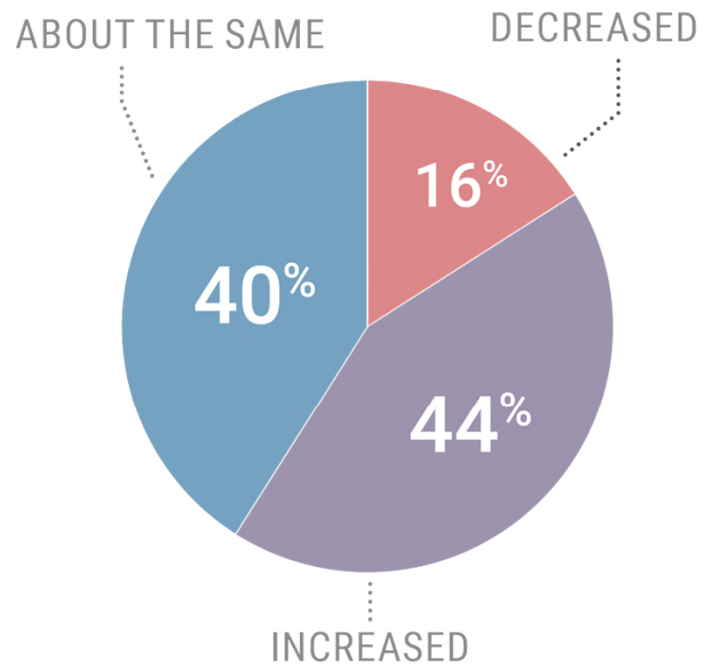


MEMBERSHIP GROWTH

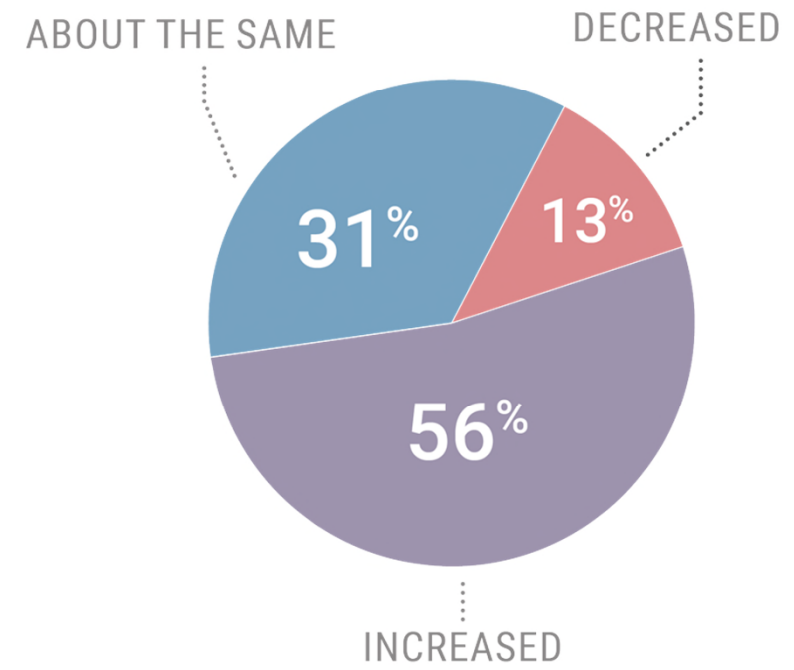


NET GROWTH | NEW + RENEWAL CHANGES OVER THE LAST YEAR

Q: Do you anticipate your membership at year end will show a NET increase or decrease over 12/31/20?

