1. **We want to mount an aggressive campaign to encourage technology and life science companies to locate in Irvine.**
   
   What are the top reasons we can give them to choose Irvine as opposed to another area?  
   In which geographic area should we look for these companies and why?  
   What do you think the campaign should look like and who would be involved?

2. **Irvine’s rich diversity is a great asset.**
   
   How can we better expand our outreach into the international business communities in Irvine? Orange County?  
   What would you recommend we do to better leverage this asset to our advantage?  
   What could we do to better engage them in our Chamber activities?

3. **How can the Chamber help its individual businesses find more customers?**
   
   What kind of new activities or programs should we consider?  
   What organizations should we collaborate with?  
   How can we more efficiently contact these businesses?

4. **What can the Chamber do to make this organization more effective, useful and relevant to larger companies in Irvine?**
   
   What do you think are the benefits of Chamber engagement to the larger companies?  
   How can we better propose these Chamber benefits to larger companies?  
   What existing or new programs might we expand or create that would be of benefit to larger companies?

5. **Even though Irvine is well-endowed with impressive educational pipelines, all the research suggests that there still remains a skills gap ahead which could cause challenges for Irvine’s highly skilled, technology, advanced manufacturing, lifesciences and energy sectors.**
   
   What do you think the biggest challenges are for Irvine companies?  
   In addition to the programs currently underway, what else can the Chamber do to help influence the development of our 21st century workforce?  
   What role can the Chamber play in closing this projected skills gap?
6. **What do you believe are the biggest potential threat(s) to Irvine’s continued economy vitality?**

   For each potential threat identified, please propose a counter-action that the Chamber might adopt and/or implement which would help neutralize or diminish the effects of the threat.

7. **Our Business Outreach Rallies are an important pro-active business retention initiative and we are learning that more businesses are concerned about the following issues:**

   Encroaching residential into industrial zoning areas  
   Parking  
   Traffic congestion  
   High lease prices

   Please discuss these issues and recommend specific actions or programs which we may implement to help manage, mitigate or influence these issues for our businesses.

8. **What new, exciting business trends or opportunities do you know about that might help direct Chamber action?**

   Of the trends and opportunities identified, which have the most direct impact on Irvine as a place to do business?

   Of the trends and opportunities identified, which ones should the Chamber explore further?

9. **The Orange County/Irvine start-up eco-system is extensive but fragmented and start-ups are a vitality important part of our 21st century economy.**

   In addition to the new StartUpOC Now! microsite we are creating, what new activities, programs or actions can we do with our partners (co-work spaces, incubators, accelerators, colleges and universities) to cultivate a more coherent start up ecosystem in Orange County that benefits Irvine?

   What can the Chamber do to persuade start ups to stay and grow their businesses in Irvine rather than move elsewhere?

10. **Most Irvine businesses agree that being the Safest City in America plays a major role in Irvine’s perception as a great place to do business and a critical component of our national and global brand.**

    What role do you believe the Chamber has in helping to sustain this brand?

    What do you think the Chamber can do better to help sustain this brand?
11. Small businesses and the professional services sector are the most vulnerable to changes in the economic environment.

What actions, programs or activities could the Chamber take that would help small businesses better cope or manage economic volatility?

How can the Chamber more directly influence small business success?

12. What issues, trends or challenges do you see for Irvine businesses or Irvine as a place to do business that the Chamber can better address or leverage?

How would you propose we become engaged with this issue?

What are the upsides and downsides to becoming engaged with this issue?