



**The Chamber**

For a Greater Chapel Hill-Carrboro

## 2020 Member Resources & Benefits Guide



The Leadership Chapel Hill-Carrboro Class of 2019

Connect | Advocate | Drive Progress & Build Community

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**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)



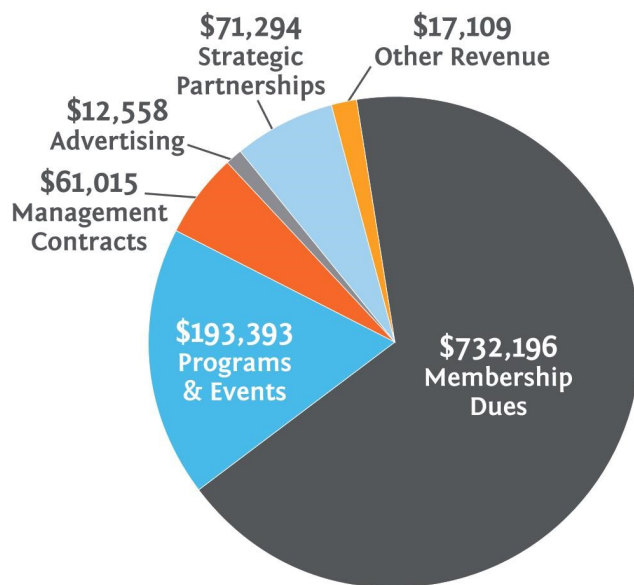
**\$2.37**  
Billion  
In Taxable Retail  
Sales in Orange  
& Chatham  
Counties in 2018



## 2019 Financial Overview\*

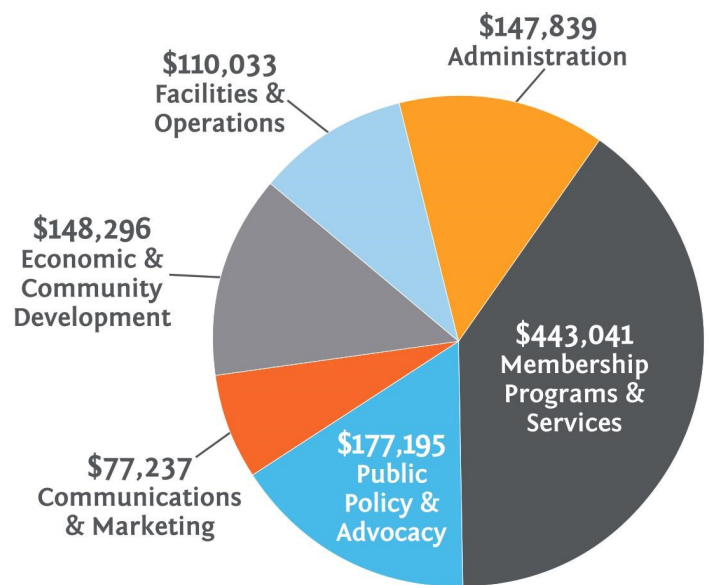
\*Preliminary as of 01/30/2020

### 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.

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- New customer leads through online and in-person **referrals**
- Promotional materials displayed in Chamber lobby relocation center
- Website listing, links, and key words in our **online membership directory**
- Free access to **monthly programs** including training, networking, and policy forums
- Expertise and guidance on how to apply research and **community data** to your business
- Complimentary city maps, community guides, 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 benefits
- Complimentary notary services
- Membership in the **Carrboro Business Alliance** - if applicable

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

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

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

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- **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](http://www.bigboldideas.org)
- **Biennial Inter-City Visit:** Every other year we convene 75-100 of our local business and community leaders to learn from the experiences of another community and vision for a better tomorrow. Better understanding our own community assets and building relationships among our local leaders is essential in 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).
- **Leadership Chapel Hill-Carrboro:** A cohort-based intensive learning program with ten sessions over five months designed to inform, develop, and engage committed and emerging leaders in Greater Chapel Hill-Carrboro. Participants broaden their understanding of issues and opportunities facing the region, refine their leadership skills, and are invited to deepen their influence through ongoing networking and service opportunities.