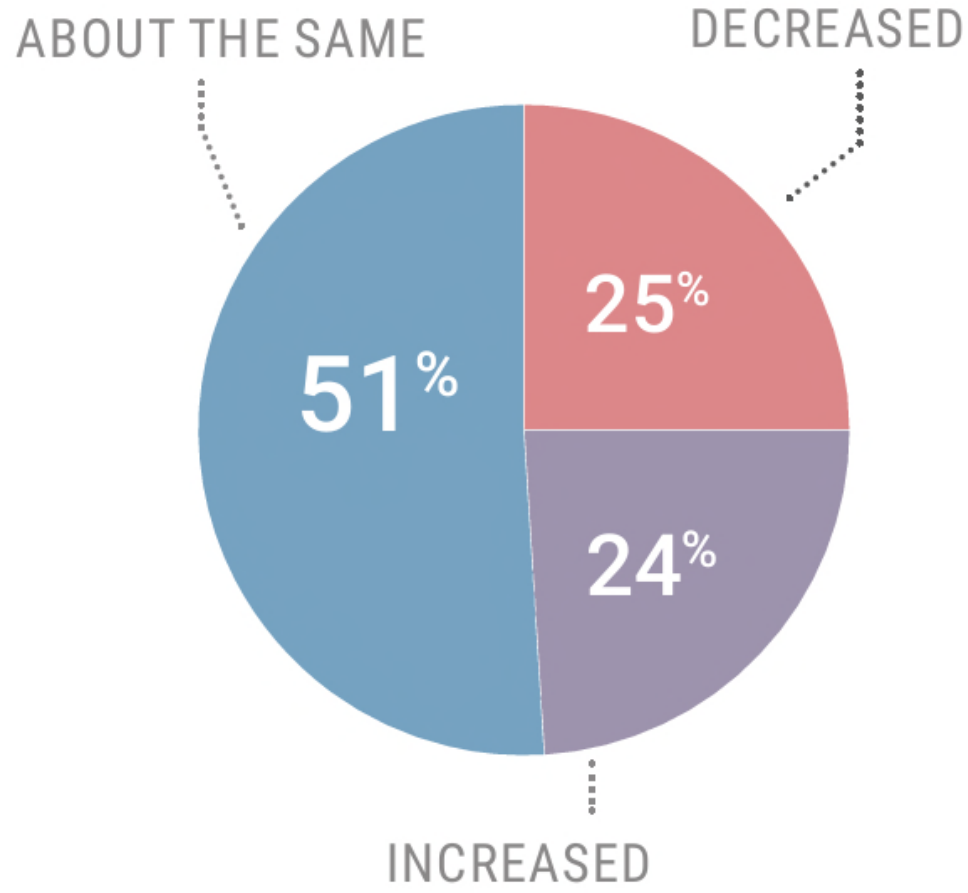


Q: Have NEW memberships increased or decreased since last year (since 12/31/20)?



MEMBERSHIP GROWTH

Q: Did your overall RENEWALS change for 2021 over the year 2020?

