



The Chamber

For a Greater Chapel Hill-Carrboro

2023 Member Benefits & Resources Guide

Celebrating 80 years of helping local business be more successful with access to networks, knowledge, and a team of professionals dedicated to helping you thrive.



Connect | Advocate | Drive Progress | Build Community



"The Chamber has not only helped me stay informed and provided a plethora of networking opportunities, but also has helped me feel more a part of the community. Building a business—especially in the last year—has had its difficulties, and the Chamber has continued to be a steadfast resource."

Siddisee Hirpa, Owner
Kumon Math and Reading Center of Carrboro



"The Chamber has been an incredible partner of the years providing timely data and industry knowledge and supporting high quality real estate development in our region. If you want to get connected, stay informed and grow your leadership role in our community, you should join The Chamber."

Tom Wiltberger, CO-OWNER, BROKER, REALTOR®
Terra Nova Global Properties



The Chamber is an invaluable partner for the busy small businessperson, I know they are vigilant on my and my town's behalf on advocacy, planning and benefits. Membership easily pays for itself.

Jamie Fiocco, Owner & General Manager
Flyleaf Books Chapel Hill



As Chamber members, we've been able to make many crucial connections with community stakeholders through direct referrals and networking events. Having this platform to engage with families and community leaders has been such a valuable tool for us.

Vince & Sheba Brown, Owners
APlus Test Prep



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, Managing Partner
Adkin CPA, PLLC

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 small groups, 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** and **Black 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**
- **Quarterly Critical Issues Event Series:** Coordinated by the Chamber's Government Affairs Committee, the series includes 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).

Know Your Chamber

2023 Board of Directors

Board Officers

Lori Doherty, Chair, Doherty Home Inspections

Dan Lehman, Vice Chair, UNC Hospitals

Vakesia Graves, Immediate Past-Chair, Duke Energy

Sweta Adkin, Treasurer, Adkin CPA, PLLC

Creighton Blackwell, Chair of The Partnership, Coastal Credit Union

Robert Saunders, General Council, Brooks Pierce

2023 Board of Directors

Elie Abou-Rjeileh, Olmaz Jewelers

Manish Atma, ATMA Hotel Group

Jes Averhart, Jes & Co.

Donna Bell, Congruence Counseling

La-Tasha Best-Gaddy, Infinity Bridges

Tim Dalton, Truist

Greg Fitch, Fearington Village and Fitch Creations

Rory Gillis, Triangle Digital Partners

Dr. Nyah Hamlett, Chapel Hill-Carrboro City Schools

Betsy Harris, Vice Chair for Government Affairs, Armacell

Mayor Pam Hemminger, Town of Chapel Hill

Kelly Holcombe, Blue Cross and Blue Shield of North Carolina

Joel Levy, Joel I. Levy, CPA

Scott Maitland, Top of the Hill

Lydia Mason, Piedmont Health

Chris McClure, UNC Chapel Hill

Poonam Nandani, Hendrick Southpoint Auto Mall

Tola Oguntoyinbo, Vice Chair for Technology, ShineBiG Feedback

Chris Peronto, Vice Chair for Strategy, Kenan-Flagler Business School

Jennifer Player, Habitat for Humanity

Eliazar Posada, Posada Strategy Consulting

Anna Richards, Orange County Board of Commissioners

Caroline Riggsbee, Pinnacle Financial Partners

Michael Rodriguez, Subway

Wes Rowe, Wintergreen Hospitality

Mayor Damon Seils, Town of Carrboro

Mark Sherburne, The Carolina Inn

Ryan Stewart, Trinsic Residential Group

Connolly Walker, Vice Chair for Membership, Harris & Company Insurance

Mission

To serve and advance 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

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Signature Event Dates

Friday, February 3 | Chamber Annual Meeting Presented by: Trinsic Residential Group

Join us as we bring you The Chamber's 80th Annual Meeting in person at the Carolina Club. Help us celebrate the our local business community and get a preview of exciting developments for 2023.

