

GREYBULL AREA CHAMBER OF COMMERCE
SURVEY RESULTS
(41 Surveys - Winter 2013-2014)

How would you rank your business for this past summer?

Good: 12 Average: 20 Poor: 8

In the past year have you attended any chamber functions?

Y: 19 N:20

If yes, which ones? (Mark all that apply)

Business After Hours: 13

Member Luncheon: 13

Annual Membership Meeting: 2

Brainstorming for Betterment of the Community: 6

If you did not participate in Chamber functions, why?

Too busy: 11

Inconvenient time of day: 3

Other reasons: "didn't like the meetings, semi-retired, out of area, new to area"

Mark all the committees that interest you:

Membership 1

E-Committee 1

Marketing 2

Business Ambassador 1

Class Reunion 1

Beautification 1

Economic Development 4

Days of 49 0

Fourth of July 2

Holidazzle 1

"Too many committees!"

How many years (were you/have you been) a member?

Never:2

Less than a year: 0

1 year: 1

2 years: 1

3-5 years: 6

More than 5 years: 31

If not a member, are you currently considering joining?

No: 2

Yes: 3

"I may quit"

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How long have you been in business?

Less than a year: 0
1 year: 1
2 years: 1
3-5 years: 1
More than 5 years: 31

How many employees do you have?

Sole Prop: 12, 2-8: 12, 9-24: 5, 25-49: 2, 50-99: 2, 100-199: 1, 200-499: 3

What industry would you consider your business?

All the industries were about equally represented, with a few adding 'church' to the list.

How did you first learn about the chamber?

Word of mouth: 20
Chamber advertisements/publications: 7
Chamber Salesperson: 6
Don't remember: 1
Roger Streeter: 2

Please select the top three reasons you (joined/would join) the Chamber.

Membership Discounts: 0, Sponsorship Opportunities: 2, Marketing your business: 16,
Membership Directory Listing: 5, Networking: 16, Programs and Events: 6, Chamber
Affiliation: 16, Communications/Info: 5, Community Visibility/Name Recognition: 17
Economic Development Advocacy: 10, Public Policy/Legislative Advocacy: 2
Business Assistance: 2, Other: "Duty, Community Support, To help the Chamber
financially"

How well did the chamber meet your expectations with respect to the reason you joined?

Did not meet expectations: 3
Met some expectations: 11
Met Expectations: 19
Exceeded Expectations: 3

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If a current or past member, how well do you think the Chamber performed its major duties?

	Poor	Fair	Good	Excellent	Don't know
Visitor Information	1	7	5	19	4
Distribution of Relocation Info	2	3	6	13	13
Events/Event Support	3	6	11	13	3
Interacting with Members	5	6	8	13	4
Interacting with Local Govt	3	6	10	10	7
Interacting with State Govt	2	1	12	3	18
Business Recruitment	7	9	9	3	8
Business Retention and expansion	6	6	9	2	11
Networking Opportunities	0	6	8	10	10

How well informed (were/are) you of the Chamber's local and political activities.

Very well informed: 11 Somewhat informed: 21 Not Very: 7 I did not know about the Chamber: 2

While a member, roughly how many times were/are you in direct contact with other members? At least once a month: 19 At least once every 4 months: 3 At least every six months: 4 No contact other than joining/renewal: 9

While a member, often were you in contact with employees of the chamber? At least once a month: 18, At least once every 4 months: 6, At least once every six month: 10, No contact other than initial joining/renewal: 4

How responsive is the Chamber staff? Extremely responsive: 16, Very responsive: 12, Moderately responsively: 7, Slightly responsive: 2, Not at all responsive: 0

How influential do you feel the Chamber is in the community?

Extremely Influential: 1, Very influential: 9, Moderately influential: 17, Not influential enough: 13, Not at all influential: 1

How would you rate your involvement with the Chamber?

Very involved: 3, Involved: 5, Somewhat involved: 16, Not involved: 18

How convenient are the Chamber's hours?

Extremely: 4, Very: 13, Moderately: 19, Slightly 4, Not at all convenient: 0

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How did/do you get your information about the Chamber's activities?

I did/do not receive any information: 3
 Local Newspaper articles calendar: 9
 Word of Mouth: 11
 Chamber Publications: 8
 Chamber Newsletter: 7
 Chamber mailing (postcard/invitation): 5
 Chamber email/Weekly enews/Blast mail, Nibbles 'n Bytes: 28
 Chamber Social Media: 2
 Internet/Community Website: 14
 Other: 0
 Comments: Nibbles n Bytes is too long

The following programs and services are offered by the Chamber. Please indicate whether you used any of the services or participated in any program or event, were aware but did not participate, or didn't even know the service was available.

