

# YACC Membership Survey 2017

## Executive Summary

June 26, 2017

Total Completed Respondents: 113

### **Q1: How many years have you been a member of the YACC?**

Half (50%) of our members have been so for 3 years or less. This is an encouraging sign that shows good growth rather than a stagnate membership. In 2015, for example, our membership was evenly split in thirds between those being a member for 1-3 years, 4-10 years, and those being members for over 10 years.

### **Q2: What do you feel are the biggest challenges facing you as a small business owner in the Yarmouth Area?**

In 2016, YACC members reported that “local bylaw hindrance and high business taxation” (16%) were the biggest challenge facing them as small business owners. *Inadequate skilled workforces, lack of staffing, and declining population* were also frequently mentioned. In 2017, however, there appears to be a shift;

2017 showed that the major challenges members mentioned include (number of mentions);

- **Staffing/Finding adequate talent – 19**
- **Outside competition/competition - 16**
- Population/Growth/Economy - 11
- Infrastructure, lack of links/Location – 10
- Marketing/advertising – 10
- Funding/access to capital – 8
- Bylaws - 5

### **Q3: What is your overall perception of the YACC?**

65% of members have a “*Very Favourable*” perception of the YACC, compared to 63% in 2016 and 37% in 2015. Only one respondent mentioned their opinion of the Chamber was “*Not too Favourable*”.

### **Q5: How important are the following...**

The four **most important functions** (rated as *Extremely important*) of a chamber of commerce, according to our members are;

1. Having their chamber *visible in the community* (63% rated as *extremely important – same as last year*)
2. Having access to *networking opportunities* (55%)
3. Having a “*One Voice*” advocate for businesses in the area (49%)
4. Having professional development opportunities rated 4<sup>th</sup> at 44% of members rating it extremely important

These results closely mirrored those of 2016.

To summarize, according to our members going forward, strategically the YACC should be **most** focused on;

- Having the chamber visible in the community
- Providing access to networking opportunities
- Acting as a “One Voice” Advocate for local businesses
- Having access to professional development opportunities

### **Q4: How well is your chamber doing on...**

When we look at the results of **how well** the YACC does on various tasks, we see that members feel we perform **best** in *recognizing service excellence within its membership* (86% rate us as being excellent or very good), *acting as an advocate for business in our area* (80%), being visible in the community (76%) and

providing opportunities to network (77%)... This suggests we are doing well in delivering on 3 of the 4 most important functions from a membership point of view. Where we are lacking is delivering (and marketing) *professional development opportunities*. That being said, our new PD committee is organized and effective; having just concluded our first program successfully. I think this is a matter of publicizing this work more, and offering meaningful programs to the members that request it.

**Q6: What could the YACC be doing better to help you succeed?**

Providing training opportunities was mentioned most frequently, followed by;

- Provide more networking events, guest speakers
- Be more active in self promotion
- Be a participant in attracting new businesses

Also mentioned was *helping promote members*, and *being an advocate for their businesses*.

**Q7: Which of the following professional development topics would you be interested in learning more about?**

The most popular responses (in order of popularity) are;

1. Web based marketing and social media (58% rated this a 4 or 5 interest level)
2. Protecting your customer base (55%)
3. Handling difficult customers (46%)
4. Human resources, managing staff (45%)
5. Workplace health and wellness (43%)
6. Canada Revenue Agency (tips and advice) 41%

The *least* popular topics were *starting a new business*, *retail display training*, and *attracting tourists*.

**When prompted as to what other forms of training members would like to receive (Q8)**, popular responses included leadership, teamwork and communication training, mentoring programs for new businesses, customer service training, and trade related courses; such as WHMIS, First Aid, Heavy Equipment, construction regulations.

**Q9 asked which Chamber benefits members were currently utilizing.** The free Progress Magazine subscription, the *ChamberPlan employee group plan*, the *Rodd Hotel's discounts*, and *rental car discounts* appear to be the most popular. These findings are similar to last year's results. The results suggest several members are still not familiar with many of the benefits available to them. This is an area that the executive director will follow up with.

**Q10: What other Chamber member benefits would you like to see offered?**

Newsletter software and advertising were the only other benefits mentioned.

**Q11 focused in on benefits offered by members, to members...** The Simply For Life group/corporate rates is the best known with 40% responding that they are aware of this. The other M2M discounts are recognized by **less than 40%**. Again, this is an area that will require follow-up.

In **Q12**, several members expressed interest in **offering their own exclusive discount or program to other members**.

**Q13 was designed to gauge how often our members utilize various forms of communication from the YACC.** The method most used by members to receive information from the YACC remains **email** - members indicate they check daily (9%) or weekly (61%), down slightly from last year. The most underutilized form of communication remains the YACC Facebook page, with 81% reporting the rarely or never utilize the site and the YACC website with 84% reporting the same.

**Q14 asked, "What could the YACC do to improve the email/FB/Web/Newsletter correspondence";** the most common response was that the chamber was doing a good/adequate job already. Respondents seem

to like the current newsletter format. One member suggested we investigate text messaging as well. Whatever is decided, it is important that the Chamber does not overload the messages sent and only sends relevant information.

**Q15** asked our members if they have ***checked their member directory listing recently on our Chamber website***. Only 19% reported that they did so, and 9% claimed they didn't even know there was a member directory.

**Would you like to be involved in helping the YACC, and if so, where? (Q16/17)**

In every category where we asked for member participation, more than 64% of respondents stated they are **not** interested in serving in any capacity to assist the YACC; be it serving on working committees or the Board of Directors. In fact, less than **10% offered to volunteer in any capacity for any listed category**. This closely mirrors the findings in 2015 and 2016. It appears that members want change and improvement, but yet less than half of the members actually want to play an active part in the revitalization. This should be a source of concern for the current Board and dialogue should form around this topic. The executive director will follow-up with those who did express interest.

