



2020

ANNUAL REPORT



GREATER CHAMBERSBURG
CHAMBER OF COMMERCE



A Message from our President



A handwritten signature in blue ink that reads "Stephen Christian".

Stephen Christian
President & Executive Director
Greater Chambersburg Chamber of Commerce
Chambersburg Area Development Corp.

Never in our history has it been more important for our community and local businesses to come together than the year 2020. Despite the unprecedented trials of the global pandemic, our business community has risen to the challenge and supported one another through all the twists and turns.

As a member-based organization, we remain laser-focused on our mission statement: "We exist to help our members prosper and to enhance the quality of life in the Chambersburg area." Our Chamber communications shifted this spring to deliver more resources to our membership and community regarding Covid-19. This included a Covid-19 Resource Center on our website, new marketing initiatives and the "Coping with Covid" video series. All of these resources served to enable our membership to strategically navigate the pandemic's rocky terrain.

Our overall event statistics were lower due to Covid, but we successfully hosted 15 ribbon cuttings, 23 video interviews, 10 Civil War Seminars, 15 Lunch & Learns and a plethora of other virtual events. Our goal with all events and programs, whether in traditional or modified virtual formats, is to provide our Chamber members with more value-added benefits and opportunities to help your business succeed.

In the following pages, you'll learn more about our member benefits and the recent accomplishments of the Chamber and its affiliates. Throughout this crisis I have seen our community come together in ways that inspire my confidence and optimism. We can enable each other to survive and thrive, simply by reinforcing our continued efforts to stand behind one another. As we navigate a post-Covid landscape, we must remember that we are stronger together. Thank you for your support!

CHAMBERTEAM

Helping our members prosper and supporting our community.

Stephen Christian, President of Greater Chambersburg Chamber of Commerce, Executive Director of Chambersburg Area Development Corp.

Maryliz Toohig, Finance & Human Resources Director

Jordan Nace, Membership Director

Angela Schaeffer, Director of Operations & Assistant to the President

Lark Kennedy, Communications & Marketing Manager

Lisa Helm, Accounting Assistant

Sue Black, Customer Service Representative & Heritage Center Coordinator

Laiton Heckman, Communications & Administrative Assistant

Virginia Harriger, Executive Director of Greater Chambersburg Chamber Foundation

Sam Thrush, President of Downtown Chambersburg Inc.

HIGHLIGHTS

THE COVID-19 PIVOT

Our Chamber communications shifted in 2020 to deliver member and community information regarding Covid-19. This included a Covid-19 Resource Center with trainings, a PPE directory, videos, updates on health care, responsible re-opening, video interviews with members and so forth. We also created the Chambersburg Takeout Blitz Facebook group to help the restaurant industry. To date, the group has 5,700 members and has produced more than 5,800 organic posts since its inception. Our team also pivoted our events schedule with outdoor venues and virtual platforms to comply with gathering restrictions. All of these resources and activities enabled our membership to strategically navigate Covid-19.

CHAMBERSFEST & COVID-19

ChambersFest looked a lot different this year as the various organizations worked to adapt their events to adhere to CDC guidelines amidst the global pandemic. The event was held July 11-18 and included Scoop-a-Palooza Ice Cream Trail, a virtual Acapella & Unplugged, a community-wide #FranklinCountyStrong initiative and others. The 4th Annual Restaurant Week arrived when the local restaurant industry needed it most featuring 40 participating restaurants, cafes and breweries. Each event helped boost the community's morale and support the area economy. ChambersFest 2020 capitalized on its original premise – paying tribute to the community that overcame the burning by Confederates in 1864 and as we overcome the adverse effects of Covid-19.

STRONG MEMBERSHIP SUPPORT

The Chambersburg Chamber continued to represent a strong membership base throughout the global pandemic and remained the largest business advocacy organization in Franklin County. In 2020, the Chamber gained 50 new members and retained approx. 86 percent of our existing membership. We continue to strengthen our membership network that will in turn help drive a strong economy. Thank you for your membership!