# Know Your Chamber

## 2020 Board of Directors

### Board Officers

**Ellen Shannon, Chair**, Chapel Hill Magazine

**Tom Wiltberger, Vice Chair**, Terra Nova Global Properties

**Joel Levy, Treasurer**, Joel I. Levy, CPA, PLLC

**Creighton Blackwell, Immediate Past-Chair & Partnership for a Sustainable Community Chair**, Coastal Credit Union

**Robert Saunders, General Council**, Brooks Pierce

### 2020 Board of Directors

**Manish Atma**, Atma Hotel Group

**Dr. Pamela Baldwin**, Chapel Hill-Carrboro City Schools

**Brett Bushnell**, Tri Local Realty

**Zoe Dehmer**, Acme Food & Beverage Co.

**Karin DeMarco**, AICPA

**Lori Doherty, Membership Chair**, Doherty Home Inspections

**Chris Ehrenfeld**, Bold Development Companies

**Daniel Eller**, Eller Capital Partners

**Vakesia Graves**, Duke Energy

**Kim Grooms**, Chapel Hill-Carrboro YMCA

**Betsy Harris, Government Affairs Chair**, Armacell

**Mayor Pam Hemminger**, Town of Chapel Hill

**Dr. Bill Ingram**, Durham Tech

**Antwine Jackson**, Enitech IT Support and Consulting

**John Kiley**, SCORE Chapel Hill Durham

**Mayor Lydia Lavelle**, Town of Carrboro

**Dan Lehman**, UNC Hospitals

**Denny Marcin**, Pinnacle Financial Partners

**Lydia Mason**, Piedmont Health

**Commissioner Earl McKee**, Orange County Government

**Poonam Nandani**, Hendrick Southpoint AutoMall

**Tola Oguntinyinbo, Technology Chair**, shineBIG

**Jay Patel**, Wintergreen Hospitality

**Chris Peronto**, Blue Cross and Blue Shield of North Carolina

**Eliazar Posada**, El Centro Hispano

**Jonathan Pruitt**, UNC-Chapel Hill

**Dr. Antoine Puech**, Prestige Associates

**Connolly Walker, Chapel Hill Young Professionals Chair**, State Farm

**Paige Zinn**, Jennings

## Mission

We are a membership organization that serves and advances the business interests of our community and builds a sustainable community where business thrives.

## Vision

To be a 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

**Jensen Anderson** (919.967.7075)  
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Vice President and Chief of Staff  
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**Vanessa Watson** (919.357.9989)  
Director of Communications & Events  
vwatson@carolinachamber.org

## Signature Events Calendar

### January 31: Chamber Annual Meeting

Join 400 Chamber members, elected officials and guests attend the Chamber's Annual Meeting to celebrate the successes of our business community. This year we'll announce our Big Bold Ideas.

### February 14: Eggs with Elected Officials + Candidates

Over 100 Chamber members and elected officials have face-to-face conversations in a speed networking format.

### April 30: Community Bocce Derby presented by Piedmont Health

This fun-filled tournament draws up to 150 participants for a fun competition with great food.

### May - August: Leadership Chapel Hill-Carrboro

A Partnership for a Sustainable Community program with 9 sessions designed to train and develop a pool of leadership talent for the greater Chapel Hill-Carrboro community.

### June 12: Business Excellence Awards Luncheon

This awards ceremony honors the best in business! 200 in attendance, red carpet, award ceremony.

### September 10: State of the Community Report

Born out of graduate research at UNC, this briefing looks at social, environmental and economic indicators of our community. More than 350 community and business leaders gather and share a full, seated breakfast.

### TBD September/October: Inter-City Visit to Tempe, AZ

Every other year we convene 75-100 of our local business and community leaders to learn from the experiences of another community and vision for a better tomorrow. Better understanding our own community assets and building relationships among our local leaders is essential in helping us address our local challenges.

### October 12: Hendrick Golf Classic at Governors Club

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

### November 5: PRIMETIME Business Expo

Our region's largest business expo featuring 60+ displays from local businesses.

### December 10: Local Government Appreciation Reception & Salute to Community Heroes

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

## Chamber Programs & Networks

### Business After Hours

Gatherings the 3rd Thursday of each month hosted at different Chamber member locations intended to provide opportunities for quality, in-person relationship building.

January 16, February 20, March 19, April 16, May 21, June 18, July 16, August 20, September 17, October 15

### 2020 Policy Series

Forums where business and community leaders learn about economic development, land use and public policy issues.

March 25, June 24, September 23, December 4

### Women's Events

Quarterly learning, relationship building and networking opportunities for women

Socials: February 25 & July 28

Luncheons: May 15 & November 13

### Taking Care of Business

Monthly networking and education for small businesses on the first Wednesday of each month.

January 8, February 5, March 4, April 1, May 6, June 3, July 1, August 5, September 2, October 7, November 4, December 2

### 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.

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

### International Travel

Peru: May 11-19

Greece: Nov 7-15

Christmas Market Cruise on the Danube: Dec 2-10

Confirm event details and register online at [carolinachamber.org/events](http://carolinachamber.org/events)

## 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](mailto:matt.valego@infintechllc.com)

**Info:** [carolinachamber.org/infintech](http://carolinachamber.org/infintech)

## 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](mailto:rix@piedmonthealth.org)

**Info:** [carolinachamber.org/small-business-health-service](http://carolinachamber.org/small-business-health-service)



Get 24/7/365 access to a local urgent care doctor from anywhere. Your Chamber's partnership with RelyMD makes that possible. Visit with an emergency medicine physician using phone and mobile video technology to get your illness diagnosed, injury evaluated and medication prescribed. Just \$8 per employee per month, covers their entire household.

