



The Chamber

For a Greater Chapel Hill-Carrboro

2021 Member Resources & Benefits Guide



Connect | Advocate | Drive Progress & Build Community



The Chamber
For a Greater Chapel Hill-Carrboro


2019 ANNUAL REPORT

77 Years of
Business
Leadership



Chamber's Annual
Investment in
Membership
Services

\$1
Million



8 Chamber
Staff

155 Chamber
Volunteers



90%
Chamber
Membership
Retention
Rate

144
Programs &
Events Delivered



400K
Twitter
Impressions in 2019




16,000
Twitter, Facebook,
and LinkedIn Followers



34,500
Chamber Member
Directory Searches at
carolinachamber.org



95,000
Chamber Member
Employees



500
Chamber Member
Employees Enrolled
in the Small Business
Health Program with
Piedmont Health
(1st of Its Kind in NC)



1,067
Export Shipments to 49
Countries Processed
Through Our
chamberexport.com



26
Local Candidate
(un)Forum
Interviews



\$38,348
Per Capita Income in
Orange County (#1 in NC)
Chatham County is #3 with \$36,933



36.3%
Orange County's Woman-
Owned Business Rate
(Above NC & US Averages)



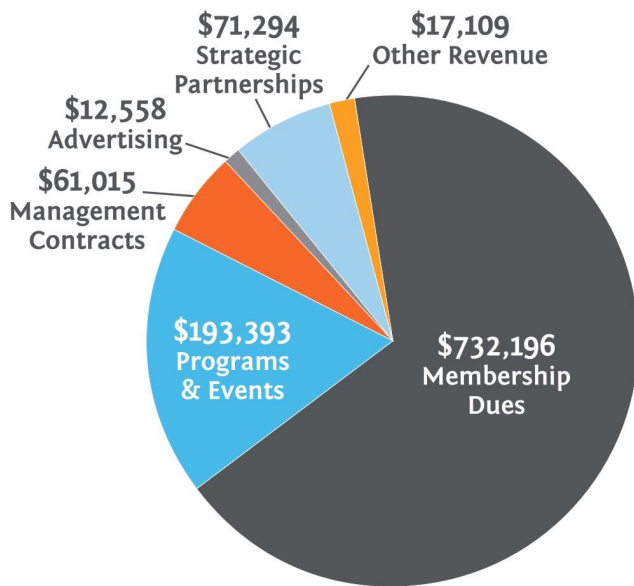
\$2.37
Billion
In Taxable Retail
Sales in Orange
& Chatham
Counties in 2018



2019 Financial Overview*

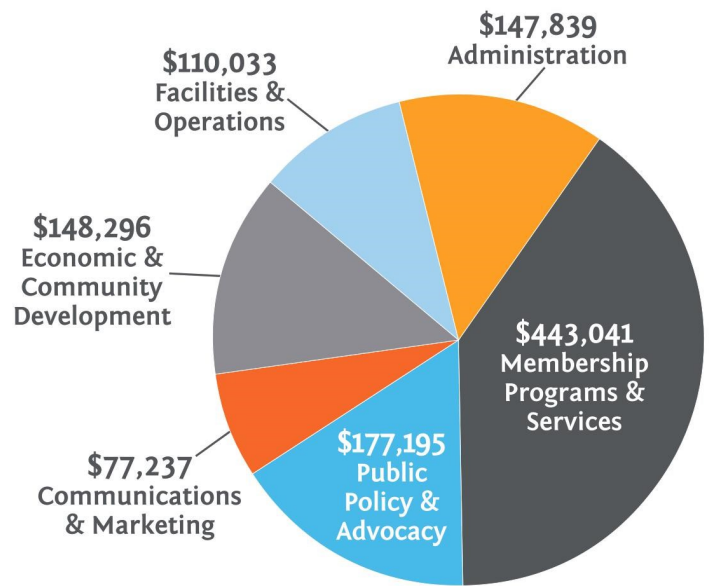
*Preliminary as of 01/30/2020

2019 Revenue



Total: \$1,087,565

2019 Expenses



Total: \$1,103,641

#1 Chapel Hill-Carrboro City Schools
is #1 School District in the State,
businessinsider.com

#2 Most Educated City - 74.6% of
Chapel Hill Adults Over 25 Have a
College Degree, *US Census Bureau*

#1 Best Place to Live, Work and
Play, *Chapel Hill Carrboro
Chamber of Commerce*

Membership Benefits

Successful businesses create successful communities and we are passionate about both. Get informed, get engaged, and make your voice heard.

