

# Q2 Business Card Exchange

## Post-Event Survey Summary

June 16, 2026 · Charlotte County Economic Development Office

A snapshot of business connections, survey findings, visibility needs, and growth-related insights across Charlotte County.



# Participation Snapshot

**106**

Counted RSVPs

**60**

Attendees

**34**

Survey Responses

**56.7%**

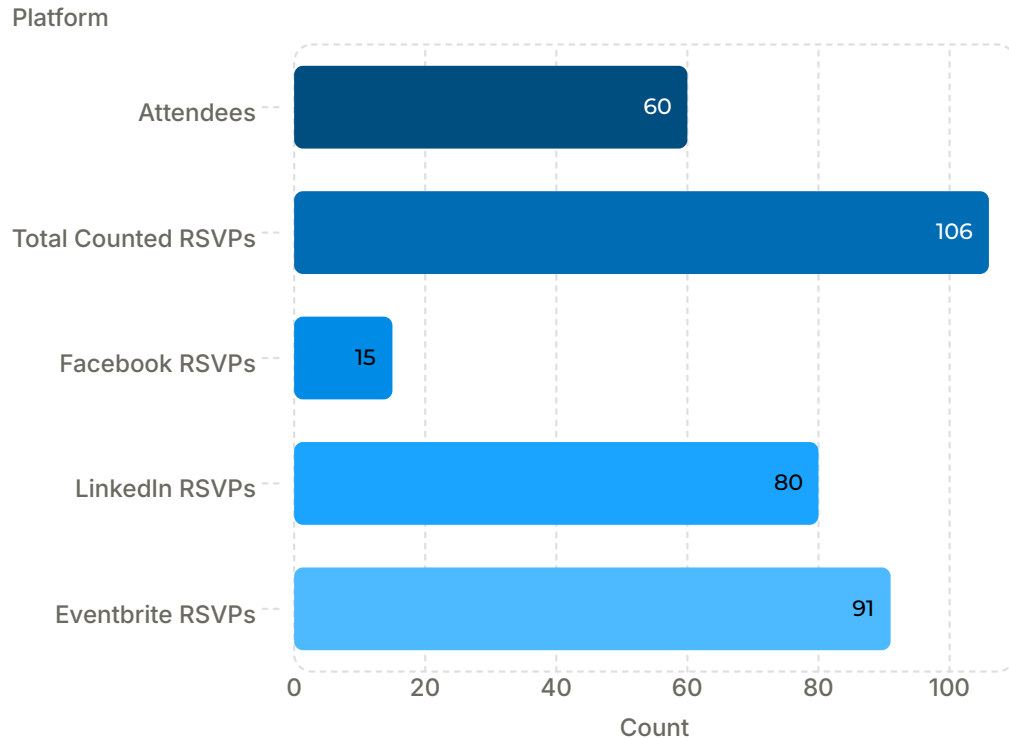
Survey Response Rate

**88**

Facebook Interested

The Q2 Business Card Exchange drew strong interest across registration and social platforms, with more than half of attendees completing the post-event survey.

