



2020 Garner Chamber ANNUAL REPORT

A Year Unlike Any Other.



GARNER CHAMBER

Get Connected.

919.772.6440 | www.garnerchamber.com | 401 Circle Dr, Garner, NC 27529

2020 ANNUAL REPORT

A Letter from the CEO

What a year! It's now been a full year since I took over the Garner Chamber President/CEO position on February 24, 2020.

My first position in the big seat. My dream job. Running an organization. Building a community. My first role at a Chamber of Commerce. Sure, I'd worked in an Economic Development organization for years, experiencing so many personal, team and community successes. And had worked through numerous challenges along the way.

I thought I was prepared for anything.

I wasn't. None of us were.

One thing's for sure...I certainly didn't expect to be shutting down our offices and making a complete and total transition to a virtual organization in my first 3 weeks on the job! But sometimes things play out in the most unexpected and unpredictable ways.

As I look back over the last year, I am so proud of what my amazing team has been able to accomplish and their ability and willingness to transition, adapt and learn a new way to work and thrive. And for what we have been able to accomplish as a Chamber, which you can review in detail over the following pages.

Despite the pandemic, we've been able to build for the future. Back in April 2020, we launched the Garner Small Business Resiliency Fund, raising and giving close to \$50,000 in grants to help save small businesses at the very beginning of the crisis.

We held over 80 virtual events last year, our first on March 20, 2020. Our events had over 2,400 attendees and provided an outlet for connections, exposure and marketing for members. Our marketing efforts via email, our website, social media and virtual outreach featured over 300 member businesses and led to tens of thousands of audience engagements, providing an avenue of exposure for the Garner business community.

But we're not finished. In fact, this is only the beginning. We've launched the Love Garner community-wide marketing campaign. We're teaming up with local and regional partners to spur development, prepare for the impending growth and to take advantage of all the opportunities Garner has in this prosperous Triangle region.

The thing I've missed the most during the last year, though, is meeting all of you in person. The camaraderie that comes from building a community together. The networking, the laughing, the problem solving and creativity that only comes from personal interaction and engagement. The rush of excitement I feel when standing in front of a large crowd and sharing my passion and excitement for economic development and the community.

With that, I can only say one more thing, "I truly look forward to meeting you in 2021!"

Matthew Coppedge
President & CEO
Garner Chamber of Commerce

BOARD OF DIRECTORS 2019-20

Mo Ahumada, AAMCO
Paula Anderson, Southern Travel
Douglas Ball, Ball Properties
Mark Berube, Fonville Morisey
Justin Byars, First Citizens Bank
Matt Davis, State Farm
Lillian Davis, Pride in NC
Robert Doreauk, AT&T
Julio Gomez, La Cocina
Buddy Gupton, Jones Insurance

Pandora Holloway, Independent
Dena McDonald, Alossi Renewal Spa
Jennifer Neighbors, WakeMED
Melissa Oliver, Triangle YMCA
Scott Sides, Accentuate Staffing
Tommy Sims, All Star Trash
Ronnie Thompson, TT&E Iron & Metal
Mary Elizabeth Twiddy, Edward Jones
Timothy Walker, South Garner High School
Josh Whitaker, McCullers, Whitaker & Hamer

GARNER CHAMBER STAFF



Matthew Coppedge
President & CEO



April Wood
Vice President



Kim Niskey
Director of Business
Development



Terri Nielsen
Operations Manager

CHANGES AT THE CHAMBER

Feb 24

**MATTHEW COPPEDGE STARTS
AS NEW PRESIDENT & CEO**



Mar 6

**NEAL PADGETT RETIRES
AFTER 14 YEARS LEADING THE
GARNER CHAMBER**

Mar 31

**BEVERLY ADAMS RETIRES
AFTER 5 YEARS OF AMAZING
WORK AT THE CHAMBER**



GARNER CHAMBER TAKES THE LEAD ON EARLY PANDEMIC RESPONSE

TIMELINE

March 2020

March 3 NC's first COVID-19 case reported

March 6 Garner Chamber holds yearly Raffle & Auction in-person, which turns out to be the last indoor event of the year. Neal Padgett retires.

