

# 2021 Chamber Member Survey Summary

100 local businesses completed the 2021 Muskegon Lakeshore Chamber membership survey.

- Most businesses surveyed (85%) are optimistic about the future
- All but 15% are planning for growth in 2021 or 2022
- Over 50% project sales growth this year
- Just over 12% plan to expand facilities
- The biggest local concern for businesses is recruiting and retaining qualified workers
- Nearly 75% of those surveyed plan to hire in 2021

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## Most valuable pages on the Chamber website:

- Business Directory
- Community and Business Events
- Member benefits
- Lakeshore Community Cash

## Top services needed by local businesses:

- Local government connections
- Workforce recruitment assistance
- Internet speed and connections
- Infrastructure improvements

## Top external concerns impacting growth or transformation:

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- Changing technology
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