



NORTH VANCOUVER
CHAMBER

2025 North Vancouver Chamber

Annual Member Survey

Summary Results - October 2025



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Overview & Methodology: NVC Member Survey 2025

- Platform: SurveyMonkey, anonymous.
- Survey Timeline: September 30th - October 10th, 2025
- Methodology: Sent to NVC Members only. List orders were randomized. Non-Scientific
- Responses: 87
- We are pleased that the survey respondents were a broad and fair representation of our membership and more generally North Van business leaders and owners by:
 - Business size
 - Business sector
 - Geographic location
 - Length of NV Chamber membership

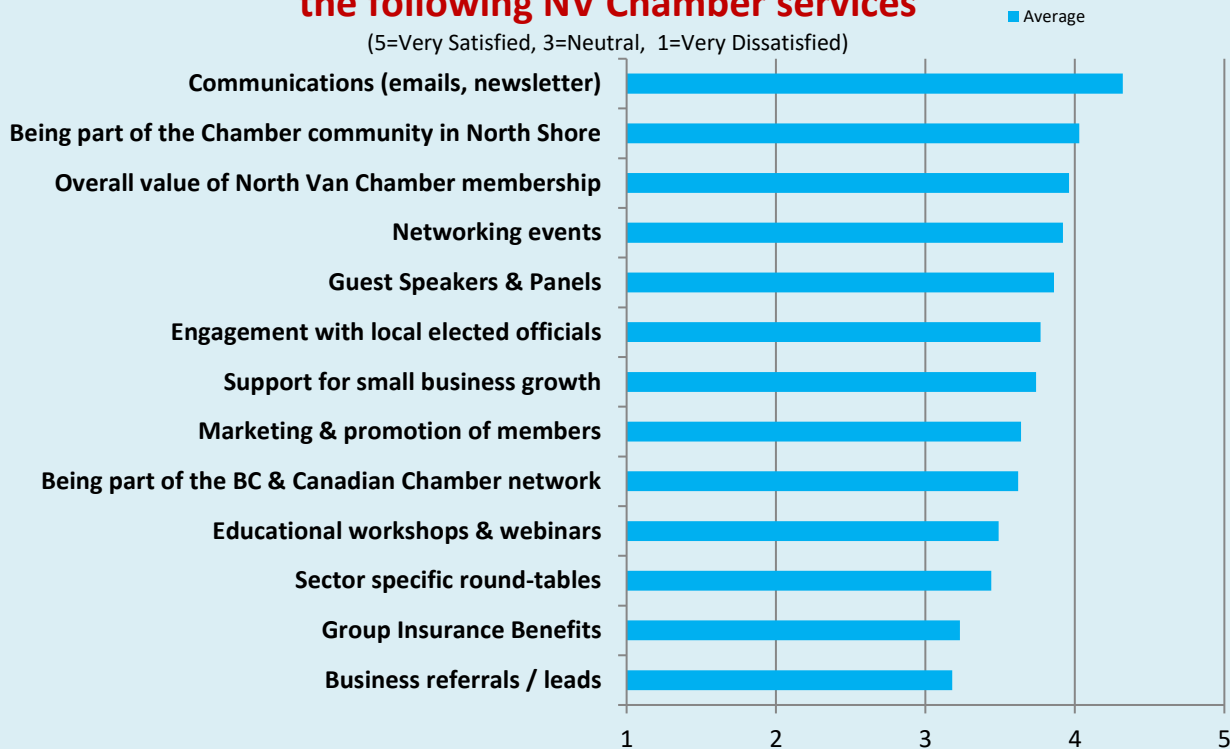


Notes re satisfaction:

- Very consistent results across business size
- Networking events is #2 for those who attend events more frequently

Question: Please rate your satisfaction with the following NV Chamber services

(5=Very Satisfied, 3=Neutral, 1=Very Dissatisfied)



Question: What do you value most about your NV Chamber membership?