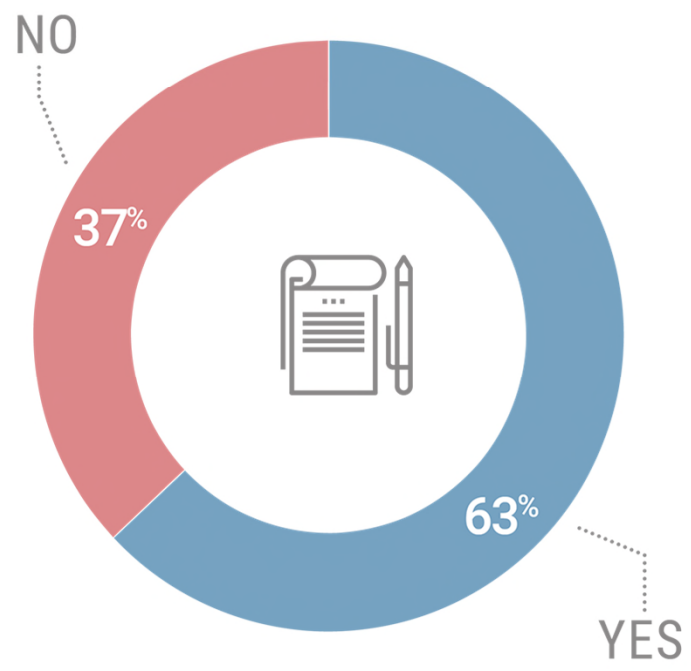


VALUES & POLICIES

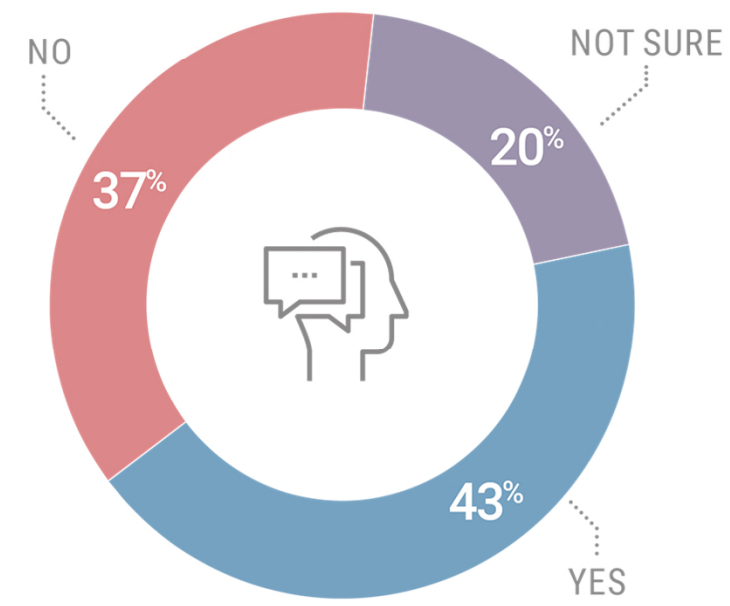


VALUE PROPOSITIONS

Q: Do you have a documented value proposition message that you use in your planning and your member interactions?