11/30 NETWORK HOSTS FIRST RESPONDERS APPRECIATION DAY

The 11/30 Network, an initiative of the Chambersburg Chamber, hosted the 6th Annual First Responders Appreciation Day in December. Thanks to the generosity of businesses and community members, the group distributed food, gift certificates and handwritten cards of appreciation to 32 stations across Franklin County. The 11/30 Network is the county's primary network for young professionals led by a steering committee and Chamber staff liaison. The group has 80 members and is focused on social, civic and professional opportunities. For more details, visit 1130Network.com.

EXPANDED MEMBER SERVICES

Our Chamber offers exclusive business services to our members, and we were pleased to expand those services in 2020. ChamberChoice now offers tuition reimbursement, and we have medical insurance options through My Benefits Advisor. Other member services include the ChamberPlus Business Insurance that offers enhanced coverage for auto, business owners, property, workers compensation and general liability insurance. World Kinect Energy Services continues to offer energy solutions for members that can help your business save money on energy costs. Each of these options offer significant discounts to business expenses that will help your business thrive.

2020

700+ Members

84,746

Business Directory
Online Views

35,000

Chamber Cards

115+

Events & Programs

420K

Social Media Reach

5 STAR ACCREDITED

The Chambersburg Chamber is recognized by the U.S. Chamber of Commerce as a five-star accredited chamber and is ranked among the top 1% of chambers nationwide.

This designation is achieved through quality business practices, outstanding contributions to the community, exceptional leadership and support of the principles of free enterprise.

CHAMBER RECOGNIZES EXCELLENCE

The Chambersburg Chamber honored seven individuals and six businesses in 2020 for their outstanding accomplishments in our community.

More than 500 people joined the Chamber virtually or in person to recognize the below members for their exceptional contributions. They were honored at the Annual Awards Breakfast, Economic Development Breakfast and Annual Meeting.

- ATHENA Leadership Award to Sherri Stahl of WellSpan Health - Formerly Summit Health
- Business Person of the Year to George Pogue Jr. of Cumberland Valley Tree Service
- Innovator of the Year to Dr. Nicholas Wendell, Wendell Chiropractic & Rehabilitation
- Nonprofit of the Year to Drew Michael Taylor Foundation
- Volunteer of the Year to Dr. Michael Doncheski
- Spirit of the Community Award to Patrick O'Donnell
- Emerging Business Leader to Jake Naugle
- Event of the Year: 22nd Annual Trout Derby organized by Chambersburg Noontime Lions Club
- Employer of the Year: SEK, CPAs & Advisors
- Property Improvement - Rehabilitation \$150,000 to \$500,000 to Second Street Development
- Property Improvement - Rehabilitation \$500,000-\$1M to NETwork Ministries
- Property Improvement - Rehabilitation over \$10M to Keystone Health
- The Downtowner Award to Penny Shaul



ANNUAL AWARDS BREAKFAST

Award winners honored in March at the Chambersburg Country Club. For more details, visit Chambersburg.org.



BUSINESS BREAKFAST: ANNUAL MEETING

George Pogue Jr. honored as the 2020 Business Person of the Year with Chamber President Stephen Christian.

2020 MEMBER MILESTONES

75+ Years

Chambersburg Area School District
Charles W. Karper, Inc.
F&M Trust
Frank B. Leshner Company
Gabler Trucking Inc.
Ludwigs Jewelers, Inc.
Lyons and Company
M&T Bank
Olympia Candy Kitchen
Public Opinion
Sharpe & Sharpe, LLP
Shively Motors, Inc.
T B Wood's
Wilson College

50+ Years

ACE Distributing
Art Sign Company of Chambersburg, LLC
Ausherman Brothers Real Estate, Inc.
Bell Insurance Inc.
Brechtbill & Helman Construction Co., Inc.
The Butcher Shoppe
Chambersburg Auto Body
eLynxx Solutions
In & Out Beverage
Jennings Chevrolet Buick GMC
Jennings Value Center
Johnnie's Restaurant & Hotel Service, Inc.
Ken Shadle Aluminum Products, Inc.
Knouse Foods Cooperative, Inc.
Lewrene Interiors
McCleary Oil Company Inc.