My Chamber **CONNECTS** me to the people and resources my business needs to succeed.

- New customer leads through online and in-person **referrals**
- Website listing, links, and key words in our **online membership directory**
- Free access to **monthly programs** including industry leader calls, business briefings, networking events, and critical issues forums
- Expertise and guidance on how to apply research and **community data** to your business
- Complimentary city maps and annual visitors and relocation guides
- Posting of member job openings and member events online
- Ribbon cuttings and promotions of your grand openings and anniversary celebrations
- Access to strategic **money saving partnerships** to lower your cost of doing business
- Access to offer and use member-to-member discounts
- Membership in the **Carrboro Business Alliance** - if applicable

My Chamber **ADVOCATES** for local business interests.

- **Professional and volunteer advocacy** outlined by a robust **Public Policy Platform and Action Agenda**
- **Monthly Critical Issues Event Series:** Coordinated by the Chamber's Government Affairs Committee, the series includes 10 forums and featuring influential guest speaker(s) who address timely topics related to the economy, economic development, workforce development, and local elections.
- Access to timely **information briefings and action alerts**

My Chamber **DRIVES PROGRESS** and **BUILDS COMMUNITY**

- **Big Bold Ideas:** A community engagement and goal-setting venture. It is a focused strategic action plan for our region to guide our shared work for the years ahead. Learn more at www.bigboldideas.org
- **Annual State of the Community Report:** Each year the Chamber hosts a comprehensive briefing featuring the latest data on the well-being of Greater Chapel Hill-Carrboro across social, economic, and environmental indicators. Using this data as a benchmark, this work allows us to bring together the Chamber, Orange County, The Town of Chapel Hill, and the Town of Hillsborough on the key ways to build a more thriving community for all. Learn more at www.carolinachamber.org/stateofthecommunity
- **Leadership Chapel Hill-Carrboro:** A cohort-based intensive learning program designed to inform, develop, and engage committed and emerging leaders in Greater Chapel Hill-Carrboro.
- **Inter-City Visit:** A convening of 75-100 of our local business and community leaders to learn from the experiences of another community, understand our own community assets, build relationships among our local leaders, and vision for a better tomorrow. All with the goal of helping us address our local challenges. Over the last decade, we've visited Lawrence (KS), Ann Arbor (MI), Madison (WI), Asheville (NC), Greenville (SC), Athens (GA), and Boulder (CO).

2021 Board of Directors

Board Officers

Tom Wiltberger, Chair, Terra Nova Global Properties
Vakesia Graves, Vice Chair, Duke Energy
Ellen Shannon, Immediate Past-Chair, Chapel Hill Magazine
John Kiley, Treasurer
Creighton Blackwell, Partnership for a Sustainable Community Chair, Coastal Credit Union
Robert Saunders, General Council, Brooks Pierce

2021 Board of Directors

Manish Atma, Atma Hotel Group
Jes Averhart, Jes & Co
Brett Bushnell, Tri Local Realty
Joel Curran, UNC Chapel Hill
Tim Dalton, BB&T Now Truist
Zoë Dehmer, Acme Food & Beverage Co.
Karin DeMarco, AICPA
Lori Doherty, Membership Chair, Doherty Home Inspections
Chris Ehrenfeld, Bold Development Companies
Greg Fitch, Fearrington Village
Kim Grooms, Chapel Hill-Carrboro YMCA
Jean Hamilton, Orange County Government
Betsy Harris, Government Affairs Chair, Armacell
Mayor Pam Hemminger, Town of Chapel Hill
Mayor Lydia Lavelle, Town of Carrboro
Dan Lehman, UNC Hospitals
Joel Levy, Joel I. Levy, CPA, PLLC.
Denny Marcin, Pinnacle Financial Partners
Lydia Mason, Piedmont Health
Poonam Nandani, Hendrick Southpoint Auto Mall
Tola Oguntinyinbo, Technology Chair, shineBIG
Chris Peronto
Eliazar Posada, Posada Strategy Consulting
Dr. Antoine Puech, Prestige Associates
Mike Vikitsreth, Spicy 9
Connolly Walker, State Farm
Paige Zinn, Jennings

Mission

To serve and advance the local business interests and build a resilient community where business thrives.

