



alamance  
chamber  
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Investor Satisfaction Survey Prepared for  
**Alamance Chamber of Commerce**  
February 2021

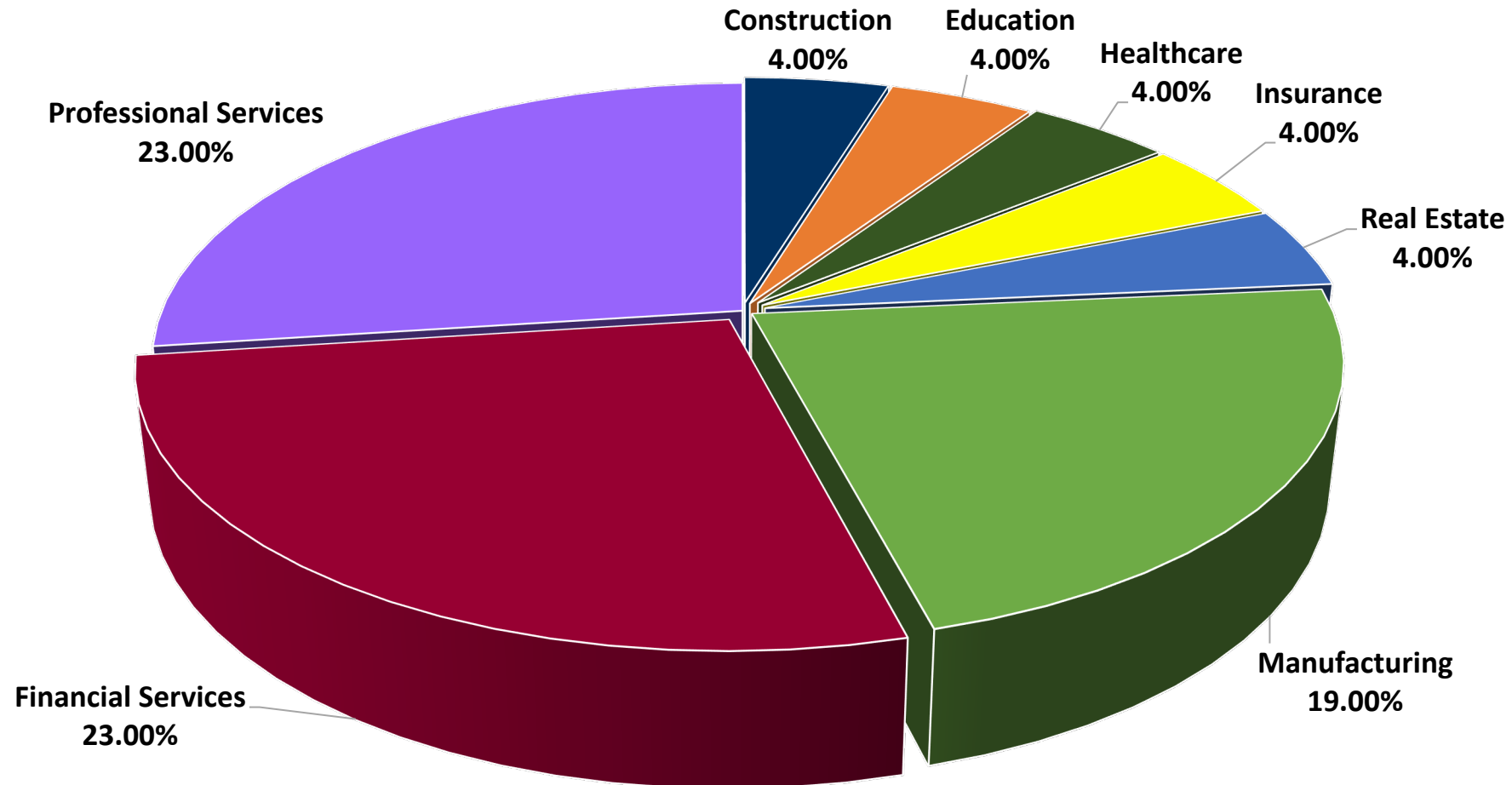
# | Methodology |

- ✦ Respondents are current *Invest in Alamance* investors
- ✦ After an introduction to the campaign's strategic initiatives, respondents could read a list of the program's results to date.
- ✦ Survey breakdown:
  - 64 survey invitations sent
  - 26 answered the survey (43.3% response rate)



