



Organization Evaluation Survey

HOW ARE WE DOING?

In an attempt to better serve its member businesses and the town of Colchester, the CBA has drafted an organization evaluation survey. The input gathered from member & non-member businesses will help grow and shape the future of the CBA.

Please take a few moments to complete and return this survey to our **office address** listed above or by e-mail to **info@cba.bz**.

Your Business

Your Name

CBA Member Yes ____
 No ____ (please go to #4)

1. How long have you been a member? ____

2. How often do you attend meetings?
 ____ Regularly
 ____ Whenever Possible
 ____ Rarely Why? Time ____ Location ____

3. How satisfied are you with the level of marketing exposure gained through the CBA?
 ____ Very
 ____ Content
 ____ Would like More

4. What methods of advertising do you feel have the greatest impact on your business?
 ____ Print Ads ____ Expo/Exhibits
 ____ Sponsorships ____ Networking
 ____ Other _____

5. What CBA activities do you feel have the greatest impact on your business?
 ____ Business Showcase ____ Tag Sale
 ____ Dinner Meetings ____ Newsletter Ads
 ____ Newsletter Inserts ____ Town Guide
 ____ Member Spotlight ____ Website Listing
 ____ Other _____

6. How could the CBA make itself more attractive to existing & new members?

7. What additional services would you like the CBA to offer?

8. How could the CBA leverage its brand to better serve Colchester and its businesses?

9. Name one thing about the CBA that you would like to see changed.

10. Name one thing about the CBA that you would **not** change.

10. Please forward any additional comments that you feel would help grow and strengthen the CBA to our **office address** listed above or by e-mail to **info@cba.bz**.

Thank you for your feedback.