**Contact:** Mike Harris • (919) 809-8472 • [mike@5ptsplan.com](mailto:mike@5ptsplan.com)

**Info:** [relymd.com/carolinachamber](http://relymd.com/carolinachamber)

## 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](http://carolinachamber.org/OfficeDepot)



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

**Contact:** [lenovo@carolinachamber.org](mailto: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](mailto:nancy@nancywilliamsadvisor.com)

**Info:** [carolina.tagresources.com](http://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](http://carolinachamber.org/FirstBenefits)



# Event Sponsorship

Support the chamber and grow your business through event sponsorship.

## Signature Events

Signature event sponsorship allows you to align your brand with the Chamber at our most highly attended events each year. This is an opportunity to grow your company's local profile by speaking directly to our region's most engaged business and community leaders.



## Signature Events Include

**Chamber Annual Meeting**

**Executive Leadership (CEO) Summits**

**Community Bocce Derby**

**Business Excellence Awards Luncheon**

**State of the Community Report**

**InterCity Visit**

**Hendrick Golf Classic**

*hole sponsorship also available - \$500*

**PRIMETIME Business Expo**

*exhibitor tables also available starting at \$350*

**Local Government Appreciation Reception**

**Salute to Community Heroes**

**Each Signature Event Offers a single Title Sponsorship plus the following 3 tiers of sponsorship:**

### **Presenting: \$2,500**

- Inclusion in our "presented by" tag line to the event (i.e. The State of the Community Report presented by Triangle Community Foundation, Durham Tech, CMIT Solutions, and Coastal Credit Union )
- Speaking time at the podium to bring welcome at the event
- Top billing sponsorship recognition on all event materials, signage, and communications with link to your website
- Reserved premium table with 8-10 seats as our guests of honor at the event

### **Program: \$1,500**

- An exclusive portion of the event will be presented by your company. This is unique promotional opportunity tailored to your business messaging needs. (i.e. Coffee & Networking, Breakfast, Stretch Break, or Bow Tie sponsorship are just a few examples of this creative sponsorship category)
- Your name and company in the agenda with an active role within the signature event program
- Enhanced sponsor recognition on all event materials, signage, and communications with a link to your website
- 4 premium seats as our guests of honor at the event

### **Contributing: \$800**

- Sponsorship recognition on all event materials, signage, and communications with a link to your website
- Special recognition from the podium
- 2 premium seats as our guests of honor at the event



# Promote Your Business

## Member Programs

Align your brand with the Chamber's advocacy and leadership development work or host a group of members in one of our more intimate community gatherings.

- ⇒ **Business After Hours (monthly)**
- ⇒ **Chapel Hill Young Professionals (monthly)**
- ⇒ **Leadership Chapel Hill-Carrboro (May-August)**
- ⇒ **Policy Series Forums (bimonthly)**
- ⇒ **Women in Business (quarterly)**

**Single Session Presenting Sponsor:** \$800

**Annual Underwriting Sponsorship:** \$2,250

**Host Sponsor:** providing all or a portion of venue, catering, and beverages

**Table Sponsor:** \$100 + an engaging table display for guests

### **FREE** Marketing Opportunities Included With Your Membership!

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

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## Custom Communications

### **Membership Matters Print Newsletter**

Directly mailed to 1,300 Chamber members:

**Inserts:** \$500

**¼ page ad:** \$300

### **Membership Matters E-Newsletter**

E-mailed to over 2,500 Chamber members:

**Banner ad:** \$250

**Promote section content:** \$350

### **Member Exclusives Email Newsletter**

2,250 people receive our Member Exclusive e-mail newsletter with a 25-30% open rate:

**Single E-mail Blast:** \$300

**4 Quarterly E-mail Blasts:** \$875

### **Lobby Display Ad**

6,000+ visitors travel through the Chamber's lobby and conference room space each year:

**Print Signage & LCD Display:** \$500/year

### **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](http://www.carolinachamber.org)**

Over 41,000 unique visitors each year:

**Enhanced Business Directory Listing:** \$300/year

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

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## 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.

## Community Champions

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THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL



## Community Investors

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CHAPELHILL  
MAGAZINE



## Platinum Sponsors

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east west partners

ELLER

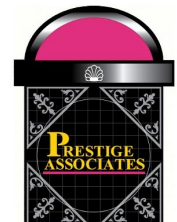


WELLS  
FARGO

# Major Investors

## Gold Sponsors

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*"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 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



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