



Strategic Planning Survey

Commerce Chenango is building a three-year strategic plan for the years 2022 through 2024. We need your help to set our goals and strategic priorities. Your input is very important to us in this process. We are working with a local consulting business, Action Collaboration, to design the survey and tabulate the results. We are not collecting or sharing personal information and you can rest assured that your information will remain anonymous. This survey is anticipated to take 15 minutes to complete. Thank you for your feedback.

* Required

Section 1: About You

Please give us some general information about your business or organization and your relationship with Commerce Chenango.

What is your affiliation with Commerce Chenango? (Put an X next to all that apply) *

- Member
- Member of a Commerce Chenango Board (ex. Board of Directors, IDA, DCC, Foundation, etc.)
- Past Member
- Business Affiliate
- Local Official
- Community Member
- Other:

If you were a member in the past, please share the reason(s) you are no longer a member of Commerce Chenango.

Which category best describes the industry sector of your business or organization? *

- Accountant/Taxes
- Advertising/Marketing
- Agriculture
- Amusement & Entertainment
- Artistry
- Attorney/Legal
- Automotive Sales & Service
- Beauty Salons & Spa
- Brewery/Winery
- Business Services
- Community/Social Organization-Union
- Community/Social Organizations

Construction/Architect
Construction/Building Services
Construction/Engineer
Construction/HVAC
Consulting
Dental
Education
Employment Services/Benefits
Energy/Fuel Distribution
Event Services
Financial
Friend of the Chamber
Funeral Homes
Home/Garden Sales & Service
Human Services
Insurance Agencies/Companies
Lodging & Travel
Manufacturers
Media
Medical
Packaging Sales/Service
Pet Services
Printing/Graphic Services
Real Estate/Realtors
Religious Organizations
Restaurants/Catering
Retailers/Shopping
Services (misc.)
Sports/Sporting Goods
Telecommunications/Utilities
Transportation
Waste Removal/Recycling
Website/Computer Services
Wholesaler/Distributor

In what Chenango County town(s) and/or city is your business located? (Put an X next to all that apply)

Afton
Bainbridge
Columbus
Coventry
Earlville
German

Greene
Guilford
Lincklaen
McDonough
New Berlin
North Norwich
Norwich (City)
Norwich (Town)
Otselic
Oxford
Pitcher
Pharsalia
Preston
Plymouth
Smithville
Smyrna
Sherburne
Not Located in Chenango County

Approximately how many employees does your business have (at all Chenango County locations only.)

Optional: Right now, what is the biggest challenge your business or organization is facing?

Section 2: Membership:

Are you a member of Commerce Chenango or have you been one in the past? *

Yes

No

If yes, skip to Section 3: Member Benefits. If no, we are interested in knowing in knowing what you think about Commerce Chenango. Please answer the following questions:

Have you heard of Commerce Chenango before? *

Yes

No

If yes, where have you seen or heard about Commerce Chenango? (Put an X next to all that apply)

Local Newspaper

Local Radio Station

Facebook

Twitter

Instagram

YouTube

Word of Mouth

I have not heard of Commerce Chenango

Other:

If a friend or colleague asked you what Commerce Chenango does, what would you tell them?

Commerce Chenango values our local community. What can Commerce Chenango do to be more supportive of the community?

As a business or resident of Chenango County, what do you find best about the county?

What are your priorities for economic development?

Please share any additional comments:

If you have **never** been a member of Commerce Chenango, this is the end of the survey. Thank you for your answers.

If you are, or have been, a member, please continue on to answer the following questions.

Section 3: Member Benefits

Commerce Chenango provides many benefits to members. We'd like to hear more from you about these benefits and which are most useful to you and your business or organization.

Here is a list of our current member benefits. Which ones have you used in the past year? (Put an X next to all that apply) *

- Digital Chamber Member Decal for Website
- Chamber Business Listing
- Business Referrals
- Business Development Assistance
- Small Business Consulting
- Advocate for Business Friendly Legislation
- Certificate of Origin
- Discount on Paylocity Payroll & HR Services
- Discounted Meeting Room Space
- Low-Cost Advertising
- 25% Discount on Constant Contact
- Dental Insurance Plans (for purchase)
- Post Job Openings on Website
- Share News in our Weekly Memo
- Ribbon Cutting for Grand Openings/Milestones
- Opportunity to Sponsor a Chamber Event
- Opportunity to Attend Events at Low Cost or for Free
- Post Company Discounts, Press Releases, & Job Opportunities on our Website
- Networking
- None of the above

Which benefit is the most important to you and your business? (List one of the above answers) *

Let us know whether you agree or disagree with the following statements about the benefits offered to members of Commerce Chenango. *

	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	N/A
The member benefits are a good value.						
I became or remain a member of Commerce Chenango to take advantage of these member benefits.						
Commerce Chenango offers benefits that are important to the success of my business.						

Optional: If you could add one member benefit, let us know what it would be.

Section 4: Your Thoughts About Commerce Chenango

Let us know whether you agree or disagree with the following statements about Commerce Chenango *

	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	N/A
It is important for my business to maintain membership in Commerce Chenango.						
Membership in Commerce Chenango is a good value.						
I feel like I belong as a member of Commerce Chenango.						
I feel welcome at Commerce Chenango events.						
Membership diversity is valued at Commerce Chenango.						

I would recommend membership in Commerce Chenango to my colleagues.						
I would recommend membership in Commerce Chenango to a new business or organization in my community.						
Commerce Chenango has helped me make strong connections with other businesses.						
Commerce Chenango staff is helpful and knowledgeable.						
Commerce Chenango is a flexible organization.						
Commerce Chenango is an innovative organization.						
Commerce Chenango provides timely communication about events and issues that are important to me.						

Optional: Please share comments about your experience with Commerce Chenango.

Section 5: Commerce Chenango Events

Tell us how relevant our annual events are to you.

Which of Commerce Chenango's signature events have you attended in the past five years? (Put an X next to all that apply) *

Economic Outlook Breakfast

Notary Workshop

Annual Awards Gala Dinner

Golf Tournament

Membership Luncheon

5K

Career Fair

Holiday After Hours

I have not attended any Commerce Chenango events in the past five years.

Which Commerce Chenango events have you attended or do you plan to attend in 2021? (Put an X next to all that apply) *

Economic Outlook Breakfast

Entrepreneurial Workshop
MWBE Certification Workshop
Talent Pipeline & Population Recovery Strategies Summit
Annual Awards Gala Dinner
Golf Tournament
Membership Luncheon
5K
Career Fair
Holiday After Hours
I do not plan to attend any Commerce Chenango events in 2021.

Section 6: Communication

We want to know the best way to reach you.

What is the best way for Commerce Chenango to communicate with you? (Choose one) *

Email
Newsletter
Text
Other:

The amount of information Commerce Chenango shares with me is... (Choose one)*

Just right
Too little
Too much
N/A

In the past year, have you seen or heard updates from Commerce Chenango in the media? (including social media) *

Yes
No

If yes, where have you seen or heard about Commerce Chenango? (Put an X next to all that apply)

Local Newspaper
Local Radio Station
Facebook
Twitter
Instagram
YouTube
Other:

Please rate how strongly you agree or disagree with the following statements. *

	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	N/A
I find the Commerce Chenango website to be a useful resource when I have a question.						
Being able to use the members only area of the Commerce Chenango website is a valuable part of my membership.						

Section 7: Comments

If you have any additional comments, please share them here.

Thank you for your response. We look forward to sharing our strategic plan with you later in 2021.