



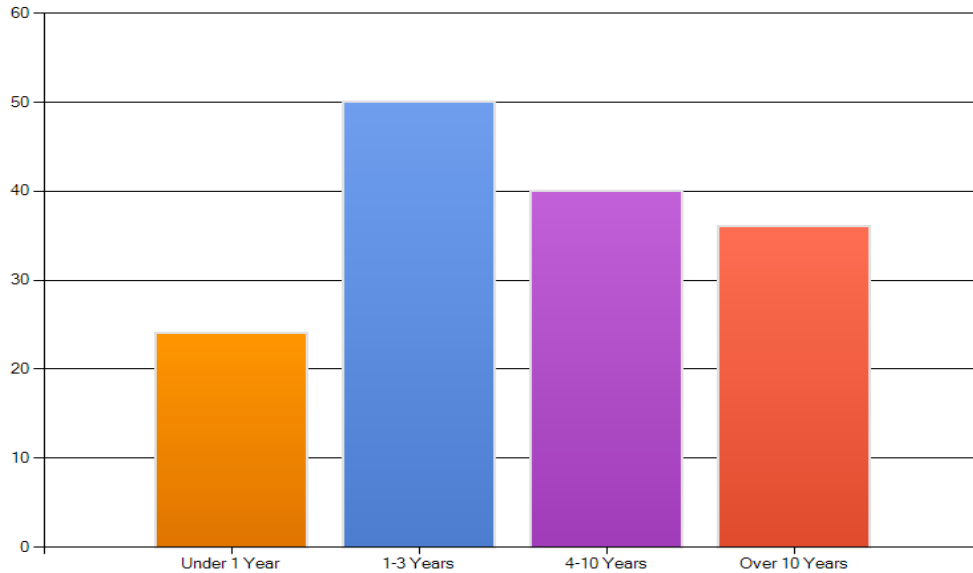
THE CHAMBER  
ROUND ROCK TEXAS

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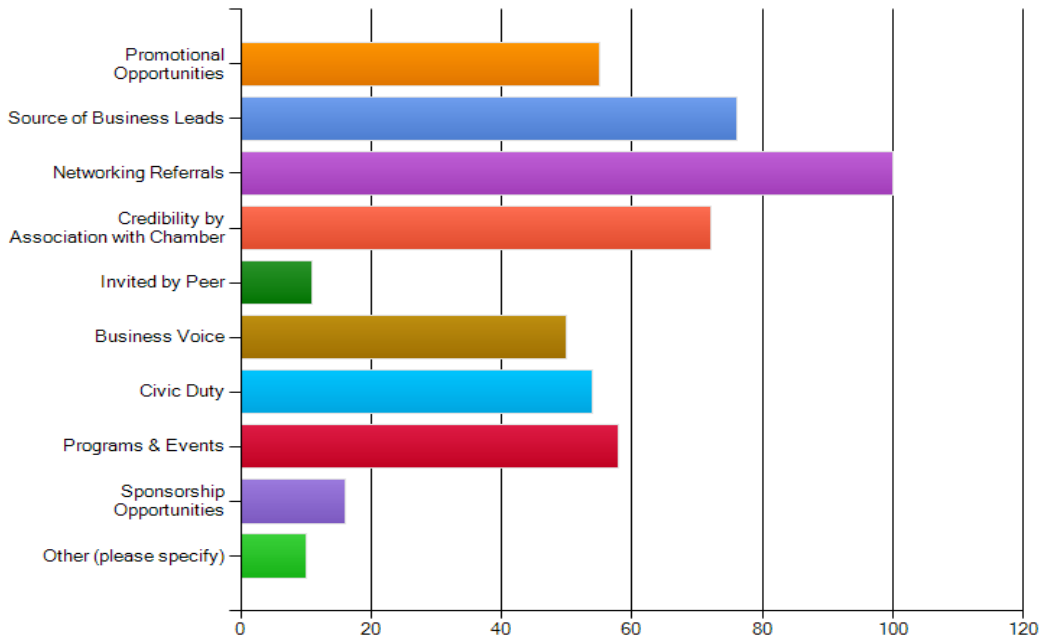
ECONOMIC DEVELOPMENT PARTNERSHIP

