

For more than 100 years, the Reidsville Chamber of Commerce has served as an advocate and a voice of the business community, addressing issues and concerns for the betterment of Reidsville. Established in 1914 by strong business leaders in our community, the Chamber has grown to an organization representing business on local, state, and national levels.

Though our Chamber persevered through the 1918 Spanish Flu pandemic, we don't have records from that time detailing their efforts. The Covid-19 Pandemic of 2020 has certainly changed many ways we "do business," but our goals have not wavered. The Chamber has continued to help local businesses flourish and to promote new business. We've worked to increase the climate for economic growth and success, sometimes in new and innovative ways. We've continually "pivoted" and innovated new methods to reach our members and meet their needs. We proudly present some extraordinary statistics for this extraordinary year.

MEMBERSHIP

412 members

47 *new members*

88.5% retention rate



New member Tractor Supply Company celebrated their ribbon cutting on Feb. 21, 2020.

WEB PRESENCE



2020 Stats for ReidsvilleChamber.org

Google Analytics Stats

22,615 Users (↑31% from 2019)	32,079 Sessions (↑28% from 2019)
21,860 New Users (↑23% from 2019)	56,971 Page Views (↑35% from 2019)

Chamber Master Website Stats

More than 277,000 page views, member searches and views of member pages

That totals more than 334,000 views!

BUSINESS SHOWCASE

The Annual Business Showcase was an online event in 2020 due to the pandemic. Despite this change, 57 member businesses participated!

Web stats showed great engagement! Comparing October 2020 to September, the website showed 66% increases in page views and session duration, 83% more pages per session, and 24% new sessions. Comparing October 2020 to the same period in 2019, page views were up 107%, pages per session increased 101%, and average session duration was up 110%.

JOB FAIRS

The Chamber hosted a Virtual Job Fair on the REMO platform in September.

17 Vendors represented

44 jobseekers registered in REMO

TOPICS@12

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The Chamber collaborated with the City of Reidsville, Rockingham County, and Rockingham County Community College to present a series of free webinars. 15 topics were presented on Thursdays at Noon via Facebook Live. These webinars were viewed 2,655 times.

RIBBON CUTTINGS

Despite the Covid-19 pandemic, we were able to celebrate nine ribbon cuttings in 2020!



TOP 5 Viewed Topics@12

Where Are Your Customers After COVID-19? Presented By Ruben D. Gonzales, RCC Small Business Center	551 views
Your Small Business After COVID-19 Presented By Ruben D. Gonzales, RCC Small Business Center	387 views
Accounting Alphabet Soup? SBA, EIDL, PPP & more Presented By JR Cecil, Liberty Tax	375 views
Restaurant Recovery After COVID-19 Presented By Ruben D. Gonzales, RCC Small Business Center	373 views
Social Media Strategies For Small Business Presented by Jeremy Hyler, Zibster	180 views

COMMUNITY / PANDEMIC EFFORTS



Business Community Huddle

From March through August 2020, the Chamber and City of Reidsville hosted a weekly “huddle” via Facebook Live where business leaders shared information about adapting their business during the pandemic.



Team Reidsville Together

In April and May, the Chamber sold gift cards for member restaurants. Through generous grants from The Reidsville Area Foundation and MVP Southgate, purchases were matched with donations to The Salvation Army of Rockingham County; Aging, Disability & Transit Services of Rockingham County; and the Reidsville Outreach Center. \$15,000 in gift certificates were sold, allowing for an infusion of cash to area restaurants, and \$5,000 was donated to each of the charitable organizations.



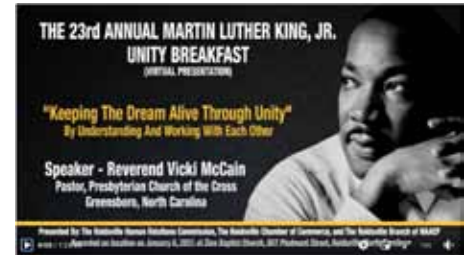
Small Start Restart Guide

The Chamber, in partnership with Rockingham Community College Small Business Center, digitally distributed a guide for helping businesses learn best practices for safely re-opening while dealing with Covid-19.

Chamber Staff also:

- Helped business owners through the application process for EIDL and PPP loans
- Created and sourced resources to help Reidsville businesses learn best practices to safely return to work
- Created an online accessible spreadsheet with information on Reidsville restaurants and delis (deliver and takeout availability, contact information, etc.)
- Created an online spreadsheet with information on Reidsville area employment agencies and job availability.

COMMUNITY EVENTS



The Annual MLK Unity Breakfast was an online only event in 2020. The event had an estimated reach of 7,750 on Facebook. There were more than 2,900 unique viewers and 66% more engagement than similar posts from the Chamber.



The Candidates Forum was an online only event in 2020. The estimated reach on Facebook was 7,445; and there were more than 1,500 unique viewers.

MASK UP!



The Chamber partnered with the Reidsville Area Foundation, City of Reidsville, and Caswell Family Medical Center to hand out 500 FREE Covid-19 Resource Kits to Businesses & Nonprofits.

MEDIA & ADVERTISING



Likes & Followers:

Chamber	3,471 / 3,829
Visitor Center	1,358 / 1,412
Reidsville Area Restaurants	592 / 644
TOTAL	4,421 / 5,885

An increase of 36% over 2020!

Eden Chamber	2,636 / 2,802
Greensboro Chamber	3,339 / 4,393



The Chamber produced nine episodes of *News and Views*. These programs had a combined audience of 5,689 on Facebook and YouTube — plus Spectrum Access viewers.



WFMY's Eric Chilton interviewed Chamber President Diane Sawyer about the BlitzR networking event. The story aired Jan. 28, 2021.



The Chamber's six-week winter digital billboard campaign in Greensboro, promoting the Shop Small campaign and visiting Reidsville, received 1,062,104 views!

EMAIL NEWSLETTERS

112,771
Email Newsletters
sent in 2020

Open and click rates
higher than industry averages



FAMILY FORWARD NC

The Chamber was featured by Family Forward NC, a non profit working to strengthen the state through family-friendly workplaces. They noted: *Established in 1914, the Reidsville Chamber of Commerce challenges itself to continue to evolve and provide employees with family-forward benefits, with the understanding that salary alone in a small non-profit is not enough to retain top talent.*

WORKFORCE DEVELOPMENT

The Chamber partnered with Rock A Top in a continued effort to strengthen the local workforce. Joint meetings include:

- School 2 Work Connections (Connecting employers to school staff): 15 attendees
- Apprenticeship Parent/Potential Students: 16 registrants
- 8th Grade Academy Parent/Students: 110 registrants

SHOP SMALL

In our annual **Shop Small campaign**, (altered due to Covid protocols), we handed out 100 gift bags at the Chamber -- each contained a \$5 certificate redeemable at 30+ businesses and restaurants.