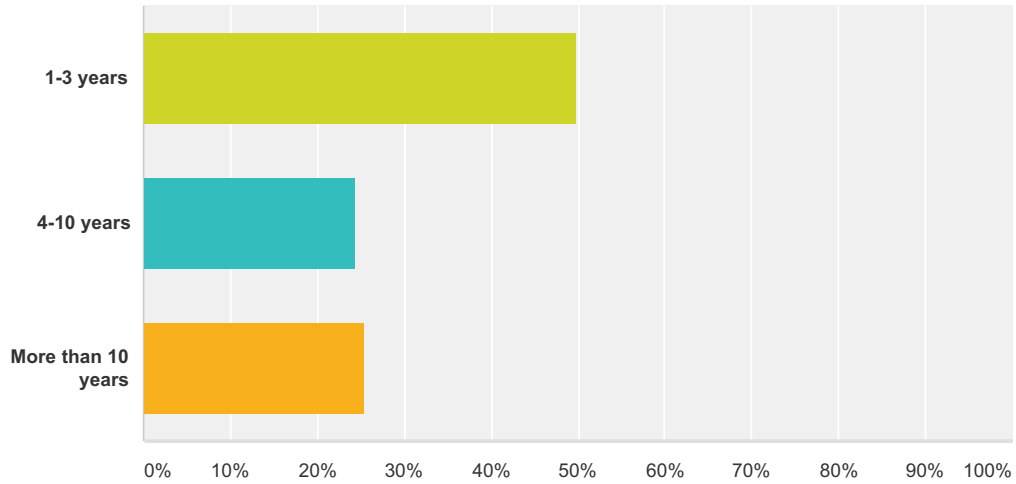
The final questions (***Q18 and Q19***) asked ***“What could the YACC do to add value for our members, and any additional comments***. For Q19 (*How can YACC add value*), responses ranged from having more meaningful events and guest speakers to placing more focus on promoting members. As was the case last year, most of the comments seemed to be positive and encouraged the YACC to continue on the established path.

Final comments were all generally very positive. The executive director will address all comments and feedback and any requests for contact from the executive director will receive followed-up.

2017 Yarmouth & Area  
Chamber of Commerce  
Member Survey Results (raw  
data)

### Q1 How many years have you been a member of the Yarmouth & Area Chamber of Commerce (YACC)?

Answered: 180 Skipped: 0



Answer Choices	Responses
1-3 years	50.00% 90
4-10 years	24.44% 44
More than 10 years	25.56% 46
<b>Total</b>	<b>180</b>

## Q2 What do you feel are the biggest challenges facing you as a small business owner in South West Nova Scotia?

Answered: 92 Skipped: 88

#	Responses	Date
1	Population growth and reluctance to change	6/14/2017 11:01 AM
2	Book keeping	6/13/2017 3:44 PM
3	Shrinking population/changing demographics	6/13/2017 2:53 PM
4	Getting people in the doors	6/13/2017 12:04 PM
5	Nothing at the moment!!	6/13/2017 9:23 AM
6	Recognition, advertising, unfamiliarity	6/9/2017 11:11 AM
7	finding employees	6/8/2017 9:00 AM
8	Lack of Local Gov support	6/7/2017 5:01 PM
9	Online shopping.	6/7/2017 1:09 PM
10	Continuity	6/7/2017 12:07 PM
11	transportation options high speed internet, particularly rural	6/7/2017 12:03 PM
12	I chose to start my business in Tusket instead of downtown Yarmouth because Tusket is a growing little town which I'd like to be part of that growth but I do find it difficult to market my business and bringing people in.	6/7/2017 11:57 AM
13	retaining good staff and paying well	6/7/2017 11:29 AM
14	Recruitment	6/7/2017 11:27 AM
15	by laws, traffic	6/5/2017 9:42 AM
16	weather	5/31/2017 7:04 AM
17	local support	5/30/2017 9:01 PM
18	Human resources, finding people with the qualifications I need for my business.	5/30/2017 6:29 PM
19	The inability to purchase specialized supplies locally.	5/29/2017 11:44 PM
20	Not being able to get a business loan because I have been in business for under 2 years.	5/29/2017 9:55 PM
21	availability of trained employees government regulations and red tape poor road conditions	5/29/2017 4:14 PM
22	N/A	5/29/2017 12:35 PM
23	Population	5/29/2017 12:34 PM
24	Local advertising, spreading the word	5/18/2017 7:19 PM
25	Unfortunately, most fishermen work throughout the summer ,under the table ,makingit harder to increase rates???	5/16/2017 9:45 PM
26	Time to attend training as held in the city - travel time	5/16/2017 4:47 PM
27	customer going to Amazon or online retailers	5/16/2017 2:41 PM
28	In our business it's an aging demographic and the popularity of online for news sources. Working at the Vanguard fewer younger people purchase subscriptions so we need to find ways to make the print purchase interesting to the younger generation to maintain a subscription base, while also using all of the tools available to us online and through social media to keep readers engaged with our product.	5/16/2017 2:02 PM
29	Lack of growth our local economy grow. I also feel we are missing the boat with our airport facility, not being used to its full potential.	5/16/2017 1:30 PM
30	Access to infrastructure funding	5/16/2017 10:19 AM