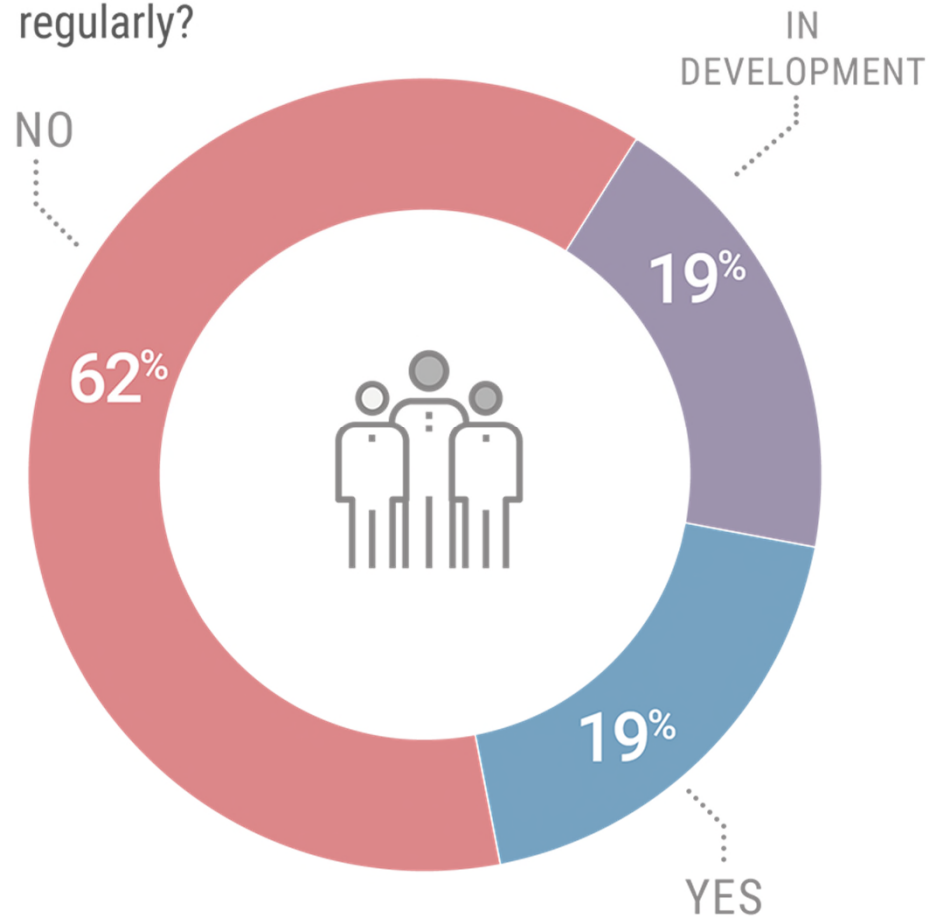


Q: Do you believe members clearly understand the value of your organization and the specific solutions you offer them?



VALUES & POLICIES

Q: Does your organization have a documented diversity and inclusion policy that you use regularly?

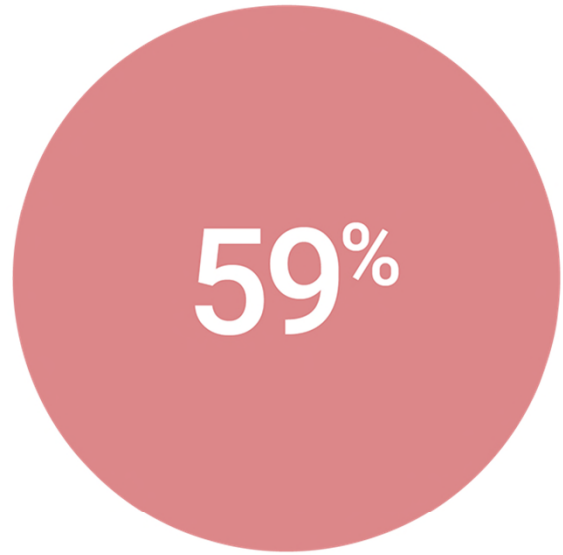


INNOVATION & INITIATIVES

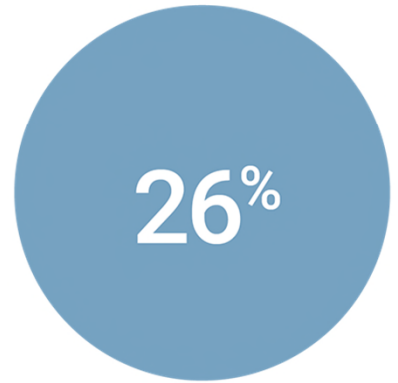


PROCESS

Q: Does your organization currently have a formal innovation process or plan to pursue new ideas for adding value to your members' business?



No, we do not have a formal innovation process



Yes, we have a formal, ongoing process



Yes, we have a task force in place for short term innovation

INNOVATION & INITIATIVES**NEW SERVICES**

Q: Did you launch any new member service, offering or tool during 2021 that is showing promise today?