# CHAMBER REPORT CARD

**How long have you been a Chamber member?**





**Why did you join the Chamber? (you may select more than one answer)**

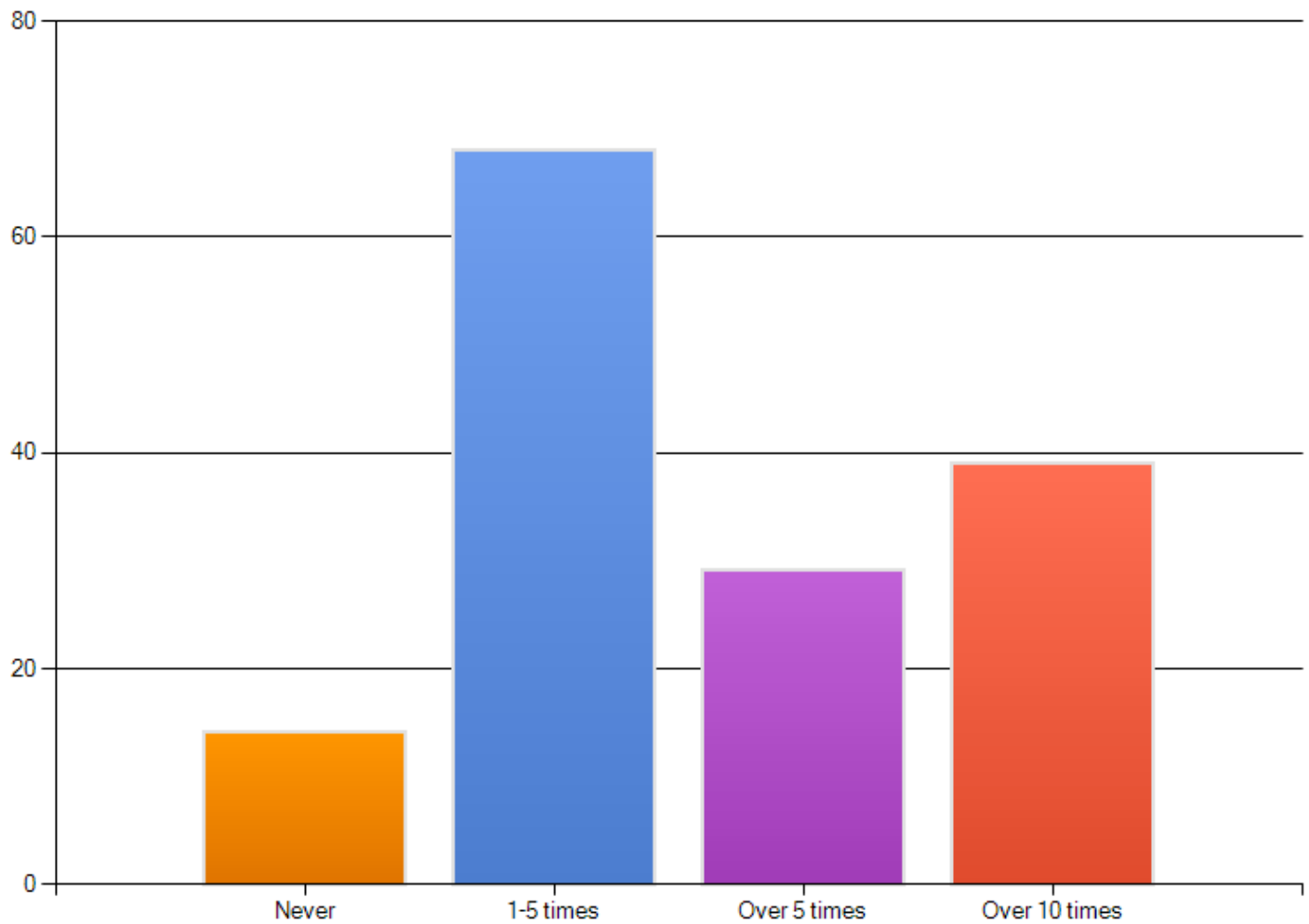


**What is your preferred method of receiving information from the Chamber?