### 3rd Annual YACC Membership Survey

31	Maintaining a steady client base.	5/16/2017 10:09 AM
32	Rising costs	5/16/2017 10:07 AM
33	N/A	5/16/2017 10:00 AM
34	Effective advertising to get noticed out in the market place.	5/16/2017 9:55 AM
35	Getting people to come to my location 15 minutes from town!	5/16/2017 9:50 AM
36	The deterioration of the businesses located in the downtown area.	5/16/2017 9:42 AM
37	My biggest challenges would be the other salon.	5/15/2017 1:54 PM
38	For us, it's somewhat specialized, we need to be sure to keep an optometrist coming to our location. The rest of the details seem to take care of themselves, if we are fortunate enough to have one, then all is well	5/10/2017 1:21 PM
39	Staff and access to capital	5/9/2017 12:32 PM
40	Finding skilled workers, namely technicians, but also younger workers with proper work ethic.	5/8/2017 3:59 PM
41	Funding	5/8/2017 1:39 PM
42	people not valuing what I do, or assuming firms from "the city" are more qualified	5/8/2017 9:31 AM
43	Skilled labour shortage	5/8/2017 8:16 AM
44	Keeping shoppers in Yarmouth	5/8/2017 7:48 AM
45	Understanding the business regulations,payroll, taxes, grants available	5/8/2017 7:08 AM
46	customer base limited	5/6/2017 3:43 PM
47	Changing government and transportation infrastructure	5/6/2017 12:41 PM
48	Lack of client base interested in high-end vacations.	5/6/2017 11:46 AM
49	Advertising	5/6/2017 11:24 AM
50	Financial support	5/6/2017 10:56 AM
51	Competition from unlicensed guys working for cash.	5/6/2017 10:44 AM
52	~staffing ~support of local businesses ~keeping overhead costs down (incl bylaw requirements etc)to ensure a healthy business, especially with only a couple of employees	5/6/2017 8:42 AM
53	Globalization altering the local demographics, ownership and industries to our disadvantage.I	5/5/2017 2:52 PM
54	Getting 'known'	5/5/2017 12:11 PM
55	There are many, but some of the antiquated bylaws that make Yarmouth , (not all of SWNS) an impossible place to set up a new business. This is what has slowly over many years have taken Yarmouth off the map for a busniess to even want to think of ever putting down roots here. Signage , fees upon fees, permits , approvals etc. Yarmouth was always a busy hub and was a place of destination. Slowly Downtown died over many years because of downtown businesses having to go to of the Malls in the 70's and being charged outrageous rents. Because of our being on the very South Western tip of NS, unless we are a destination for a reason. ( I am speaking of us as Nova Scotians, not just tourists!) it is looking pretty bleak. I opened my business 23 years ago and if I had to just depend on tourists for my lively hood I would have been out of business 20 years ago.	5/4/2017 2:21 PM
56	finding employees	5/4/2017 9:19 AM
57	finding trained, experienced labour force	5/4/2017 9:14 AM
58	Staffing	5/3/2017 11:38 AM
59	distance to Halifax, availability of potential employees	5/3/2017 8:42 AM
60	Access to skilled labourers	5/2/2017 10:29 PM
61	n/a	5/2/2017 4:53 PM
62	Expanding sales on the internet	5/2/2017 2:54 PM
63	people doing similar business on a cash basis without the overhead of insurance and proper facilities making competition more difficult than it should be.	5/2/2017 12:10 PM
64	Qualified workforce Red tape in the building permit process Property taxes	5/2/2017 10:53 AM

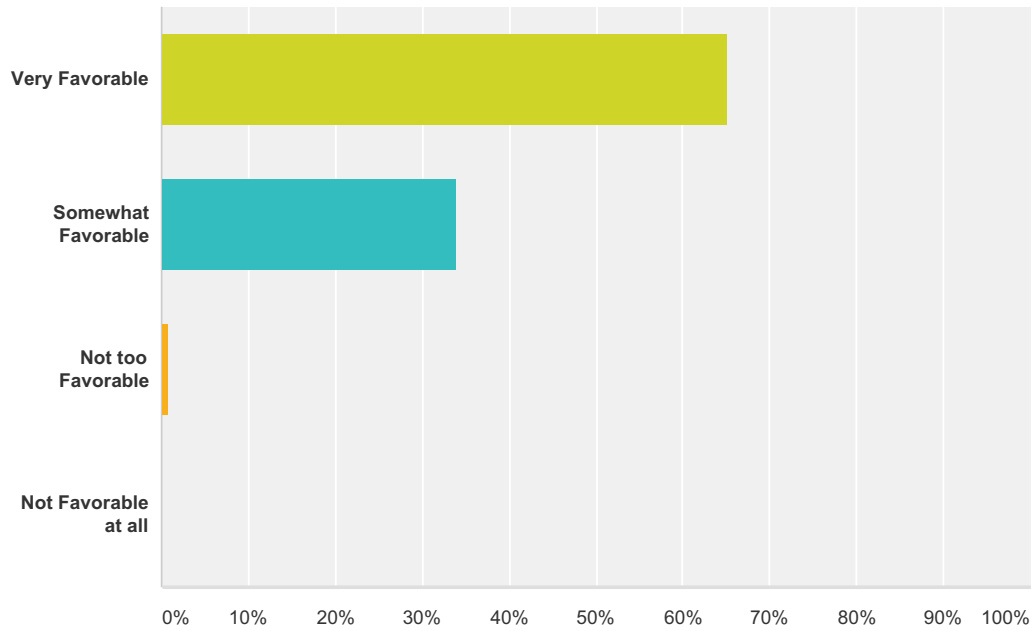
### 3rd Annual YACC Membership Survey

65	condtions of wharfts	5/2/2017 10:45 AM
66	Location !!!! and having to deal with local government. Demolition of the Cotton Mill.	5/2/2017 8:58 AM
67	The downturn we have when a bad year or years occur in the fishing industry, which can happen due to a few reasons.	5/2/2017 8:22 AM
68	retaining membership in a very competitive environment; attracting suitable employees	5/2/2017 7:25 AM
69	Encouraging support for "Buying Local" !	5/2/2017 7:11 AM
70	work flow to enable a year long work force Being able to Purchase equipment	5/2/2017 6:37 AM
71	Having consistant repeat customers. We are a new business with new customers, so we hope they love us and come back.	5/1/2017 10:48 PM
72	Government red tape and for me larger companies moving in with unfair competition. (Superstore Gas Bar)	5/1/2017 9:20 PM
73	Declining population	5/1/2017 7:00 PM
74	Visibility- we live in a very competitive world no longer a business in a rural area - very difficult to compete in the world of technology	5/1/2017 6:10 PM
75	Overhead and income tax	5/1/2017 6:05 PM
76	n/a... I work for a small business but I'm not the owner	5/1/2017 6:01 PM
77	This is going to sound worse than it is, but I feel that there is too much recognition of small business along Main Street and very little recognition of other small business within other parts of the Town, such as Starr's Rd.	5/1/2017 5:17 PM
78	cost of shipping supplies in to this area.	5/1/2017 5:13 PM
79	Labor	5/1/2017 5:05 PM
80	Na	5/1/2017 5:01 PM
81	Enough clients to make the business successful	5/1/2017 4:34 PM
82	Tourism, accommodation, events, transportation	5/1/2017 4:22 PM
83	Access to financing	5/1/2017 4:15 PM
84	Getting acknowledged and funding	5/1/2017 4:11 PM
85	Transportation links and efficiency	5/1/2017 4:10 PM
86	Transportation Aging workforce	5/1/2017 4:09 PM
87	Funding	5/1/2017 4:03 PM
88	N/A	5/1/2017 3:59 PM
89	Lack of industry	5/1/2017 3:55 PM
90	out migration of citizens (younger demographic). talent recruiting and retention. scale.	5/1/2017 3:54 PM
91	Sometimes, being a female business owner.	5/1/2017 3:53 PM
92	Transportation and Jobs	5/1/2017 3:50 PM