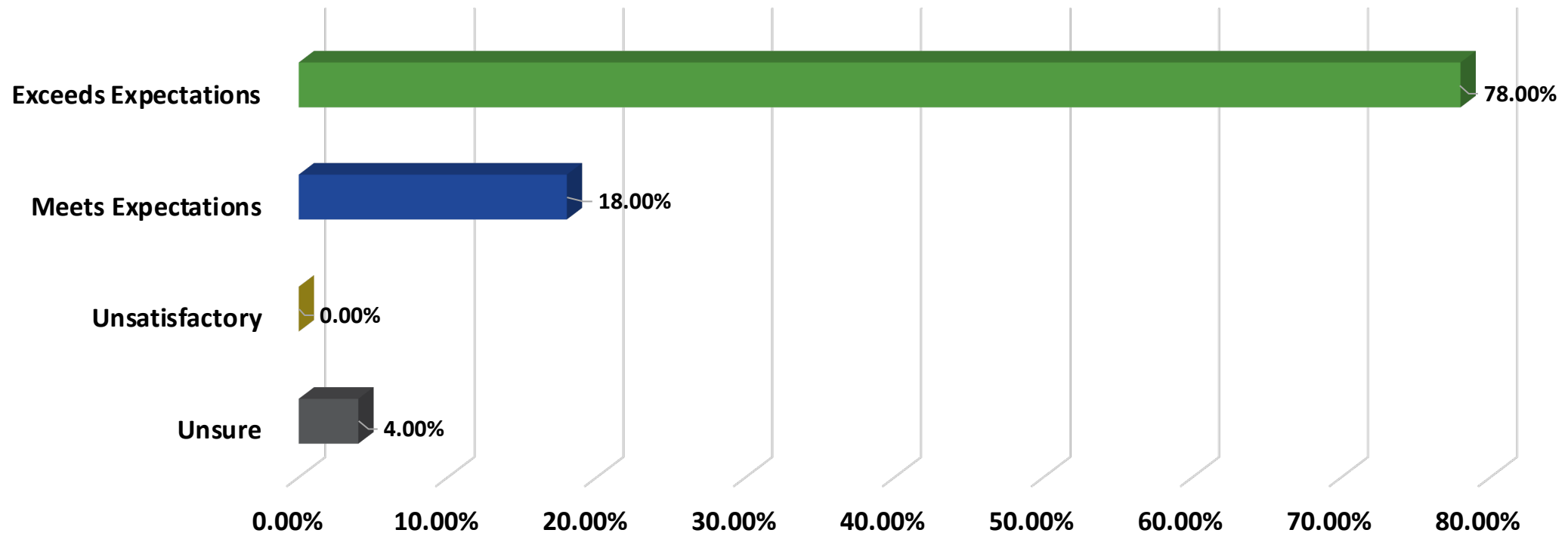
# Respondent Industry Categories

Indicate your broad industry category.



