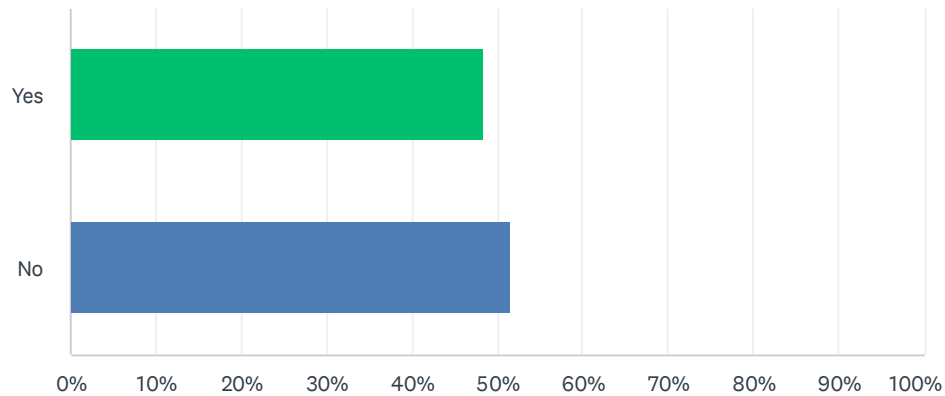


## Q1 Did you attend the 2021 Annual Dinner "1920's Prohibition Gala"?

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	48.39%	15
No	51.61%	16
TOTAL		31

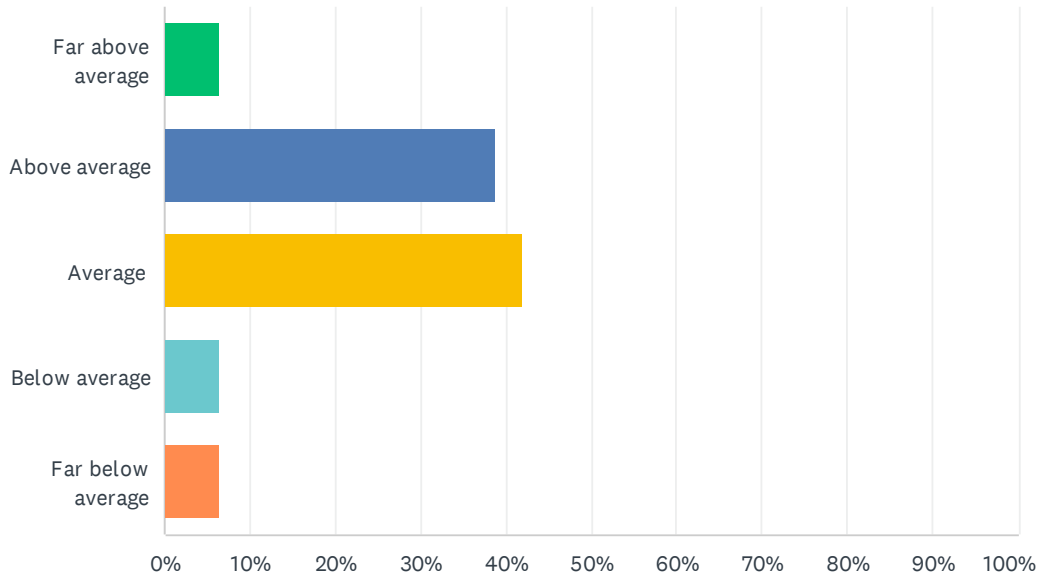
#	IF YES, WHAT WAS THE BEST PART AND WHAT COULD HAVE BEEN IMPROVED? IF NO, WHY DID YOU CHOOSE NOT TO ATTEND ESPECIALLY SINCE IT IS A MEMBERSHIP BENEFIT?	DATE
1	Food was good, venue was great. Theme wasn't my favorite, but people seemed to like it. Seating can be improved.	3/8/2022 1:25 PM
2	Covid cautions	2/11/2022 3:16 PM
3	The silent auction was not as good as it usually is.	2/11/2022 2:05 PM
4	Location was good.	2/10/2022 10:39 AM
5	Everyone seemed to enjoy the theme - Roaring 20s. The venue seemed crowded.	2/10/2022 10:00 AM
6	Food was excellent and environment was great. May be a little more space will do.	2/10/2022 9:21 AM
7	Having fun with other businesses and friends, was relaxing , get rid of the long boring speech	2/10/2022 6:41 AM
8	The theme and it being a charity.	2/7/2022 3:55 PM
9	Another prior obligation.	2/7/2022 11:48 AM
10	The annual update was a little lengthy	2/7/2022 9:39 AM
11	Other obligations (kids' activities), I don't consume alcohol, etc. - just not an event I'd ever be likely to attend.	2/7/2022 8:27 AM
12	Great to network with other members. It would be great to hear stories from members that aren't award winners.	2/6/2022 5:43 PM
13	Only one free ticket	2/6/2022 5:41 PM
14	Everyone seemed to enjoy the theme - Roaring 20s. The venue seemed crowded.	1/4/2022 3:33 PM
15	The theme and seeing everyone dressed up!	1/4/2022 8:55 AM