50+ Years

New Enterprise Stone & Lime Co., Inc.
Nitterhouse Masonry & Hardware Supply
Noelker and Hull Associates, Inc.
Penn National Resort Community
Plasterer's Florist and Greenhouses
R. A. Hill, Inc.
Rife Motor Company Inc.
SEK, CPAs & Advisors
Strickler Agency, Inc.
SunnyHill Properties Inc.
Thomas L. Geisel Funeral Home, Inc.
Totem Pole Playhouse
Valley Agency Company
Waynesboro Construction Company
WellSpan Health - Formerly Summit Health

2020 HIGHLIGHTS

- Donated final \$10,000 of \$50,000 commitment to the campaign for the Coyle Free Library
- Contributed \$20,000 to United Way of which \$10,000 is supporting the Stepping Forward Works program
- Invested \$90,000 to Habitat for Humanity's Home Again property in downtown Chambersburg
- Supported Penn State Mont Alto's LaunchBox program with initial \$5,000 of \$15,000 donation

COMMUNITY IMPACT


Chambersburg Area Development Corp. (CADC) continues to strengthen its engagement and focus on Chambersburg's industrial and commercial business needs. Despite the challenges of 2020, its real estate holdings remained vibrant and occupancy rates stayed at historic highs.

CFDC, a partnership between CADC and Franklin County Area Development Corp. (FCADC), plans to sell the former Vacon/Danfoss building at 1500 Nitterhouse Drive to F&M Trust. CADC and FCADC have formed a new partnership,

South Main Ventures, that will acquire F&M Trust's legacy office property at 20 South Main Street. This plan has been pushed back due to turbulence in the financial markets caused by COVID-19.


CADC remains committed to workforce development as well as charitable giving to support our community. Over the past year, CADC made sizeable contributions to Habitat for Humanity, Coyle Free Library and United Way of Franklin County. Additional donations were also awarded to Penn State Mont Alto's LaunchBox, Cumberland Valley Rail Trail and ChambersFest. Since 2017, CADC has made a \$300,000 equity investment in Rose Rent Lofts and an additional \$300,000 through the joint partnership with FCADC. In 2020, Rose Rent Lofts completed its market-rate loft apartments and capped off the year 93 percent leased thanks to the support from CADC and other community stakeholders. While the last few months have seen unprecedented and significant upheaval, CADC remains committed to supporting local investment.

CADC's financial position remains strong and secure with a net worth of \$14.4 million and a strong investment portfolio to ensure long-term stability and flexibility. Since 1960, CADC has invested in real estate throughout the community and developed four business and commercial parks. In all, the businesses and industries provide more than 3,000 jobs. Today, CADC's buildings produce revenue that is used to advance CADC's mission to enhance the economic health of the community. For more information, visit Chambersburg.org/CADC.



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GREATER CHAMBERSBURG VIRGINIA HARRIGER CHAMBER FOUNDATION EXEC. DIRECTOR

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PROGRAM HIGHLIGHTS

- Run Your Ice Off 5k featured 250 runners - a 100% increase over 2019
- 45+ virtually attended the first Franklin County Education Summit
- Angi Quigley named 2019 Alumni of the Year for Leadership Franklin County Community
- 21 ice cream vendors participated in the Scoop-a-Palooza Ice Cream Trail, offering over \$2,100 in prizes for patrons
- 60+ people attended the Community Education Coalition's Workforce Development Summit in early March.
- 18 local business professionals graduated Leadership Franklin County Community's class of 2020.

11TH CLASS GRADUATES

Leadership Franklin County (LFC) Youth students completed their leadership journey in April with a virtual graduation. Friends, family and school partners celebrated the 27 students from eight different Franklin County high schools as they presented overviews of their 'bekind' school projects and reflected on their leadership lessons from the program. Overall, students noted they improved communication skills, team building and learned to be active listeners in group settings. They also noted that field trips and volunteer events made them more aware of their community and ways to help. School projects ranged from food drives, kindness projects for peers, elementary or pre-school students, homemade cards for elderly and military, creating bulletin boards as well as celebrating health care workers and teachers.

SCOOP TRAIL SUCCESS

Despite having to reimagine Chambersburg's favorite ice cream festival due to Covid-19, the Chamber Foundation's Scoop-a-Palooza Ice Cream Trail was a massive success!

