

Chamber Resort Association's Membership Survey

Help the Chamber strengthen local businesses through participation in the 2009 survey

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STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION

After a successful summer of "Steamboat in the Summertime" special events, the fall holds new opportunities and fresh perspective for the Steamboat Springs Chamber Resort Association. It is at this time of year that the Chamber switches gears and focuses on planning, preparation and how to better serve our membership and community in 2010.

The goal of the Steamboat Springs Chamber Resort Association is to support and sustain a vibrant, healthy economy. The Chamber is continuously striving to provide exceptional customer service and benefits that members find valuable for their investment in the Chamber. The Chamber Membership Survey is a key component of how this multi-faceted organization gathers information about what is most important to local business membership.

Receiving feedback from members is one of the only ways the Chamber is able to improve services and help the organization evaluate the value of benefits for its members.

Starting Wednesday, the 2009 Chamber Membership Survey will be opened and an anonymous forum will be available for members to express their thoughts and concerns about how the Steamboat Springs Chamber Resort Association operates and represents the community. It is important to remember that participation is extremely significant, and members'

At a glance

Who: The Steamboat Springs Chamber Resort Association is looking for input from the local business community

What: 2009 Chamber Membership Survey

Where: www.steamboat-chamber.com/survey or contact Membership Sales Manager Eric Friese at eric@steamboat-chamber.com or 875-7004.

When: Today to Oct. 9

Why: Receiving feedback from members is the only way the Chamber is able to improve their services and help to evaluate the value of benefits for members.

feedback is critical for accurate results. The 2009 survey will cover the following key areas:

■ **Business Information:** A basic snapshot of what businesses the Chamber represents and their current economic status. Necessary demographics are collected as well as obtaining a pulse on tourism-related issues.

■ **Community Issues and Areas of Involvement:** Questions regarding challenges facing local businesses and what the most important issues the Chamber should focus on; future community planning.

■ **Communication:** The Chamber continues to evolve and create new ways to keep their member base informed about community issues and events. Recognizing communication is key, questions in this section relate to how members like to receive Chamber news, and what publications are most valuable.

■ **Chamber Membership and Benefits:** Of the many Chamber member benefits, what do members find most valuable? An effort to try to capture what expectations are of member-

ships and grasp what new benefits or services the Chamber should work to provide.

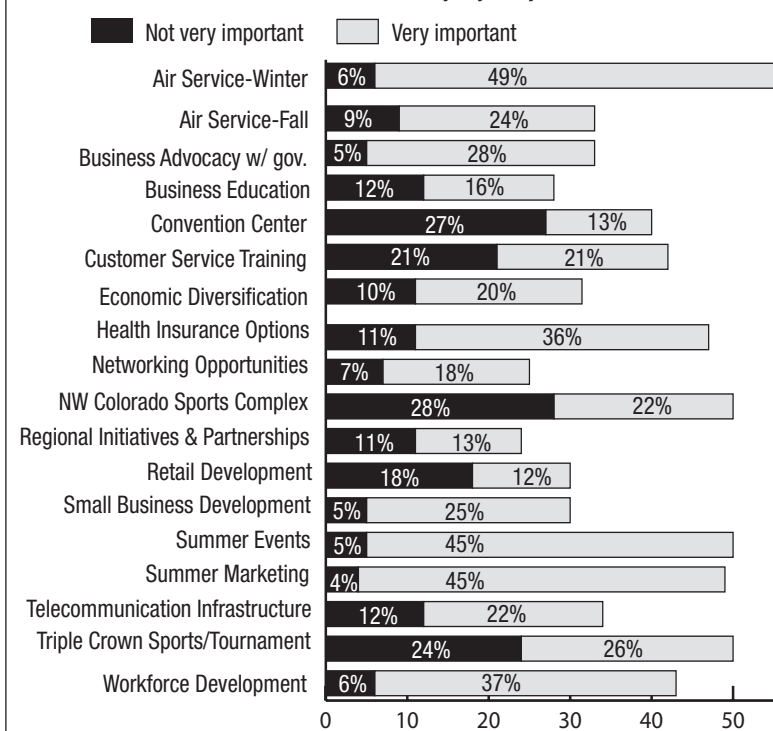
■ **Special Events and Activities:** Tourism is a major part of our economic vitality. Businesses are asked to weigh in on how events affect their business as well as gain information about what else the Chamber should support.

■ **Overall Satisfaction:** Use the opportunity to share thoughts about how the Steamboat Chamber represents businesses as far as professionalism, knowledge and expertise, response time for requests, and overall community representation. Also provide any comments or suggestions as to how the Chamber can better serve businesses.

"In the past, the Chamber has been able to use the results of the Membership Survey as a compass, showing us the topics, issues and political concerns that are most important to our membership," said Sandy Evans Hall, executive vice president at the Steamboat Springs Chamber Resort Association. "This year, as the Chamber team works to bring members more value with no increase in dues, involvement and input into the Membership Survey is more important than ever. We are also aware that a changing economic environment requires a change in the way we do business. We want to know how we can meet the changing needs of our members."

Especially in the current economic environment, the Chamber will be working to make sure all efforts are efficient to promote local businesses. Not only must

This graph shows what Chamber members thought were the most important issues for the Chamber to focus on in 2007. What will they say this year?



the Chamber be efficient, but results from this survey will help facilitate prioritization and precedence.

"Members who choose to complete the survey are essentially casting their vote on how they want the Chamber Resort Association to handle circumstances in the coming year," notes Eric Friese, membership sales manager at the Steamboat Springs Chamber Resort Association. "The survey results are essentially the blueprint we work off of for the coming year. We take the outcomes seriously and encourage all business to participate."

The best part of the 2009 Membership Survey is how simple it is to use and how quick it is to complete. By far,

this is the easiest way for businesses to be involved in long-term community planning and to have their top issues noticed and recognized. By finishing this survey, ownership is established between the business community and Steamboat Springs' future. Seize the opportunity.

The Chamber Membership Survey can be found online starting today at www.steamboat-chamber.com/survey. The survey's format is very straightforward, it is easy to fill out and all answers are anonymous. In less than 10 minutes, the input that is compiled from the 2009 Member Survey will help fuel many decisions that the Chamber will make in the next year.



Upcoming Events

September 24 Business Outlook Breakfast

Come hear a panel of representatives from lodging, construction, real estate, ski industry, and finance discuss the current state of the economy on each industry. Q&A session to follow. Coffee and pastries provided. \$10 per person. Please RSVP at steamboat-chamber.com or 875-7000.
7:30 a.m. at Rex's American Grill & Bar

September 29 Corks & Connections

A wine tasting and networking event. Join professionals for a wine tasting with an expert sommelier and exciting business tips from an area professional. Meet new people in a fun after-hours setting. Space is limited! \$10 per person. Please RSVP at steamboat-chamber.com or 875-7000.
5:30-7:00 p.m. at Cellar Liquors

October 1-3 Tour de Forks

The Young Professionals Network Philanthropic committee is proud to present this new event that raises scholarship funds for a local graduating senior pursuing higher education. Purchase wristbands at the Chamber or All That Jazz and receive great deals at participating restaurants. Wristbands are \$10 for each day or \$25 for all 3 and all proceeds go to support the scholarship. Eat to educate!
All day at participating restaurants. For more information, call 875-7003.

New Members

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Check out Lianne & The Jazzjets at the Wedding Expo on October 17th at The Art Depot!



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