

2017 NTBA Open House - Member Benefits Valued Most - Results of Interactive Stations

55 Open House attendees (several non-members) + 12 board members + 3 staff members = 70 attendees

Color Code Legend: Green = highest rated, Yellow = second rated, Pink = third rated

Ranking	Micro Benefits			
First	Online Exposure and Inbound Links to your business website (through NTBA online Business Directory, Listing, Event Calendar, Blog)	16	2	6
	Social Media Exposure for your business (Facebook and Instagram pages)	7	5	3
Tied for third	Free Marketing Consultation (Basic-30 minutes; Premier and Elite-60 minutes)	0	3	3
	Exposure through NTBA Enewsletters for your business (listing, logo, article, and inbound link to your website through NTBA Enewsletters)	0	8	7
Tied for third	Discounts on Local Advertising (101.5, Tahoe Weekly, Moonshine Ink, Sierra Sun, and Tahoe.com)	4	3	7
Second	Information Source (Community Issues, Regional Issues, sponsorship opportunities, news, deals, events, etc)	6	12	7
Macro Benefits				
Second	Encourage and assist with revitalization of the blighted area and programs	6	10	9
First	Marketing of district and members through website, email marketing, advertising and social media	0	4	7
	Training (ex: small business seminar)	2	2	3
	14 annual special events to market district and draw visitors to the area	23	8	2
Third	streetlight banner program and other beautification efforts and programs	3	9	5
Third	Represent and advocate for NTBA District on a regional level	3	4	13
Micro vs Macro				
Second	Macro: Programs, Impacts, and Benefits	10		
Third	Micro: Direct Member Benefits and Impacts	1		
First	Both: Macro and Micro Benefits and Impacts	14		

in early March, we sent survey to members to gauge if they agreed with what we heard at the Open House. 22 responses received.
73% agreed (16), 9% disagreed (2), 18% didn't know/needs more info (4)




