



# 2021 Garner Chamber ANNUAL REPORT

Transition to the Future



**GARNER CHAMBER**

*Get Connected.*

919.772.6440 | [www.garnerchamber.com](http://www.garnerchamber.com) | 401 Circle Dr, Garner, NC 27529

## BOARD OF DIRECTORS 2020-21

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Paula Anderson, Southern Travel  
Douglas Ball, Ball Rentals  
Mark Berube, Fonville Morisey  
Justin Byars, First Citizens Bank  
Jerry Coleman, Chick-fil-A  
Lillian Davis, Pride in North Carolina  
Matt Davis, Matt Davis - State Farm  
Julio Gomez, La Cocina  
Buddy Gupton, Jones Insurance  
Pandora Holloway, Independent

Dionne McGee, DG McGee Enterprises  
Jennifer Neighbors, WakeMed  
Melissa Oliver, Triangle YMCA  
William Porter, William Porter Life  
Tommy Sims, All Star Waste Services  
Sheilah Sutton, Coastal Credit Union  
Chris Torgler, Amazon  
Mary Elizabeth Twiddy, Edward Jones  
Tim Walker, South Garner High School  
Josh Whitaker, Whitaker & Hamer

## GARNER CHAMBER STAFF

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Matthew Coppedge  
President & CEO



Dustin Williams  
Vice President



Nicole Yvette Humphrey  
Events & Marketing Manager



Terri Nielsen  
Operations Manager



Myrtle Earley  
Events Coordinator



Rebekah Walker  
Marketing Intern

# GARNER CHAMBER STARTS THE YEAR OFF BUYING \$10,000 in GIFT CARDS FROM LOCAL BUSINESSES AND GIVING THEM ALL AWAY!

The \$10,000 Great Garner Giftcard Giveaway featured 35 business Feb-Mar 2021 and was covered on Spectrum News 1 & WTVD 11. Over 300 gift cards were purchased and given away on Facebook to support the small business community! It was the largest Social Media Campaign in Garner's history and one of the largest ever in the Triangle!




Total Facebook Reach

# 247,122

# 45,765

TOTAL  
ENGAGEMENTS



On June 17, 2021, the  
Garner Chamber held  
our first, major in-  
person in over a year.  
Since then, we've done:

ALL 5 OF OUR  
SIGNATURE EVENTS

5 BUSINESS  
EXCHANGE  
BREAKFASTS

14 RIBBON  
CUTTINGS

6 BUSINESS  
AFTER HOURS

ALONG WITH NUMEROUS OTHER EVENTS AT THE  
CHAMBER AND IN THE COMMUNITY FOR A TOTAL OF

2,000+  
ATTENDEES

# GARNER CHAMBER GRAND RE-OPENING



**JUNE 17, 2021**

**Garner Chamber unveils newly re-imagined space with new paint, new furniture and a completely new vibe!**



# The HUB at the Garner Chamber Opens!



**The HUB, Garner's FIRST co-working space, launches at the Garner Chamber. At The HUB, you'll find outdoor bistro tables, indoor tables and chairs, co-working desks and small meeting and workspace areas for small groups of 2 to 4 people. And free WiFi and Coffee!**





# Garner Chamber Golf Classic 2021

Sponsored by Charles Ashley Mann DDS & Associates, the 2021 Garner Chamber Golf Classic was a sold-out event and once again (unfortunately) took place on the hottest day of the year! The heat index was 112 degrees! But we all made it through and had an amazing time!

## GARNER CHAMBER GOLF CLASSIC AUGUST 12, 2021



# WOMEN IN BUSINESS CONFERENCE JULY 27, 2021

Our 2021 Women in Business Conference was held at The Pavilion at Carriage Farm and featured "The Empower Hour", 5 powerful speakers on the stage that each gave a 10-minute talk on their experience in the business world. Over 160 people were in attendance for this event, with the Chamber receiving rave reviews for the conference!



## Vendor Expo, Lunch, Networking & THE EMPOWER HOUR SPEAKERS!



**Dionne McGee**  
»Author of "Finding Your ROAR" & Leadership Training Expert



**Elena Ashburn**  
»Principal at Broughton HS & 2021 North Carolina Principal of the Year



**Jes Averhart**  
»Creator of The Reinvention Road Map, Women's empowerment speaker



**Jessica Throneburg**  
»Owner of Little Details, a successful retail store & social community since beginning as an Etsy shop in 2012



**Amy Strecker**  
»Director of Foundation Strategy for Duke Energy Foundation & Adjunct Professor, UNC MPA program





## CONNECT CONFERENCE AUGUST 26, 2021



**GARNER CHAMBER**  
*Get Connected.*

# 2021 CONNECT CONFERENCE

8/26 Noon-5:30pm

			
<b>Gregg Sandreuter</b> Partner, HM Partners, (Beacon Commerce Park)	<b>Susan Scott</b> UNC TV, Chief Growth Officer	<b>Barry Eagle</b> CEO, Crown Hotel Group (TRU Hotel Garner)	<b>Henry McKoy</b> NCCU Director of Entrepreneurship
			
<b>Vinny Smith</b> Contender eSports Gaming Center	<b>Brian Anweiler</b> Wake Tech Athletic Director & Esports director	<b>Jay Priester</b> President, Cambridge Properties (Costco Garner)	<b>Mystery Panelists!</b> Join our mystery panel for some big news!