## Member Survey for the Wellington Area Chamber of Commerce 2021- 2022

16	Scheduling conflict - out of town soccer tournament.	1/3/2022 11:02 AM
17	Being with good friends.	12/31/2021 10:07 AM

## Q2 Have you noticed an increased presence of the Chamber's support for local businesses?

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Far above average	6.45%	2
Above average	38.71%	12
Average	41.94%	13
Below average	6.45%	2
Far below average	6.45%	2
TOTAL		31

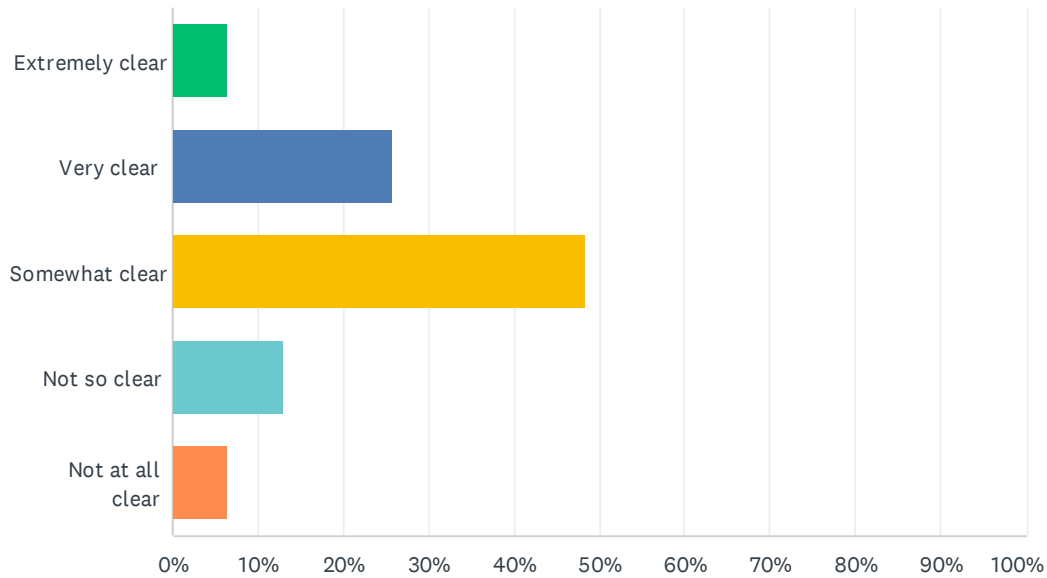
#	PLEASE COMMENT IF THIS IS FROM SOCIAL MEDIA, E-MAILS, WEBSITE, NORTH FORTY NEWS	DATE
1	Very active on social media and emails. Website is lacking, especially calendar. I don't read North Forty News.	3/8/2022 1:25 PM
2	Emails and North Forty News	2/11/2022 3:16 PM
3	Not enough involvement in the town issues affecting businesses	2/10/2022 10:00 AM
4	E-mails	2/10/2022 9:21 AM
5	Email, North Forty, Social Media	2/10/2022 7:15 AM
6	good percentage of face book and email stuff	2/10/2022 6:41 AM
7	General local business but not all businesses. Social Media.	2/9/2022 10:33 PM
8	emails	2/7/2022 11:48 AM
9	no change	2/7/2022 9:39 AM

