

DAUPHIN ISLAND CHAMBER OF COMMERCE



Member Survey Results

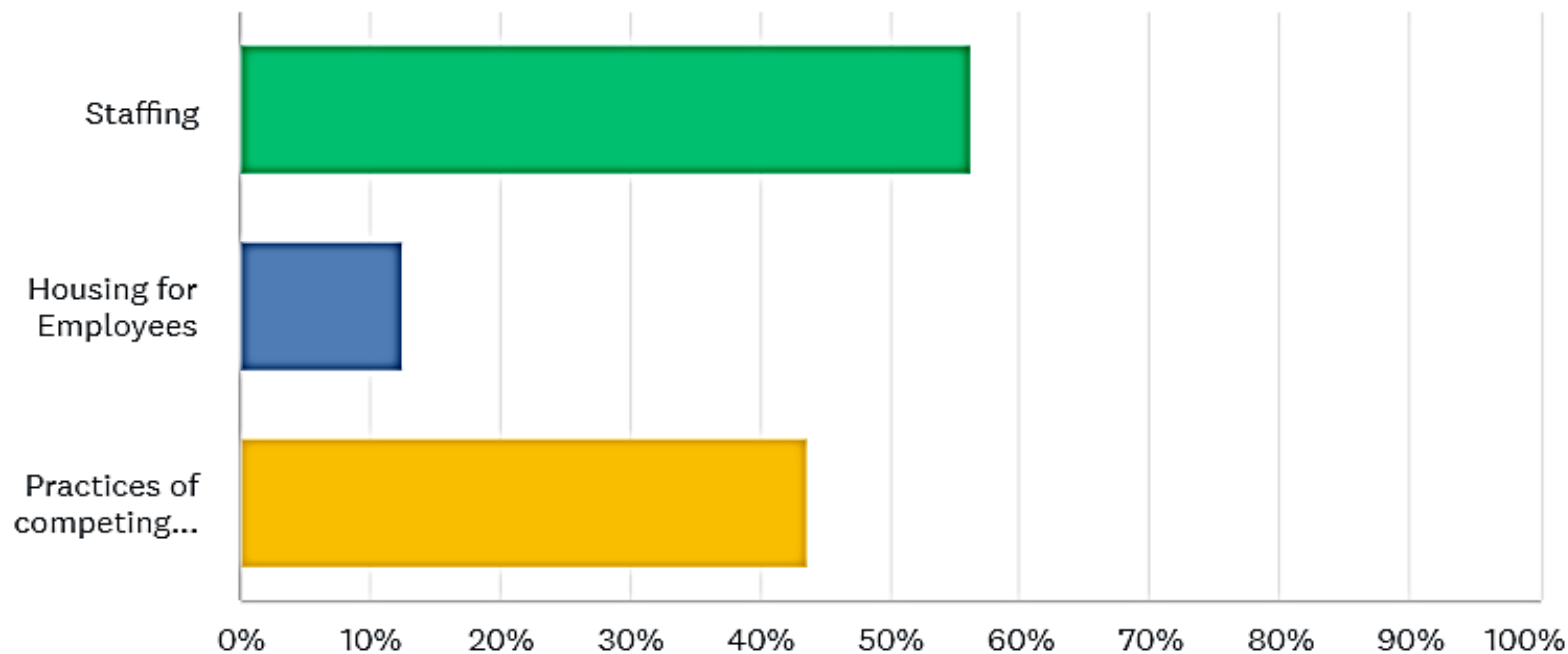
Survey Detail Recap

- **Survey was available for 5 weeks starting December 2023 and closed on January 2024 via SurveyMonkey software.**
- **Invitations sent to 111 Chamber Members, 26 members participated.**

The following slides represent the compilation of feedback.

Please indicate if any of these are challenges you face in your business?

Answered: 16 Skipped: 10



ANSWER CHOICES

RESPONSES

Staffing	56.25%	9
Housing for Employees	12.50%	2
Practices of competing businesses	43.75%	7

Total Respondents: 16

Q2 What do you see as a benefit/resource of being a Chamber member?

Answered: 24 Skipped: 2

- Community involvement, networking and meeting other business owners.
- Advertising and marketing tools.
- Information about events and promotions.
- Chamber Web Site.

