

Corona del Mar Chamber of Commerce

Evaluation Survey

LOCAL BUSINESS COMMUNITY

1. Thinking about business in general, what would you say is the biggest challenge facing the business district?
(Please check top 2 issues)

- a. The economy.....
- b. Employment issues.....
- c. City Regulations.....
- d. State & Federal Regulations.....
- e. Parking Issues.....

2. What are the resources you turn to help you meet the challenges you face as a business person or resident.
(Check all that apply)

- a. Chamber of Commerce.....
- b. Business Improvement District.....
- c. Offices of the City Hall.....
- d. City Elected Officials.....
- e. State & Federal agencies.....
- f. Consultants.....
- g. Peers / Other Professionals.....
- h. None.....

Were the results Favorable? _____

IMAGE OF THE CHAMBER OF COMMERCE

3. Which of the following services do you think should be the main purpose of the CDM Chamber of Commerce?
(Please rate by circling level of importance)

	Most Important	Average	Least Important
1. To promote business growth in the community.....	1	2	3
2. To lobby in the interests of business.....	1	2	3
3. To provide networking opportunities for business.....	1	2	3
4. To provide & share information among the community.....	1	2	3

4. Which of the following services offered by the Corona del Mar Chamber do you feel is most beneficial to you?
(Please rate each by circling)

	Most Beneficial	Average	Least Beneficial
1. Networking Mixers..... (The Opportunity to connect with local professionals)	1	2	3
2. Speaker Luncheons..... (Informative Speakers keeping abreast on business & community Issues)	1	2	3
3. Free member business listing in annual Business Directory..... (Mailed to 12,000 community recipients)	1	2	3
4. Free member webpage in Chamber's online Business Directory.....	1	2	3
5. Village Voice Newsletter..... (Informative publication on events & community happenings)	1	2	3
6. Low Cost Advertising rates for members only..... (Village Voice Newsletter, annual business directory & website banner ads).	1	2	3
7. Member Business Referral..... (Chamber office business literature & referral center)	1	2	3
8. Community signature events..... (The Christmas Walk, the Scenic 5K, & the Coastline Car Classic).	1	2	3
9. Vendor Exhibit Space at Community Events (A faire to promote your products & services to thousands of people in the community)	1	2	3
10. Committees (Volunteer opportunities to further develop relationships in a working environment).....	1	2	3
11. Political Advocacy (A monthly meeting for members to meet representatives from city, state..... & federal offices to discuss issues relating to their business.	1	2	3