Thursday, April 13 | Community Bocce Derby

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

Thursday, May 4 | Leadership Chapel Hill-Carrboro Kickoff

Leadership is a cohort-based learning experience now in its 37th year. An extensive program designed to inform, develop, connect, and engage committed and emerging leaders in Greater Chapel Hill-Carrboro.

Friday, June 16 | Business Excellence Awards Hosted by: American Legion Post 6 Event Venue

This luncheon & awards ceremony honors exceptional businesses and leaders for their great achievements in the Greater Chapel Hill-Carrboro business community. Nominations open in February.

Thursday, September 14 | State of the Community Report

Presented by: PNC & Triangle Community Foundation

In its 16th 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.

Monday, October 23 | 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.

Thursday, December 14 | Local Government Appreciation Reception

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

Chamber Programs & Networks

2023 Critical Issues Series

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

Supported by: Chapel Hill Media Group, Servpro of South Durham & Orange County, & SBTDC

- February 23: The Economic Outlook Forum
- April 27: The Economic Development Forum
- October 3: Coffee with the Candidates
Presented by: Fidelity Investments
- November 30: The Legislative Forum

Women's Networking Events

Quarterly learning, relationship building, and networking opportunities for women.

Presented by:

The Women of State Farm & The Women of Merrill

- January 10: Networking Social at The Siena
- May 23: Luncheon at Chapel Hill Country Club
- July 25: Networking Social at Blue Hill Event Center
- November 2: Luncheon at Farrington Village

Business After Hours Networking Events

- January 19
- March 23
- April 20
- May 18
- July 20
- August 24
- September 21
- October 19
- December 14

Chapel Hill Young Professionals

The Chapel Hill Young Professionals (CHYP), serves member employees ages 40 and under. Educational and networking events are held monthly.

- 2nd Tuesday (of most months) from 5:30-7:00 p.m.

Industry Leader Small Groups

Check the Chamber's calendar for these regular gatherings of professional peers designed to share the information, resources, and support you need so that you don't have to lead your business alone.

- Real Estate Professionals (virtual, 1st Monday)
- Nonprofit Leaders (in-person, 4th Wednesday)
- Retail Roundtable (in-person, 1st Friday)

Black Business Alliance

A group created to convene, engage and empower Black business owners and leaders to support the growth of a thriving Black business community.

- Quarterly socials

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!

Policy Platform

The Chamber's policy platform is made up of four pillars (economic, community, workforce, and business development) and is grounded in our **four values**. The Chamber Government Affairs Committee uses this policy platform to guide its advocacy efforts and educate policy makers on matters that matter to the local business community. Learn more at carolinachamber.org/advocacy

I. Economic Development Economic development is the growth of the commercial tax base with commercial development and job creation. Done well, economic development generates economic well-being and contributes to many community benefits.

We advocate for:

- Policies and projects that create local jobs and increase the formation, retention, and relocation of businesses in our community.
- Policies that make it easier to build, renovate, and redevelop commercial property.
- Policies that promote development density, streamline regulatory requirements, and reduce regulatory hurdles.
- The development of additional commercial space, including retail, office, flex, warehouse, and manufacturing.
- The implementation of successful tools like 'form-based code' that create clarity and certainty for all involved.
- Proactive and cooperative recruitment of employers and industries.
- Public investment of infrastructure, such as water, sewer, and parking in the economic development districts and zones.
- Plentiful, accessible parking in the downtowns.
- A fair tax and fee system that does not negatively target nor disadvantage specific sectors or industries.

II. Community Development Community development is the improvement of public infrastructure, amenities, and institutions that make a community a desirable place to live, learn, and work. Done well, community development improves quality of life, attracts and retains talent and employers, and fosters a more connected and vibrant community.