**

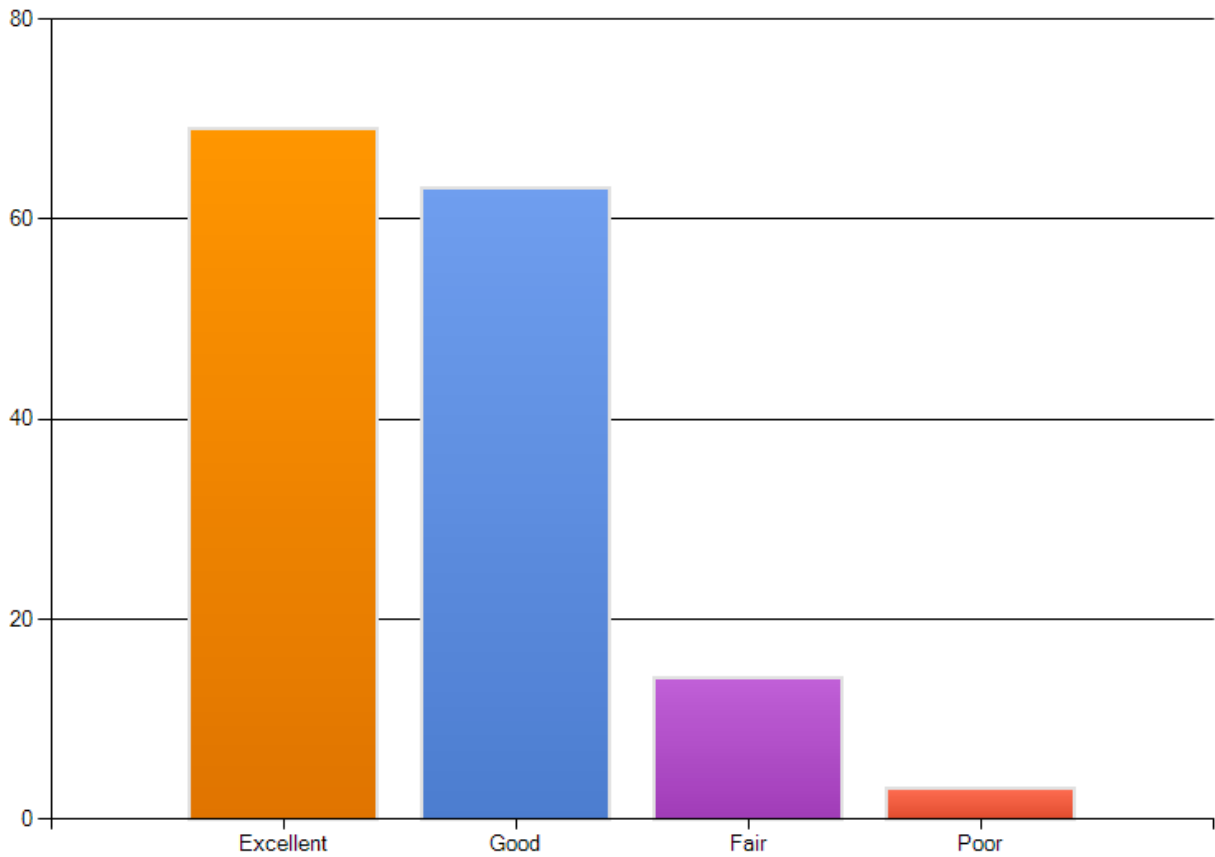
		Response Percent	Response Count
Email		98.7%	148
Fax		0.0%	0
Direct Mail		1.3%	2
<b>answered question</b>			<b>150</b>
<b>skipped question</b>			<b>0</b>

