# Chamber Leadership

- 77 Years of Business Leadership
- $1 Million Chamber's Annual Investment in Membership Services
- 8,155 Chamber Staff
- 90% Chamber Membership Retention Rate
- 144 Programs & Events Delivered

## Social Media Impressions

- 400K Twitter Impressions in 2019
- 16,000 Twitter, Facebook, and LinkedIn Followers
- 34,500 Chamber Member Directory Searches at carolinachamber.org

## Chamber Statistics

- 95,000 Chamber Member Employees
- 1,067 Export Shipments to 49 Countries Processed Through Our chamberexport.com
- $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

## Chamber Programs

- 500 Chamber Member Employees Enrolled in the Small Business Health Program with Piedmont Health (1st of Its Kind in NC)
- 26 Local Candidate (un)Forum Interviews

## 2019 Financial Overview*

**2019 Revenue**

- $1,087,565 Total Revenue
- $732,196 Membership Dues
- $71,294 Strategic Partnerships
- $17,109 Other Revenue
- $12,558 Advertising
- $61,015 Management Contracts
- $193,393 Programs & Events

**2019 Expenses**

- $1,103,641 Total Expenses
- $443,041 Membership Programs & Services
- $77,237 Communications & Marketing
- $177,195 Public Policy & Advocacy
- $148,296 Economic & Community Development
- $110,033 Facilities & Operations
- $147,839 Administration

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*Preliminary as of 01/30/2020

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**#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**
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 Oguntoyinbo, Technology Chair, shineBIG
Jay Patel, Wintergreen Hospitality
Chris Peronto, Blue Cross and Blue Shield of North Carolina
Eliazar Posada, El Centro Hispano
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

Jensen Anderson (919.967.7075)
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Katie Nash White (919.967.7075)
Community Impact Specialist
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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 23: 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.

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
- August 26: Candidate & Elected Officials
- October 14: Commercial and Residential Real Estate
- November 18: The State of Local Business
- December 9: Federal & State Legislative Forum

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, September 7, October 5, November 2, December 7

Women’s Networking Events
Quarterly learning, relationship building and networking opportunities for women.
Presented by: The Women of State Farm
- February 16
- May 18
- July 20
- November 30

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 Jensen Anderson at janderson@carolinachamber.org to schedule your promotional celebration!

*All events are will be held virtually at this time. Confirm event details and register online at 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
Info: 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 • rixa@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

Lenovo

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

Competition, 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

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.
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

<table>
<thead>
<tr>
<th>Signature Events</th>
<th>Presenting</th>
<th>$3,200 3 Available</th>
<th>Program</th>
<th>$1,600</th>
<th>Contributing</th>
<th>$800</th>
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<tbody>
<tr>
<td>Chamber Annual Meeting</td>
<td>Exclusive recognition in the &quot;presented by&quot; 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)</td>
<td>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)</td>
<td>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.</td>
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<tr>
<td>(2) Executive Leadership (CEO) Summits</td>
<td>Business Excellence Awards</td>
<td>State of the Community Report</td>
<td>Salute to Community Heroes</td>
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### Promote Your Business

**Hendrick Southpoint Auto Mall**

**Golf Classic**

**October 11, 2021**

**Presenting | $6,000**

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.

**Contest & Course | $975 8 Available**

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)

Complimentary foursome to participate in the tournament included

**Hole | $500 16 Available**

Signage and tabling opportunity designed for quality networking near an assigned tee box on the course.

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.

### Monthly Programs

<table>
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<tr>
<th>Annual Underwriting</th>
<th>Quarterly Sessions</th>
<th>Single Session</th>
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<tbody>
<tr>
<td><strong>$4,950</strong></td>
<td><strong>$2,250</strong></td>
<td><strong>$800</strong></td>
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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 presented by Duke Energy, Durham Tech, and Silverspot Cenima.)

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.

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.
Major Investors

Community Champions

BlueCross BlueShield of North Carolina
THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

Community Investors

97.9 THEHILL WCHL
ATMA HOTEL GROUP INC
Hendrick Southpoint Automall
PNC

Platinum Sponsors

at&t
THE CAROLINA INN
EST. 1924
DURHAM TECH
east west partners
ORANGE COUNTY NORTH CAROLINA
BB&T | SunTrust
now Truist
ELLER
WELLS FARGO
Major Investors

Gold Sponsors

- AICPA
- BARRISTER COMMERCIAL GROUP
- BROOKSPIERCE
- CAROLINA ATHLETICS
- CARRAWAY VILLAGE
- CHAPEL HILL TIRE CAR CARE
- COASTAL CREDIT UNION
- COMMUNITYWORX
- CURTIS MEDIA GROUP
- DEWBERRY
- ENITECH
- FEARRINGTON VILLAGE
- FIDELITY BANK
- FIRST HORIZON
- GLEN LENNOX
- GOOGLE
- GOVERNORS CLUB
- PINNACLE FINANCIAL PARTNERS
- PRESTIGE ASSOCIATES
- RTP
- SILENT STORES
- URBN PLACE
- TOPO
- UNIVERSITY PLACE
“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

“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