

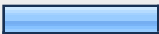

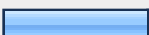




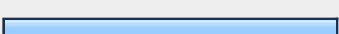


Copy of 2009 Membership Survey

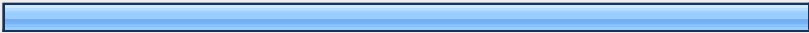


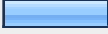
1. Please enter the name of your business. While you may choose to skip this question, all those that complete the line will be entered into a drawing for a prize.		Response Count
		106
	<i>answered question</i>	106
	<i>skipped question</i>	6

2. If you completed #1, please state your name.		Response Count
		107
	<i>answered question</i>	107
	<i>skipped question</i>	5





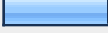
3. How would you best describe your business?

		Response Percent	Response Count
Retail		9.8%	11
Restaurant, Lodging or Hospitality		8.0%	9
Professional Services		13.4%	15
Medical Services		4.5%	5
Service Provider		12.5%	14
Manufacturing & Industrial		0.9%	1
Public Entity		8.0%	9
Individual		11.6%	13
Club or Organization		1.8%	2
Other (please specify)		29.5%	33
		<i>answered question</i>	112
		<i>skipped question</i>	0


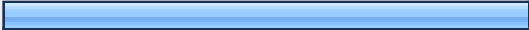
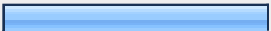
4. The next few questions deal with the Tahlequah and Cherokee County area. How strong is our current local economy?

		Response Percent	Response Count
Very Strong		0.0%	0
Strong		71.4%	80
Weak		18.8%	21
Very Weak		0.9%	1
Not sure/No opinion		8.9%	10
<i>answered question</i>			112
<i>skipped question</i>			0



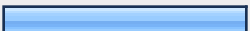
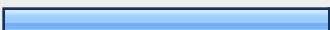

5. How strongly do you feel about the local economy over the next 12-18 months?

		Response Percent	Response Count
Very Strong		4.5%	5
Strong		68.8%	77
Weak		16.1%	18
Very Weak		1.8%	2
Not sure/No opinion		8.9%	10
<i>answered question</i>			112
<i>skipped question</i>			0

6. Please answer this question if it relates to your membership status. In the next 12-18 months do you anticipate expanding your business or adding employees?

		Response Percent	Response Count
Yes		30.4%	34
No		46.4%	52
Does not apply to me		23.2%	26
		<i>answered question</i>	112
		<i>skipped question</i>	0


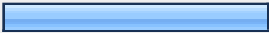
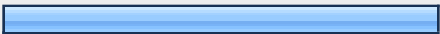
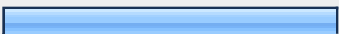
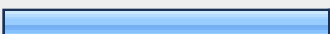
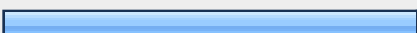


7. If you feel that as a community we should build economic growth, what services or incentives should the Tahlequah area offer to entice new businesses to locate here? (You may choose more than one answer)

		Response Percent	Response Count
Tax incentives		47.3%	53
Infrastructure improvements		70.5%	79
More affordable housing		21.4%	24
More cultural experiences		28.6%	32
Other (please specify)		10.7%	12
		<i>answered question</i>	112
		<i>skipped question</i>	0

8. Would you support a county or city wide sales tax increase of 1/4 of 1% to be used exclusively for an economic development fund?

		Response Percent	Response Count
Yes		53.6%	60
No		22.3%	25
Not sure/No opinion		24.1%	27
		<i>answered question</i>	112
		<i>skipped question</i>	0

9. If you believe that Tahlequah should continue its growth pattern, what industries should Tahlequah attempt to attract?

		Response Percent	Response Count
Technology or related fields		45.5%	51
Business service providers		23.2%	26
Manufacturing		38.4%	43
Distribution Centers		29.5%	33
Medical or related fields		28.6%	32
Retail, Eateries and related		36.6%	41
All the Above		42.0%	47
Other (please specify)		4.5%	5
		<i>answered question</i>	112
		<i>skipped question</i>	0

10. If you have a specific suggestion for attracting new business to the Tahlequah area, please comment in the section below. Otherwise, skip to the next question.