Our Economic Development Conference featured Susan Scott from UNC TV as the primary speaker, followed by 3 panel discussions: Innovation Nation on innovations in the Triangle, Why Garner? Why Now? on developments happening in Garner and a Life Sciences Development panel talking about the new and excited things happening from the Town of Garner, Garner Chamber and the development community on life sciences recruitments.



2021 GARNER CHAMBER

# THE FINAL COUNTDOWN

## ANNUAL RAFFLE & AUCTION



## THE FINAL COUNTDOWN OCTOBER 15, 2021

Our Annual Raffle and Auction was held outside at the Garner Chamber due to Covid challenges and turned out to be a beautiful night for an event with a DJ, food trucks, the auction and the \$10,000 giveaway! The grand prize was split between 3 winners and the night was capped off by dancing and turned out to be a fun-filled evening had by all!



# SUMMIT AWARDS GALA DEC 9, 2021



To close out the year, we held our Summit Awards Gala in December, an epic Masquerade Ball! Our Summit Awards and People's Choice Awards were announced and Neal Padgett, former President of the Garner Chamber was awarded the Faye Gardner Lifetime Achievement Award. And what a night with a live band and prizes for Best Mask and Best Dressed (pictured bottom left)!



# 2021 HIGHLIGHTS



>>WON 1ST EVER CAROLINAS ASSOCIATION OF CHAMBERS AWARD FOR LOVE GARNER CAMPAIGN - EXCELLENCE IN ADVERTISING & MARKETING



>>LED MARKETING EFFORT FOR TOWN BOND REFERENDUM WITH 75%+ IN FAVOR FOR ALL 4 BONDS



>>RANKED #7 CHAMBER OF COMMERCE OUT OF 31 IN THE REGION BY TRIANGLE BUSINESS JOURNAL



>>GARNER YOUNG PROFESSIONALS RE-LAUNCHES AND ADDS LEADERSHIP COMPONENT & EXPANDED PROGRAMMING



>>HOSTED TOWN COUNCIL CANDIDATES FORUM IN OCTOBER 2021 FOR 3 COUNCIL CANDIDATES



>>AMBASSADOR TEAM GROWING AND STEPPING UP TO MAKE CHAMBER EVENTS SUCCESSFUL

>>PARTNERED WITH TOWN, WAKE TECH & OTHERS TO HOLD FIRST LAUNCH GARNER CLASS FOR 13 BUSINESSES!



# 2021 HIGHLIGHTS



- Amazon announces new Distribution Center at Greenfield North
- Costco opens in Garner
- New Biscuitville location opens
- New Bojangles location announced
- 3 New businesses announced for old Kroger site in Garner Towne Square: Lidl, Eggs Up and Harbor Freight
- Beacon Properties moving forward with Beacon Commerce Park, directly across from Amazon
- Tru Hotel by Hilton under construction and slated to open Summer of 2022
- Town of Garner signs contract with Lansing Melbourne to develop site adjacent to Garner Recreation Center
- The Distillery Event Center and Aristotle Spirits both open in Downtown
- Duke Health purchases property on Hwy 50
- VA purchases property on Hwy 50 and announces plans for 240,000+ sq ft of clinic space on the site
- Current approved Residential Developments in Garner - 2,200+ single family homes, 550+ Townhomes, 1,400+ Multi-family units
- Garner 540 Portion Currently Under Construction
- Regular meetings with Town of Garner partners to work on economic development initiatives



# 2021 HIGHLIGHTS

- Chamber CEO served on James R Stevens Award Committee
- Chamber CEO featured in media coverage by Spectrum News 1 & WTVD 11
- Chamber CEO served as speaker for Chamber presentations during year including Garner Civitan Club, Chamber 411, Chamber Chatter Podcast, Girls Who Do Stuff Podcast, CONNECT Conference, Summit Awards
- Chamber CEO & VP represented Chamber on Launch Garner Committee
- Chamber CEO hired a new Events Coordinator, Myrtle Earley in April 2021, a new Vice President, Dustin Williams in May 2021 and a new Events & Marketing Manager, Nicole Yvette Humphrey in October 2021
- Chamber VP represented Chamber at Mid-Day Rotary as President Elect of club
- Chamber VP sits on both South Garner Titan Business Alliance and Garner Trojan Business Alliance
- Chamber VP worked with Community Of Hope campers and taught them interview, networking, and some life skills about what a Chamber does in the community. Also was a guest speaker at their camp and talked about accountability in work and life.
- Chamber team hosted Representative Deborah Ross at the Chamber in June
- Country Recording Artist, American Idol Winner & Garner native, Scotty McCreery visited the Chamber in October
- 31,385 email engagements from 111 sent emails
- 24,905 Calendar Event Page Views
- 97,608 Total Member Search Hits from Chamber Website Listings
- 74,220 Total Member Web Page Hits from Chamber Website Listings
- Over 150 member organizations featured via digital marketing avenues (Email, Social Media, Virtual Events, Website)
- Over 80 Member Spotlights on Facebook
- 30+ Virtual Events in total held



# 2021 HIGHLIGHTS



# COMING IN 2022!



THE  
**MASTERMIND LAB**  
by the Garner Chamber