Have you visited the Chamber's website? (www.roundrockchamber.org)				
			Response Percent	Response Count
Yes		95.3%	142	
No		4.7%	7	
			<i>answered question</i>	149
			<i>skipped question</i>	1

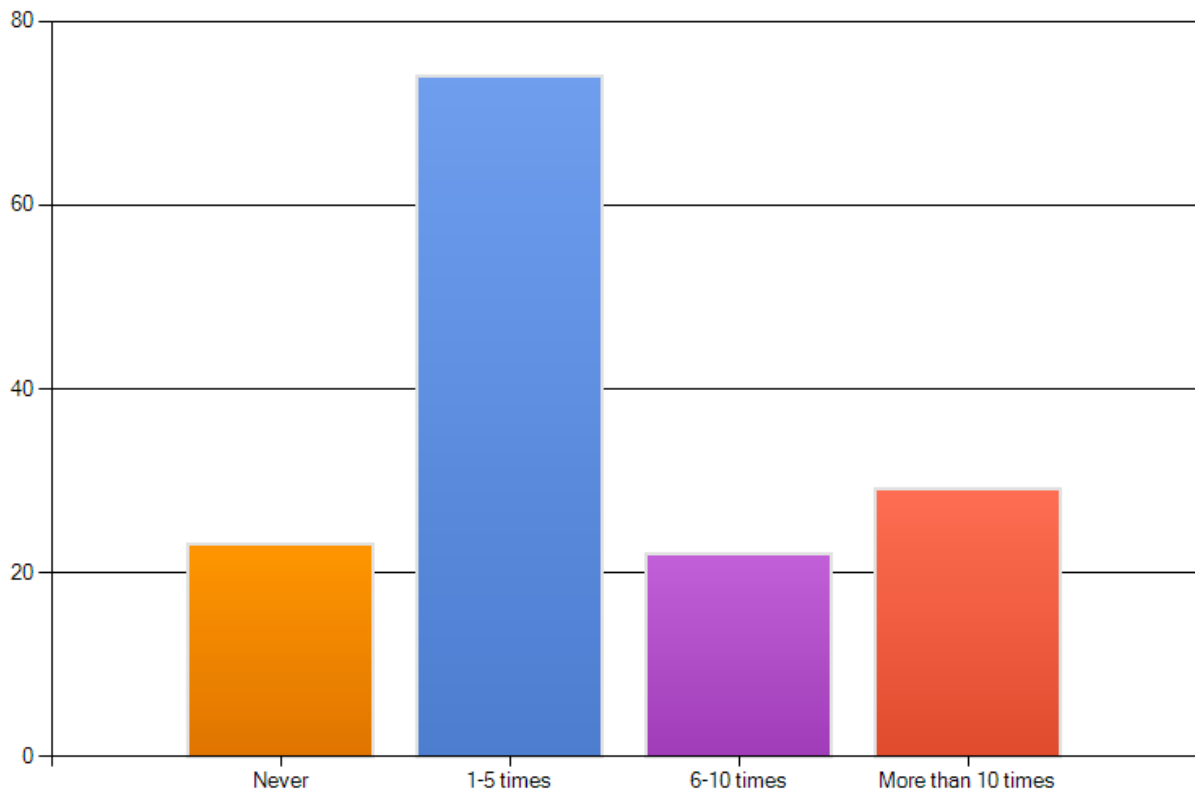
### How many times have you attended a Chamber function this year?