INNOVATION & INITIATIVES

COMMON INNOVATIONS

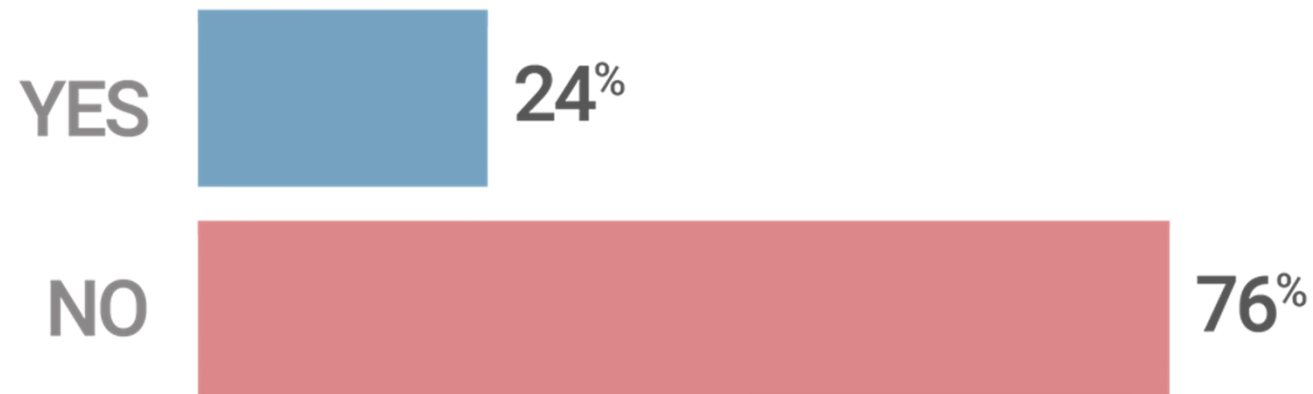
- Events
- Financial
- Marketing/Promotion
- Member Benefits
- Membership Programs
- New Services
- Work Force Development
- Dues
- Technology
- Social Media



INNOVATION & INITIATIVES

INITIATIVES

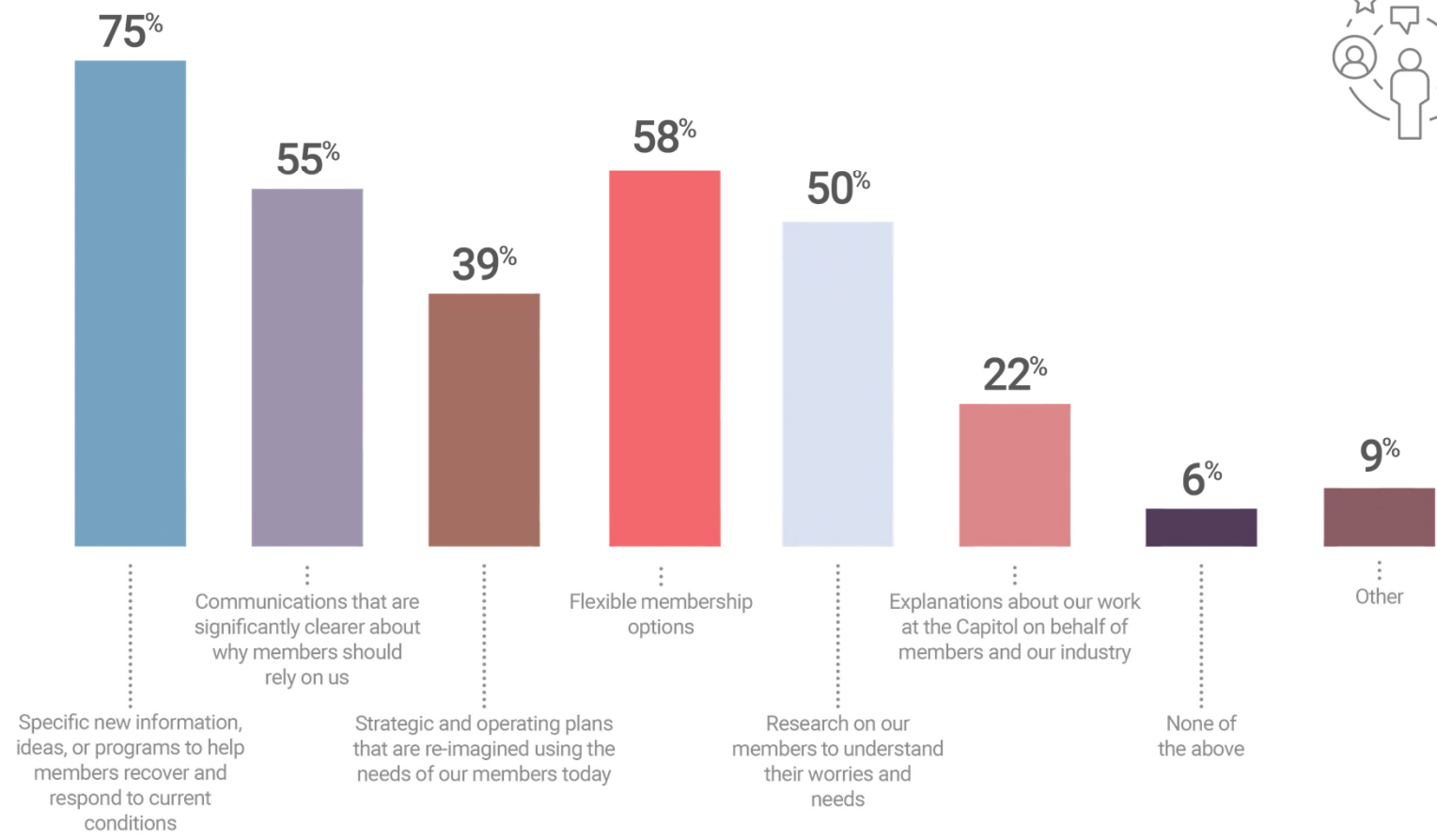
Q: Do you have a formal reinstatement initiative in place to reengage members that you lost in previous years?