	Used or Participated	Aware, never participated	Was not aware it exists
Annual Business Meeting	7	28	3
Membership mail/email list	22	14	6
Membership directory listing	13	20	7
Sponsorship Opportunities	11	16	13
Advertising/ Promotional	13	16	10
Newsletter, Nibbles n Bytes	22	15	5
Website	26	15	1
Social Media	6	21	12
Business After Hours	11	14	13
Conference Room Rental	7	21	10
UPS	30	9	11
Monthly Luncheons	19	20	2
Business Welcome Baskets	0	12	25
Business Advocacy	5	12	21
Professional Development	5	15	21

Comments: Linked In is good, facebook not so good.

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What could the chamber do to attract you to more events?

Select topics that interest me: 12
 Provide more networking opportunities: 11
 Offer carpooling: 0
 Reduce price of attendance: 0
 Shorten duration of events: 2
 Lengthen duration of events: 0
 Schedule more events for morning: 2
 Schedule more events for afternoon: 2
 Schedule more events for evening: 9
 Other: No comments

What do you think the Chamber excels at:

Many comments, including: email, networking, friendly, doing a lot with a small amount of money, getting info out, good advertisements, website, visitor info, maintaining storefront, being positive for Greybull. Sue is a plus. Sue does a great job.

What do you think the Chamber should stop doing?

Shorten Nibbles n Bytes, lower membership fees, relying so much on paid employees, selling bricks, organizing local events.

What topics would you like to see covered at Chamber forums and seminars? Please check the box that best describes the likelihood you would attend.

c	would not attend	somewhat unlikely	somewhat likely	very likely
Green/Sustainable business	13	6	13	2
Customer Service	3	6	17	5
Certification Training	8	10	8	5
Prof. Dev. and Board Training	6	5	14	5
E-Commerce	5	8	12	6
Marketing small businesses	2	6	18	6
Local Regulations, permits	6	10	17	1
Employment/Work Safety	8	12	7	4
Business/Marketing plans	5	5	17	6
Internet/Web Design	7	6	11	9
Social Media	5	6	13	8
Tax Issues	8	8	13	3
Healthcare/Insurance Issues	13	6	11	2
Non-Partisan Political Issues	13	9	5	5
Economic Development	1	3	15	14
Recruiting New Businesses	3	7	13	10
Group Buying Discounts	9	12	11	0
Beautification/Quality of Life	5	3	20	5
Recreation/Quality of Life	3	5	20	7
Tourism	4	4	16	13
Highway Sign Coop Rental	6	11	12	4

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How much would you be willing to pay for a seminar that interests you or meets your needs?

\$10-25: 11
25-50: 6
50-75: 14
75+: 2

If you are no longer a member, why did you leave?

Was not getting value for my company's money: 1
Went out of business/couldn't afford to remain a chamber member: 2

If you are not or are no longer a chamber member, would you rejoin if the above issues were addressed?

Yes: 3 No: 1

What areas could the chamber improve upon?

Member outreach and inclusion: 11
Expanding its presence in the community: 22
Informing members/ community of Chamber activities and developments: 12
Minority Outreach: 2
Offering better/more diverse events: 14
Offering better membership incentives and discounts: 6
Other: 0

Overall, how is the Chamber meeting your expectations?

Consistently meeting expectations: 9
Occasionally meeting expectations: 3
Meeting expectations: 10
Meeting some expectations: 8
Not meeting expectations: 4

**Overall, do you feel that your Chamber membership is a good value to your business?
Please indicate your satisfaction with the Chamber as it has existed.**

No value: 0
Little value: 3
Some value: 7
Good value: 23
Exceptional value: 4

Please explain why or why not:

Should advocate for all businesses, not just stores.
Lacks community consensus.

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In an effort to ensure low costs of membership while ensuring continued operations of the Chamber, do you think the Chamber should offer merchandise for sale:

Yes: 27

No: 4

Please explain:

Tourists love novelties

Thing that promote Greybull

Local Crafts

Especially Greybull and Big Horn Mountain Gift Items

(No: vote explanation: merchandise should be directly related to mission, but tends to be a very low revenue stream)

(No: \$ spent on souvenirs at Chamber isn't spent at a local business)

In an effort to ensure low costs of membership while ensuring continued operations of the Chamber (which presently needs a new roof), do you have any ideas in regard to fundraisers that the Chamber could pursue?