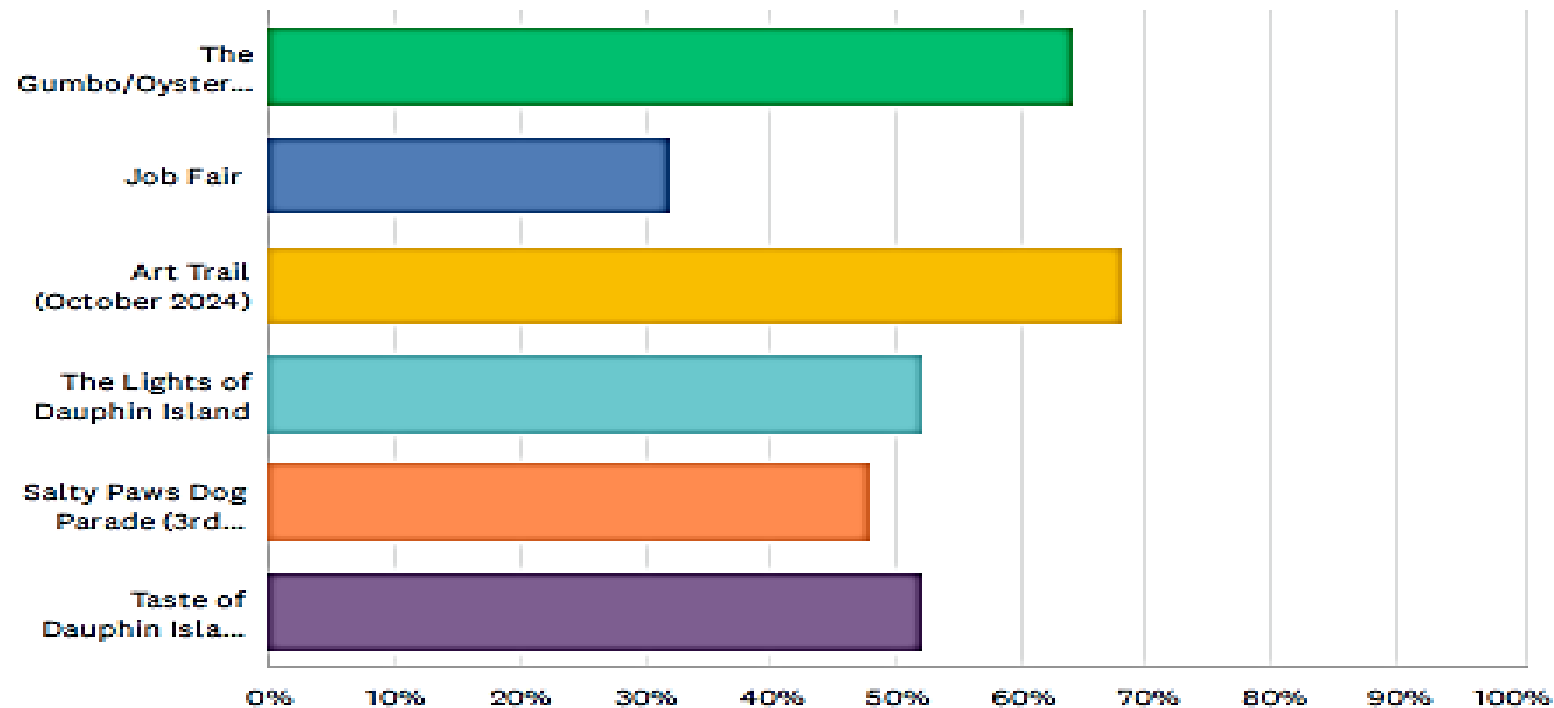
Q3 What additional services/resources would you like to see provided by the Chamber?

Answered: 18 Skipped: 8

- Island calendar of events monthly; featuring local vendors sharing upcoming special events within their business, treat as an article on website to share “What’s New”.
- Additional advertising and more exposure on Facetime and Instagram.
- More events in conjunction with our town.
- Quarterly after hours events at local businesses, allowing host to promote their business.
- Quarterly networking lunches.

Q4 Please select any of the listed events on the Chamber calendar you feel bring value to your business.

Answered: 25 Skipped: 1



ANSWER CHOICES	RESPONSES
The Gumbo/Oyster Festival (February 2024)	64.00% 16
Job Fair	32.00% 8
Art Trail (October 2024)	68.00% 17
The Lights of Dauphin Island	52.00% 13
Salty Paws Dog Parade (3rd Mardi Gras parade)	48.00% 12
Taste of Dauphin Island Food Festival	52.00% 13
Total Respondents: 25	

Q5 What if any other event would you like to see the Chamber sponsor?

Answered: 17 Skipped: 9

- Create events that create more draw from the mainland, and educate surrounding areas as to what the island has to offer.
- Roundtable discussions with like businesses to share successes that could benefit others in the community.