Representative Comments from Members:

- "What I value most about my NV Chamber membership is the sense of community and connection it creates. Running a small business can sometimes feel isolating, but being part of the Chamber keeps me connected to other local entrepreneurs and organizations who genuinely care about supporting one another. I've met so many people through Chamber events and collaborations that have helped my business grow and strengthened my ties to the North Vancouver community. It's also great to know the Chamber is always advocating for local businesses behind the scenes, which gives me confidence that our collective voice is being heard."
- "Support of our business and tourists who visit the North Shore. Engagement with local business community. Newsletters with so much helpful information. "
- "Sense of community and support. Approachable, thoughtful and responsive management/leadership."
- "The NV Chamber creates valuable connections that unlock new opportunities for engagement and growth"
- "The challenge in being a chamber member and an e-commerce business is that I don't fit into the campaign of shop local and location hosting. However, not detrimental to my success it does create a challenge that I will be focusing on solving. The next year of my membership. Thinking cap on!"
- "Networking opportunities and support of North Vancouver Chamber staff "
- "Being part of the business community and helping to support NV Chamber."
- "Getting to know like-minded business owners and expanding my network"
- "Being a part of the North Van Chamber community and staying informed about local issues with the civic governments."
- "Being able to pick up my phone to get answers and support. Thank you to all the staff!!!"
- "Our connection with other non-profit organization."
- "Connections with the North Shore business community."
- "Active organization, feel alive working and living in NV"
- "Advocacy for housing and transportation initiatives that help all employers with their labour needs"
- "It is nice to know that in a small way my membership supports new businesses in the community that need a boost to become successful."
- The NV Chamber events are excellent. Great opportunities to network, and the production/venues are always great. The chamber staff and director really "walk the talk" in their effort to promote businesses and that brings a lot of value."
- "I value the Chamber's insight on issues within our community. I also like that the chamber is a big advocate for businesses, and they work hard to ensure elected officials recognize the value of business in this community."

We had so many comments in Question 6, we decided to ask AI how your input could be summarized.

AI Summary of ALL Comments:

Community and connections

- Strong sense of community and local connections helpful for small business isolation
- Valuable networking opportunities with local business owners, organizations, and staff.
- Feeling of belonging to a broader North Vancouver business community.

Advocacy and impact

- Active advocacy for local businesses with officials behind the scenes.
- Influence on local issues such as transit, housing, and transportation that affect operations.
- NV Chamber leadership seen as approachable, thoughtful, and responsive.

Information and resources

- Useful newsletters and information
- Access to contact with local officials and forums.
- Access to one-on-one relationship and support from NV Chamber staff.

Professional development and opportunities

- Networking events, exhibitions, and awards that recognize and connect businesses.
- Opportunities for engagement, growth, and collaboration; international and sector-specific networking noted by some.
- Some members request more promotion of members and organized networking.

Mixed value and suggestions

- Some members renew mainly to stay part of the community, though they feel they underutilize benefits.
- A few express challenges (e-commerce fit, event organization, and childcare-focused engagement) and request improvements.
- Several attendees praise event quality, venues, and leadership walking the talk.