		Response Count
		11
		<i>answered question</i>
		11
		<i>skipped question</i>
		101

11. Tahlequah's growth can come in many forms, how much effort should the chamber spend in the following areas to grow Tahlequah?

	Major effort	Some effort	No effort	Not sure/No opinion	Rating Average	Response Count
Attract more industrial, manufacturing, and business services?	68.8% (77)	30.4% (34)	0.0% (0)	0.9% (1)	1.33	112
Attract more retail businesses?	46.4% (52)	50.9% (57)	2.7% (3)	0.0% (0)	1.56	112
Attract more tourists?	67.9% (76)	31.3% (35)	0.9% (1)	0.0% (0)	1.33	112
Attract more residents?	32.1% (36)	53.6% (60)	10.7% (12)	3.6% (4)	1.86	112
Attract more retirees?	30.4% (34)	49.1% (55)	17.9% (20)	2.7% (3)	1.93	112
Grow existing businesses?	58.0% (65)	42.0% (47)	0.0% (0)	0.0% (0)	1.42	112
Encourage new business start ups?	67.0% (75)	31.3% (35)	1.8% (2)	0.0% (0)	1.35	112
	<i>answered question</i>					112
	<i>skipped question</i>					0

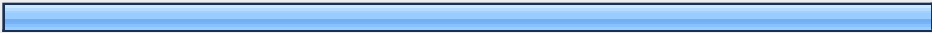

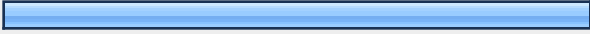
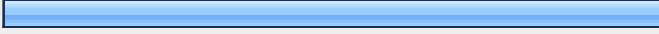
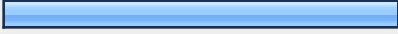
12. In many surveys, "Quality of Life" issues consistently rate near the top when a person or business relocates. Please consider the following individual components of our local quality of life issues and rate how important they are.


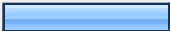
	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	Has no reflection on our local quality of life	N/A	Rating Average	Response Count
Our low cost of living	78.6% (88)	18.8% (21)	1.8% (2)	0.0% (0)	0.0% (0)	0.9% (1)	1.23	112
Our local crime rate	71.4% (80)	26.8% (30)	1.8% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.30	112
Our local health care services	74.1% (83)	21.4% (24)	3.6% (4)	0.0% (0)	0.0% (0)	0.9% (1)	1.29	112
Our local public school systems	82.1% (92)	16.1% (18)	0.0% (0)	0.9% (1)	0.0% (0)	0.9% (1)	1.19	112
Our local higher education opportunities	75.0% (84)	21.4% (24)	2.7% (3)	0.0% (0)	0.9% (1)	0.0% (0)	1.30	112
Our local housing cost	56.3% (63)	42.0% (47)	1.8% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.46	112
Our local housing availability	50.9% (57)	43.8% (49)	3.6% (4)	0.9% (1)	0.0% (0)	0.9% (1)	1.54	112
Our local cultural opportunities	43.8% (49)	49.1% (55)	5.4% (6)	0.0% (0)	1.8% (2)	0.0% (0)	1.67	112
Our rich history and historical assets	50.0% (56)	38.4% (43)	9.8% (11)	0.0% (0)	1.8% (2)	0.0% (0)	1.65	112
Our recreational opportunities	64.3% (72)	33.9% (38)	1.8% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.38	112
Our climate	24.1% (27)	57.1% (64)	15.2% (17)	0.0% (0)	1.8% (2)	1.8% (2)	1.96	112
Our "small town" atmosphere	64.3% (72)	27.7% (31)	5.4% (6)	0.9% (1)	0.9% (1)	0.9% (1)	1.45	112
Our proximity to larger cities, major highways and international airports	56.3% (63)	36.6% (41)	5.4% (6)	0.9% (1)	0.9% (1)	0.0% (0)	1.54	112
	answered question							112