### Q3 What is your overall perception of the YACC?

Answered: 112 Skipped: 68



Answer Choices	Responses	Count
Very Favorable	65.18%	73
Somewhat Favorable	33.93%	38
Not too Favorable	0.89%	1
Not Favorable at all	0.00%	0
<b>Total</b>		<b>112</b>

3rd Annual YACC Membership Survey

**Q4 On a scale from 1 to 5, with 1 being poor and 5 being excellent, how good of a job do you feel the YACC is doing as;**

Answered: 112 Skipped: 68

	1 (Poor)	2	3	4	5 (Excellent)	N/A	Total	Weighted Average
An advocate for business in the area	0.00% 0	0.00% 0	18.02% 20	41.44% 46	38.74% 43	1.80% 2	111	1.00
Recognizing service excellence within its membership	0.00% 0	2.68% 3	10.71% 12	28.57% 32	57.14% 64	0.89% 1	112	1.00
Being visible in the community	0.00% 0	5.36% 6	18.75% 21	41.96% 47	33.93% 38	0.00% 0	112	1.00
Providing access to relevant guest speakers	0.90% 1	0.00% 0	18.92% 21	42.34% 47	32.43% 36	5.41% 6	111	1.00
Providing professional development/educational opportunities	0.90% 1	6.31% 7	31.53% 35	36.04% 40	17.12% 19	8.11% 9	111	1.00
Providing opportunities to network with other local business people	0.00% 0	1.79% 2	18.75% 21	41.07% 46	35.71% 40	2.68% 3	112	1.00
Helping you and your business succeed	0.00% 0	7.14% 8	27.68% 31	34.82% 39	19.64% 22	10.71% 12	112	1.00
Providing your firm with free marketing opportunities	0.90% 1	7.21% 8	23.42% 26	31.53% 35	24.32% 27	12.61% 14	111	1.00

**Q5 How important to you are the following;**

Answered: 111 Skipped: 69

	<b>1 (Not at all important)</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Extremely important)</b>	<b>N/A</b>	<b>Total</b>	<b>Weighted Average</b>
Having a "One Voice" advocate for business in the area	<b>0.91%</b> 1	<b>0.91%</b> 1	<b>19.09%</b> 21	<b>30.00%</b> 33	<b>49.09%</b> 54	<b>0.00%</b> 0	110	1.00
Public recognition for service excellence amongst members	<b>0.90%</b> 1	<b>3.60%</b> 4	<b>16.22%</b> 18	<b>47.75%</b> 53	<b>31.53%</b> 35	<b>0.00%</b> 0	111	1.00
Having your Chamber visible in the community	<b>0.00%</b> 0	<b>0.91%</b> 1	<b>6.36%</b> 7	<b>29.09%</b> 32	<b>62.73%</b> 69	<b>0.91%</b> 1	110	1.00
Having access to relevant guest speakers	<b>2.70%</b> 3	<b>2.70%</b> 3	<b>22.52%</b> 25	<b>37.84%</b> 42	<b>33.33%</b> 37	<b>0.90%</b> 1	111	1.00
Having access to professional development/educational opportunities	<b>0.90%</b> 1	<b>4.50%</b> 5	<b>15.32%</b> 17	<b>34.23%</b> 38	<b>44.14%</b> 49	<b>0.90%</b> 1	111	1.00
Having access to networking opportunities with other local business people	<b>0.91%</b> 1	<b>2.73%</b> 3	<b>10.91%</b> 12	<b>30.91%</b> 34	<b>54.55%</b> 60	<b>0.00%</b> 0	110	1.00
Providing your firm with free marketing opportunities	<b>0.91%</b> 1	<b>5.45%</b> 6	<b>21.82%</b> 24	<b>29.09%</b> 32	<b>39.09%</b> 43	<b>3.64%</b> 4	110	1.00

## Q6 What could the YACC be doing better to help you succeed?

Answered: 50 Skipped: 130

#	Responses	Date
1	Continue what they are dooing	6/14/2017 11:01 AM
2	I'm busy workin single mom. I would like an at home consolation	6/13/2017 3:44 PM
3	Increase opportunities for training ( self/staff)	6/13/2017 2:53 PM
4	Taking every opportunity to promote the business community	6/13/2017 12:04 PM
5	A stronger Social Media presence	6/13/2017 9:23 AM
6	Work with us to develop needed just in time training	6/7/2017 11:29 AM
7	not sure at present	6/5/2017 9:42 AM
8	a good job	5/31/2017 7:04 AM
9	not sure	5/30/2017 9:01 PM
10	Many times the choice of guest speakers are not very interesting to me. Political figures or people of influence who may be known, but the topics of their speeches are not very relevant to a small business owner's needs or interests.	5/30/2017 6:29 PM
11	having access to professional development/education opportunities to help me understand the 'business side' of things more. More free marketing opportunities are always good.	5/29/2017 9:55 PM
12	provide opportunity for employee training	5/29/2017 4:14 PM
13	NA	5/29/2017 12:35 PM
14	?	5/29/2017 12:34 PM
15	More networking opportunities	5/18/2017 7:19 PM
16	I am new as a member at the time,so i really don't have much of opinion at this time	5/16/2017 9:45 PM
17	I believe that Yarmouth has one of the best representatives working for the community in the YACC. Mr Trask is the best thing the Chamber has had in years.	5/16/2017 2:41 PM
18	Not sure, but do want to see have really witnessed a heightened awareness and profile of the chamber over the past year or more, which I think is really great for the community.	5/16/2017 2:02 PM
19	Assist businesses in achieving their full potential	5/16/2017 1:30 PM
20	I believe that the YACC is currently doing better for the business community in an on-going basis and cudos to the staff and Board.	5/16/2017 10:09 AM
21	being part of a large corporation means I have a lot of the development materials done through my organization so just not applicable	5/16/2017 10:00 AM
22	Promote Port Maitland as a business destination!	5/16/2017 9:50 AM
23	Help more businesses develop and grow in the downtown.We need to attract different and new businesses to the area.	5/16/2017 9:42 AM
24	I personally think that YACC is doing an excellant job currently	5/15/2017 5:40 PM
25	Networking opportunities, need to be able to find new business opportunities.	5/9/2017 12:32 PM
26	Not sure. Matchmaking?	5/8/2017 9:31 AM
27	All good	5/8/2017 8:16 AM
28	Help bring new business to Yarmouth.	5/8/2017 7:48 AM
29	Giving more notice for lunches and presentations. I am unable to book time to come because the notice given isn't enough notice for my business.	5/8/2017 7:08 AM
30	Promote local campaign	5/6/2017 12:41 PM