INNOVATION & INITIATIVES

ACTIVITIES

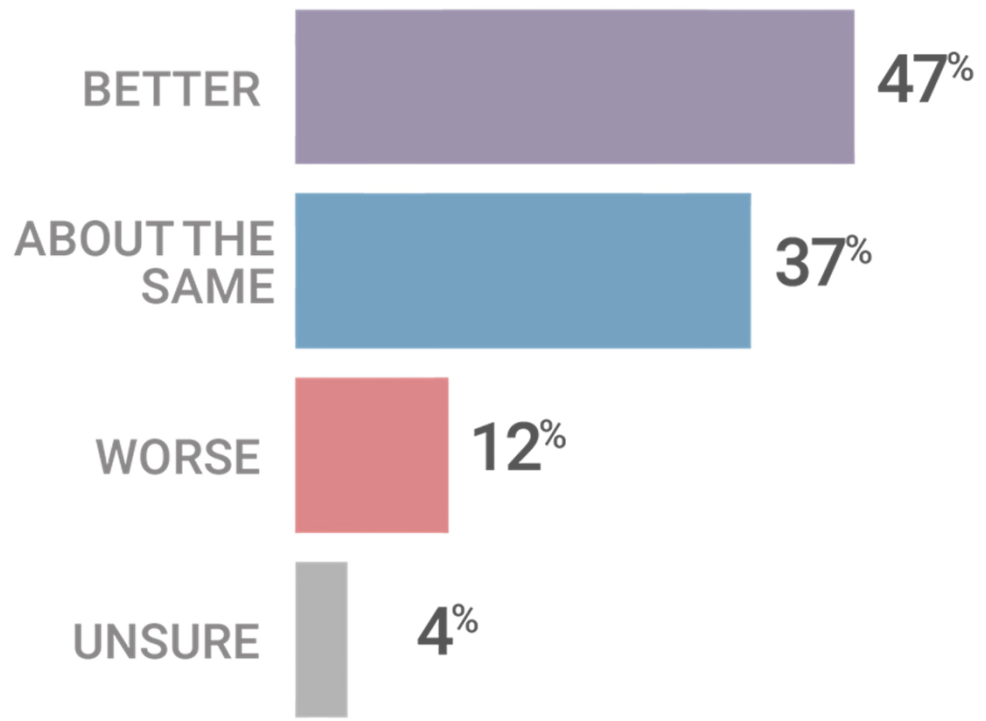
Q: What activities helped your organization overcome the challenges of 2020?