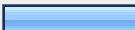
skipped question

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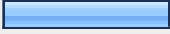
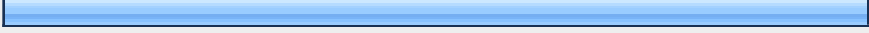
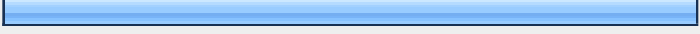
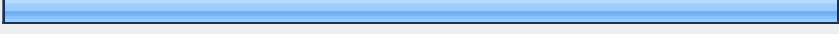
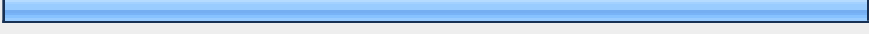
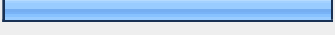
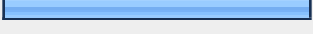
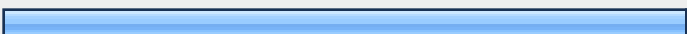

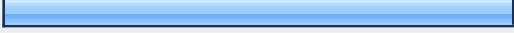
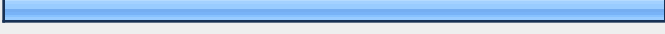


13. As a member of the community, would you value improvements in areas such as: (Please select all that apply)

		Response Percent	Response Count
Beautification through more landscaping in public areas?		82.1%	92
More pedestrian facilities in public and retail areas?		68.8%	77
More street lights in public and retail areas?		51.8%	58
Public bicycle trails in and around Tahlequah?		58.0%	65
Public skateparks for children?		34.8%	39
		answered question	112
		skipped question	0

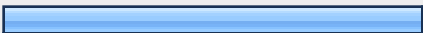
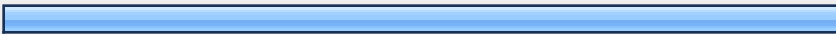

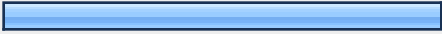
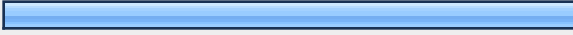



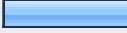
14. How important is tourism to this area?			Response Percent	Response Count
Very important			85.5%	94
Important			14.5%	16
Unimportant			0.0%	0
Not sure/No opinion			0.0%	0
			<i>answered question</i>	110
			<i>skipped question</i>	2

15. The annual Christmas parade has continued to grow and expand to the point safety of children is a growing concern. Should the Chamber work with the city to prohibit vehicles parked along the parade route to allow more space for viewing?			Response Percent	Response Count
Yes			72.1%	80
No			16.2%	18
Not sure/No opinion			11.7%	13
			<i>answered question</i>	111
			<i>skipped question</i>	1

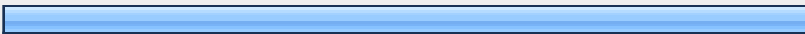
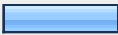

16. What local events do you feel significantly impact our local tourism industry? (Check all that apply)

		Response Percent	Response Count
Lake Tenkiller activities		69.4%	77
Lake Fort Gibson activities		14.4%	16
Illinois River activities		76.6%	85
Illinois River BalloonFest		61.3%	68
Red Fern Festival		73.9%	82
Cherokee National Holiday		76.6%	85
Keetoowah Celebration		28.8%	32
Cookson Jubilee		27.0%	30
Downtown River City Players & Downtown Country		60.4%	67
High school and university sporting events (i.e. Homecoming)		48.6%	54
Sequoyah Institute Programs (i.e. Galaxy of Stars series)		45.0%	50
Cherokee Nation Heritage Center & Museum		58.6%	65
All the Above		27.0%	30
Other (please specify)		9.0%	10
		answered question	111

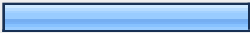



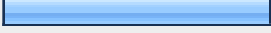
17. What services do you feel would make the tourist experience better in Tahlequah? (Check all that apply)

		Response Percent	Response Count
More lodging choices		36.9%	41
More food establishment choices		73.9%	82
Public restrooms		46.8%	52
Public transportation		38.7%	43
Public tourism information kiosks		50.5%	56
Better motor coach parking		24.3%	27
Hospitality & area information training for employees		45.0%	50
Better directional signage		64.0%	71
Other (please specify)		10.8%	12
		answered question	111
		skipped question	1

18. Would you support an expansion of the city hotel/motel tax to include the county? Currently a 4% tax is collected at lodging facilities within the city limits. Revenues now, and then, would be dedicated to promoting tourism in the area.