### 3rd Annual YACC Membership Survey

31	Not applicable as I will be moving by end of year.	5/6/2017 11:46 AM
32	I am not sure at this time	5/6/2017 10:56 AM
33	More frequent communication	5/6/2017 10:44 AM
34	I feel that we need more support of each other...it feels a bit disjointed at times. I'm not sure that word is getting out from us to the general public. This could be a valuable link to helping bring/keep local support & increase local purchases. Maybe an online/fcbk campaign to highlight local businesses with a small discount or free ad-on service offered when they mention the post (kinda of like with th'yarc)?(sorry, it's not a very detailed idea, but a bit of a work in progress)	5/6/2017 8:42 AM
35	Not sure, but I do feel you are doing your best!	5/5/2017 12:11 PM
36	n/a	5/2/2017 4:53 PM
37	The business directory could also have the business website /facebook link attached to each	5/2/2017 8:22 AM
38	My business grows on NETWORKING. Weather I do it myself through door knocking or through events. Attending Chamber Networking events as a member elevates your credibility.	5/2/2017 7:11 AM
39	Perhaps once every 3 months have a greet and meet of members. Also ask what professional development we need and help lay on courses.	5/2/2017 6:37 AM
40	I'm a new member. Everything is great so far.	5/1/2017 10:48 PM
41	More educational forums I think.	5/1/2017 9:20 PM
42	Expanded communications amd msrketing	5/1/2017 7:00 PM
43	not sure	5/1/2017 5:01 PM
44	.	5/1/2017 4:22 PM
45	I'm just a newbie to this scene ... but it's one step closer than before ... so thx you ☺	5/1/2017 4:11 PM
46	Strong voice for improved transportation infrastructure	5/1/2017 4:10 PM
47	I like that our membership is featured from time to time on the site.. and I like the benefits being offered.. I don't know of anything they could do better at this time..	5/1/2017 4:09 PM
48	As a not for profit organization there has not been much recognition by the Chambers of the work that we do.	5/1/2017 4:03 PM
49	Offer a monthly customer service training session that we could send all our new employees to.	5/1/2017 3:55 PM
50	More media coverage	5/1/2017 3:50 PM

## Q7 Which of the following professional development topics would you be interested in learning more about;

Answered: 108 Skipped: 72

	1 (Not at all interested)	2	3	4	5 (Very interested)	Total
Sales training	26.67% 28	24.76% 26	16.19% 17	19.05% 20	13.33% 14	105
Customer service training	21.15% 22	15.38% 16	25.96% 27	22.12% 23	15.38% 16	104
Handling difficult customers	17.92% 19	16.98% 18	19.81% 21	24.53% 26	20.75% 22	106
Protecting your customer base	12.38% 13	8.57% 9	23.81% 25	35.24% 37	20.00% 21	105
Workplace health and wellness (stress, ergonomics, etc)	16.82% 18	13.08% 14	27.10% 29	28.97% 31	14.02% 15	107
Web based marketing and social media	12.04% 13	12.04% 13	17.59% 19	26.85% 29	31.48% 34	108
Exporting your product to other markets	31.73% 33	19.23% 20	17.31% 18	19.23% 20	12.50% 13	104
Succession Planning	20.75% 22	17.92% 19	25.47% 27	22.64% 24	13.21% 14	106
How to prepare a strategic plan/business plan	23.81% 25	20.95% 22	21.90% 23	21.90% 23	11.43% 12	105
Financial reporting/accounting help & analyzing financial ratios	21.90% 23	17.14% 18	26.67% 28	20.95% 22	13.33% 14	105
Canada Revenue Agency - tips and advice	19.81% 21	11.32% 12	28.30% 30	20.75% 22	19.81% 21	106
Human resources; managing staff, hiring/firing/retention	18.52% 20	14.81% 16	22.22% 24	26.85% 29	17.59% 19	108
Starting a new business	50.94% 54	13.21% 14	12.26% 13	15.09% 16	8.49% 9	106
Fraud Prevention	23.81% 25	18.10% 19	24.76% 26	23.81% 25	9.52% 10	105
Attracting more tourists to your business	45.19% 47	13.46% 14	11.54% 12	14.42% 15	15.38% 16	104
Retail display training	49.52% 52	13.33% 14	14.29% 15	17.14% 18	5.71% 6	105

### Q8 Do you have any other suggestions for professional development/training areas that are of interest to you (or your employees)?

Answered: 38 Skipped: 142

#	Responses	Date
1	No	6/14/2017 11:01 AM
2	Boo don't understand how this works	6/13/2017 3:44 PM
3	the list above is extensive	6/13/2017 2:53 PM
4	N/A	6/13/2017 12:04 PM
5	NA	6/13/2017 9:23 AM
6	Management training	6/7/2017 11:27 AM
7	not at this time	6/5/2017 9:42 AM
8	no	5/31/2017 7:04 AM
9	no	5/30/2017 9:01 PM
10	Damage control and problem solving	5/29/2017 11:44 PM
11	Not that I can think of.	5/29/2017 9:55 PM
12	no	5/29/2017 4:14 PM
13	No	5/29/2017 12:34 PM
14	Not at the time	5/16/2017 9:45 PM
15	Think the above is excellant and I would offer my services to teach some regarding CRA, financial literacy and fraud awareness.	5/16/2017 4:47 PM
16	I think it may also be good to engage the public in a "we're all ambassadors" session so they understand the importance of promoting the area, and having a knowledge of the area and businesses that operate here.	5/16/2017 2:02 PM
17	Leadership, teamwork and communication training	5/16/2017 10:19 AM
18	more social media training	5/16/2017 10:09 AM
19	again part of bigger organization so much of this is done in house	5/16/2017 10:00 AM
20	Not at this time	5/15/2017 5:40 PM
21	N\A	5/15/2017 1:54 PM
22	x	5/8/2017 9:31 AM
23	No	5/8/2017 8:16 AM
24	Customer service is of utmost importance for our town and community to succede.	5/6/2017 8:48 PM
25	n/a	5/6/2017 11:46 AM
26	concepts for front desk/reception to ensure the most effective use of time, most helpful to clients, retention possibilities, retailing etc	5/6/2017 8:42 AM
27	Not at this time.	5/5/2017 12:11 PM
28	Please note the section 7 does not apply to me personally, so my answers are based on perceived usefulness	5/2/2017 4:53 PM
29	no	5/2/2017 8:22 AM
30	How about courses related to the Trades....WIMIS, First Aid, Heavy Equipment operation, fork lift operation etc....	5/2/2017 7:11 AM
31	Construction regulations on working at height from DOL	5/2/2017 6:37 AM