Vision

To be a resilient, globally recognized community with the talent, infrastructure and investment that drives the success of local employers and supports world-class education, public amenities, and thriving downtowns.

Chamber Staff

Rebecca Dickenson (919.771.7530)
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Justin Simmons (919.357.9982)
Vice President and Chief of Staff
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Aury St. Germain (828.674.8982)
Communications and Events Coordinator
astgermain@carolinachamber.org

Signature Event Dates

January 29: Chamber Annual Meeting

Join us online as we bring you The Chamber's 78th Annual Meeting LIVE from The Carolina Club. Help us celebrate the strength of our business community in 2020 and get a preview of exciting developments for 2021.

Spring & Fall: Executive Leadership (C-Suite) Summits

A convening and discussion forum for local c-suite executives offering the unique opportunity to meet, form peer relationships and discuss common business concerns.

July 8: Business Excellence Awards

This awards ceremony honors exceptional businesses and leaders for their great achievements in the Greater Chapel Hill-Carrboro business community in a dazzling online awards ceremony!

September 30: State of the Community Report Presented by: Piedmont Health, PNC & Triangle Community Foundation

In its 14th year, this annual briefing will feature a comprehensive presentation with the latest data analyzing the well-being of Greater Chapel Hill-Carrboro across social, economic, and environmental indicators.

October 11: Hendrick Golf Classic at Governors Club Presented by: Hendrick Southpoint Auto Mall

This day-long tournament traditionally draws 100+ golfers. Golfers enjoy 18 holes in a "captain's choice" format with breakfast, lunch, and post-tournament awards.

October 26: Celebration of Local Market & Expo at Carrboro Town Commons

Come safely celebrate and support our resilient local business community. This event is Orange County's largest business showcase featuring up to 80 independent businesses and community organizations.

December 16: Salute to Community Heroes Presented by: AT&T

A festive December event recognizing and honoring the public servants who are committed to making Chapel Hill-Carrboro a thriving, healthy, and sustainable community.

Chamber Programs & Networks

2021 Critical Issues Forums

A series of thoughtful forums convening business and community leaders on critical issues facing the Greater Chapel Hill-Carrboro community.

Presented by: Durham Tech & Duke Energy

- February 25: COVID Vaccines & Testing & Recovery
- March 25: Economic Forecast & Our Local Economy
- April 22: Economic Development, Regions & Counties
- May 27: Economic Development, Towns & Downtowns
- June 24: The University as an Economic Driver
- July 22: Recruiting, Training, and Retaining Top Talent
- October 14: Commercial and Residential Real Estate
- December 9: Federal & State Legislative Forum

Women's Networking Events

Quarterly learning, relationship building and networking opportunities for women.

Presented by: The Women of State Farm

- February 16: Virtual Social
- May 21: Virtual Luncheon
- July 20: Rizzo Center Social
- November 12: Carolina Inn Luncheon

Ribbon Cutting or Milestone Celebrations

It is a Chamber tradition to celebrate and acknowledge member business grand openings, anniversaries, or other special milestones with a ribbon cutting ceremony. Email Aury St. Germain at astgermain@carolinachamber.org to schedule your promotional celebration!

*Confirm event details and register online at carolinachamber.org/events

Chapel Hill Young Professionals

The Chapel Hill Young Professionals (CHYP), serves member employees ages 40 and under. Educational and networking events are held monthly. CHYP nurtures our youngest members to enhance their professional development and build active community members.

March 2, April 6, May 4, June 1, July 6, August 3, October 5, November 2, December 7

Industry Leader Calls

Monthly virtual meetings of local professionals in your industry as we discuss this Covid Economy and share the information, resources, and support we need to navigate through these difficult times and emerge successful on the other side.