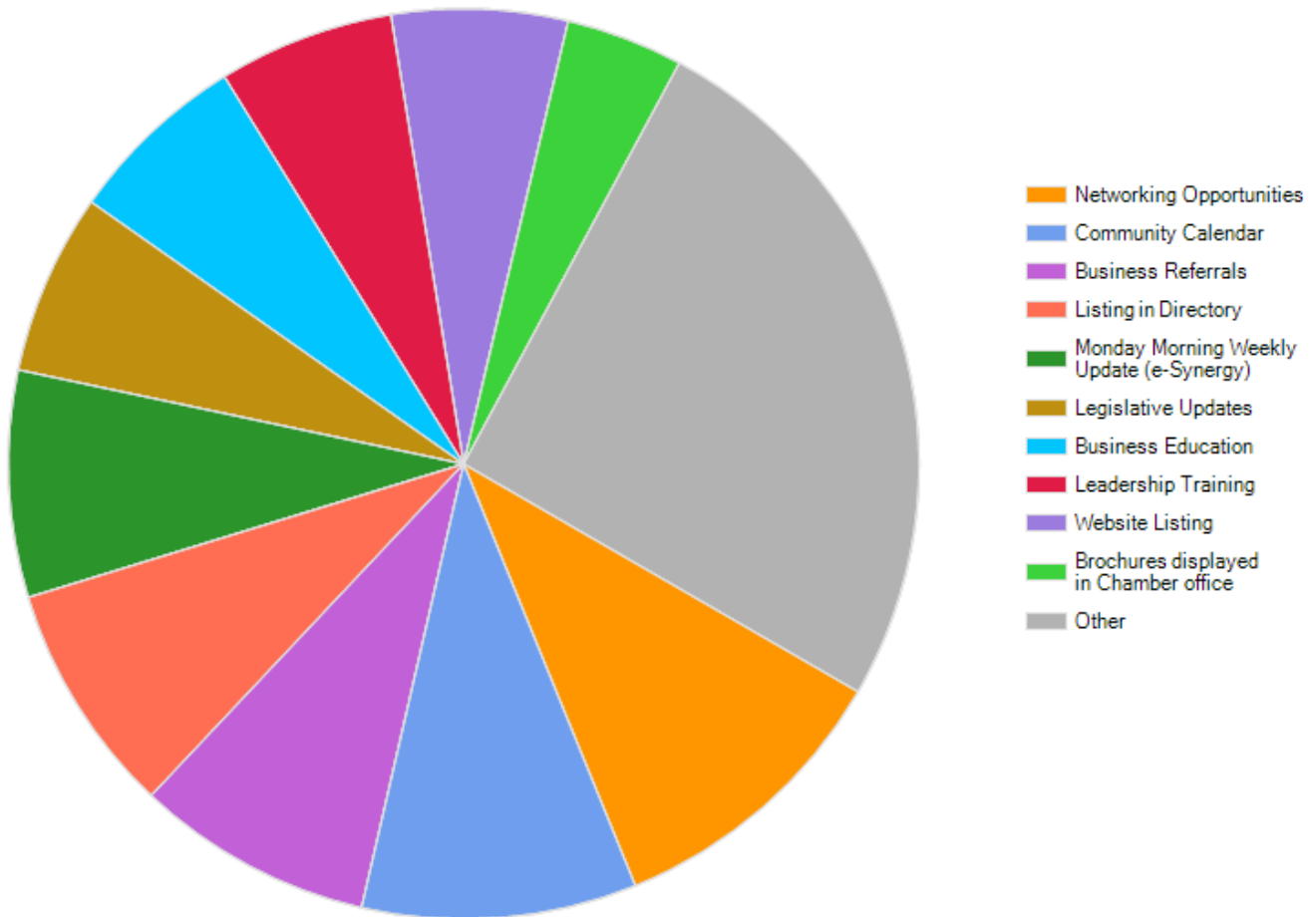
**As an organization for business, I rate the Chamber as**



**During the last 12 months, how many times have you been contacted (by phone, email or in person) by a representative of the Chamber, including board members, Ambassadors, staff or committee members?**



Which of the following member benefits do you feel are important (check as many as you want):



1. Make me feel that you are interested in my business success.
2. Opportunity to be a stakeholder in the future of the community.
3. It wouldn't be fair to answer, as I have not availed myself of any of these.
4. Energy Savings
5. wish the monday morning update was better
6. Great Job
7. meeting room
8. Chamber Electric Coalition