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32	Too soon to say. We are getting CBDC training currently.	5/1/2017 10:48 PM
33	No	5/1/2017 7:00 PM
34	Mentoring programs for new small business to help with growth.	5/1/2017 5:17 PM
35	no	5/1/2017 5:01 PM
36	.	5/1/2017 4:22 PM
37	we have access to several development and training opportunities so for us its not as essential a component of the chamber.	5/1/2017 3:54 PM
38	None	5/1/2017 3:50 PM



## Q9 What current YACC member benefits are you currently utilizing?

Answered: 112 Skipped: 68

	Yes	No	Not aware of this member benefit	I would like to learn more about this member benefit	Total
First Data Point of Sale merchant services	7.34% 8	72.48% 79	15.60% 17	4.59% 5	109
UPS discount program	7.34% 8	63.30% 69	22.94% 25	6.42% 7	109
Esso discount program	2.73% 3	71.82% 79	19.09% 21	6.36% 7	110
Progress Magazine Subscription	22.02% 24	54.13% 59	14.68% 16	9.17% 10	109
RBC Royal Bank Small Business Program	6.42% 7	69.72% 76	17.43% 19	6.42% 7	109
Enterprise Car rental discount program	13.64% 15	59.09% 65	20.00% 22	7.27% 8	110
Chamber Plan Group Employee Insurance plan	18.92% 21	72.07% 80	4.50% 5	4.50% 5	111

## Q10 What other Chamber member benefits would you like to see offered?

Answered: 13 Skipped: 167

#	Responses	Date
1	Nothing	6/14/2017 11:01 AM
2	N/A	6/7/2017 11:27 AM
3	not sure	6/5/2017 9:42 AM
4	not sure	5/30/2017 9:01 PM
5	News letter software would be helpful.	5/29/2017 9:55 PM
6	n/a	5/16/2017 10:09 AM
7	Not sure	5/8/2017 8:16 AM
8	Seasonal businesses are not included in chamber group insurance plans.	5/6/2017 8:48 PM
9	I really like the information contained in the newsletter	5/6/2017 12:41 PM
10	n/a	5/6/2017 11:46 AM
11	To be honest it is completely my fault that I'm not aware of what benefits are available.	5/6/2017 10:56 AM
12	We aren't using these products because they are not applicable to our business.	5/2/2017 7:25 AM
13	Renhanced sdvertising	5/1/2017 7:00 PM

### Q11 Are you aware of the following Member to Member Discounts (M2M) offered?

Answered: 112 Skipped: 68

	Yes	No	Not aware of this M2M benefit	I would like to learn more about this M2M benefit	Total
Simply for Life group/corporate rates	<b>40.00%</b> 44	<b>35.45%</b> 39	<b>21.82%</b> 24	<b>2.73%</b> 3	110
Bramac Plumbing & Heating Member Discount	<b>28.97%</b> 31	<b>42.99%</b> 46	<b>22.43%</b> 24	<b>5.61%</b> 6	107
Rodd Hotels & Resorts Stay and Save deal	<b>38.18%</b> 42	<b>34.55%</b> 38	<b>16.36%</b> 18	<b>10.91%</b> 12	110
BishopTrips.com reduced fee program	<b>28.97%</b> 31	<b>42.06%</b> 45	<b>24.30%</b> 26	<b>4.67%</b> 5	107
MCTI business and personal insurance discounts	<b>31.78%</b> 34	<b>36.45%</b> 39	<b>22.43%</b> 24	<b>9.35%</b> 10	107

**Q12 If your business would like to offer the Chamber Membership an exclusive discount/program, please list your suggestion below.**

Answered: 11 Skipped: 169

#	Responses	Date
1	One on one/Group Social Media Consulting	6/13/2017 9:23 AM
2	not sure	5/30/2017 9:01 PM
3	We would like to offer memebera a 15% discount. We will issue discount cards to present at time of pick up	5/29/2017 11:44 PM
4	looking into it for our yearly budget	5/29/2017 4:14 PM
5	yes, we could offer a 10 % discount to members	5/10/2017 1:21 PM
6	10% off parts & service for YACC members	5/8/2017 3:59 PM
7	Yes I would.	5/5/2017 12:11 PM
8	I would be willing to offer a 10% member discount on repair shop labor rate and vehicle cleaning services.	5/2/2017 12:10 PM
9	Matt, I would like to discuss this. AS - Name Withheld- could offer discounts on my fees??????	5/2/2017 7:11 AM
10	Discount for grooming services	5/1/2017 10:48 PM
11	Please contact me about this. Thank you.	5/1/2017 3:53 PM

### Q13 How often do you view or utilize;

Answered: 111 Skipped: 69

	Daily	Weekly	Rarely	Never	Total	Weighted Average
The YACC Facebook page	0.00% 0	19.09% 21	51.82% 57	29.09% 32	110	3.10
The YACC website (yarmouthchamberofcommerce.com)	0.00% 0	15.60% 17	66.97% 73	17.43% 19	109	3.02
YACC emails	9.01% 10	61.26% 68	27.93% 31	1.80% 2	111	2.23
The YACC newsletters	1.83% 2	54.13% 59	40.37% 44	3.67% 4	109	2.46