• Real Estate Professionals:

1st Monday of each month from 10:30—11:30 a.m.

• Nonprofit Leaders:

1st Thursday of each month from 3:30-4:30 p.m.

• Retailers, Restaurateurs & Hoteliers:

2nd Wednesday of each month from 3:30-4:30 p.m.

Business Networking

- July 27 at the Southern Village Green 4:30-6:30 p.m.
- September 14 at Acme Food & Beverage Co. 5-7 p.m.
- October 20 at The Sheraton: morning event 8:30 a.m.

Public Policy Platform

Recruit, Retain, and Grow Employers

- We support policies and projects that create local jobs.
- We support policies that increase formation, retention and relocation of businesses in our community.
- We support the development of additional commercial space including retail, office, flex, warehouse, manufacturing.
- We support policies that support job growth and investment in the renewables and clean energy sectors.
- We support the development and maintenance of an ecosystem that supports entrepreneurs and startups in all phases of their business lifecycle.

Develop a Talented Workforce

- We support our public schools and an education that prepares all our community's children for a globally competitive world of work.
- We support our community colleges and universities and advocate for well-funded, economically-impactful institutions that are responsive to the needs of regional and state employers.
- We support increased access to early childhood education.
- We support expanding availability of affordable, workforce housing.
- We advocate for an immigration system that gives local employers reliable access to the skilled and unskilled workers that they need to thrive.

Improve Business Climate and Regulatory Environment

- We advocate for policies that make it easier to build, renovate and redevelop commercial property.
- We advocate for policies and projects that make it easier to grow, start or relocate businesses.
- We support implementing successful tools like 'form-based code' that create clarity and certainty for all involved.
- We advocate for plentiful, accessible parking in the downtowns.
- We advocate for a fair tax and fee system that does not negatively target nor disadvantage specific sectors or industries.
- We support the increased exportation of local products and services to global customers.

Build and Maintain Infrastructure

- We support accessible, reliable, and affordable utilities including water, energy, high speed internet and telephony.
- We support public investment of infrastructure that accelerates the development of our identified economic development zones.
- We support the construction of housing that accommodates historic community growth rates.
- We advocate for improved transit and transportation infrastructure to ease commuting and reduce congestion.
- We support creating and maintaining community amenities that support a quality of life that attracts and retains talent and employers including well-planned parks, sidewalks and greenways.

Credit Card Processing



Member organizations get a big discount on Visa, MasterCard, Discover and American Express card transactions. No cancellation fees, transparent processing fees that won't change, and no need to change banks.

Contact: Matt Valego • (919) 357-9972 • matt.valego@infintechllc.com

Info: <https://infintech.i3merchant.com/partners/chapelhill/>

Health and Dental Care



Piedmont Health provides affordable health and dental care to all employees and family members of Chamber member organizations regardless of insurance status. Participation is free. Primary care visits are \$60 and most Rx are filled on-site for \$10.

Contact: Amy Rix • (919) 537-0463 • rix@piedmonthealth.org

Info: carolinachamber.org/small-business-health-service

Office Supplies



Save 5%-55% off retail price on supplies including ink and toner, cleaning and break room products, pens, labels, pads and folders. Get free shipping on online orders more than \$50 or shop in-store. Pick up your discount card at the Chamber office to apply your discounts in-stores.

Info: carolinachamber.org/OfficeDepot



Exclusive discounts on Lenovo's entire product line. Shop at our online portal lenovo.com/carolinachamber, and enter the passcode **ChapelHill**.

Contact: lenovo@carolinachamber.org

Administrative Resources



An innovative retirement solution where Carolina Chamber Retirement Solution becomes your 401K department, alleviating the business of 95% of administrative burdens. Chamber members receive negotiated pricing and access to a 401(k) through an Multiple Employer Program.

Contact: Nancy Williams • (919) 943-5577 • nancy@nancywilliamsadvisor.com

Info: carolina.tagresources.com



Competitive, stable workers' compensation coverage for small and medium sized businesses. Talk to your current insurance agent about applying for the FBI program.