## Member Survey for the Wellington Area Chamber of Commerce 2021- 2022

10	Hard to say. I don't notice a ton.	2/7/2022 8:27 AM
11	Promoting businesses could be improved. Replace standard Chamber ad with supporting local business ads	1/4/2022 3:33 PM
12	both social media, emails	1/4/2022 8:55 AM
13	It seems like it is always the same businesses being highlighted	1/3/2022 8:14 PM
14	Since this is my first year as a member, it is hard to say whether there has been an increased presence above prior years.	1/3/2022 11:02 AM
15	NFN, newsletters	12/31/2021 10:07 AM

### Q3 Do you understand the differences in benefits that Main Street offers downtown businesses vs. what the Chamber offers in benefits to all business members?

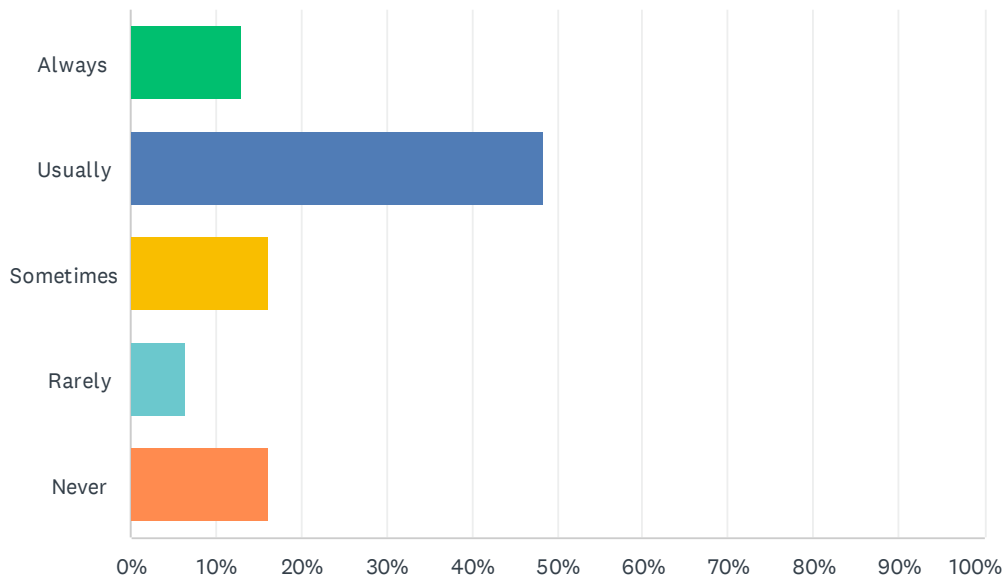
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely clear	6.45%	2
Very clear	25.81%	8
Somewhat clear	48.39%	15
Not so clear	12.90%	4
Not at all clear	6.45%	2
TOTAL		31

## Q4 Have you taken advantage of any of our networking events like our Breakfast monthly series or Women of Wellington monthly series or Business After Hours hosted by various business members?