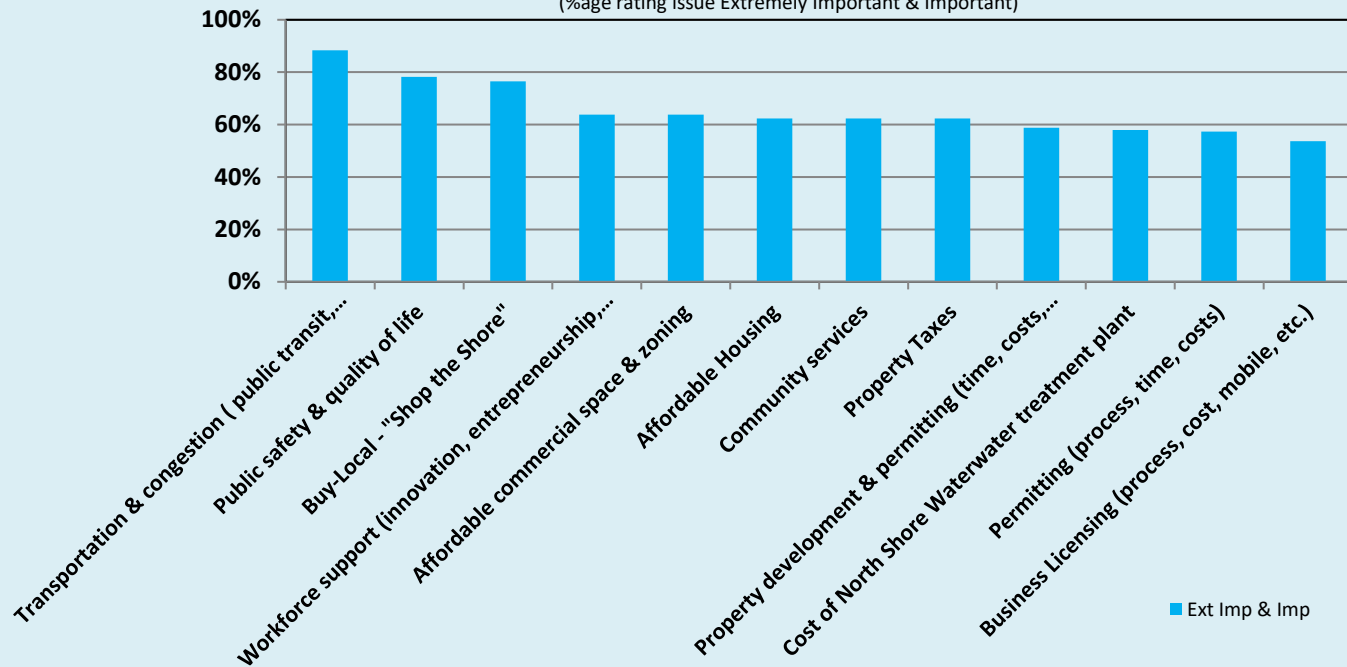
Specific stakeholder highlights

- Positive notes on collaboration with local MPs/MLAs and civic government awareness.
- Appreciation for support of non-profits and tourism
- Recognition of sector-specific advocacy



Question: The NV Chamber advocates on behalf of you, our business community. Please rate the importance of the following issues to your business

(%age rating issue Extremely Important & Important)