Contact: (888) 393-2667 **Info:** carolinachamber.org/FirstBenefits

FREE Marketing Opportunities Included With Your Membership!

- Online business directory page with links
- Post to our Community Events Calendar
- Schedule your ribbon cutting celebration
- Offer a Member to Member Benefits discount
- Post to the Chamber's online Job Board
- & **New Members** receive social media and newsletter membership announcements

Custom Communications

Membership Matters E-Newsletter

E-mailed to over 2,500 Chamber members:

Banner ad: \$250

Promote paid content section: \$250

Member Exclusives Email Blast

2,600 people receive our Member Exclusive e-mail newsletter with an average 20% open rate:

Single E-mail Blast: \$300

4 Quarterly E-mail Blasts: \$875

Social Media Road Block

Includes simultaneous posts on the Chamber's Facebook, LinkedIn, Instagram and Twitter accounts

Organic Posts: \$300 or Boosted Posts: \$600

www.carolinachamber.org

Over 41,000 unique visitors each year:

Enhanced Business Directory Listing: \$300/year

Banner Advertising: \$125/month or \$875/year

Membership matters.

Greetings!

Have questions about the new COVID-19 Relief Bill and PPP Round 2? Join us for our next Business Briefing to hear from experts from AICPA and the SBA who can answer your questions and give relevant information. This program will be on Tuesday, January 12, 2021 at 9:30 a.m. via Zoom. **Register now to receive the link!**

In partnership,

Vanessa Watson

Director of Communications and Programs
The Chamber For a Greater Chapel Hill-Carrboro
vwatson@carolinachamber.org | 919.357.9989



Chamber News



Register Now

2021 Chamber Annual Meeting
Friday, January 29, 2021
9 a.m. networking
Program: 8:30 - 10 a.m.

Begin the new year by connecting with fellow Chamber members at the 2021 Chamber Annual Meeting Live from The Carolina Club. Help us celebrate the strength of our business community in 2020 and get a preview of exciting developments for 2021. Choose your own table up close to the action, drink from your favorite coffee mug, and enjoy the free parking at your own home or office!

Breakout Room Sponsor



Aaron's Bow Tie Sponsor



Citizenship and Service Award presented by:



Featured Program Sponsor



Contributing Sponsor



Sponsor of Deliciousness



Chair's Award for Public Private Partnership presented by



**NEW STUDIO
OPENING SPECIAL!**

**FREE
INTRODUCTORY
STRETCH**

*New clients only. Must be a local resident. Cannot be combined with any other offer.



RELIEVE Stiffness & Soreness
FEEL Lighter & Younger
INCREASE & MAINTAIN Range of Motion
ENHANCE Physical & Athletic Skills



CHAPEL HILL
604 Meadowmont Village Cir
919-525-2507
chapelhill@stretchzone.com
stretchzone.com

Book your relaxing complimentary stretch session now

Chamber Branded Publications

Chapel Hill Magazine Relocation Guide

Reach over 10,000 visitors and potential residents with the annual Visitors & Relocation Guide.

Chamber members receive a 5% discount on advertising and 10% of all sales are reinvested back into local economic and community development.

Community Map

10,000 copies of the Chamber's Community Map are distributed each year to Chamber members, local residents, visitors, relocators, and businesses inquiring about membership or relocation. The map is full color and includes a large map of Chapel Hill and Carrboro, a map of Orange and northern Chatham counties as well as inset maps of the University of North Carolina and downtown Hillsborough.

Promote Your Business

Chamber event sponsorship allows you to align your brand with the Chamber's work while we take care of content and convening for you. This is an opportunity to grow your company's profile by speaking directly to our region's most engaged business and community leaders.