Event ideas:

- “Boutique Bash”, “Poker Run” , Dinner Theater with catering from local restaurants, Chili Cookoff, Christmas in July or any less busy month, Holiday Market, Music Festival.

Q6 On a scale from 1 (extremely low regard) to 5 (extremely high regard) please rate how you regard each potential program would add value to you or your business.

	1-EXTREMELY LOW REGARD	2	3	4	5-EXTREMELY HIGH REGARD	TOTAL
Breakfast with the Mayor/Town Council Members	0.00% 0	0.00% 0	23.81% 5	33.33% 7	42.86% 9	21
Pastors	5.26% 1	21.05% 4	21.05% 4	31.58% 6	21.05% 4	19
Planning Commission	5.00% 1	10.00% 2	35.00% 7	35.00% 7	15.00% 3	20
Director of DISL	5.26% 1	0.00% 0	15.79% 3	68.42% 13	10.53% 2	19
County Commissioner	10.53% 2	5.26% 1	21.05% 4	42.11% 8	21.05% 4	19
Director of FDA Lab	5.56% 1	11.11% 2	33.33% 6	50.00% 9	0.00% 0	18
Representative from POA	10.00% 2	15.00% 3	40.00% 8	30.00% 6	5.00% 1	20
Chief of Police Dept.	15.79% 3	5.26% 1	10.53% 2	42.11% 8	26.32% 5	19
Chief of Fire Dept	11.11% 2	11.11% 2	16.67% 3	38.89% 7	22.22% 4	18

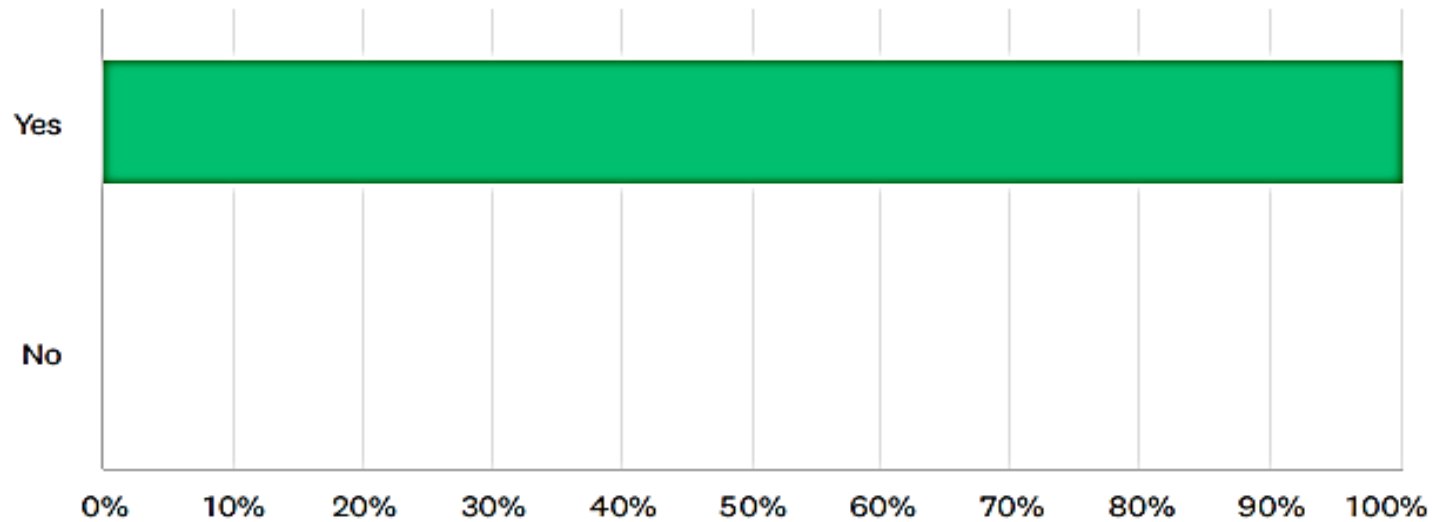
Q7 Are there any other programs you would like to see the Chamber offer?

Answered: 14 Skipped: 12

- Festivals or events geared to the arts that attract a demographic that would support these type events. Would like to see the Island become a destination for collectors.

Q8 Is the timing for billing Chamber dues in September appropriate?