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES
Always	12.90% 4
Usually	48.39% 15
Sometimes	16.13% 5
Rarely	6.45% 2
Never	16.13% 5
<b>TOTAL</b>	<b>31</b>

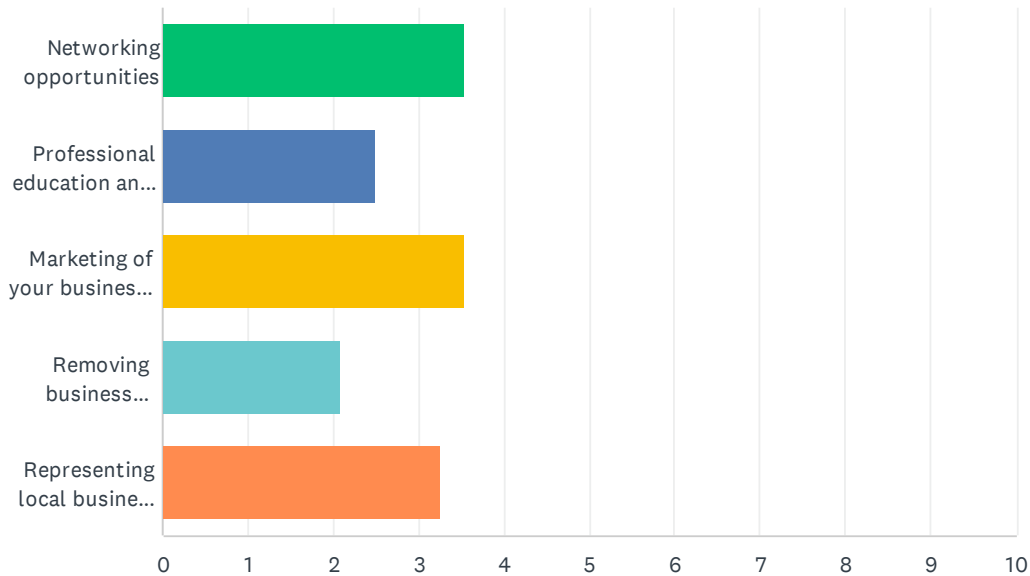
#	ANY FEEDBACK ON THESE EVENTS?	DATE
1	Bring back "breakfast" with the monthly series.	3/8/2022 1:25 PM
2	Covid and Health issues have limited recent participation	2/11/2022 3:16 PM
3	Missing Business After Hours	2/10/2022 10:00 AM
4	I live in Estes and getting there early is pretty difficult.	2/10/2022 9:21 AM
5	breakfast event, it would be nice to be held at a real restuarant if possible	2/10/2022 6:41 AM
6	Not sure how these events are communicated	2/9/2022 10:33 PM
7	Always informative. Good place to get updated on Wellington.	2/7/2022 11:48 AM
8	Love the WOW events, it really is a great community!	2/7/2022 9:27 AM
9	Use to but not recently	2/6/2022 5:25 PM

## Member Survey for the Wellington Area Chamber of Commerce 2021- 2022

10	Noticed a lack of consistency by not having these events every month.	1/4/2022 3:33 PM
11	great speakers	1/4/2022 8:55 AM
12	Afternoon and evening events are hard to get to and the morning one is too early.	1/3/2022 8:14 PM

**Q5 What is important to the role and mission of our Chamber? What is most important to you? Please rank your selection from 1-Highest priority and 5-Lowest priority.**