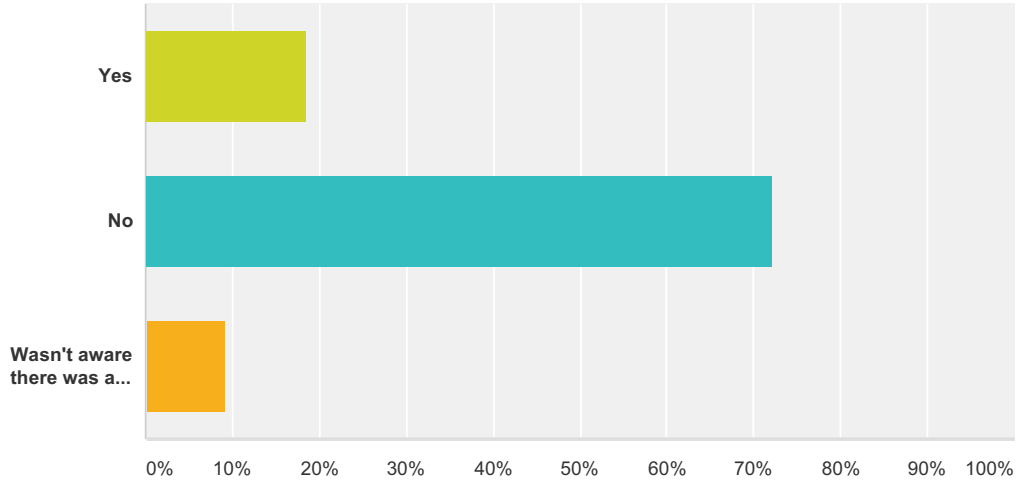
## Q14 What could the YACC do to improve our electronic communication to our members?

Answered: 22 Skipped: 158

#	Responses	Date
1	Talk more with me, **Name Withheld :)	6/13/2017 9:23 AM
2	N/A - there has been a great improvement in this area :)	6/7/2017 11:27 AM
3	not sure	6/5/2017 9:42 AM
4	not sure	5/30/2017 9:01 PM
5	I've clicked like on the Chamber's Facebook page but I rarely get information in my newsfeed. That's the best way to find out what's happening, but I don't think to actually go look on the Chamber's page.	5/30/2017 6:29 PM
6	On the chamber member directory, maybe you could have a brief description of what that individual or business does.	5/29/2017 9:55 PM
7	i am fine	5/29/2017 4:14 PM
8	Think the newsletters have been a good idea.	5/16/2017 2:02 PM
9	I like the current method. It does not overload my inbox and appreciate that.	5/15/2017 5:40 PM
10	Seems good to me	5/8/2017 9:31 AM
11	Not sure	5/8/2017 8:16 AM
12	I am on sure, I have not put the time into seeing what the chamber actually has offered I have just always known it's important to be a member. I will be sure to take the time to look into this in more detail	5/6/2017 10:56 AM
13	I think you folks are doing an excellent job and have raised the bar!	5/5/2017 12:11 PM
14	Make use of text messaging as reminders and alerts to emails, updates, events, etc.	5/2/2017 4:53 PM
15	maybe a blog if one does not exist already	5/2/2017 12:10 PM
16	Continue to do relevant emails only	5/2/2017 7:11 AM
17	I always read the newsletter when it's sent out now - it's really good. Great way to communicate! I find you don't send too many emails - if you send one I know it's worth reading. Great job.	5/1/2017 9:20 PM
18	Not sure	5/1/2017 7:00 PM
19	I'm terrible at checking emails ... I'm better at Facebook msg ☺	5/1/2017 4:11 PM
20	I like the emails.	5/1/2017 4:10 PM
21	I think the communication is excellent.. the newsletters I read when they are posted but don't go back to them as a rule.. emails are checked as they come in..and I look at the FB page often.	5/1/2017 4:09 PM
22	More newsletters to keep us up to date. Member profiles in each newsletter.	5/1/2017 3:50 PM

**Q15 The Chamber Member Directory on our Website is one of the most visited local webpages. Have you recently checked your listing in the Membership Directory on the Chamber website?**

Answered: 108 Skipped: 72



Answer Choices	Responses
Yes	18.52% 20
No	72.22% 78
Wasn't aware there was a Membership Directory on the Chamber Website	9.26% 10
<b>Total</b>	<b>108</b>

**Q16 Do you have interest in serving on any of the following volunteer committees;**

Answered: 99 Skipped: 81

	Yes	No	Possibly, but not at this time	Total
Marketing and Promotions Committee	7.69% 7	68.13% 62	24.18% 22	91
Business Awards Committee	6.38% 6	63.83% 60	29.79% 28	94
Annual General Meeting (AGM) Committee	2.22% 2	76.67% 69	21.11% 19	90
Board of Directors	7.61% 7	64.13% 59	28.26% 26	92
Transportation Committee	4.60% 4	79.31% 69	16.09% 14	87
Professional Development Committee	5.56% 5	65.56% 59	28.89% 26	90
Scholarship Committee	4.49% 4	70.79% 63	24.72% 22	89



### Q17 If yes, please provide your name and area of interest

Answered: 18 Skipped: 162

#	Responses	Date
1	Name Withheld	6/13/2017 12:04 PM
2	Name Withheld	6/13/2017 9:23 AM
3	Name Withheld	6/7/2017 12:03 PM
4	Already involved with theses committees	5/29/2017 11:44 AM
5	all ready serve	5/29/2017 4:14 PM
6	Name Withheld	5/16/2017 11:33 AM
7	Name Withheld	5/9/2017 12:32 PM
8	Name Withheld	5/6/2017 12:41 PM
9	Name Withheld	5/5/2017 9:43 AM
10	Name Withheld	5/2/2017 4:53 PM
11	Name Withheld	5/2/2017 12:10 PM
12	Name Withheld	5/2/2017 7:11 AM
13	Name Withheld...next year!	5/1/2017 9:20 PM
14	Name Withheld	5/1/2017 7:00 PM
15	Professional development	5/1/2017 6:10 PM
16	Already displayed interest and am serving on these areas.	5/1/2017 4:09 PM
17	Name Withheld (already on committee) :)	5/1/2017 3:51 PM
18	Name Withheld	5/1/2017 3:50 PM