# RSVP and Attendance Reality Check



## How RSVPs Were Counted

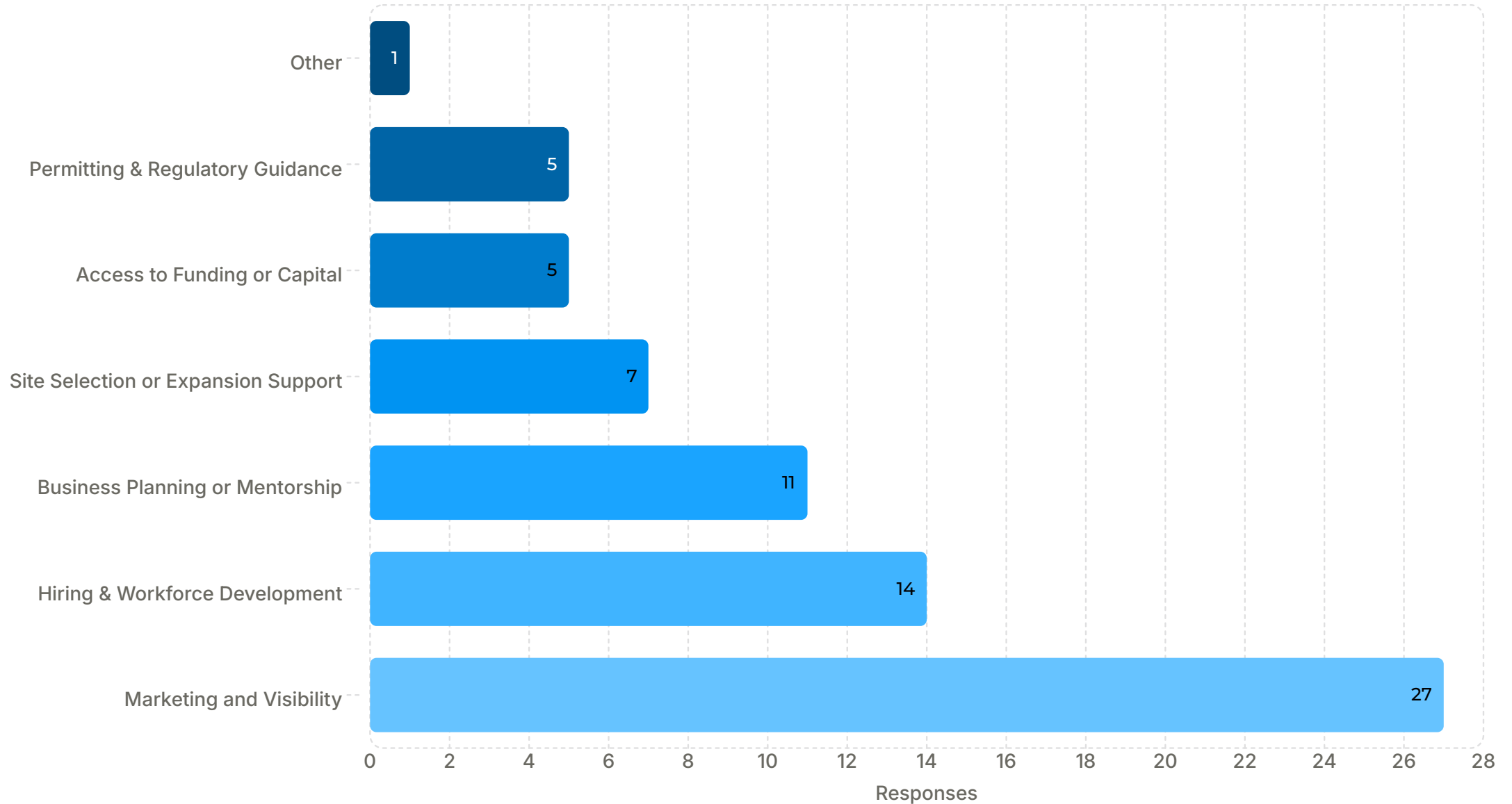
Eventbrite served as the primary counted RSVP source. LinkedIn's 80 RSVPs overlap with Eventbrite registrations and were not counted separately. Facebook contributed 15 direct RSVPs and 88 "Interested" clicks, reflecting awareness rather than committed registration.

 **56.6% attendance rate** from 106 counted RSVPs

Future reporting should continue separating counted RSVPs from social interest and overlapping platform activity to maintain data accuracy.

# Top Business Needs

Business Need



Marketing and visibility was the most common need by a wide margin — but responses also reflect strong interest in workforce, mentorship, expansion, funding, and permitting-related support across Charlotte County businesses.



☆ CRITICAL FINDING

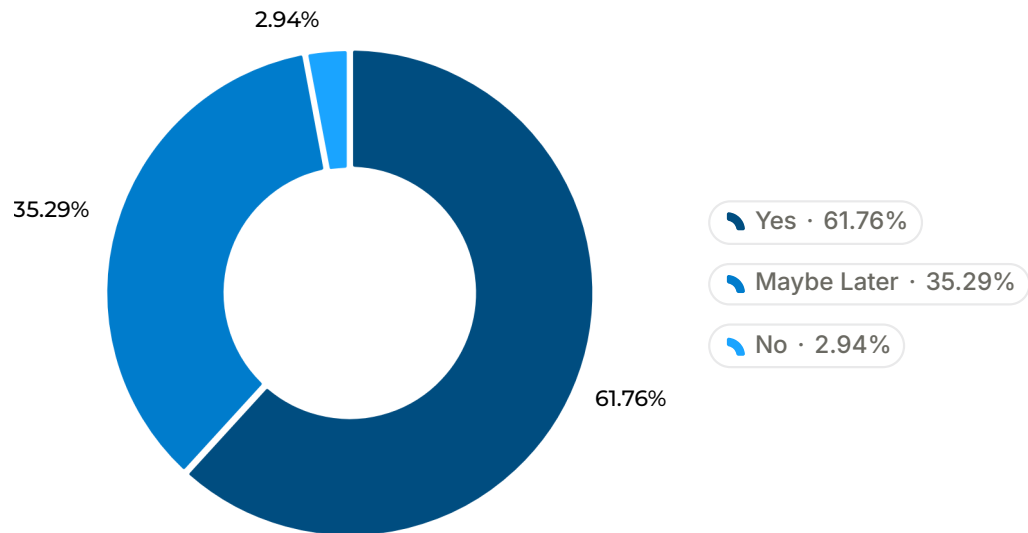
## Visibility Remains the Top Need

# 79.4%

Nearly 8 in 10 survey respondents identified **marketing and visibility** as a business need. Businesses are not only looking for networking opportunities — they are looking for ways to be **seen, recognized, and connected** to customers, partners, and community opportunities.