Answered: 31 Skipped: 0

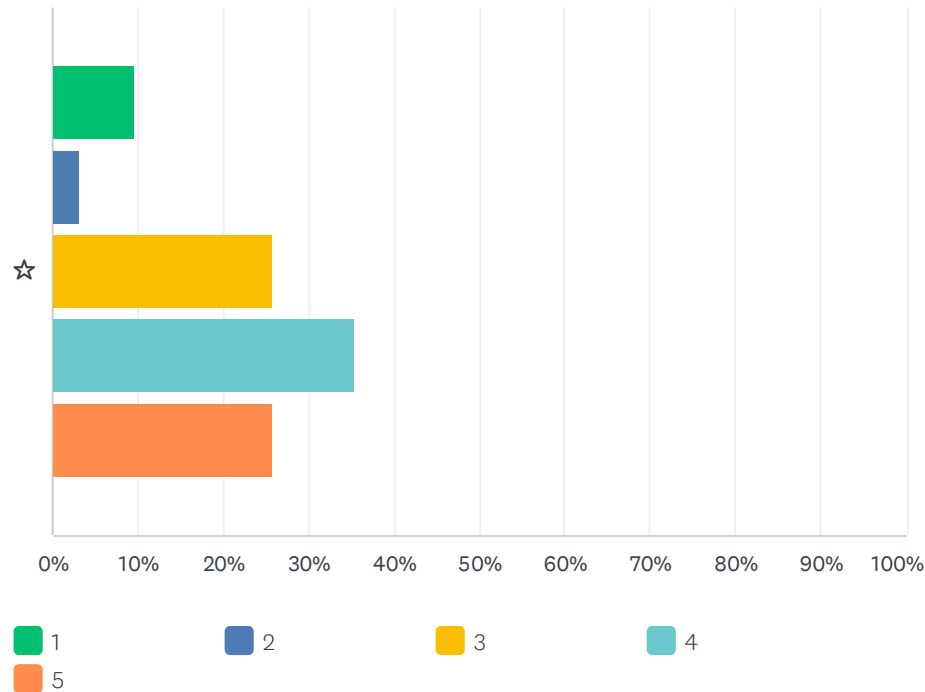


	1	2	3	4	5	N/A	TOTAL	SCORE
Networking opportunities	26.67% 8	30.00% 9	23.33% 7	10.00% 3	10.00% 3	0.00% 0	30	3.53
Professional education and development	13.33% 4	10.00% 3	23.33% 7	20.00% 6	33.33% 10	0.00% 0	30	2.50
Marketing of your business for additional Visibility and exposure	36.67% 11	16.67% 5	20.00% 6	16.67% 5	10.00% 3	0.00% 0	30	3.53
Removing business obstacles	6.67% 2	10.00% 3	10.00% 3	33.33% 10	40.00% 12	0.00% 0	30	2.10
Representing local business interest with the Town of Wellington	16.67% 5	33.33% 10	20.00% 6	20.00% 6	10.00% 3	0.00% 0	30	3.27



**Q6 Do you believe that the Chamber shows strong support for local businesses in Wellington? Five stars is the highest rating and means you agree that the Chamber is a strong supporter and alternatively, one star means we are not a strong supporter. How do we rate?**

Answered: 31 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	9.68%	3.23%	25.81%	35.48%	25.81%	31	3.65
	3	1	8	11	8		

#	OTHER (PLEASE SPECIFY) IF YOU DO NOT THINK THE CHAMBER IS A STRONG SUPPORTER, PLEASE EXPLAIN WHY YOU BELIEVE THAT TO BE TRUE? OR IF YOU THINK THEY ARE A STRONG SUPPORTER, WHY DO YOU BELIEVE THAT TO BE TRUE?	DATE
1	I am involved in the community, so I see the Chamber engagement. I hope it is also seen from outside the core group of involved residents.	3/8/2022 1:25 PM
2	More attention needs to be given to businesses other than just those on main street.	2/10/2022 10:00 AM
3	Chamber didn't have a 1:1 for the Company's interest in the area so far.	2/10/2022 9:21 AM
4	chamber seems to be at least trying to help businesses as much as they can, with limited budget	2/10/2022 6:41 AM
5	I only see some businesses supported. Are they paying you more money or why are they the only businesses you promote?	2/9/2022 10:33 PM
6	I believe the Chamber should have a greater presence with the Town - planning, zoning, policies. These items help determine where we can have business, what types of business and how to bring/retain business here. Provide support through regular shout outs to members, information on education sources and resources to businesses.	2/6/2022 5:43 PM

## Member Survey for the Wellington Area Chamber of Commerce 2021- 2022

7	More attention needs to be given to businesses other than just those on main street.	1/4/2022 3:33 PM
8	It seems to be the same businesses highlighted.	1/3/2022 8:14 PM
9	This is what the Chamber is about. Business and Community support	12/31/2021 10:07 AM