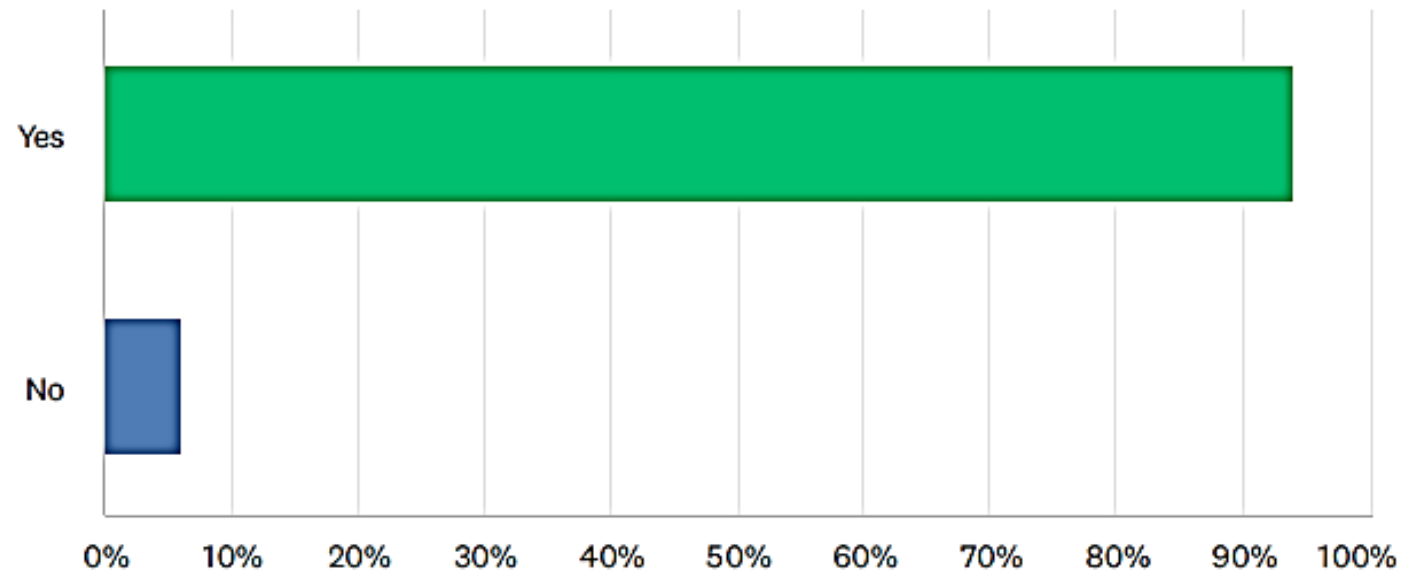
Answered: 26 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	100.00% 26
No	0.00% 0
Total Respondents: 26	

Q9 Should the Chamber continue to fund advertising for it's members?

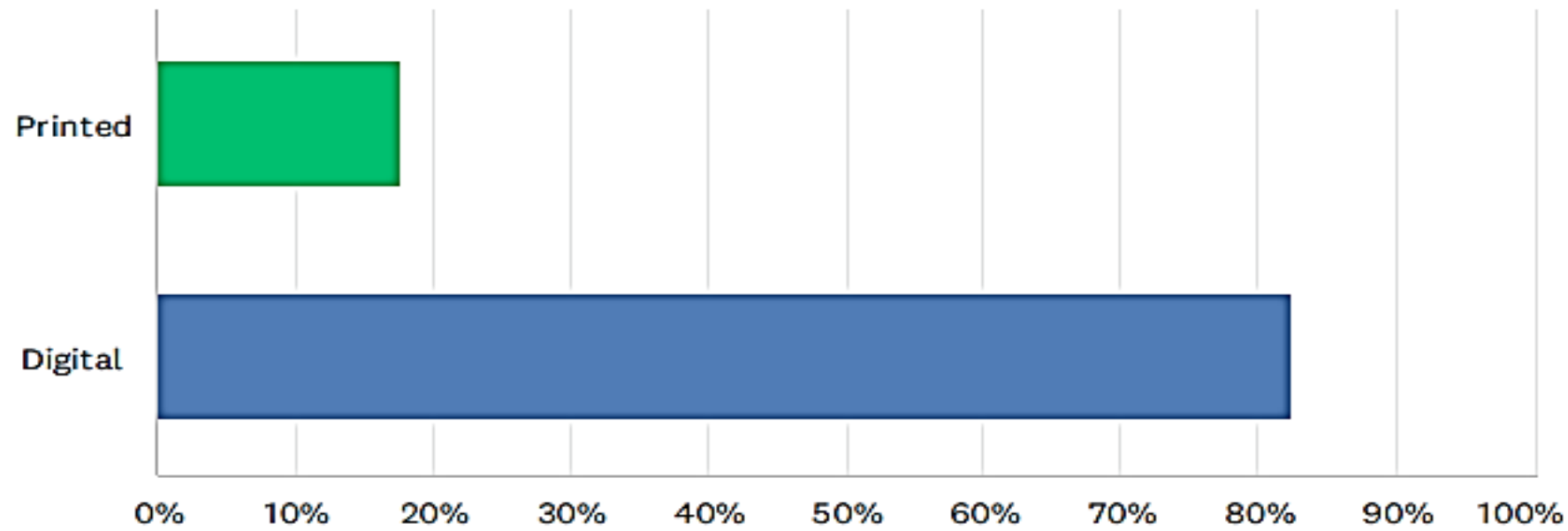
Answered: 17 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	94.12%	16
No	5.88%	1
Total Respondents: 17		