**GRADE THE CHAMBER ON THE FOLLOWING ACTIVITIES/EVENTS: (“A” being the best and “F” being the worst. Mark “N/A” if you do not know or have not been involved with an item.)**

	A	B	C	D	F	N/A	Rating Average	Response Count
Ambassador Program	23.1% (30)	24.6% (32)	6.2% (8)	0.8% (1)	0.8% (1)	<b>44.6% (58)</b>	1.76	130
Ribbon Cutting Events	<b>36.7% (47)</b>	26.6% (34)	5.5% (7)	0.0% (0)	0.8% (1)	30.5% (39)	1.58	128
Taste of Round Rock	<b>43.8% (57)</b>	23.1% (30)	0.0% (0)	0.0% (0)	0.0% (0)	33.1% (43)	1.34	130
Annual Chamber Banquet	28.7% (37)	23.3% (30)	7.0% (9)	1.6% (2)	0.0% (0)	<b>39.5% (51)</b>	1.69	129
Chamber Power Luncheons	<b>36.9% (48)</b>	33.1% (43)	7.7% (10)	0.0% (0)	0.8% (1)	21.5% (28)	1.66	130
Chamber Business Women's Luncheons	26.0% (33)	13.4% (17)	6.3% (8)	1.6% (2)	0.8% (1)	<b>52.0% (66)</b>	1.70	127
Christmas Family Night (Gingerbread Man decorating)	13.7% (17)	17.7% (22)	8.1% (10)	0.8% (1)	0.0% (0)	<b>59.7% (74)</b>	1.90	124
Annual Golf Tournament	16.5% (21)	14.2% (18)	7.1% (9)	2.4% (3)	1.6% (2)	<b>58.3% (74)</b>	2.00	127
Leadership Round Rock	29.4% (37)	19.0% (24)	4.0% (5)	2.4% (3)	1.6% (2)	<b>43.7% (55)</b>	1.72	126
Membership Directory/Community Profile	32.6% (42)	<b>37.2% (48)</b>	10.9% (14)	2.3% (3)	0.0% (0)	17.1% (22)	1.79	129
Website	34.9% (45)	<b>42.6% (55)</b>	14.0% (18)	0.8% (1)	0.0% (0)	7.8% (10)	1.79	129
Weekly Update (eSynergy)	<b>49.2% (63)</b>	33.6% (43)	10.9% (14)	0.8% (1)	0.8% (1)	4.7% (6)	1.64	128
Synergy Newsletter (located in Community Impact)	<b>37.1% (46)</b>	22.6% (28)	15.3% (19)	0.8% (1)	0.0% (0)	24.2% (30)	1.73	124
Chamber 101	16.1% (20)	10.5% (13)	4.0% (5)	1.6% (2)	0.0% (0)	<b>67.7% (84)</b>	1.73	124

**GRADE the Chamber in other areas:**

	A	B	C	D	F	N/A	Rating Average	Response Count
How would you grade the Chamber's image in the community?	<b>46.5% (60)</b>	34.1% (44)	14.7% (19)	0.8% (1)	0.0% (0)	3.9% (5)	1.69	129
How would you grade the Chamber on being a “voice for business”?	<b>43.4% (56)</b>	29.5% (38)	14.0% (18)	3.1% (4)	2.3% (3)	7.8% (10)	1.82	129
How would you grade the Chamber's initiatives for transportation issues?	22.7% (29)	25.0% (32)	10.2% (13)	2.3% (3)	0.8% (1)	<b>39.1% (50)</b>	1.91	128
How would you grade our small business development/recognition?	24.8% (31)	<b>27.2% (34)</b>	17.6% (22)	4.8% (6)	1.6% (2)	24.0% (30)	2.09	125
How would you grade the Chamber's responsiveness to its investors?	<b>34.6% (44)</b>	26.0% (33)	15.0% (19)	7.9% (10)	0.8% (1)	15.7% (20)	1.98	127
How would you grade the Chamber on getting investors involved?	29.6% (37)	<b>32.0% (40)</b>	18.4% (23)	7.2% (9)	0.8% (1)	12.0% (15)	2.06	125
How would you grade the Chamber staff?	<b>53.1% (68)</b>	29.7% (38)	7.8% (10)	3.1% (4)	2.3% (3)	3.9% (5)	1.67	128
How would you grade the Chamber's success in carrying out an aggressive program which benefits Round Rock?	31.3% (40)	<b>33.6% (43)</b>	9.4% (12)	5.5% (7)	2.3% (3)	18.0% (23)	1.95	128
How would you grade the Chamber's benefits for investors?	24.8% (31)	<b>39.2% (49)</b>	16.8% (21)	8.8% (11)	0.0% (0)	10.4% (13)	2.11	125