## Q7 What 2 benefits has the Chamber provided to your business?

Answered: 31   Skipped: 0

#	RESPONSES	DATE
1	We attended the annual dinner and had a good time. We had a ribbon cutting.	3/8/2022 1:25 PM
2	Networking opportunities Opportunities for our business to get involved in the local community.	2/22/2022 10:18 AM
3	N/A	2/21/2022 9:44 AM
4	This is difficult to answer because involvement with the Chamber is a reciprocal arrangement; the less we participate the less we "feel the love" !	2/11/2022 3:16 PM
5	networking opportunities, advertising opportunities	2/11/2022 2:05 PM
6	Networking and exposure	2/10/2022 10:39 AM
7	Sponsorships with a Chairman's Choice membership Opportunity to show support for all local businesses in Wellington	2/10/2022 10:00 AM
8	Event notifications and membership reminder.	2/10/2022 9:21 AM
9	Networking, Visibility	2/10/2022 7:15 AM
10	Networking and referrals	2/10/2022 6:41 AM
11	I can't think of any	2/9/2022 10:33 PM
12	Networking and marketing	2/8/2022 8:13 AM
13	Networking and educational knowledge	2/7/2022 3:55 PM
14	Exposure and business information evolving around Willington.	2/7/2022 11:48 AM
15	Access to other businesses in our area that I tend to utilize when i can. I have been a Chamber member for a number of years and have yet to receive a call stating they found my info on the Chamber site.	2/7/2022 11:21 AM
16	Attended networking and we see our logo sometimes integrated	2/7/2022 9:39 AM
17	We've made great connections to support the community and we have received 2 loans out of it.	2/7/2022 9:27 AM
18	Link to website; opportunity to meet prospective clients.	2/7/2022 8:27 AM
19	Exposure and marketing	2/6/2022 7:50 PM
20	networking at events, Chamber Packet with the lists of all busines members, maps, etc..	2/6/2022 5:43 PM
21	advertizing networking	2/6/2022 5:41 PM
22	Referrals, exposure from membership directory	2/6/2022 5:30 PM
23	A little advertising No other	2/6/2022 5:26 PM
24	moral support	2/6/2022 5:25 PM
25	Would like more exposure and opportunities for Home-based businesses that don't have a physical location.	2/6/2022 5:23 PM
26	Networking opportunities Opportunity to support the Wellington business community.	1/4/2022 3:33 PM
27	COVID support and networking events	1/4/2022 8:55 AM
28	Chamber Directory has brought new business	1/3/2022 8:14 PM
29	Opportunity to connect with other business owners. Link to website.	1/3/2022 11:02 AM

## Member Survey for the Wellington Area Chamber of Commerce 2021- 2022

30	Visibility and networking	1/2/2022 10:39 AM
31	Allowed me to be a part of the business community and provided me with access to local government.	12/31/2021 10:07 AM