Q10 What is your preference for presenting advertising.

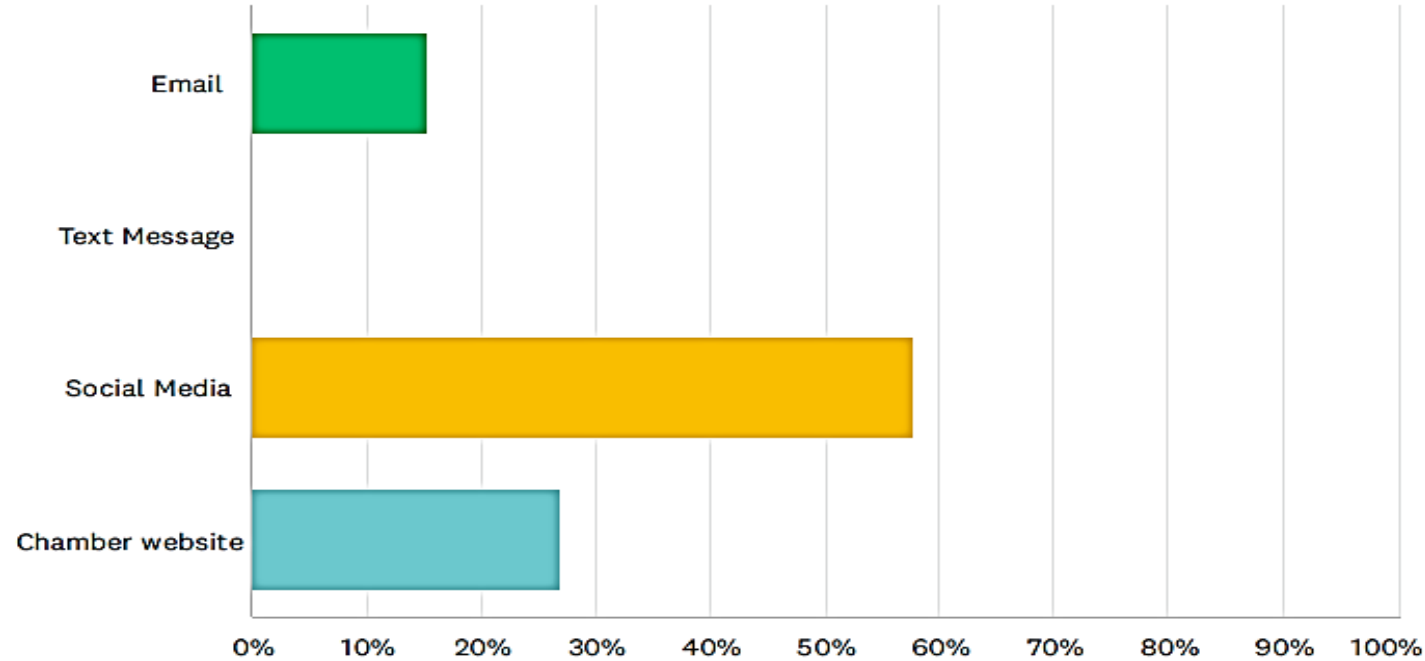
Answered: 17 Skipped: 1



ANSWER CHOICES	RESPONSES
Printed	17.65% 3
Digital	82.35% 14
TOTAL	17

Q11 If digital is your preference to advertising, what platform would you prefer ?