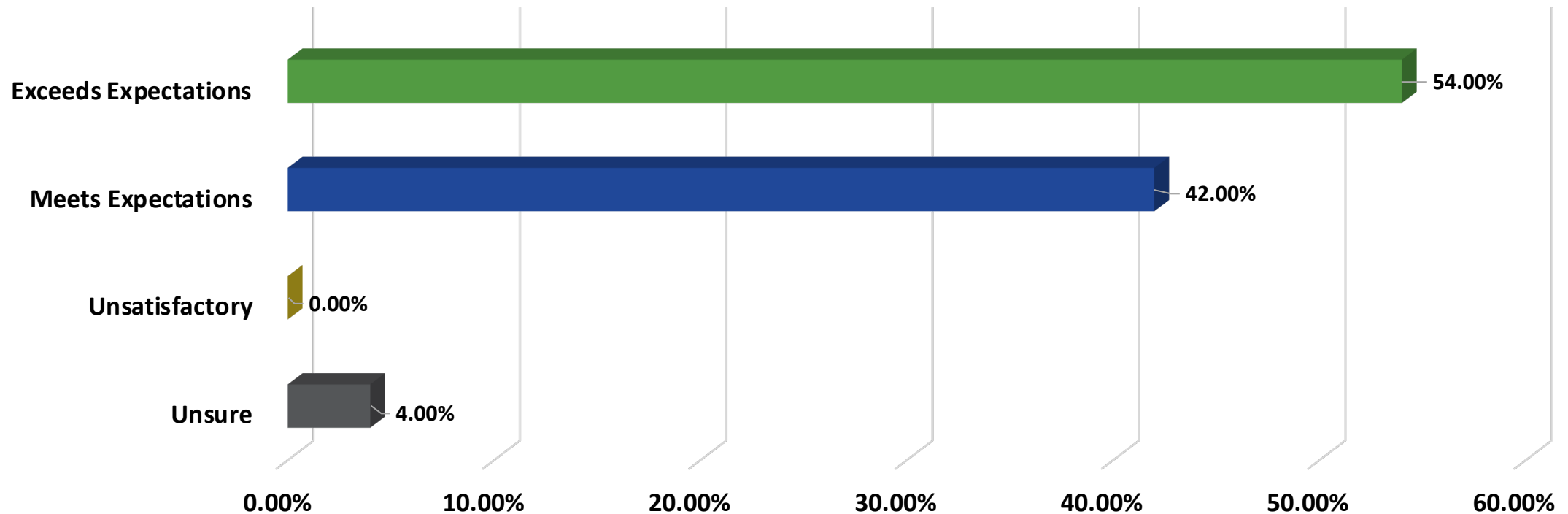
# | Initiative 1 – Recruit Business & Marketing |

The new Business Recruitment & Marketing Initiative shows goals of \$425M in capital investment and 1,265 jobs to date.