Event Sponsorship at a Glance



The Chamber
For a Greater Chapel Hill-Carrboro

Signature Events	Presenting \$3,200 3 Available	Program \$1,600	Contributing \$800
<p>Chamber Annual Meeting</p> <p>(2) Executive Leadership (CEO) Summits</p> <p>Business Excellence Awards</p> <p>State of the Community Report</p> <p>Salute to Community Heroes</p>	<p>Exclusive recognition in the "presented by" tag line to the event with opportunity to speak (i.e. The State of the Community Report presented by Piedmont Health, PNC, and Triangle Community Foundation)</p>	<p>A unique portion of the event presented by your company that is tailored to your business and gives you an active role in the program. (i.e. award naming, data section sponsorship, or Aaron's bow tie sponsorship are a few examples of this creative category)</p>	<p>Sponsorship recognition on all event materials, signage, and communications with a link to your website. And, recognition during the event from a Chamber representative on behalf of your company.</p>
  <p>Golf Classic</p> <p>October 11, 2021</p>	<p>Presenting \$6,000</p>  <p>Exclusive naming rights to include your company's brand in the Golf Classic event title. Opportunity to speak in both opening and closing programs. And two complimentary playing foursomes.</p>	<p>Contest & Course \$975 8 Available</p> <p>Signage on the course promoting your brand as one helping bring this wonderful golf outing to life. (i.e. golf cart, driving range, longest drive, and eagle sponsorship are a few examples of this promotional category)</p> <p>Complimentary foursome to participate in the tournament included</p>	<p>Hole \$500 16 Available</p> <p>Signage and tabling opportunity designed for quality networking near an assigned tee box on the course.</p> <p>List of golfers and their contact information in playing order so you'll know who to expect and how to contact them after networking on the course.</p>
Monthly Programs	Annual Underwriting \$4,950	Quarterly Sessions \$2,250	Single Session \$800
<p>Monthly Policy Series Forums</p> <p>Professional Development Seminars</p> <p>Quarterly Women's Events</p> <p>Chapel Hill Young Professionals</p>	<p>Exclusive recognition in the "presented by" tag line on all events all year with opportunity to speak at each program. (i.e. 2021 Policy Series is presented by Duke Energy, Durham Tech, and Silverspot Cinema.)</p>	<p>Recognition as the program sponsor for one event each quarter with your name and company in the agenda in an active role within each quarterly event.</p>	<p>Recognition as the program sponsor for a single event of your choice with your name and company in the agenda with an active role within the program.</p>

Community Champions



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Community Investors

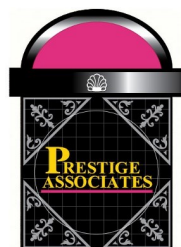


Platinum Sponsors



Major Investors

Gold Sponsors





"Our town is really at a crossroads right now. I see us turning a corner through the Chapel Hill 2020 efforts, and see some really wonderful advances in how people think about economic development - it's not such a bad word. The Chamber plays a huge role in helping to educate and inform. The more information we have as community members about what economic development can do for us, the better off we are." - Paige Zinn, owner/principal, Jennings

"It's the car business, and people can lose track of the fact that we're really people serving people. The Chamber's done a great job of making our company very human in the community—letting people know that we give back."
- Gerald Ramoin, executive general manager, Hendrick Southpoint AutoMall



"Although El Centro Hispano has been in existence for over 20 years, we are new in the area of Carrboro and Chapel Hill. The Chamber has been instrumental in our integration process, giving us tools and connecting us with opportunities to grow."
- Pilar Rocha-Goldberg, executive director, El Centro Hispano

"Our Chamber membership has strengthened our brand and has enabled us to engage with our community in a more strategic way, while being able to participate in Chamber sponsored cost-saving programs, leadership opportunities for our team as well as networking events. We appreciate the Chamber's support of the nonprofit sector in our community by fully recognizing not only our social impact, but also our economic impact."
- Barbara Jessie-Black, Executive Director CommunityWorx & YouthWorx



"The Chapel Hill-Carrboro Chamber of Commerce is a very strong organization that provides a tremendous service to our business community. The Chamber has been a huge advocate for Eller Capital Partners and has contributed to the growth and success of our company."
- Daniel Eller, president and CEO, Eller Capital Partners

"I trust this Chamber to keep me informed, look out for our interests, and help create an economy and community where our businesses can thrive."
- Sweta Adkin, CPA, MBA, CTC, Adkin & Rodriguez Certified Public Accountants