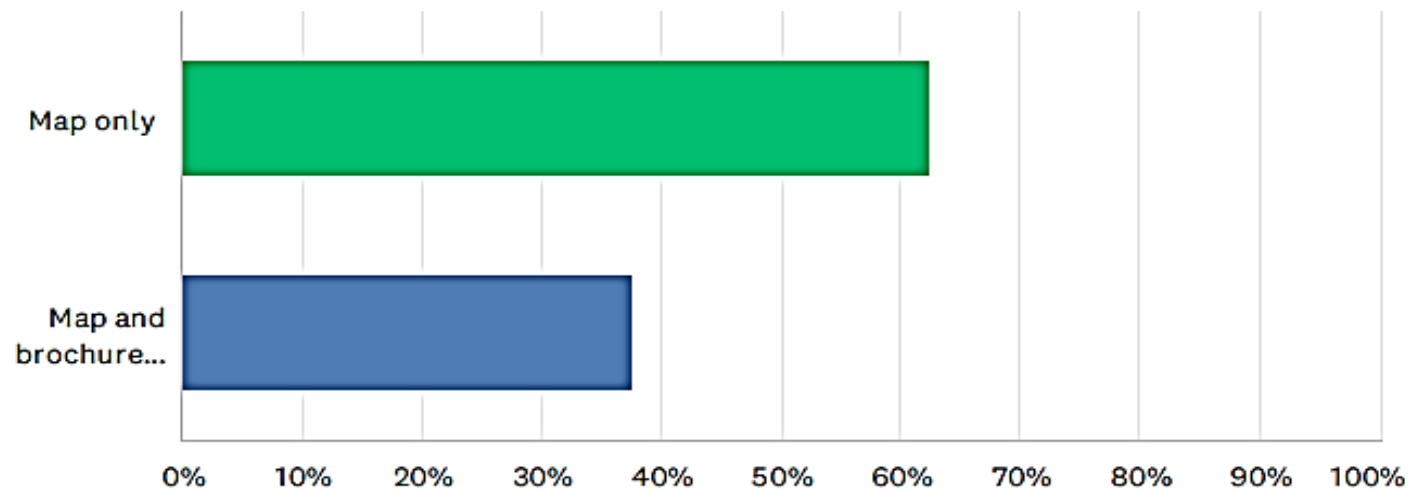
Answered: 26 Skipped: 0



ANSWER CHOICES	RESPONSES
Email	15.38% 4
Text Message	0.00% 0
Social Media	57.69% 15
Chamber website	26.92% 7
TOTAL	26

Q12 The information on the Chamber brochure is included on the map without pictures, do we need to continue to produce both the map and the separate brochure? Note, due to budgetary challenges continuation of the separate marketing tools would require an additional cost to membership.