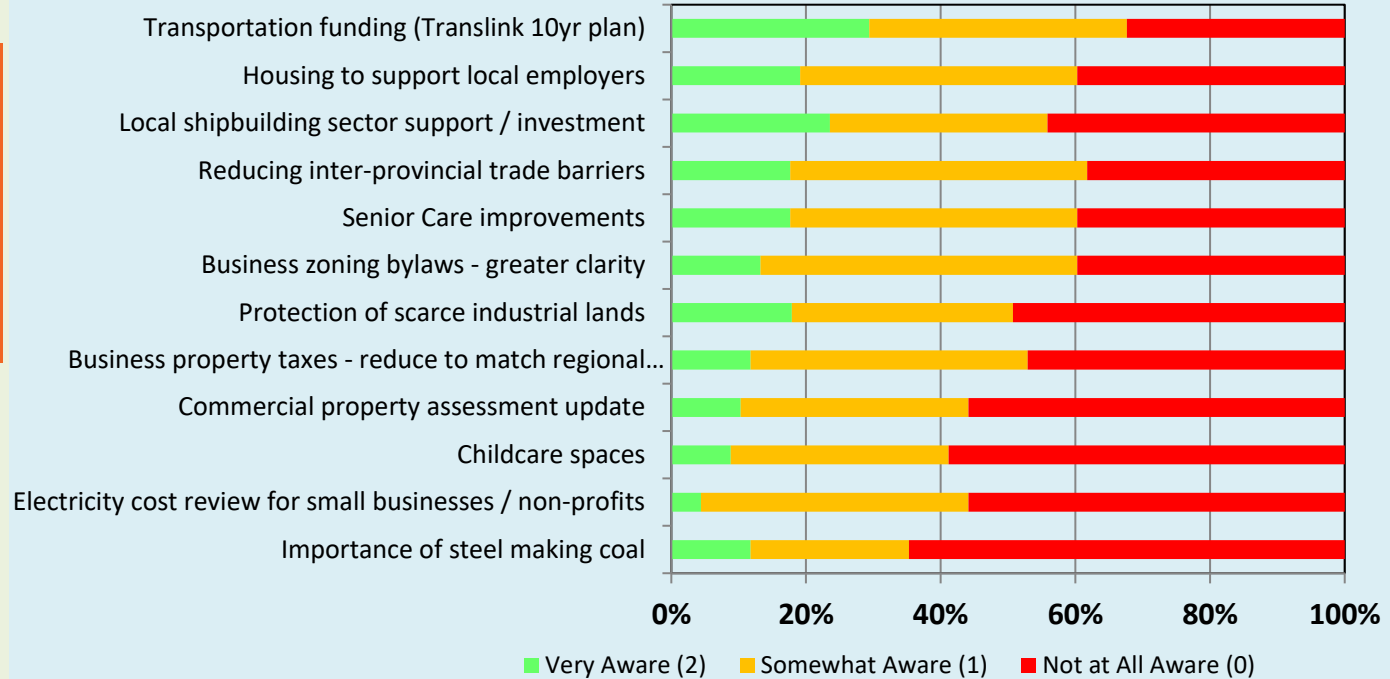




What we learned about our Advocacy:

We learned that we need to improve our membership awareness of the advocacy work the NV Chamber does on behalf of the local business community.

Question: How aware are you of the NV Chamber's advocacy on the following issues?



NEWS & UPDATES

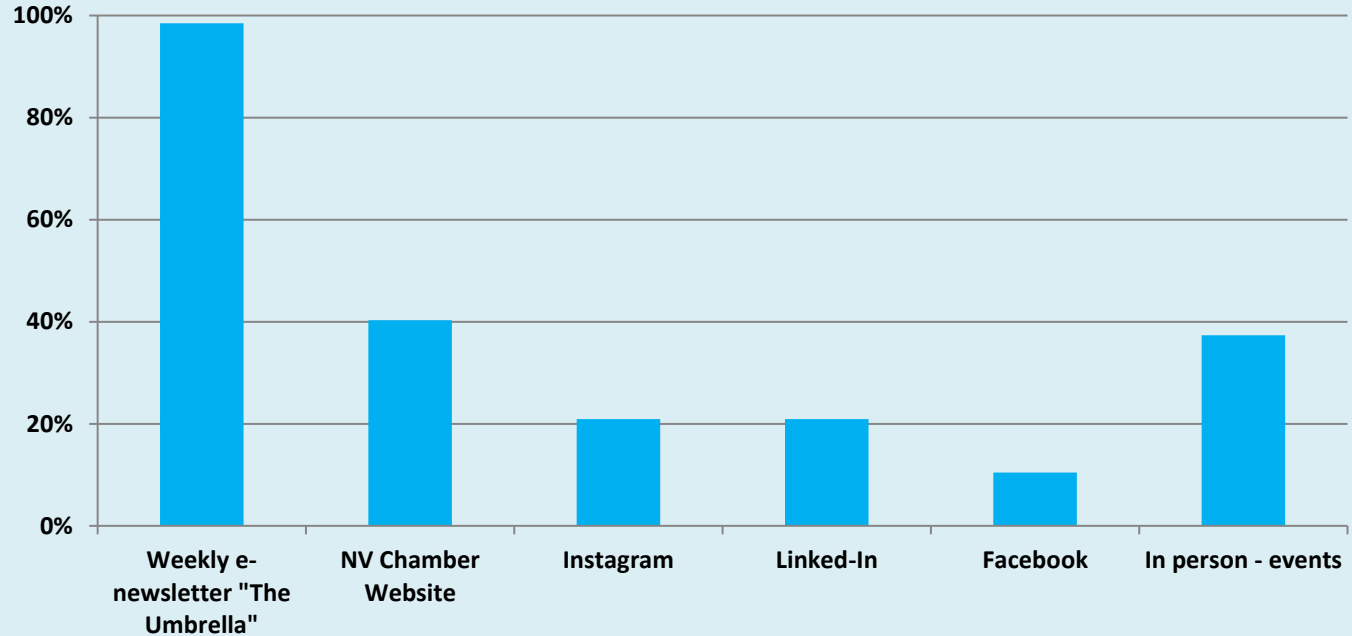
News & Updates:

Most valued forms of communication with NV Chamber members:

- The Umbrella Newsletter
- NVC website
- In-person at events

Question: How do you prefer to receive news and updates from the NV Chamber?

(check all that apply)



EVENT



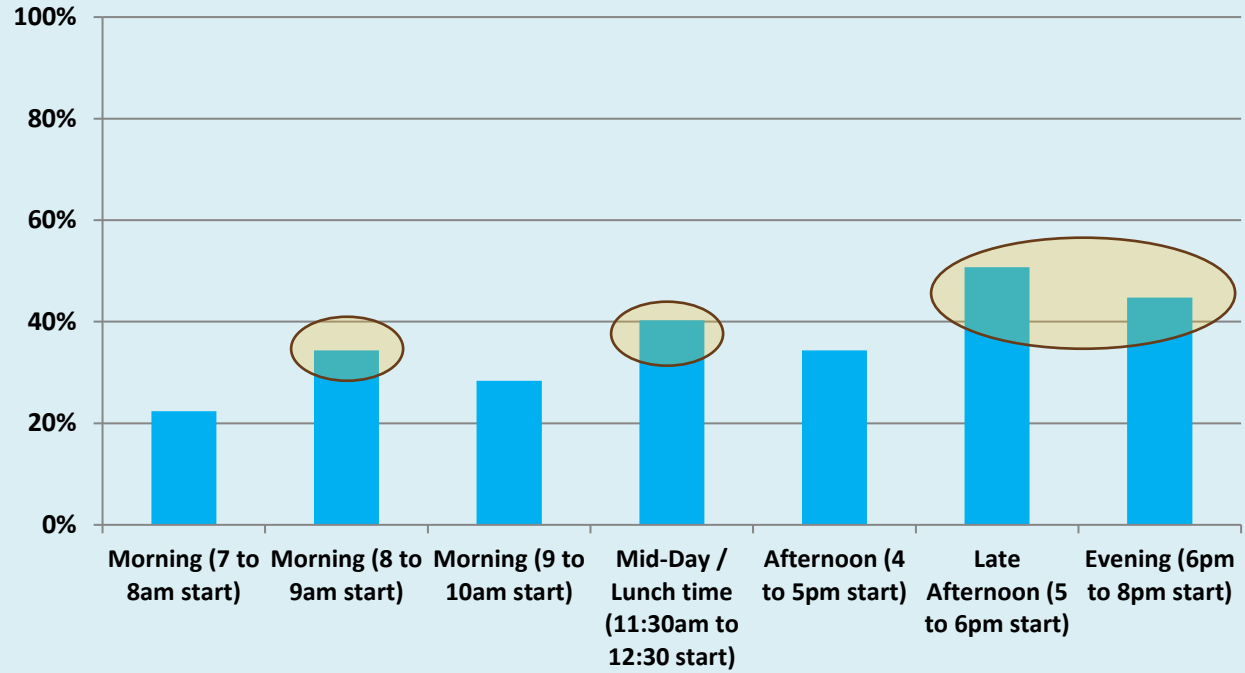
What we learned about event timing:

Start times preferred:

- Morning: 8am, then 9am
- Mid-day
- Afternoon: 5pm, then 6pm

Question: Event timing - What time of day would you most likely attend events?