		Response Percent	Response Count
Yes		71.2%	79
No		9.9%	11
Not sure/No opinion		18.9%	21
		<i>answered question</i>	111
		<i>skipped question</i>	1

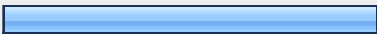


19. Currently, the Tahlequah Area Chamber of Commerce is the agent for monies collected by the hotel/motel tax. Those funds are used to promote tourism for the Tahlequah area. How effective are we at utilizing this revenue to promote Tahlequah?

		Response Percent	Response Count
Highly effective		21.6%	24
Effective		52.3%	58
Ineffective		1.8%	2
Highly ineffective		0.9%	1
Not sure/No opinion		23.4%	26
		<i>answered question</i>	111
		<i>skipped question</i>	1

20. The next few questions relate to the Chamber as an organization. Which chamber publications are most beneficial to the members? Rate each method.

	Very Valuable	Valuable	No Value	Rating Average	Response Count
"Chamber Voice" - Monthly Newsletter	65.0% (67)	32.0% (33)	2.9% (3)	1.38	103
"Chamber Happenings" - Weekly radio show	20.4% (21)	62.1% (64)	17.5% (18)	1.97	103
"Chamber Chat" - electronic mail announcements	76.7% (79)	21.4% (22)	1.9% (2)	1.25	103
www.tahlequahchamber.com - website	67.0% (69)	31.1% (32)	1.9% (2)	1.35	103
Weekly newspaper columns	25.2% (26)	59.2% (61)	15.5% (16)	1.90	103
Yearly community profile & membership directory	38.8% (40)	56.3% (58)	4.9% (5)	1.66	103
Yearly tourism guides & brochures	68.0% (70)	31.1% (32)	1.0% (1)	1.33	103
	<i>answered question</i>				103
	<i>skipped question</i>				9

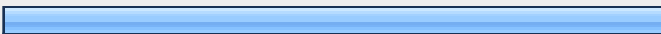
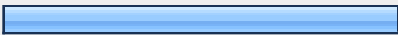


21. Do you agree or disagree the Chamber should support the creation of Tax Increment Financing (TIF) districts as an economic development tool to enhance and/or cleanup blighted or distresses areas in the community?

		Response Percent	Response Count
Yes		33.0%	34
No		5.8%	6
Need more information		61.2%	63
<i>answered question</i>			103
<i>skipped question</i>			9

22. Of the current Chamber activities, please indicate your level of support for each activity.

	Highly support	Support	Least Support	Not sure/No Opinion	N/A	Rating Average	Response Count
Economic Development	64.1% (66)	30.1% (31)	1.9% (2)	2.9% (3)	1.0% (1)	1.43	103
Workforce Development/Employer Educational Forums	40.8% (42)	46.6% (48)	4.9% (5)	5.8% (6)	1.9% (2)	1.75	103
Community Development	61.2% (63)	35.0% (36)	1.0% (1)	1.9% (2)	1.0% (1)	1.43	103
Tourism Development	63.1% (65)	32.0% (33)	1.0% (1)	1.9% (2)	1.9% (2)	1.41	103
Retail Development	58.3% (60)	33.0% (34)	3.9% (4)	2.9% (3)	1.9% (2)	1.50	103
<i>answered question</i>							103
<i>skipped question</i>							9

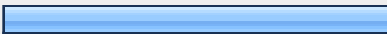


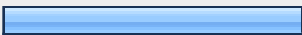
23. In the last year, the Chamber has taken a leadership role in the redevelopment of the downtown area. Do you agree/disagree this should continue to be a priority?

		Response Percent	Response Count
Strongly Agree		58.3%	60
Agree		35.0%	36
Disagree		4.9%	5
Strongly Disagree		0.0%	0
Not Sure/No Opinion		1.9%	2
		<i>answered question</i>	103
		<i>skipped question</i>	9

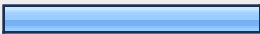
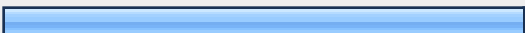
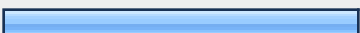
24. As a member of the Tahlequah Area Chamber of Commerce and a resident of Tahlequah, please indicate your level of support for the events and activities we undertake throughout the year.