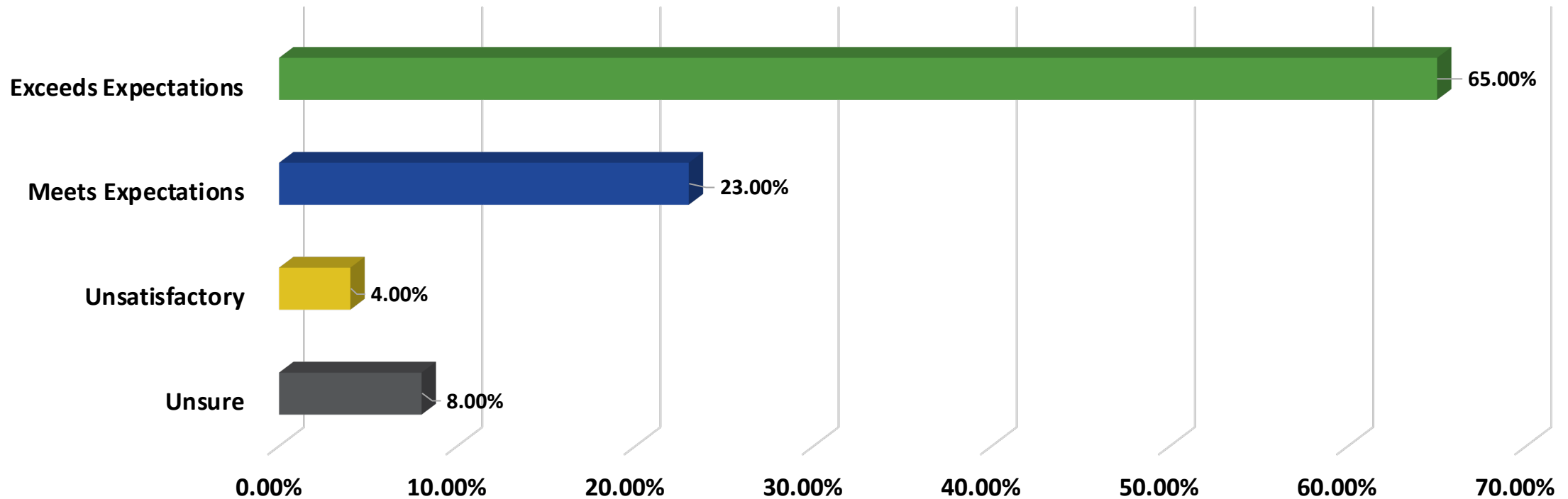
# | Initiative 2 – Existing Industry |

Existing industry initiatives include individual company outreach, workforce council, business development sessions, and COVID support.



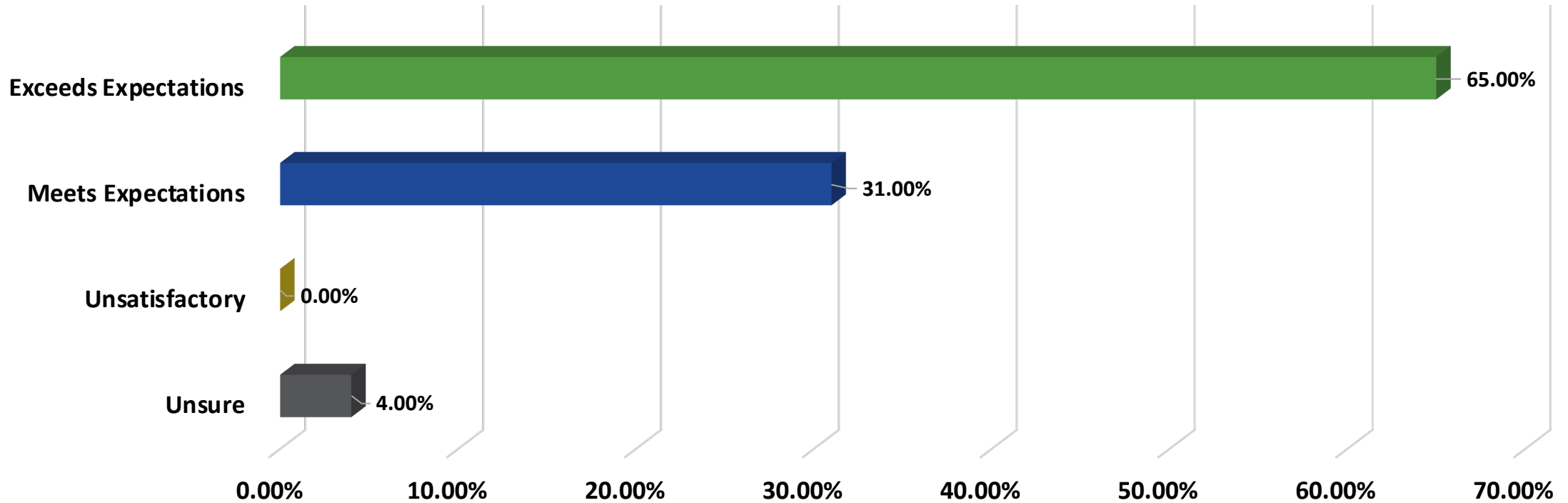
# | Initiative 3 – Workforce Development |

**Workforce development includes various programs for careers, work-based learning, and apprenticeship. It also facilitates collaboration among partners in education and workforce development.**