(Check all that apply)



EVENT



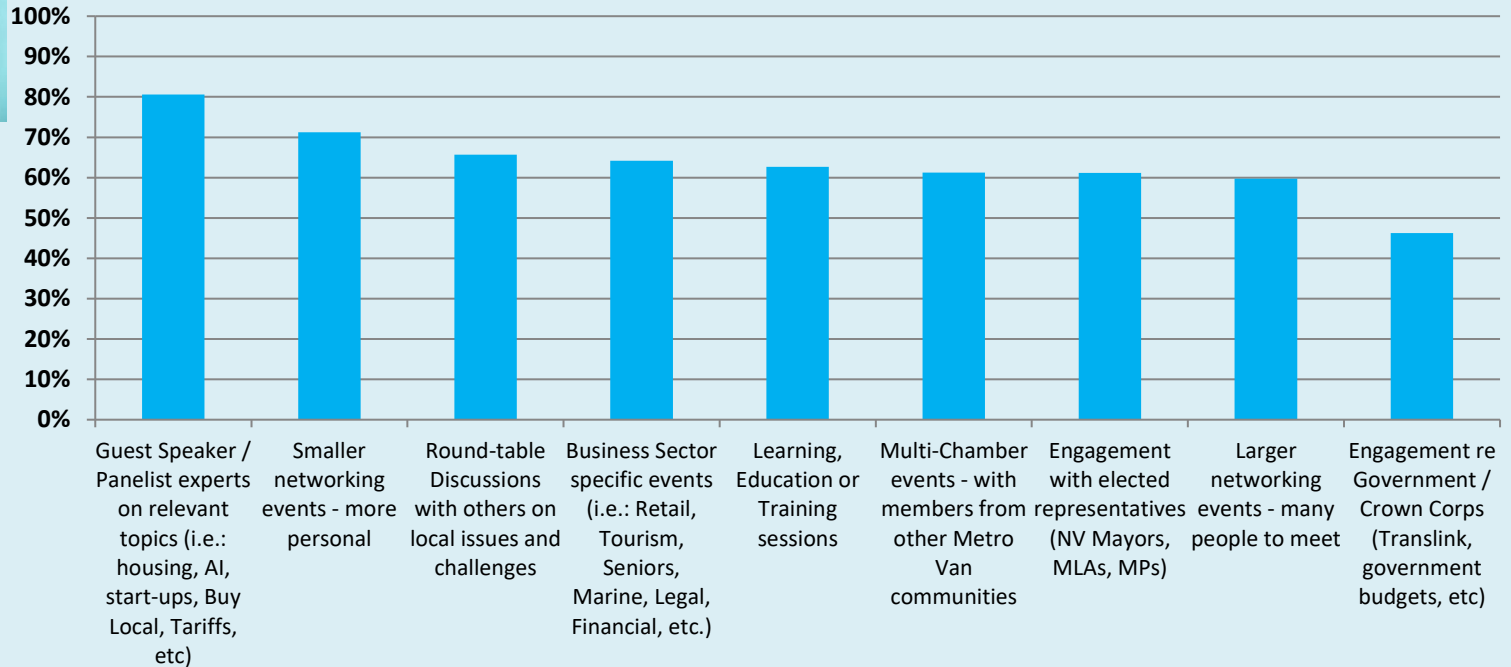
Question: What is your interest in the following Event Formats?

(Interested & Very Interested).

■ Int. & V Int.