## Q18 What could the YACC do to add value to your membership?

Answered: 29 Skipped: 151

#	Responses	Date
1	N/A	6/13/2017 12:04 PM
2	Referrals for one on one/group Social Media/Digital Marketing Consulting	6/13/2017 9:23 AM
3	n/a	6/7/2017 11:27 AM
4	not sure at this time	6/5/2017 9:42 AM
5	not sure	5/30/2017 9:01 PM
6	Bring guest speakers that are more "grass roots", and that speak to the issues of small business.	5/30/2017 6:29 PM
7	share more Facebook posts from chamber members on a regular basis perhaps? Not sure.	5/29/2017 9:55 PM
8	i am fine at this time	5/29/2017 4:14 PM
9	PD training	5/16/2017 4:47 PM
10	Just noticed our website listing needs to be updated. Name Withheld	5/16/2017 2:02 PM
11	Keep me in tune with things that are going on with stuff and events that are coming up.	5/15/2017 1:54 PM
12	It would be nice to see a more pronounced 'buy local' initiative, maybe some signage in the area, or at the very least, online marketing/social media campaigns	5/8/2017 3:59 PM
13	Different types of networking. The luncheons are great but provide limited opportunities to make new connections	5/8/2017 9:31 AM
14	Not sure	5/8/2017 8:16 AM
15	Have a meeting to show business owners the available benefits of this membership. It is difficult to navigate through all the advantages, making sure you have the right information when talking to the various things offered. I haven't used any of the business benefits because it is too confusing. Have a meeting with the various information and how to access it.	5/8/2017 7:08 AM
16	Advocate on behalf of licensed contractors for a town and municipal plan to ensure all construction within their jurisdiction is carried out by licensed and insured companies. All contractors should have Red Seal certified journeyman and registered apprentices.	5/6/2017 10:44 AM
17	I think you are doing it!	5/5/2017 12:11 PM
18	As a member of the marketing & promotions committee, I'm focused on ways our committee can educate and inform the members and promote the chamber's profile in the community. We need to set up more events that involve the membership in networking as well as information sharing.	5/2/2017 4:53 PM
19	Continue to grow the benefits both direct or M2M	5/2/2017 8:22 AM
20	YACC is doing an exceptional job of promoting Yarmouth and its business members	5/2/2017 7:25 AM
21	Continue in the direction we have set	5/2/2017 7:11 AM
22	Keep doing things like this, asking for input to improve. You are extremely valuable in the community.	5/2/2017 6:37 AM
23	You're ED could join Rotary!	5/1/2017 9:20 PM
24	Not sure	5/1/2017 7:00 PM
25	I am ok	5/1/2017 6:10 PM
26	More outreach	5/1/2017 4:22 PM

### 3rd Annual YACC Membership Survey

27	More advocacy on the issues impacting local small business	5/1/2017 4:15 PM
28	I am not sure ... but thx you for taking the time to review this survey ☺	5/1/2017 4:11 PM
29	Just continue promoting our membership on your FB page and on the website	5/1/2017 4:09 PM

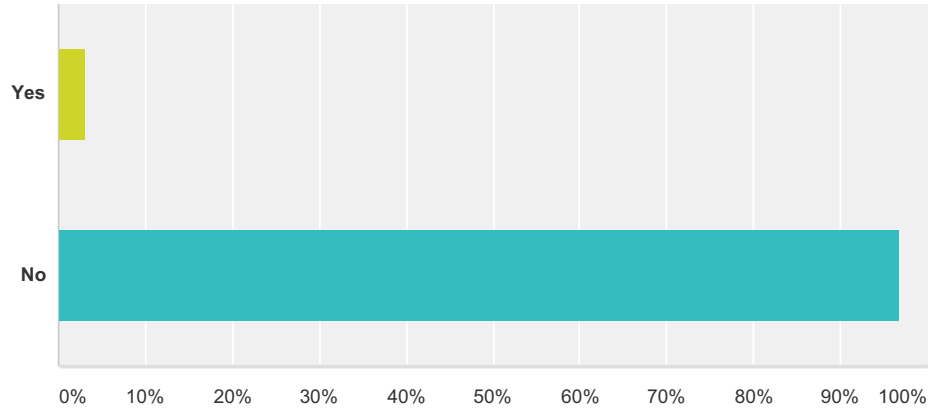
## Q19 Would you like to make any additional comments or recommendations?

Answered: 17 Skipped: 163

#	Responses	Date
1	NA	6/13/2017 9:23 AM
2	n/a	6/7/2017 11:27 AM
3	no	5/31/2017 7:04 AM
4	no	5/30/2017 9:01 PM
5	I think our website should have the capability to accept membership fees. It would be more convenient at membership renewal time as well for the Business Awards committee to have sponsors pay this way for their convenience	5/29/2017 11:44 PM
6	keep up the good work	5/29/2017 4:14 PM
7	Overall, I feel the chamber has really done a good job to increase it's profile over the past year or so through events you've held and your communication strategy. Well done.	5/16/2017 2:02 PM
8	Keep up the good work!	5/16/2017 9:50 AM
9	N/A	5/15/2017 1:54 PM
10	Will be moving to Halifax by year-end (keeping travel agency accreditation) , so I will not be renewing my membership.	5/6/2017 11:46 AM
11	No, I am very pleased.	5/5/2017 12:11 PM
12	Sometimes is not what the chamber can only do for my business, but for other members as in general it will all be a benefit to each and one of us.	5/2/2017 8:22 AM
13	Biggest area of complaint for us has been CRA since setting up a new business... Any help or courses regarding this would be great	5/2/2017 6:37 AM
14	Thank you.	5/1/2017 7:00 PM
15	Thanks	5/1/2017 6:10 PM
16	Any suggestions are always welcome ... especially from a new perspective... thx ☺	5/1/2017 4:11 PM
17	Not at this time	5/1/2017 4:09 PM

### Q20 Would you like to have the YACC Executive Director contact you to help address an issue?

Answered: 99 Skipped: 81



Answer Choices	Responses
Yes	3.03% 3
No	96.97% 96
<b>Total</b>	<b>99</b>

#	If yes; Contact name and number	Date
1	Name Withheld	5/1/2017 9:20 PM
2	Name Withheld	5/1/2017 4:11 PM
3	Name Withheld	5/1/2017 3:53 PM