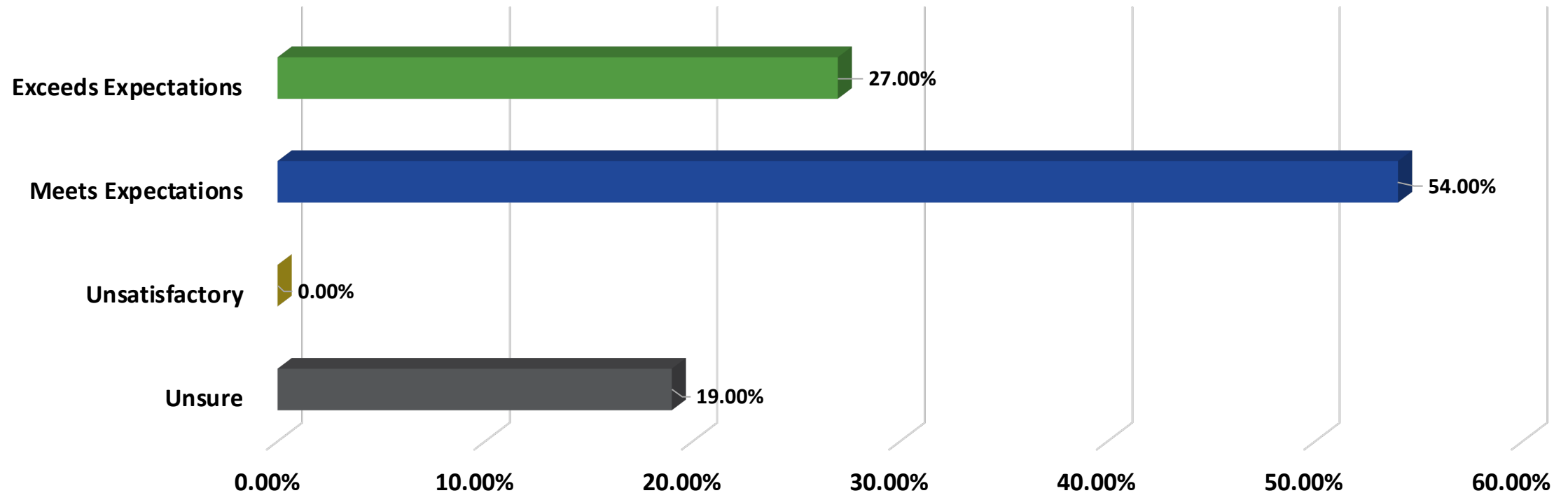
# | Initiative 4 – Product Development |

The Product Development Initiative includes a site readiness program, continued assistance to develop the North Carolina Commerce Park, and analyzing other opportunities.



# | Initiative 5 – Entrepreneurship |

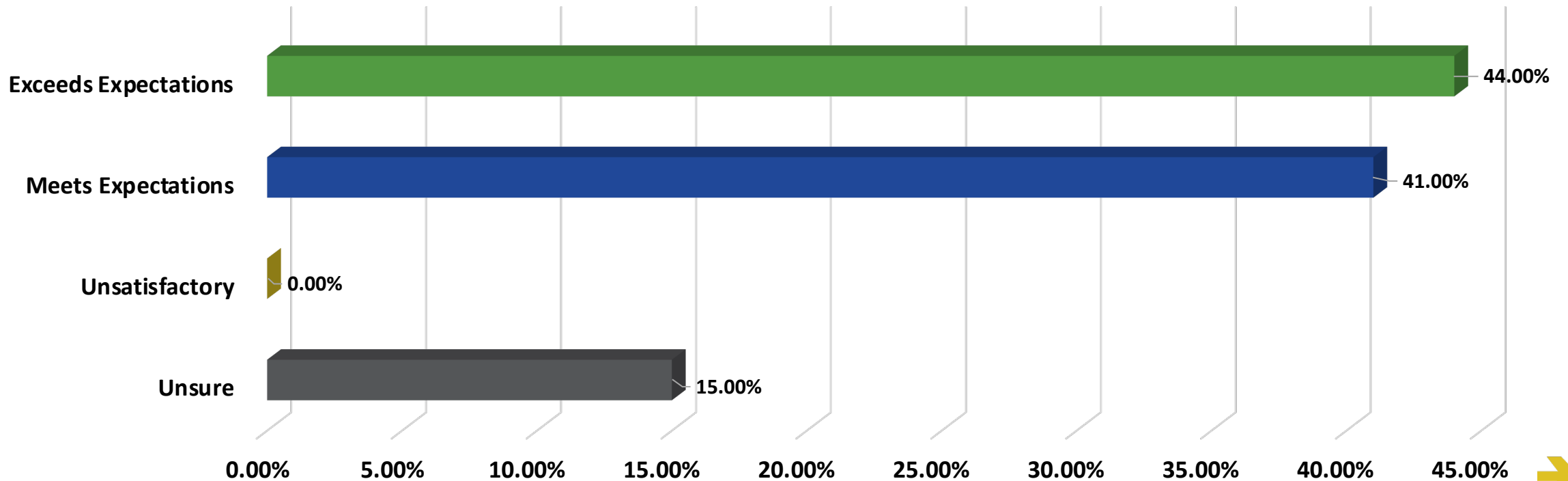
The Entrepreneurship Initiative includes the Community Recovery Loan Program and establishing a small business and entrepreneurial task force.