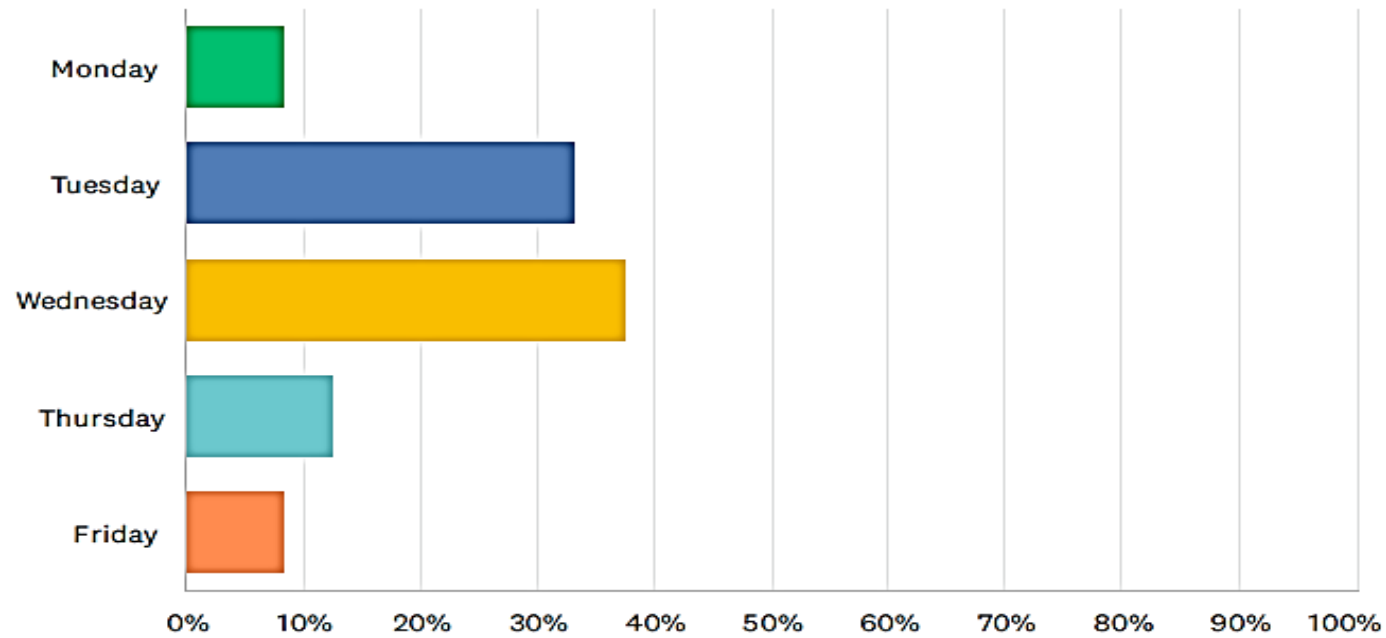
Answered: 24 Skipped: 2



ANSWER CHOICES	RESPONSES
Map only	62.50% 15
Map and brochure separately	37.50% 9
TOTAL	24

Q13 What is the best day of the week for you to attend Chamber Meetings

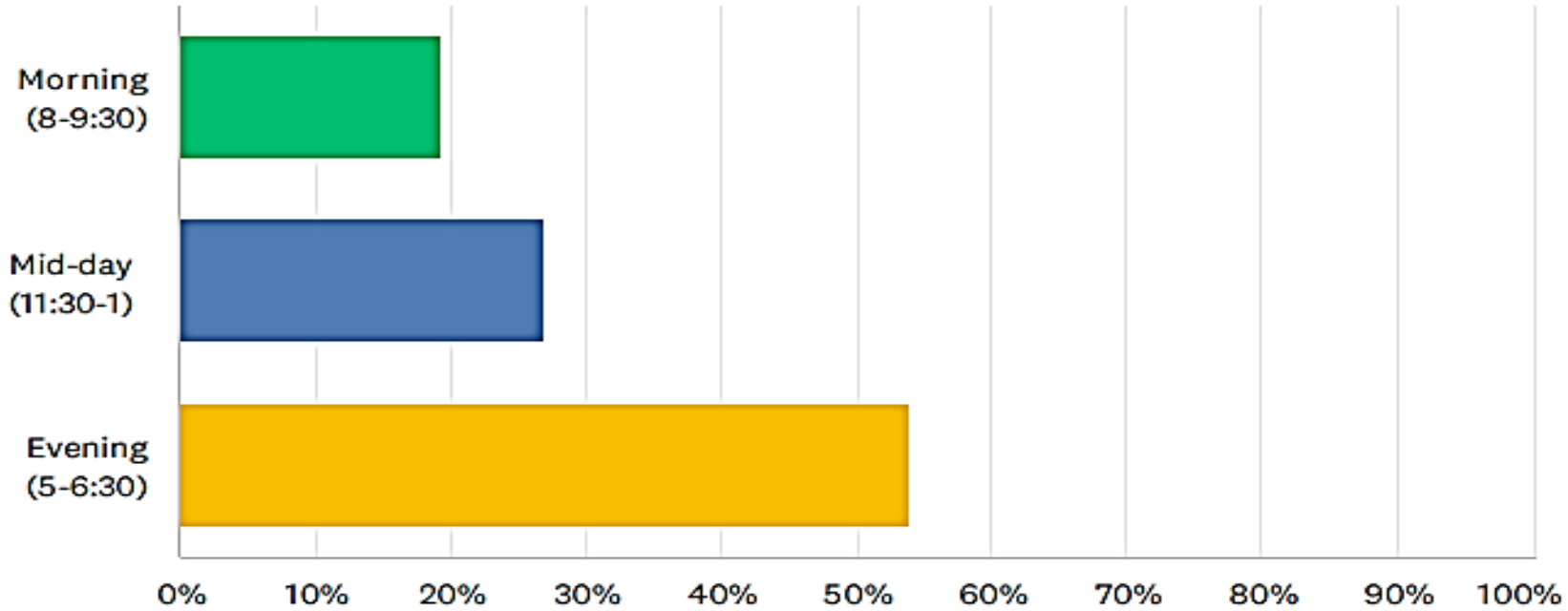
Answered: 24 Skipped: 2



ANSWER CHOICES	RESPONSES
Monday	8.33% 2
Tuesday	33.33% 8
Wednesday	37.50% 9
Thursday	12.50% 3
Friday	8.33% 2
TOTAL	24

Q14 what is the preferred time of day for Chamber meetings?