March 9 Matthew Coppedge's 1st full week as President/CEO of Chamber

March 14 NC Governor Roy Cooper issues Executive Order prohibiting gatherings of more than 100 people, closes schools for 2 weeks and encourages social distancing

March 18 Anticipating the potential impacts of long-term shutdowns for the Chamber and member businesses, Chamber VP, April Wood and Chamber CEO, Matthew Coppedge meet to strategize the best ways to move forward to help businesses. A complete transition to virtual started by adding 3 weekly virtual events to to feature Chamber members, to allow members to connect, to educate members on ways to adapt and to provide relevant information on pandemic impacts

March 20 Garner Chamber Launches 1st Virtual Event, a Friday Virtual Networking for members. Chamber will hold 27 virtual events between now and the end of May

March 23 To assist with small businesses that were impacted the most, discussions begin between the Chamber & private sector to start a grant fund to help small businesses most impacted during this time

March 26 Wake County issues Stay-at-Home order

March 30 Stay-at-Home Order issued by Governor for all of North Carolina

April 3 Garner Chamber & partners raise \$50,000 and launch Garner Small Business Resiliency Fund to awards grants to businesses most affected by shutdowns

Grant Fund launched on April 3, to quickly provide relief for our small businesses

In March of 2020, realizing that small businesses were going to be faced with mounting financial pressures, the Garner Chamber partnered with private sector partners and the Downtown Garner Association and led the effort to start the Garner Small Business Resiliency Fund. This was before almost every other local city and town and before any federal loan or grant programs launched. Through our fundraising effort, we were able to give close to \$50,000 in grants to help small businesses survive through the most difficult time of shutdowns in April & May, at the very beginning of the pandemic.

*"WOW! THANK YOU ALL VERY MUCH FOR THIS AWARD!
WE WILL CERTAINLY PUT IT TO GREAT USE, WHICH WILL HELP US
SUSTAIN OUR BUSINESS AND KEEP OUR TEAM EMPLOYED."*

Paul Campbell – Golden Krust Caribbean Restaurant

G A R N E R
SMALL BUSINESS
RESILIENCY FUND



Almost
\$50,000
awarded!

>> 34 GRANTS <<
to help small
businesses at the
most critical time

VIRTUAL EVENTS TAKE CENTER STAGE

In 2020, we held over 80 virtual events with well over 2,400 attendees! Prior to 2020, the Garner Chamber had never done a virtual event before as an organization, so our efforts to quickly transition allowed us to feature numerous Chamber members and continue to connect via our FRIDAY VIRTUAL NETWORKING WHICH HAS DRAWN OVER 1,100 ATTENDEES over the last year!

37

FRIDAY VIRTUAL
NETWORKING EVENTS

24

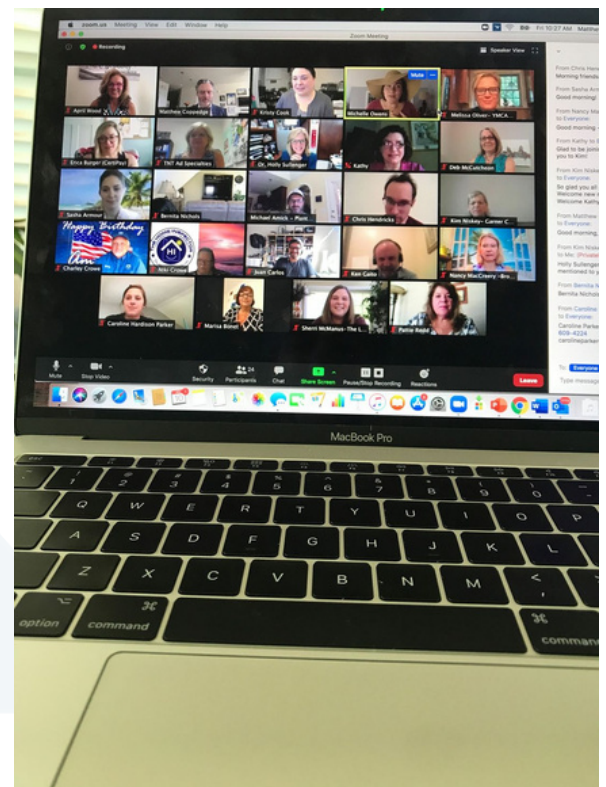
OUT-OF-OFFICE
WORKSHOPS &
WEDNESDAY
WEBINARS