## Q8 What are 2 things we can do or 2 ways we can improve and bring more value to your business?

Answered: 31 Skipped: 0

#	RESPONSES	DATE
1	Better website, more intuitive, less cluttered menus. Easier to navigate online directory. Maybe a member portal for us to update our information/directory listing ourselves.	3/8/2022 1:25 PM
2	Continue to engage the Wellington community	2/22/2022 10:18 AM
3	N/A	2/21/2022 9:44 AM
4	I know it is important to focus on new businesses to help them become established, but it would nice to recognize the " old timers" once in awhile !	2/11/2022 3:16 PM
5	Have introductions at the beginning of every networking event so people get to know eachother	2/11/2022 2:05 PM
6	Business value is exposure to Wellington businesses but not exclusively to the local businesses - inclusive of how Wellington fits in with the greater Northern Colorado regaion	2/10/2022 10:39 AM
7	Communicate general town/government issues impacting the growth of Wellington. Get involved with economic development.	2/10/2022 10:00 AM
8	Have 1:1 with businesses for their interests in the community. Have Industry groups formed.	2/10/2022 9:21 AM
9	Can't think of any	2/10/2022 7:15 AM
10	maybe more advertising opportunities? not sure	2/10/2022 6:41 AM
11	Promote all local businesses Provide more cost effective advertising for local businesses	2/9/2022 10:33 PM
12	Supporting local owners, helping the community understand what small business truly means	2/8/2022 8:13 AM
13	Support independent businesses like the home based businesses and not just the businesses downtown and those with employees and a building shop.	2/7/2022 3:55 PM
14	More exposure to board meetings now that "Covid" is more under control. Business owners need to be heard more.	2/7/2022 11:48 AM
15	IDK	2/7/2022 11:21 AM
16	Improve the website, its better than it has been but not well organized. Love the printed directory, finding a way to expand this would be great	2/7/2022 9:39 AM
17	We appreciate the events and WOW. I can't think of anything.	2/7/2022 9:27 AM
18	Chamber could be more visible in community.	2/7/2022 8:27 AM
19	Stronger referral service for local businesses.	2/6/2022 7:50 PM
20	increase promotions of businesses, provide education opportunities and resources with relevant topics - taxes, national, state and local policies, human resources,	2/6/2022 5:43 PM
21	It is up to me to be more involved.	2/6/2022 5:41 PM
22	More in person networking—hopefully without COVID complications.	2/6/2022 5:30 PM
23	Be aware of the problems	2/6/2022 5:26 PM
24	network with local, state, and federal governments	2/6/2022 5:25 PM
25	Help to promote Home-based businesses in a more visible way.	2/6/2022 5:23 PM
26	Become more involved in Town issues that directly affect Real Estate such as water increases, Builder's fees and Business Development.	1/4/2022 3:33 PM

## Member Survey for the Wellington Area Chamber of Commerce 2021- 2022

27	Keep doing what you are doing!	1/4/2022 8:55 AM
28	Personal stories from real live customers. Encouraging more reviews for our members	1/3/2022 8:14 PM
29	WACC should consider doing more to connect its members with non-members (the same members attend the same networking events thereby decreasing the utility of said events over-time). Example 1: WACC could host an early fall event (chili cookoff, carnival, etc.) to raise money for, or in-kind donations of, boots and coats for needy kids attending schools located in Wellington. Example 2: WACC could partner with the new middle/high school to create a booster club for the athletic department. Example 3: WACC could partner with Main Street to help businesses on Cleveland Ave and 6th Street to decorate their buildings & lots to show support for the various athletic teams during their respective seasons. In general, WACC should consider leveraging the new school to connect its members with the families of the student body and to generate community spirit.	1/3/2022 11:02 AM
30	Help businesses thrive and adapt in the changing environment	1/2/2022 10:39 AM
31	Business education.	12/31/2021 10:07 AM