	Strongly Support	Support	Do Not Support	Not Sure/No Opinion	Rating Average	Response Count
Annual Christmas Parade	67.0% (69)	25.2% (26)	1.9% (2)	5.8% (6)	1.47	103
Red Fern Festival	58.3% (60)	34.0% (35)	1.9% (2)	5.8% (6)	1.55	103
Junior Livestock Show	31.1% (32)	34.0% (35)	18.4% (19)	16.5% (17)	2.20	103
Leadership Tahlequah	48.5% (50)	34.0% (35)	7.8% (8)	9.7% (10)	1.79	103
Shop Tahlequah First!	47.6% (49)	45.6% (47)	2.9% (3)	3.9% (4)	1.63	103
Legislative Focus Series	47.6% (49)	34.0% (35)	8.7% (9)	9.7% (10)	1.81	103
Ribbon cutting events	33.0% (34)	51.5% (53)	8.7% (9)	6.8% (7)	1.89	103
New resident programs	36.9% (38)	49.5% (51)	2.9% (3)	10.7% (11)	1.87	103
Annual Chamber Banquet	35.9% (37)	44.7% (46)	8.7% (9)	10.7% (11)	1.94	103
Tourism activities	65.0% (67)	28.2% (29)	1.9% (2)	4.9% (5)	1.47	103
Member Benefits (i.e. Bulk Mailings, group health insurance, etc)	42.7% (44)	42.7% (44)	3.9% (4)	10.7% (11)	1.83	103
	<i>answered question</i>					103
	<i>skipped question</i>					9

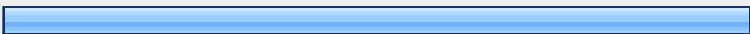



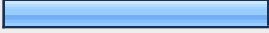
25. In 2008, the Chamber - along with community partners - initiated a community Job Fair. Do you agree or disagree with the following statement, "The job fair was an important service offered by the Chamber and it should continue on an annual basis."

		Response Percent	Response Count
Stongly Agree		34.0%	35
Agree		36.9%	38
Disagree		2.9%	3
Strongly Disagree		0.0%	0
Not Sure/No Opinion		26.2%	27
		<i>answered question</i>	103
		<i>skipped question</i>	9

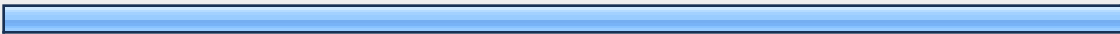

26. Since 2007, the Chamber has offered quarterly membership orientation sessions. Have you attended one of these sessions?


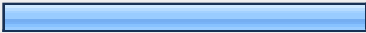

		Response Percent	Response Count
Yes		22.5%	23
No		46.1%	47
No, but I would like to		31.4%	32
		<i>answered question</i>	102
		<i>skipped question</i>	10

27. If you have contacted the Chamber in the last year with a specific request for information or assistance, please rate the chamber's response in terms of promptness and accuracy.

		Response Percent	Response Count
Excellent		66.0%	68
Good		7.8%	8
Fair		1.9%	2
Poor		1.0%	1
Have not contacted in the last year		23.3%	24
		<i>answered question</i>	103
		<i>skipped question</i>	9

28. Would you recommend Chamber membership to another business owner or another individual?

		Response Percent	Response Count
Yes		99.0%	101
No		1.0%	1
		<i>answered question</i>	102
		<i>skipped question</i>	10

29. Finally, as a Chamber member how satisfied are you with the current state and direction of the Tahlequah Area Chamber of Commerce?			
		Response Percent	Response Count
Very Satisfied		67.0%	69
Satisfied		32.0%	33
Unsatisfied		0.0%	0
Very Unsatisfied		0.0%	0
Not sure/No opinion		1.0%	1
		<i>answered question</i>	103
		<i>skipped question</i>	9

30. If you have a specific comment on how your Chamber can be of better service to you, the business community, or Tahlequah as a whole, please take a moment to fill in the section below.		
		Response Count
		17
		<i>answered question</i>
		17
		<i>skipped question</i>
		95