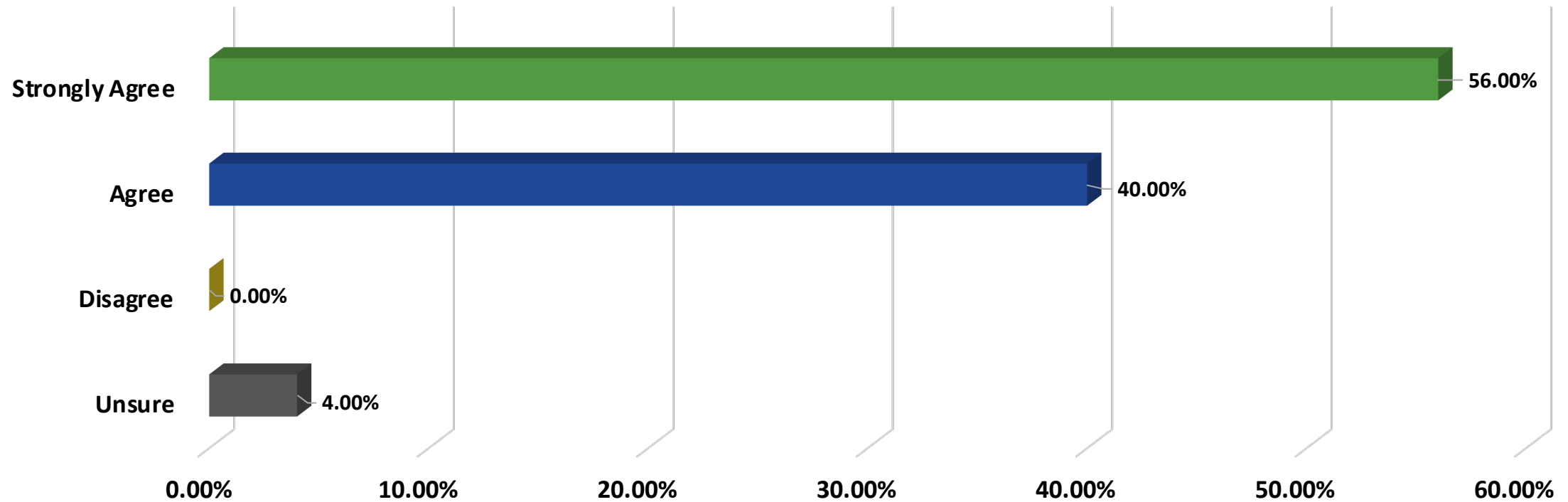
# | Initiative 6 – Community Development |

The Community Development Initiative also encompasses the Community Recovery Loan Program for small business sustainability, supports the Arboretum at Willowbrook Park, and Alamance Community College's Biotechnology Center of Excellence.