MEMBERSHIP & ENGAGEMENT



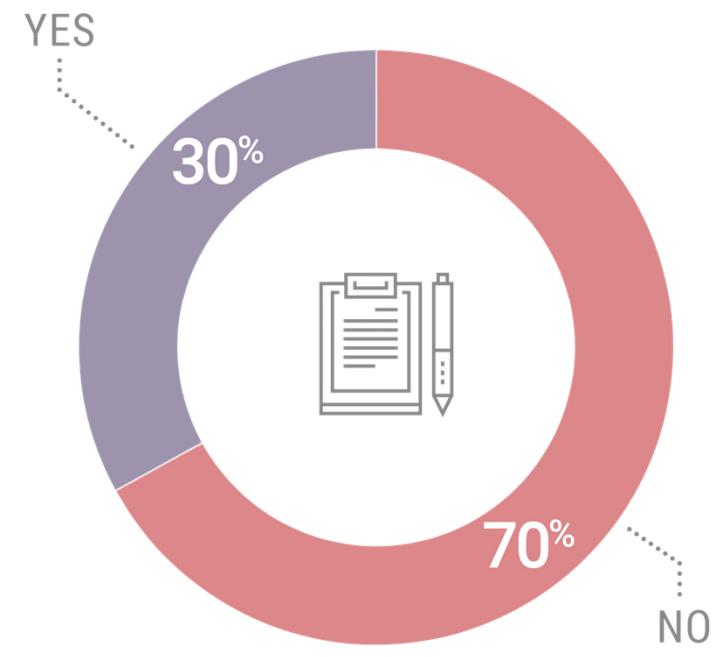
Q: Did overall member engagement change since 12/31/20?



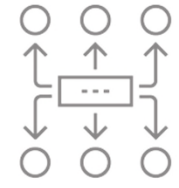
MEMBERSHIP & ENGAGEMENT

PLANNING

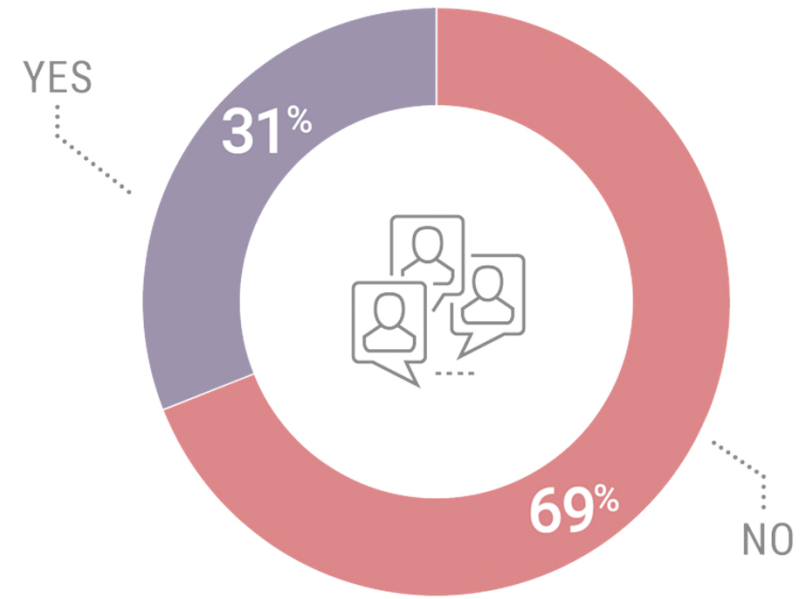
Q: Do you have a written plan for increasing member engagement?



MEMBERSHIP & ENGAGEMENT



Q: Do you have one or more member committees that feed information into your strategy and/or operations?