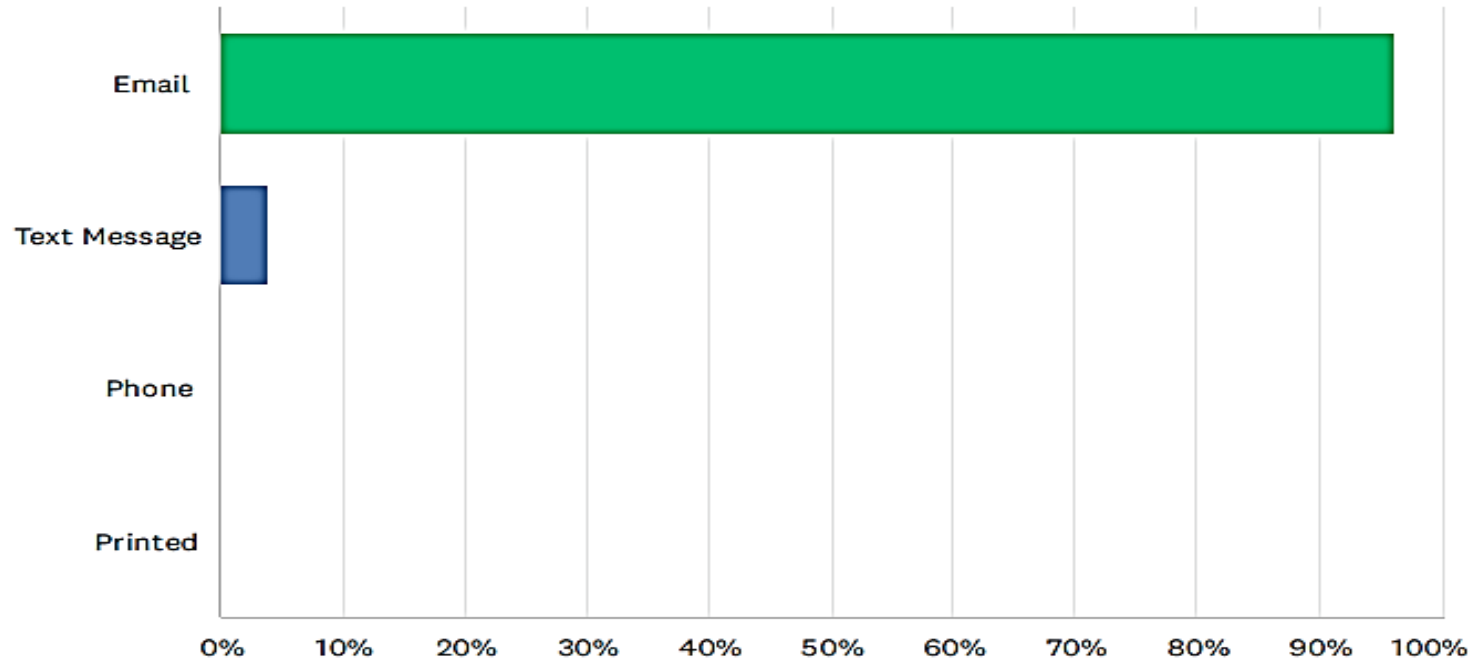
Answered: 26 Skipped: 0



ANSWER CHOICES	RESPONSES
Morning (8-9:30)	19.23% 5
Mid-day (11:30-1)	26.92% 7
Evening (5-6:30)	53.85% 14
TOTAL	26

Q15 What is your preferred method of Chamber communications?

Answered: 26 Skipped: 0



ANSWER CHOICES	RESPONSES	
Email	96.15%	25
Text Message	3.85%	1
Phone	0.00%	0
Printed	0.00%	0
TOTAL		26

Q16 Please share your feedback on the new Chamber Website

Answered: 17 Skipped: 9

- 6 positive responses, found it easy to navigate.
- 8 of the 17 that completed this question have not seen the website

Q17 Any additional comments or questions are welcome.

Answered: 10 Skipped: 16

- Recognition of the efforts of the board, several comments describing a need for members to contribute more to the Chamber.
- The Chamber acts as a Welcome Center and Events Coordinator, where is the interest for the commercial businesses?

In Summary

- The survey reflects member perception of the function of the Chamber of Commerce, which is a member driven organization. Member input and participation is integral to any success.
- The limited sample of this survey reflects a desire for continued advertising and marketing for the business community.
- Activities and programs designed to draw visitors to Dauphin Island (Art, Food and Holiday events) was a common interest.

YOUR NEXT STEP

- Members who have not seen the new website are encouraged to take a peek!
- Please visit at : <https://dauphinislandchamberofcommerce.com/>



- Members who did not respond to the survey are encouraged to email feedback to our email address: dial@gmail.com
- A copy of the total survey will be emailed to all members and posted on the website.