Preferred event formats:

- Guest speakers & panels
- Smaller networking
- Sector specific gatherings



Question: What's one thing the North Van Chamber could do to better support your business?

SUMMARY: We asked AI to summarize the many comments into recurring themes:

1. Strong overall satisfaction

- Roughly half of the responses are primarily praise or say nothing more is needed
- Many members explicitly say the NV Chamber is doing an “exceptional,” “amazing,” or “fantastic” job and that they have no complaints or suggested changes.
- Several note they “can’t think of anything” to improve or that nothing comes to mind the Chamber could do better.

2. Appreciation of communication and support

- Members highlight “excellent, open communication” with Chamber staff and feel well supported in general day to day.
- There is recognition that the NV Chamber “works tirelessly to support small business,” which is clearly noticed and valued.

3. Advocacy on government-related issues

- Strong desire for continued and stronger advocacy on permitting, transportation (especially bridges and congestion), parking, and taxes, as these are seen as major barriers to doing business.
- Members want the NV Chamber to keep pushing municipal, provincial, and federal governments for more efficient processes and policies that directly impact operating costs and delays.

4. Enhanced, more intentional networking

- Multiple comments ask for more structured, intentional networking that helps connect members with “new faces,” not just familiar contacts.
- There is particular interest in networking that brings together different sectors and includes both small businesses and larger local employers.

Continued....



Question: What's one thing the North Van Chamber could do to better support your business?

SUMMARY (continued): We asked AI to summarize the many comments into recurring themes:

5. Increased focus on professional/technical sectors

- Several members feel current events skew toward general community topics and would like more attention on professional, technical, and industrial businesses (e.g., development, engineering, manufacturing).
- They suggest at least one event per year specifically designed to connect and showcase these sectors.

6. Support for small and new businesses

- Members want to ensure smaller and independent businesses are not overshadowed by larger firms, and that support is clearly tailored to their needs.
- Suggestions include proactive outreach to new permit holders and a defined “new business assistance” or onboarding program.

7. Tools, visibility, and scheduling

- There is interest in a stronger job board and member directory to find trusted local providers and drive more business between members.
- Members also ask for clearer, earlier event scheduling (e.g., a master calendar) and effective digital platforms so they can plan ahead and access Chamber benefits more easily.

8. Confidence in current approach

- Some respondents say the NV Chamber’s approach is “perfectly positioned” compared with other business groups, suggesting trust in its strategy and balance.
- Newer members who do not yet have strong views still express a generally positive tone, indicating a good initial impression.



Final Question: Any Additional Comments?

Most of these final comments are positive and forward-looking, with a few concrete ideas for future activity.

SUMMARY: We asked AI to summarize the many comments into recurring themes:

1. Strong appreciation and welcome feeling

- Several members thank the NV Chamber for its work, describe the team as great and welcoming, and say they are happy to be members and feel supported.
- There is clear encouragement to “keep up the good work,” with some members indicating they plan to engage more going forward.

2. Interest in more professional, sector-based and hosted events

- An ask for more professional/sector-specific events, including business-hosted gatherings at member locations to showcase workplaces and enable networking.
- Ideas include activity-based networking (outdoor/adventure activities, volunteer & give-back events) to deepen engagement and visibility.

3. Desire for broader collaboration and strategic initiatives

- Some members suggest bigger-picture initiatives such as international collaboration, sector-by-sector exhibitions, and the NV Chamber acting as a hub to connect sponsors, officials, and affordable venues.
- There is also a suggestion to explore merging North Shore chambers to create a more unified regional business voice.

4. Community and operational concerns to flag

- A few comments point to local issues such as homelessness, rodent problems, and parking enforcement (e.g., motorhome time limits) as important environmental factors affecting businesses.
- These comments are framed as broader community challenges the NV Chamber could keep on the radar alongside its current advocacy and community-focused work.

Comments



- Thank you -

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