80+

VIRTUAL EVENTS

2,400+

VIRTUAL EVENT ATTENDEES IN 2020



VIRTUAL EVENTS TAKE CENTER STAGE

In ADDITION to our WEEKLY FRIDAY VIRTUAL NETWORKING EVENTS, from March -July we were able to hold 24 OUT-OF-OFFICE WORKSHOPS and WEDNESDAY WEBINARS! These events allowed members to share their expertise virtually and were marketed by the Chamber. There were over 600 attendees that connected to our featured guests and accessed valuable information to help them deal with the pandemic crisis.

March 25 (Webinar) - Small Business COVID Funding Resources Webinar, Kevin Dick, Carolina Small Business Development Fund, Damien Dellinger (Town Council) & Courtney Barbee (The Bookkeeper)*

March 30 (Out-of-Office Workshop) 60-day Business Strategy Development for COVID - Matthew Coppedge & April Wood, Chamber

April 1 (Webinar) Insurance & Benefits Changes for Small Business due to COVID - Jones Insurance*

April 6 (Out-of-Office Workshop) 60-day Marketing & Communications Strategy Development for COVID - Matthew Coppedge & April Wood, Chamber

April 15 (Webinar) How to Stay Mentally Well During COVID 19 - Lillian Davis, Strategic Behavioral Health*

April 20 (Out-of-Office Workshop) Meditation & Stress Relief during COVID - Kara Crooks, Zin Yoga*

April 22 (Webinar) How to Access No-Cost Resources for Workforce Development - Kimberly Wheeler, Wake County Workforce Development Board*

April 27 (Out-of-Office Workshop) How to Administer Targeted Massage - Dena McDonald, Alossi Spa*

April 29 (Webinar) Working from Home Efficiently is Essential to Thrive! - Barbara Hemphill, The Paper Tiger Lady*

May 4 (Out-of-Office Workshop) Making Margaritas & Guacamole with La Cocina - Omar Ramirez, La Cocina*

May 6 (Webinar) - Garner/Wake County Real Estate Update during COVID - Melissa Kolodziej, Raleigh Association of Realtors*

May 11 (Out-of-Office Workshop) Selling Yourself During COVID, Hiram Stratton, Sandler Training*

May 13 (Webinar) Cybersecurity for you and your employees during COVID - Jon Sparks, Wingswept*

May 18 (Out-of-Office Workshop) Exercising Financial Fitness to Prepare for the Future - Crystal Dempsey* & Mary Elizabeth Twiddy, Edward Jones*

May 20 (Webinar) The Future of the Chamber, Matthew Coppedge, Garner Chamber

May 27 (Webinar) Legal Impacts for Employers as we Re-open NC - Phil Strach, Employment Trial Lawyer with Ogletree Deakins*

June 1 (Out-of-Office Workshop) Say it With Impact! - Kim Niskey, Garner Chamber

June 3 (Webinar) Panel: The Future of Economic Development in Garner & Wake County - Kathleen Henry, Econ Dev Director, Wake County Econ Dev/Joe Stallings, Town of Garner*/Matthew Coppedge, Garner Chamber

June 8 (Out-of-Office Workshop) Get Ready to Raise Your Leadership Lid! - Sherri & Lou Everett, Lou Everett Group*

June 15 (Out-of-Office Workshop) Using Canva to Up Your Virtual Game - Neal Issacs, VR Business Brokers*

June 22 (Out-of-Office Workshop) CPR/First Aid & Emergency Training - Melissa Overton, MedicalTraining.me*

June 29 (Out-of-Office Workshop) Making Mojitos & Grilled Wings with Guy Wavra from Moonrunners*

July 20 (Out-of-Office Workshop) Ask A Mechanic with Matt Simmons from Matt's Auto Shop*