Presented by ACNB Bank, this year's event took on a new format as a virtual month-long ice cream trail during July (National Ice Cream Month). The virtual format supported 21 local participating ice cream vendors while raising money for the Greater Chambersburg Chamber Foundation's educational programming in Franklin County. Vendor partners provided over \$2,100 in gift card prizes for the event, which were awarded weekly and monthly to map-followers who entered both virtually and with printed maps. Scoop also included a virtual Kids



Coloring Contest sponsored by Orrstown Bank and a Live Celebrity Sundae event sponsored by Volvo Construction Equipment. Scoop coloring sheets were created by The Foundry Art Market.

Following the event, community members were encouraged to make donations to the Chamber Foundation with the Scoop Double Dip Challenge. At the end of the challenge, the Floor Trader Outlet of Chambersburg generously provided a \$1,500 matching donation, doubling the Chamber Foundation's challenge funds raised for a total of \$3,000.

LOGISTICS LEADERSHIP ACADEMY

The Greater Chambersburg Chamber Foundation with Penn State Mont Alto and the Partnership for Career Development (PCD) launched the Leadership Academy on Logistics for Franklin County in late February. The six-week course for public school educators is funded by a PA Department of Labor grant. Educators from Chambersburg, Greencastle, Shippensburg and Waynesboro school districts can earn master's credits thru this program, which is designed to teach them how to better prepare their students in the field of supply chain and logistics. Despite having to suspend sessions briefly because of Covid-19, the local educators recently completed the new program.

LFC AWARDS ALUMNI OF THE YEAR

At the virtual LFC Community graduation ceremony in May, the Chamber Foundation was proud to name Angi Quigley the 2019 LFC Alumni of the Year. Angi volunteers for several organizations in Franklin County, serving as a board member and providing assistance and support whenever needed. She has served on the boards of the Chambersburg Chamber Foundation and Downtown Chambersburg Inc., leading organizational projects and fundraisers such as CrabFeast. In 2018 she was named the Greater Chambersburg Chamber of Commerce Volunteer of the Year. Angi has worked in an accounting role since 2004; she joined SEK, CPAs & Advisors in 2010 and has advanced to become a manager at the firm. She shows unwavering commitment not only to her profession, but to her community as well.

DOWNTOWN CHAMBERSBURG INC. SAM THRUSH PRESIDENT

717-264-7101 ext. 204 | sthrush@chambersburg.org | DowntownCburg.com



DOWNTOWN UPDATE

Downtown in 2020 started off with the community's favorite event – IceFest! Thousands of individuals and families flocked to Main Street to view more than 80 ice sculptures and take part in Snowfall Ball, Chili-Q, Icing on the Cake and other activities. This awesome event would not have happened without the generous support of our local businesses - thank you!

The global pandemic disrupted normal activity, but Downtown Chambersburg Inc. (DCI) rose to the challenge during this difficult time. DCI engaged in consistent communication with business and property owners and provided key information to them regarding grant/loan programs and business regulations. In addition, DCI ramped up its marketing efforts to help drive online and in-person sales to small businesses.

DCI launched two fundraising campaigns in 2020 to help support local merchants. The first merchandise campaign raised money to purchase gift cards from downtown businesses that were donated to health care workers at WellSpan Health and Keystone Health. DCI also partnered with Downtown Business Council of Chambersburg to facilitate an e-gift card program that gave a one-to-one match to consumers.

A highlight of 2020 included the commonwealth of Pennsylvania awarding DCI up to \$50,000 to be spent on façade grant programs in the downtown core. Chambersburg was one of 40 towns in Pa. to receive this grant funding, which gave up to \$5,000 to qualified projects. Several businesses also received upgraded lighting and outdoor décor to beautify their space with funds provided by DCI.

Despite the closing of several businesses and the disruption of normal activities, DCI welcomed new businesses in 2020 and hosted several events. DCI launched Sunday Food Trucks on the Square, Retail Therapy Hour, Thursday Tastings, Food Truck Fest, Winners Finish Last, Small Business Saturday, Duck Derby and Sip & Stroll. Each event helped to bring individuals downtown safely while generating revenue to support DCI's mission. For additional information about DCI, please contact Sam Thrush (contact info above).

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GREATER CHAMBERSBURG CHAMBER OF COMMERCE

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Greater Chambersburg
Chamber Foundation

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Community
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Questions? Contact us!

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