We advocate for:

- Improved transit and transportation infrastructure to ease local and regional commuting and reduce congestion.
- Accessible, reliable, resilient, and affordable utilities and services, including water, energy, high speed internet, and telecommunications infrastructure needed to support business continuity.
- The construction of diverse housing that accommodates projected community growth rates and improves housing affordability.
- Policies that address reductions in carbon emissions, modernize the energy grid, and keep energy prices as affordable as possible.
- Policies that support job growth and investment in the renewables and clean energy sectors.
- Creating and maintaining community amenities that foster a quality of life that attracts and retains talent and employers, including well-planned parks, sidewalks, and greenways.

III. Workforce Development Workforce development prepares people for employment, helps workers advance in their careers, and ensures employers have the skilled workforce they need for their current and future needs. Done well, the talent pipeline is employer-led, thoughtfully managed, and increases community competitiveness.

We advocate for:

- Our public schools and an education system that prepares all our community's children for a globally competitive world of work.
- Our community colleges and universities to be well-funded, economically impactful institutions that are responsive to the needs of regional and state employers.
- Increased access to early childhood education.
- An immigration system that gives local employers reliable access to workers they need to thrive.
- Strategic investments in, and management of, an employer-led talent pipeline that addresses local skills gaps to better meet the existing and projected workforce needs.

IV. Business Development Business development is the establishment, expansion, and retention of revenue-generating enterprises. Done well, business development services and activities make up an innovative ecosystem that helps entrepreneurs and leaders of existing enterprises develop, grow, and sustain through all phases of their business lifecycle.

We advocate for:

- Policies, projects, and programs that make it easier to start, grow, and sustain a business in our community.
- The development and maintenance of an ecosystem that supports entrepreneurs and startups in all phases of their business lifecycle.
- Creation and expansion of municipal and county grant and loan funds.
- The increased exportation of local products and services to global customers.

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 an average of \$13 each.

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

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

Office



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



20% off your in-store Print & Marketing Services order. (Including signs, banners, decals, business cards, brochures, disposable menus, and more.) **10% off your in-store purchase of regularly priced items.** (Including markers, envelopes, boxes, tape, furniture, desk accessories, coffee, snacks, and more.) **Plus**, earn on every purchase with Staples Rewards®

Enroll: carolinachamber.org/staples

Operations



Competitive, stable workers' compensation coverage for small and medium sized businesses. Talk to your current insurance agent about applying for the FBI program. **Workers' Comp Insurance is mandated by state law if a business has three or more employees.**

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

Explore Greece with The Chamber

November 3-11, 2023

- Airfare from RDU Airport
- Extended stay in one location
- Discussions with local guest speakers
- Local olive farm plantation visit
- Tour Acropolis and Parthenon
- Ouzo tasting



\$3,299

9 Days, 7 Nights including hotels, meals, and day trips

FREE Marketing Opportunities Included With Your Membership!

- Online business directory page with links: www.carolinachamber.org/localbusinessdirectory
- 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 2,300 Chamber members:

Banner ad: \$150

Member Exclusives Email Blast

2,000 people receive our Member Exclusive e-newsletter with an average 30% open rate:

Single E-mail Blast: \$300

4 Quarterly E-mail Blasts: \$900

(\$75 discount for camera ready artwork)

Sponsored Social Media Promotion

Simultaneous posts on the Chamber's Facebook, LinkedIn, Instagram and Twitter accounts:

Single Day Post: \$225

www.carolinachamber.org

Over 38,000 unique visitors each year with more than 100,000 pageviews (15% of site traffic is on the business directory)

Enhanced Business Directory Listing: \$300/year

Banner Advertising: \$85/month or \$900/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
8 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



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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.

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

Community Bocce Derby

Business Excellence Awards Luncheon

State of the Community Report

Hendrick Golf Classic

Course sponsorship - \$1,325 with 4 playing spots

Hole sponsorship - \$525

Local Government Appreciation Reception

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

Presenting: \$3,200

- 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: \$1,600

- 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

Community Champions



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Community Investors



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