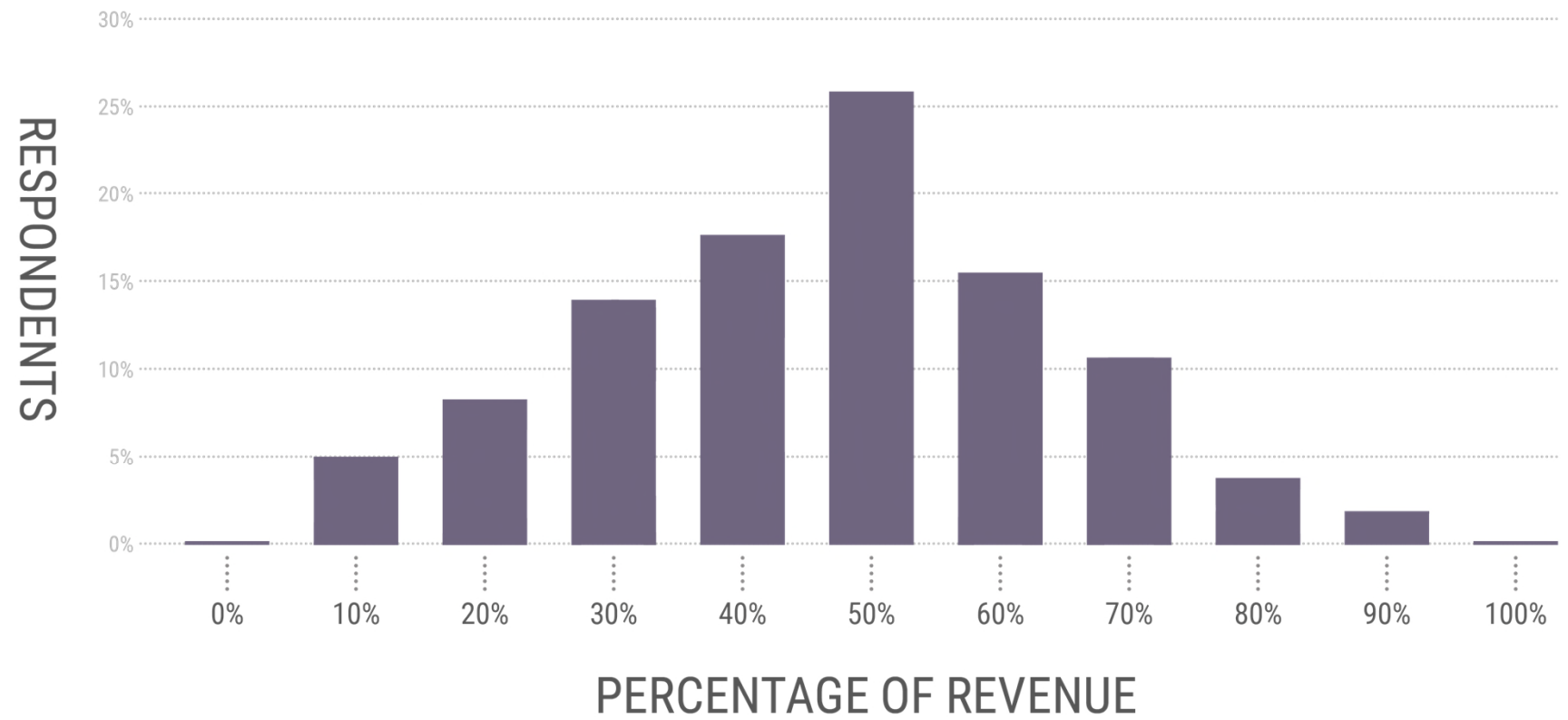


REVENUE



DUES & NON-DUES REVENUE

Q: In an average year, approximately how much of your total revenue comes from non-dues sources?



REVENUE

TOP NON-DUES REVENUE SOURCES



EVENTS



SPONSORSHIP



CONTRACT SERVICES



GRANTS



OTHER



ADVERTISING

IMPROVEMENTS

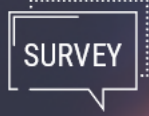
COMMON LESSONS LEARNED

- Empathy
- Communications
- Connections/Engagement
- Flexibility
- Keep Going
- Virtual
- Live/In-Person
- Reevaluate
- Plan/Prioritize
- Value/Relevance
- Staff/Volunteers



Question:

What did you learn today that makes you hopeful for the future of your chamber and the community you serve?



2022 CHAMBER ANNUAL SURVEY RESULTS



Q & A