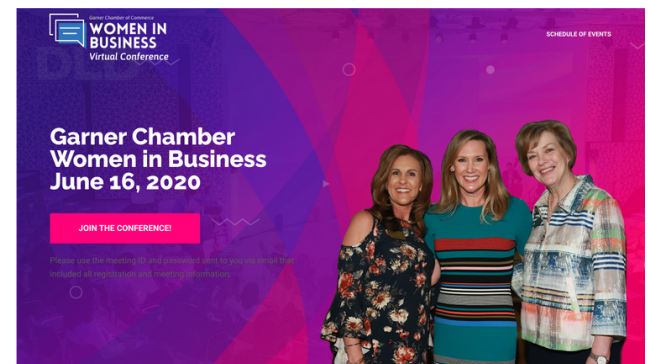
July 29 (Webinar) Panel: Education Updates for Garner - Cathy Moore, Superintendent, Wake County Public Schools/Dr. Scott Ralls, President of Wake Tech*/April Wood, Garner Chamber

*Denotes Chamber Member

LIVING LARGE IN A VIRTUAL WORLD

WOMEN IN BUSINESS JUNE 16, 2020

Our first foray into the large-scale virtual conference world was our Women in Business conference back in June, which drew over 130 Chamber members. We were able to engage our exhibitors allowing them to meet our attendees; and we honored our catering commitment to Kaplan Catering by having virtual attendees pick up their lunches via drive-thru at the Chamber. Extra lunches that were not picked up were taken to Community of Hope Ministries for distribution. A virtual conference of this magnitude has a steep learning curve and while we had some hiccups along the way, the lessons we learned have helped us to continually improve each and every event we have done since then.



Garner Chamber Golf Classic 2020

38TH ANNUAL CHAMBER GOLF CLASSIC SEPTEMBER 3, 2020

Luckily, in early September, we were able to have our Annual Golf Tournament in-person and while we had a slightly different format, we sold out our team spots and had our best year ever with over 150 members participating. Prize winners and sponsors were featured throughout the Chamber social media feeds, with April & Matthew visiting and shooting videos and photos.



LIVING LARGE IN A VIRTUAL WORLD



VIRTUAL CONNECT CONFERENCE OCT 22, 29 & NOV 5, 12



Relentless

Optimistic

Ambitious

Results Driven



DE&I practices



Our Economic Development Conference that was held virtually featuring four 1-hour sessions over 4 weeks. More than 60 attendees joined each week (240 in total) and we featured TED-style talks, panel discussions, interviews & presentations.

October 22 - TED-style talks with 5 speakers (Henry McCoy, Dr. Holly Sullenger, Dionne McGee, Stephen Scoggins, Dr. Scott Ralls)

October 29 - Public Sector Panel (Albert Alwang-Wake County Econ Dev, Joe Stallings, Town of Garner, Lee Worsley-Triangle J Council of Governments, Matthew Coppedge-Garner Chamber)

November 5 - Garner Chamber Update, Town of Garner Update, Amazon Feature Interview with Joe Stallings/Matthew Coppedge

November 12 - Private Developer Panel (Douglas Ball-Ball Properties, Justin Parker-Al Neyer, Jon Keener-Trustwell Development Group, Stephen Dorn-Lennar)

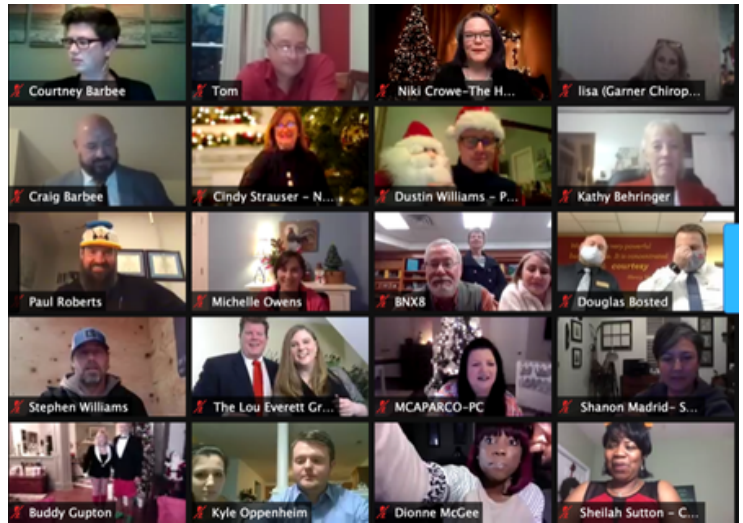
BROADWAY VOICES VIRTUAL SHOW FEATURING ADAM JACOBS NOV 14, 2020

Originally scheduled as an in-person concert for April 25, 2020, this show had to be postponed due to the pandemic. It was rescheduled to a virtual concert in November and performed live by Adam from his home and then a Q&A session afterwards with Chamber CEO, Matthew Coppedge.