## Q9 What can we do LESS of that would increase the value of your membership?

Answered: 25    Skipped: 6

#	RESPONSES	DATE
1	Less promotion of "The Chamber" and more focus on the members.	3/8/2022 1:25 PM
2	N/A	2/21/2022 9:44 AM
3	???	2/11/2022 3:16 PM
4	Keep emails to a minimum	2/10/2022 10:39 AM
5	N/A	2/10/2022 10:00 AM
6	N/A.	2/10/2022 9:21 AM
7	less long speeches by board members	2/10/2022 6:41 AM
8	Less emails	2/9/2022 10:33 PM
9	Meetings	2/8/2022 8:13 AM
10	Support the businesses that aren't just premium members on social media and the monthly newsletter.	2/7/2022 3:55 PM
11	Nothing, most activities are well done and relevant to business growth and understanding.	2/7/2022 11:48 AM
12	IDK	2/7/2022 11:21 AM
13	It seems like the Chamber highlights and features the same businesses and people over and over. It would be great to see more than just the same five people featured again and again.	2/7/2022 9:39 AM
14	Its valuable as it is.	2/7/2022 9:27 AM
15	na	2/7/2022 8:27 AM
16	Random emails are hard to follow.	2/6/2022 5:43 PM
17	nothing	2/6/2022 5:41 PM
18	Reducing number of emails—which has been happening.	2/6/2022 5:30 PM
19	Drink less beer	2/6/2022 5:26 PM
20	Doing a good job.	2/6/2022 5:23 PM
21	No suggestions	1/4/2022 3:33 PM
22	More word of mouth. Who has used which businesses and why it was a good experience and why you'd use them again and/or refer to friends and family	1/3/2022 8:14 PM
23	Hard to say that WACC should do less of anything given growth of the Town and the surrounding area. Perhaps WACC could consider a sub-committee designed to help the organization scale with the Town and Northern Colorado (i.e., a foresight/long-range planning group that monitors trends, identifies opportunities, communicates with those involved in facilitating development (builders, real estate people, Town planners, etc.)).	1/3/2022 11:02 AM
24	-	1/2/2022 10:39 AM
25	I'm good	12/31/2021 10:07 AM

## Q10 What else do you want us to know?

Answered: 18    Skipped: 13

#	RESPONSES	DATE
1	We appreciate the collaboration and partnership with member businesses, the Main Street Program, and the Town. That is the most important benefit/feature of membership to us. Thank you for this opportunity to provide feedback.	3/8/2022 1:25 PM
2	N/A	2/21/2022 9:44 AM
3	It would be helpful to see a financial statement letting us know the broad outlines of the Chamber's income (dues, auction, etc.) and the expenditures (rent, salaries, operating expenses)	2/11/2022 3:16 PM
4	Recruit energetic and dedicated Board Members and volunteers to represent the Chamber.	2/10/2022 10:00 AM
5	Start thinking about connecting businesses with consumers proactively and effectively.	2/10/2022 9:21 AM
6	Offer networking meeting both in person and virtually. Support business of all levels.	2/7/2022 3:55 PM
7	Chamber is growing despite extremely difficult times. I do hear of and experience problems with how the office responds.	2/7/2022 11:48 AM
8	n/a	2/7/2022 9:39 AM
9	na	2/7/2022 8:27 AM
10	Newsletter is good information and great way to showcase members. Weekly "news" with new member bio and contacts - welcoming them, upcoming meetings, classes offered, etc.. in a newsletter format would be really helpful and a good way to promote businesses. I would love to see more articles or "promotions" about businesses that aren't "visible" - the ones that are members but don't get any. Who are they? What do they do? Even a "Did you know that here in Wellington we have X business that does Y?"	2/6/2022 5:43 PM
11	nothing	2/6/2022 5:41 PM
12	Good job!	2/6/2022 5:30 PM
13	Thank you for everything you do.	2/6/2022 5:23 PM
14	There is a need for a community calendar that is updated with not just town events but also business events.	1/4/2022 3:33 PM
15	Visibility is better than what it has been in the past.	1/3/2022 8:14 PM
16	Wellington may be at or approaching an inflection point with respect to its identity. While the Town has its roots as a small rural community, growth in Northern Colorado will inevitably influence what Wellington becomes over time. There is a choice to make: will Wellington become a bedroom community along I-25 with a few businesses that can pacify residents until they make it to Fort Collins, Cheyenne, etc. or will it become an independent, vibrant, and attractive sustainable community (the latter is more desirable in my opinion). WACC has a consequential role to play helping shape Wellington's future identity. To make the most of this opportunity, WACC should consider how it can proactively cultivate community identity and create an environment that inspires people and businesses to visit and/or establish a presence in Wellington (See Examples in response to Question 8 above).	1/3/2022 11:02 AM
17	-	1/2/2022 10:39 AM
18	no	12/31/2021 10:07 AM