## If you could change, add, or delete ONE thing the Chamber does, what would it be?

1. More time to network with members at meetings
2. Create Mission Statements re: events so there is no confusion about the purpose of Chamber functions- IE Business Women's Luncheon- is it informative, is it networking, what is its purpose? If it's business women related, then why was Feng Shui an acceptable topic?
3. Be careful in having too many programs and having to go to investors for more money to have these programs. Do what you are best at and keep the focus there. The chamber cannot be all things to everybody. Some programs seem to overlap.
4. Power Luncheon/Business Women Luncheon
5. nothing
6. not sure due to limited time of involvement
7. Offer some focus on small business needs from time to time.
8. 1) Offer a high school internship program  
2) Annual scholarship award program that would go to a Round Rock high school student.
9. keep member database updated/category and aggressively stress keeping business local for city, school district and amongst members
10. Add/continue speakers such as Congressman John Carter. He was excellent.
12. I would recommend more opportunities to network with other business people.
13. I would like the Chamber to be more politically proactive in representing the business community/tax payers.
14. Even more visibility and leadership in the community and Central Texas.
15. i would like to see a small business initiative
16. I would change the new investor program where the new business member is recognized at the Chamber Power Lunch. As it stands now, if the new member can't make it on the date assigned, they just miss out and are recognized when they're not in attendance at the meeting.
17. Add a monthly roundtable breakfast, each table has a different subject and that subject is discussed at the table, e.g. cold calling, recruiting, websites, etc. People pick what topic is important to them and join in that specific conversation.
18. More up to date technology on the website. The Chamber is not on Twitter and does not have a blog and Round Rock is very technology centric. I would like to see that stepped up a few notches.
19. New investor, Have not had the opportunity to see anything that needs changing
20. If at all possible to lower the annual fee to at least \$125.00-\$150.00
21. Provide more guidance to businesses just starting out and letting them know how the chamber is there to help them succeed. I have many clients who have joined the chamber only to say they get no help or guidance from the chamber and are directed to other agencies where they may have to pay for guidance in setting up best business practices.
22. "N/A"
23. I like for the Chamber meetings to be held in the same place each time, not rotate around.

We welcome any additional comments, criticisms, complaints, concerns or ideas you may have which will help improve your Chamber!

1. I think the chamber staff is doing a great job. They have been very helpful to my business. I really like the weekly newsletter! Keep up the good work!

Great job all in all!

2. I would say to not be afraid to let your voice be heard. You have the experience of a background in the chamber. Don't be afraid to give that background in steering committees and programs.

3. Would like to see the chamber staff reflect more of the diversity of the community. Would like to see how directors are selected annually changed. More involvement with Small businesses and their needs.

4. we appreciate your kindness in using your conference area

5. The chamber staff may want to make more of an effort to welcome and visit with chamber members, versus visiting with each other. It should be more apparent that the staff is about getting to know the members and introducing them to other members.

6. I find it to be an honor to participate and be a member of. It would be great to have names and numbers(current) of current and past leadership members.

7. I think you are doing a fabulous job.

8. none

I thought the Round Rock Chamber would be a good way to meet other business people. Every business person I've met over the last year has been because of the Women's Business Luncheons. I rarely miss since networking is a part of each meeting.

By comparison, I have attended three Power Lunches in the last year and see no effort to help people meet each other. I have introduced myself and given people at my table a business card but since networking is not facilitated, it seems like a waste of time.