LIVING LARGE IN A VIRTUAL WORLD



VIRTUAL SUMMIT AWARDS DEC 10, 2020

To finish out the year, we had our Summit Awards show in December featuring the best in business in Garner! Since a reception and dinner was not an option, Matthew and April delivered over 20 sponsor swag bags filled with food and beverages purchased from Chamber members. More than 120 members joined us for the fun event as we announced 18 business awards in addition to prizes for the Best Shoes & Best Red Carpet Look of the night. All award winners were featured throughout the Chamber social media feeds, with April & Matthew visiting and shooting videos and photos.



A NEW LOOK for the CHAMBER



GARNER CHAMBER

Get Connected.

A NEW BRAND: LOGO, WEBSITE & EVERYTHING ELSE

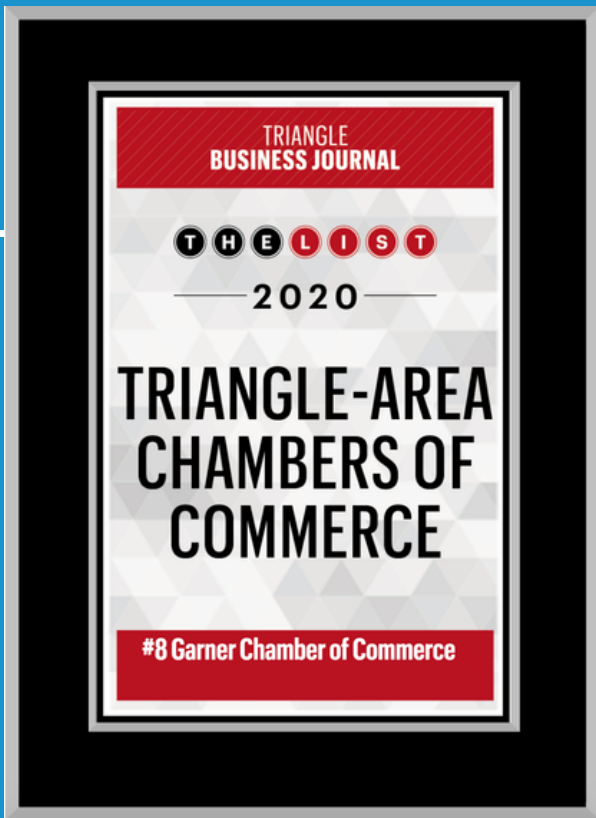
As the transition to virtual began, it became abundantly clear that the previous brand of the Chamber didn't convey the expertise we had in the new virtual world we were embarking upon.

To better feature our members, small business and showcase that the Garner Chamber was committed to adapting and changing when necessary, we updated the Chamber logo, tagline, website and all of our marketing materials and look. In addition, every major event received a logo and brand refresh to showcase a more modern look to engage current and new members.

These changes have allowed us to promote our members more effectively while offering new potential members confidence that joining the Garner Chamber is an investment well-made.