-Sykes Grant

- raffles work well

- thinking about that, maybe "A Taste of Greybull"

- a concert?

- light gambling (if legal)

- grant for roof; events and seminars

-bake sales

-chili and hot soup and salad dinners

-raffles (and not a gun!)

-grant writing

-get bands to come to Greybull - have tourist involved summer events

- "Raise the roof" fundraiser - Potluck/silent auction

-Maybe find a state or regional workshop and get ideas.

-make it fun and attractive to draw from wider area

-theater, music, sponsored annual 'signature' event

-chili cookoff

-I think the community gets hit with too many fundraisers. Maybe local businesses would trade materials for chamber services?

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Is there anything specific that you would like to see the Chamber do in the future?

- Open airport to public
- Repair the roof and pay off the building
- Get the flight museum working
- Brochures for guests at motels
- be proactive and optimistic rather than reactive and negative, thus changing the local perception to a positive one for all.
- have a cowboy or related summer tourists function
- get businesses more involved
- increased emphasis on membership drives
- Attend meetings of each group (like schoolboard) in turn to give materials as well as a community peptalk -not just about membership, but why we are all better together. Maybe a short powerpoint to this end. Connect more with runners, bicyclists passing through. Taking initiative when info comes in to contact them and see how businesses could connect.
- Work on routing traffic down 14 instead of 14a
- I would like to see Crazy Days Resurrected.
- Maybe a new director with a fresh perspective would benefit the chamber

Do you have any questions about the chamber?

- Why did you make this survey so long?

Can you think of anything we can do to better provide service to your business and to the economic growth of Big Horn County?

- promotion of the entire area relating to tourism
- improve working relationships with other chambers, towns and government agencies
- revamp local marketing presence (i.e. more professional web site)
- interact with all members (one-on-one and go to them)
- participate with economic development
- be proactive in all aspects
- work more with existing groups - starting to happen
- push for more participation by local business owners/management in chamber activities and management
- push for new business to fill empty stores or at least push for storefronts to have Greybull/Big Horn Buffalo painted designs like murals to deemphasize closed stores.
- Internet promotions are the best way to reach tourism prospects. When a person enters 'Greybull' into a search engine, the chamber should be the first link listed.

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What types of businesses would you like to see operating in Greybull (i.e. plumber, swimming pool, bowling alley, theater, etc.)?

- electrician 2
- swimming pool 4
- assisted living apartments 2
- donut shop
- bowling alley
- all listed 2
- firearms manufacturer like Remington
- pool, bowling alley (smoke-free) and theater would give the youngsters something to do
- yes to everyone but the swimming pool
- i like the idea of a splash pool, but think an indoor pool is out of reach
- any of the above except maybe the pool (cost factor).
- any private entrepreneurial effort should be highly encouraged
- Hate to be the downer, but these ideas are cost prohibitive (well maybe not the plumber) If we could get them, too much A&M
- dinner theater possibly with music or dinner entertainment - cultural center
- movie theater, outdoor shell for presentations and plays - I like Susan Sales' place, but it needs better heat than kerosene. Sponsor Shakespear in the park w concessions
- All of the above, plus more retail. Downtown used to be full - now it's sad
- Bowling Alley
- Outlet store that Cody doesn't have to bring other communities here.

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What types of events/activities would you like to see in Greybull - either former (i.e. 4th of July celebration/fireworks, Pioneer Days, Mountain Man Rendezvous, etc) or entirely new events (Scarecrow Festival, Greybull's Got Talent free stage on Friday nights, gun shows, welding rodeo, bike/motorcycle rodeo, road trip bingo, poker runs, winter snowmobile competitions, classic car show, fishing derby, hunting contests, etc.)?

- classic car show 3
- bike rally
- 4th of July fireworks 7
- Greybull's got talent 5
- gunshows 3
- various cultural events
- new events
- swap meets
- hunting contests
- all great ideas
- the chair decorating fundraiser was awesome except for the middleman - do it again!
- what great ideas!
- traction could be gained by a fishing derby and classic car show. Honestly, all the above should be tried during the summer months.
- all of the above sound great
- welding rodeo sounds like fun
- cultural center sorely needed
- juried art show or a quick draw competition
- hispanic event music food in park
- do more things where chamber director and board get their pictures taken
- one night a week concert in park or Mylo's Gazebo
- all the above
- outdoor concerts during the warm months. fishing, trap shoot, archery tournaments
- community competitions (ie best yard, lights, remodel, etc)

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1) What are the major problems and challenges in your community?