☐ A visibility gap, not just a networking need.

# Strong Interest in Continued Engagement



## 33 of 34

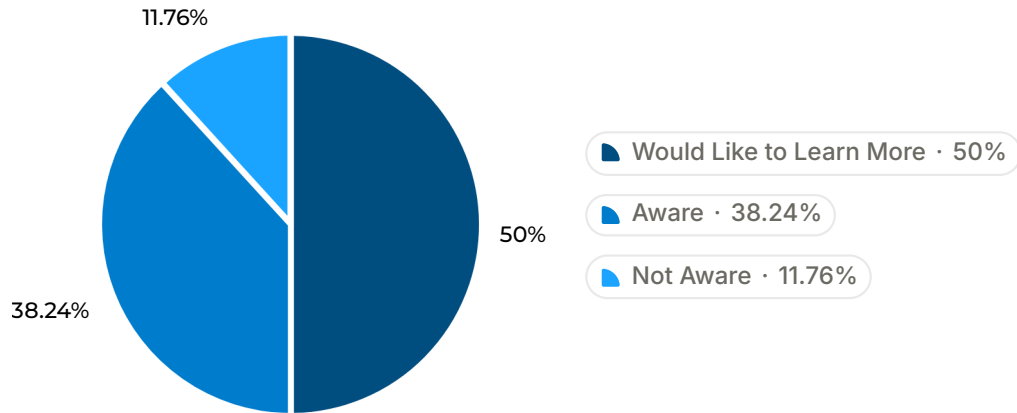
respondents are open to continued engagement in some form

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**61.8%** said Yes · **35.3%** said Maybe Later · **2.9%** said No

The survey shows strong interest in ongoing communication, resource information, and support-related conversations. This finding can inform future communications planning and content strategy.

# Many Businesses Want Clearer Access to Resources



## 21 of 34

respondents are not fully aware of local resources or want to learn more

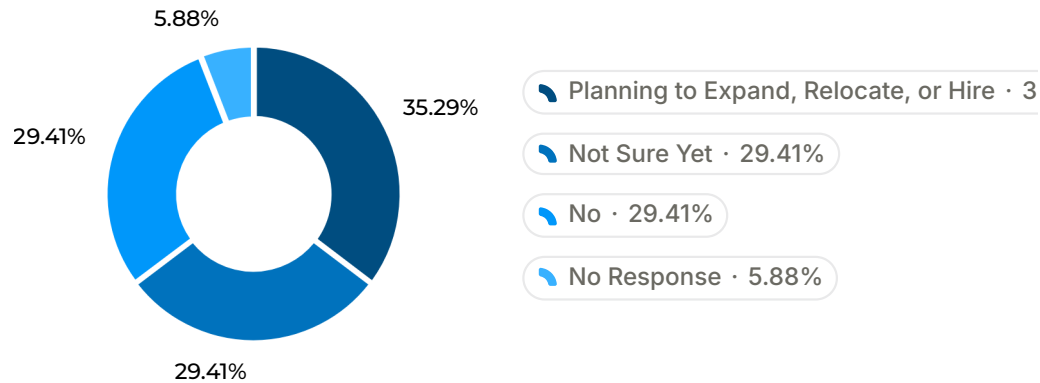
- **50.0%** — Would like to learn more
- **38.2%** — Already aware
- **11.8%** — Not aware at all

The opportunity is not only creating resources. It is making existing resources **easier to understand, easier to find, and easier to connect** with business needs.

# Businesses Are Planning or Considering Their Next Step

22 of 34

respondents are either planning growth or still deciding



- **35.3%** — Planning to expand, relocate, or hire
- **29.4%** — Not sure yet
- **29.4%** — No current plans
- **5.9%** — No response

Many respondents appear to be in a planning or decision stage — making clear communication and accessible resource information especially valuable right now.



# What This Means

## **Strong Engagement**

A 56.7% survey response rate from attendees reflects meaningful participation and genuine interest in sharing feedback.

## **Visibility Is the #1 Need**

Marketing and visibility remains the clearest shared business need — by a significant margin — across Charlotte County respondents.

## **Resources Need a Clearer Front Door**

Many businesses want to learn more about existing support programs and partnerships available in the community.

## **Growth Conversations Are Active**

Many respondents are either planning growth or still deciding their next step — making timely, accessible information essential.

# From Connections to Insight

The Q2 Business Card Exchange showed **strong engagement** from Charlotte County businesses and provided useful insight into visibility needs, resource awareness, continued engagement interest, and growth-related business considerations.

- These insights will support post-event communications, the planned blog recap, and future event discussions once Chamber coordination is complete.

CHARLOTTE COUNTY ECONOMIC DEVELOPMENT OFFICE

JUNE 16, 2026