HIGHLIGHTS FROM THE YEAR



126

**NEW CHAMBER
MEMBERS IN 2020!**

**#8 CHAMBER
OF COMMERCE
OUT OF 31 IN
THE REGION BY
TRIANGLE
BUSINESS
JOURNAL**

#1

**RANKED #1 IN THE
COUNTRY FOR
NEW CHAMBER
MEMBER SIGNUPS
IN CHAMBER TIER
(KIM NISKEY) BY
AACCE (JUL-DEC
2020)**

THE YEAR THAT WAS 2020



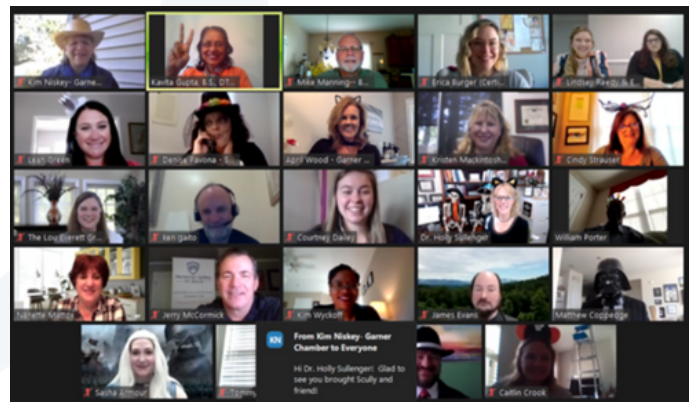
- Amazon opened Garner Fulfillment Center hiring over 3,000 people
- Costco announces new location in Garner
- Chick-fil-A announces new location in Garner
- Tru Hotel begins construction
- Business Park 70 opened by Al Neyer
- Current approved Residential Developments in Garner - 2,200+ single family homes, 550+ Townhomes, 1,400+ Multi-family units
- Garner 540 Portion Under Construction
- Regular meetings with Town of Garner partners to work on economic development initiatives
- 286 News Releases posted on Chamber website
- 44,139 email engagements from 145 sent emails
- 25,705 Calendar Event Page Views
- 73,045 Total Member Search Hits from Chamber Website Listings
- 40,992 Total Member Web Page Hits from Chamber Website Listings
- Over 300 member organizations featured via digital marketing avenues (Email, Social Media, Virtual Events, Website)
- 80+ Virtual Events in total held
- More than 2,400 virtual event attendees
- 37 Virtual Networking Events
- 24 Out-of-Office Workshops & Wednesday Webinars



THE YEAR THAT WAS 2020

- Chamber CEO hosted 30+ Virtual 1-on-1 meetings for Chamber members in April, May & June.
- Chamber CEO served as Vice Chair for James R Stevens Award Committee
- Chamber CEO featured in media coverage by Triangle Business Journal & the Garner News
- Chamber CEO served as speaker for Chamber Chats with Raleigh Association of Realtors, Mid-day Rotary, Morning Rotary, Garner Station Podcast, William Porter Podcast
- Chamber VP held 48 New Member on-board meetings via Zoom
- Chamber VP held quarterly Chamber 411 training sessions virtually
- Chamber VP hosted Summit Award Workshops
- Chamber VP continued to engage our Garner Young Professionals (GYP)
- April Wood, Chamber VP, received the 2019-2020 Wake County School-to-Career Council Outstanding Volunteer Leadership Award for Garner Magnet High School for her participation in the Trojan Business Alliance
- Chamber VP attended over 40 meetings, webinars and conferences to stay informed and engaged with community partners and chamber professionals including: the US Chamber, CACCE (Carolinas Association), the NC Chamber, Wake Education Advisory Council, and local chamber staff
- Chamber staff held Ribbon Cuttings as requested
- Chamber staff held Virtual Reception to honor the James R. Stevens Award recipient, Neal Padgett. Staff helped coordinate and market the virtual reception with the town with Chamber VP serving as the emcee throughout the program.
- Chamber staff worked with town of Garner to launch Garner Small Business Resiliency Series (Nov 3, 10, 17, 24), an educational series for small business owners for preparing for emergencies (Cybersecurity, Small Business Funding, Active Shooter Training, Fire Safety)

- Director of Business Development featured speaker for 5 podcasts and chamber programs
- Director of Business Development attended approximately 98 community networking & educational events
- Director of Business Development held approximately 650 meetings with prospects
- Operations Manager led effort to completely upgrade Chamber Master system to better engage with Chamber Members and increase office efficiency



WHAT'S TO COME, IN 2021!



Garner

LOVE LOCAL. LOVE GARNER.



Garner Chamber
Golf Classic



2021 GARNER CHAMBER

THE FINAL COUNTDOWN

ANNUAL RAFFLE & AUCTION



Join us as we embark on a year of re-opening, of excitement and growth! We look forward to seeing you and invite you to sign-on to the Love Garner Campaign!