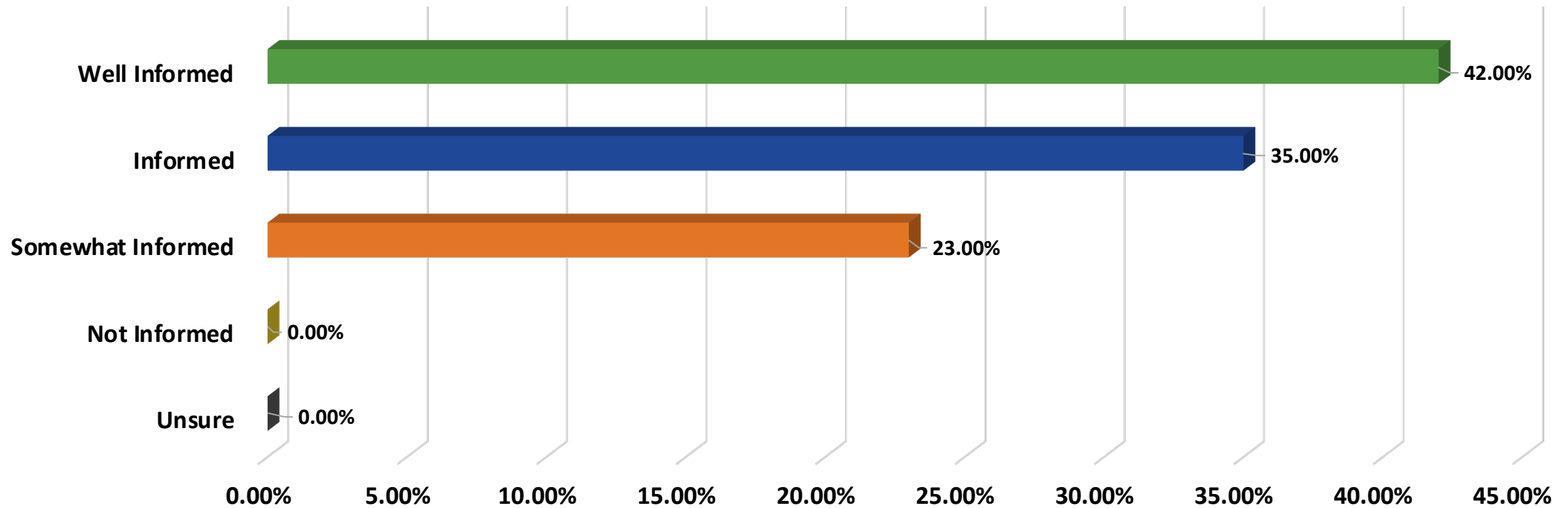
# | Investment Value |

**My financial commitment to Alamance Chamber's *Invest in Alamance* is a worthwhile investment.**



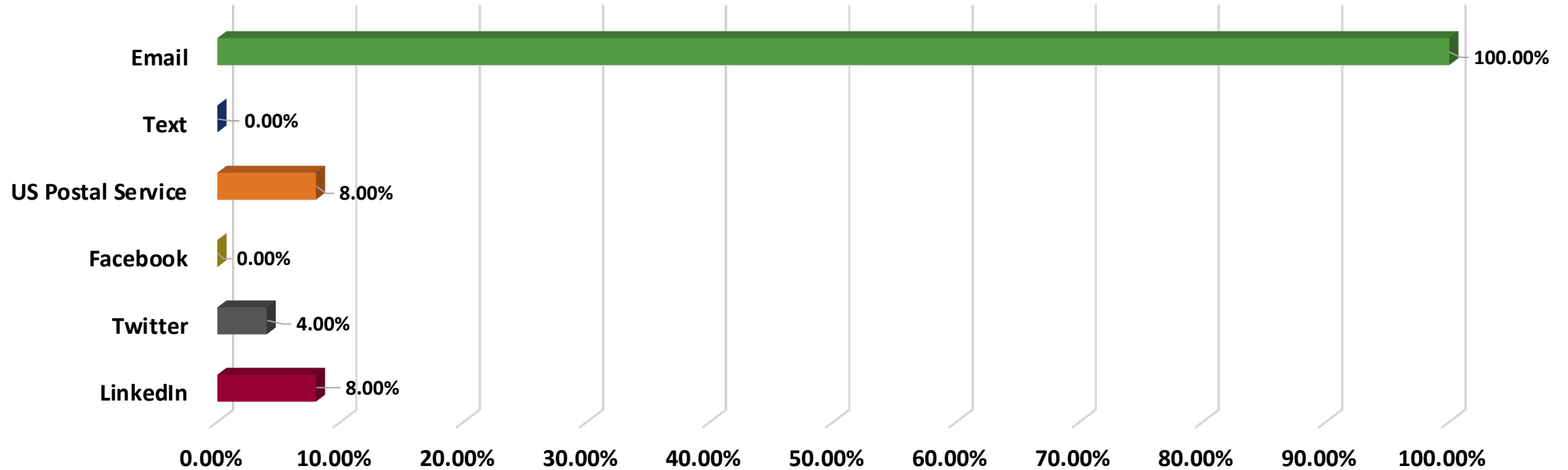
# | Awareness |

How informed are you about the Alamance Chamber's accomplishments?



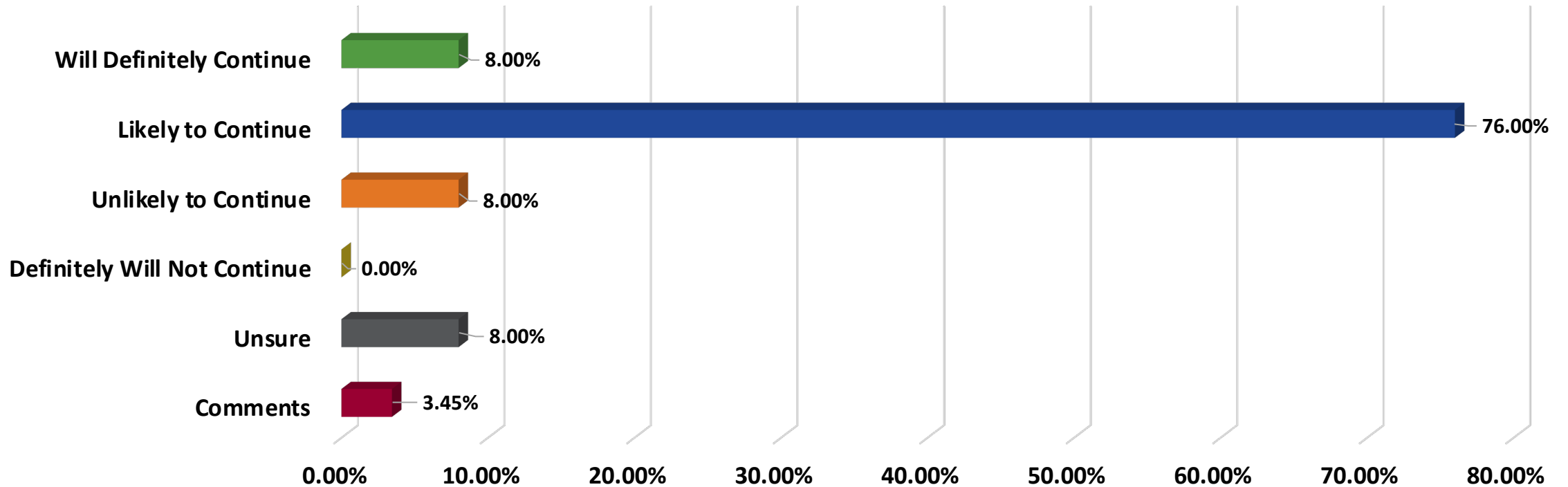
# | Communication Preferences |

How do you prefer to receive Alamance Chamber updates and communications?



# Future Investment

How likely are you to continue your financial investment in the next five-year initiative the Alamance Chamber plans to undertake for 2022-2026?





**thank you**  
questions and answers