- We need a swimming pool, but not a multi-million dollar one
 - Need for new business
 - Jobs for our young people
 - recruiting new residents
 - Apathy to change
 - No concept of economic development conceptual ideas!
 - Not enough restaurants
 - Not enough quality motel rooms
 - Need a job clearing center - could be the chamber
 - Business community is suffering and the chamber needs their assistance
 - Job opportunities
 - Few events cross ages-cultures so the interaction is limited
 - Going backward - loss of bowling alley and pool (I'm not personally excited about a 'splash pool' but maybe if it has a 'river' - but it will be good for kids.
 - City government stuck on infighting
 - Too easy to shop outside of Greybull with diminished opportunities here
 - Transportation to doctor appts in Worland, Cody, Billings
 - Lack of a pool
 - Affordable Housing
 - No tax base, too much federal lands (a double-edged sword)
 - Apathy
 - Lack of businesses
 - Businesses not staying open for customers
 - Businesses don't always work together
 - senior housing
 - apartment and single family house rentals
 - engagement of the people in community pride and ownership
 - economic challenges caused by restrictions to access on public lands
 - town council needs to get along with each other.
- Downtown businesses are closing as our merchants age or become discouraged. Lack of jobs that will attract our youth to either stay or return after college or trade school. Lack of enough affordable senior housing and no independent living complex. Lack of "Things to do/events" for locals and for visitors/tourists. Need something to keep them here.
- Loss of our swimming pool, which was used not only by schools and youth, but by adults. Feeling of apathy in a large number of the community regarding the future. We are getting a reputation as a speed trap and overly aggressive police which has spread across social media, unfortunately causing travelers to recommend other routes to fellow travellers.
- #s of people and industry to bring people into the community

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2) What are the major strengths and assets in your community?

- We are a very friendly and helpful community to those who live here and those travelling through.
- People, School, Chamber
- Outstanding natural resources
- The Big Horn Basin is more than cowboys and rodeos.
- Airport Situation - Long Runway
- Country Living
- Dino Digs in the backyard
- Water is clean pure and ??
- Generally friendly small time atmosphere where residents will pull together for good
- Many strong talented people who care.
- School District, Fire Dept, Ron Fiene - Myles Foley type folks who work and don't just talk about doing things.
- Abundant federal land for recreation
- Most businesses have the 'want' to please customers but dont always know how to do it.
- Better climate than a lot of Wyoming
- Proximity to Yellowstone
- Friendly attitude of people
- People help each other
- The beauty of the area
- We live in a beautiful area that offers many opportunities for those who enjoy outdoor sports and activities. The environment is relatively clean and it has a good all-round climate, compared to other areas in the state and country. The schools are good and the community takes pride in education and in keeping properties up to date. We have a good Recreation department which offers a variety of programs for all ages.
- A great chamber of commerce employee that does not want to just get by.

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3) What projects would you like to see accomplished in your community in the next 2, 5, 10 and 20 years?

New Legion Hall

New Middle School

Better Ball Fields

Updated Rec Center

Pool we can afford

Natural Earth Science Museum

Aerial flight Museum of which Aerial firefighting would play a part

Static displays of aircraft accessible to the public

Movie Theater 2 yrs

Bowling Alley 2 yrs

More businesses

River direction and improved recreation opportunities

Economic Development meet with chamber

-A sheltered workshop or whatever the politically correct term is

-a major industry with good wages for at least 20 employees

-lose no more businesses and fill at least 75% of empty stores

-Assisted Living unit for seniors

-Small town theater group regularly putting on plays and music during summer

-trails for running and biking

-more fun events for guests (fun things)

-remove unserviceable buildings

-build senior and assisted-living facility

We need a swimming pool

Near-Term:

Revitalize downtown area. Bring in and support new businesses. Work to develop/revamp the Museum of Aerial Firefighting west of town. Continue to work towards building the Dinosaur Museum south of town. Enlarge and revamp the Existing Greybull Museum to attract more visitors. Create more events in the town/area that will bring people to town and keep travelers here overnight.

Mid Term:

Encourage development of some sort of trade schools that will keep youth in the area and make them employable. Bring more companies to the area, thus creating jobs. Work to bring an assisted living complex to town. Furnish training for those in the service industries, teaching them to be ambassadors for the town and area.

Long Term:

Create affordable housing and rentals for those looking to relocate to the Greybull area (this includes desirable senior housing as well) Continue to resolve water issues that have been a concern for years. Build a sense of community pride.

Rail passenger depot, central rubbish depositing, spent nuclear waste depository