9. Although new investors are supposed to get an opportunity to be introduced at a Power Lunch, my new investor introduction date was scheduled on the same meeting date as the "get to know the candidates" last October. Since no new members were introduced, we were rolled over to the November meeting, which I could not make. When I contacted the Chamber and asked to be included the next time new members were introduced, I was told that you only get one chance to be introduced. I went to one more Power Lunch after that and have never returned.

I also inquired about joining a committee last fall. On group said they had too many volunteers already so my name was supposedly given to another group. I never heard from anyone and never offered again.

My membership is up for renewal this year and I'm considering not renewing. One good networking event a month does not justify my investment.

I am also a Chamber member in Georgetown. They make networking a priority so I attend more events and have found it easy to meet other business people. Round Rock might consider visiting

with the Georgetown Chamber about their networking strategies.

Georgetown found a committee for me to join. It's been a lot of fun, I've met some great people, and I've learn a lot about the community. This was a great way to get me vested in the Chamber.

10. Compare Georgetowns Chamber activities..... Now they represent the members.
11. Easier online registration and payment for events
12. reminders of ribbon cutting events
13. You're doing a great job.
14. I am grateful for our relationship with the RR Chamber. Our staff and students benefit from the relationship, not to mention the RRISD PIE Foundatioin.
15. used to be involved but too much internal politics ... overpriced advertising ... not a single referral after 5 years of membership
16. "N/A"
17. Then combined, must approach to city for spending money that is used for filling hotels primetily as we contribute 7% city tax as a major contributor.  
  
The Chamber needs to be the headlights not the taillights when it comes to being out front in the promotion of local businesses both goods and services. Why was the membership directory mailed to its investors postmarked from Spokane, WA?  
  
I had hoped for more follow-up and guidance regarding how I could contribute to and benefit from the Chamber, but there was never really any follow up. I met once with somebody who called themselves an ambassador (I think) but we mainly discussed his business and nothing really to do with the Chamber.
19. There was no ribbon cutting scheduled for my business, no leads, nothing, I am really at a loss as to the value the Chamber added to my business this past year. Also, my business name was edited in the directory with no explanation or reason given, which left sort of a "bad taste" in my mouth...  
  
I attended 2 or 3 luncheons and networked with the other attendees, but never really felt like I was successful in making any meaningful connections. So, I feel like I would have benefited from meeting folks who would guide me though how to get the most out of the Chamber. I felt like I just paid the annual membership, and then was left on my own.
20. more focus on your customers instead of always asking for more time and resources, especially since you have an extensive staff
21. Great city representation, great communication. I'm proud to live in RR and the chamber/city is a large part of it. They are forward thinking, people friendly, and you get the feel they are truly a team working for RR. Great job!  
  
I don't know if the city/chamber can, but get the word out that buying in RR (sales tax) helps us, many

regular citizens don't understand this.

22. All of the above are difficult questions for me to answer since i have been a member for less than a month.

23. the chamber needs to be more inclusive and transparent about their decisions, request more input from public, and recognize that the demographics of the city are changing and people have different perspectives now.

24. Believe the Chamber and Economic Development Team do a very good job overall. Highly supportive of local businesses and the community.

25. I've only been a member for 1 month so it's hard to grade items on only 2 activities that I've been involved with.

26. In the past suggestions by members for changes or new activities was met with negative responses. The feeling that came across has been "what can you do for the chamber" instead of "what can the chamber do for you". It is not considered by many as being friendly to small business but caters to large businesses or the good ole' boys network. Many members who are members of the Georgetown Chamber report that their chamber is much more inviting to small businesses.

27. Since I am BRAND new, my only feedback would be how incredibly wonderful the staff has been.

28. The Chamber Business Women's luncheon is awesome!!

29. Have a cheaper rate for mom and pop businesses, small entrepreneurial firms-- maybe based on gross income.

**GRADE the Chamber on Meeting your Expectations**

