

Cary Chamber of Commerce – Economic Development Accomplishments 2008-2009

Accomplishments:

- Cary Economic Development continues to be a point of contact for both relocation and expansion projects considering our community. We worked with the North Carolina Department of Commerce, the Research Triangle Regional Partnership, the Wake County Economic Development Program and numerous other allies and consultants during the past year. In addition, we responded to direct inquiries where Cary was under consideration. Last year we provided information and responded to request for 23 projects. Many of these remain active inquiries. During that period the following announcements were made:
 1. HCL America announced they will lease 40,000 square feet in 11000 Regency and employ over 500. They are in the financial services business.
 2. The Pantry announced they will move their corporate headquarters from Sanford to Cary. They purchased a 62,000 square foot building in MacGregor Park and will employ 150. The Pantry owns and operates convenience stores throughout the Southeast.
 3. Red Storm Entertainment expanded their space (25,000 square feet) and moved to CentreGreen in the Weston PUD. Red Storm is in the gaming business.
 4. Patriot State Bank opened operations in Cary. They leased 3,000 square feet for their management operations and are proceeding to build a branch location.
 5. Saffron Technology leased 7,000 square feet of space in CentreGreen V. They are in the memory technology business.
 6. SAS announced it will build a “cloud computing” operation (approx. 38,000 square feet) on its Cary campus. They will invest approximately \$70 million and could add an additional 200 jobs.
 7. ABB announced they will move their North American Headquarters from Norwalk, Connecticut to Cary. They expanded their space needs (total approx. 60,000 square feet) in Regency Park and will add 100 jobs over the next year.
 8. Carolina Advanced Digital leased 3,500 square feet in Cary and will add approximately 10 new positions. They are located off of James Jackson Avenue.
 9. Loparex LLC announced they will move their corporate headquarters from Willowbrook, IL to Cary. They are leasing 20,000 square feet in Crescent Lakeside II and will employ 60.

- We have held our monthly Economic Development Meetings on the first Wednesday of each month or in conjunction with special events throughout the year. Programs during the year have included the following speakers or organizations: Paul Campion (SAS Championship), David George (Kite Realty – Parkside Commons Project), Ted Abernathy (Business Expo – Cary Report), Todd Zapolski (Waverly Place), Dr. Michael Walden (Economic Forecast), Carl Westerhold and Tim Wilson (Siemens Medical Devices), Tom White (NC State Econ. Dev.), Allan Burchett and Mary Flieller (Presentation on ABB operations).
- Industry Appreciation Day was held May 6th at MacGregor Downs Country Club. The morning forum included presentations from Ed Willingham, President of First Citizens Bank, Town Manager Ben Shivar, County Commission Chair Harold Webb, Skip Hill with Highwoods Properties and Secretary of Commerce Keith Crisco. Lunch was provided and golf for those available in the afternoon. The Economic Development Committee will examine this event in the coming months and determine if another format would encourage a larger participation.
- The Town of Cary Economic Development Commission has met monthly during the past year and we have been present at these meetings. The Commission is provided an update on activity and offers a liaison between the Chamber program and the Town. We also meet quarterly to review the economic program with the Mayor directly and several council members and Town staff. Howard Johnson and Sandy Jordan have begun monthly update meetings with Town Manager Ben Shivar and Budget Director, Scott Fogleman.
- The Cary Sports Alliance continues to host quarterly meetings at the Chamber. Meetings have also been held with Raleigh Conventions and Visitors Bureau regarding sport activities within Cary. We have worked with the Alliance, Town and RCVB to attract The Great American Cross Country Race to Cary for 2009 – 2011 and are presently working with the Town and RCVB on a soccer event for 2011. We have also supported the activities of USA Baseball and the Carolina Railhawks. Economic Development hosted receptions for the NCAA Soccer Selection Committee, Division II Baseball Coaches and helped organize a breakfast event for the Black Heritage Swim Event. Cary has some of the area's premier sports venues and they have a very positive economic impact on the community.
- We met with approximately 50 brokers from throughout the Triangle area in April to talk about Cary's business climate and activity. The event was hosted by Colliers Pinkard at their new business park on Pleasant Grove Church Road.
- We scheduled a meeting between Town staff and several of the area's developers to discuss the future "product" needs of Cary (land and buildings). We are seeking ways to promote this public/private partnership and assure that Cary has buildings and sites that can attract relocation and expansion projects going forward.

- We have worked on several incentive projects with the Town Council and Staff and those efforts seem to be going well. We remain conservative in our request for incentives and only pursue projects which have a positive impact on the community. The Town Council seems comfortable with our approach to the incentive issue.
- The Chamber continues to offer consultations with representatives from the Small Business Administration and Wake Tech. These programs are to help with business plans, financial advice and contacts, and exposure to other resources. Through our recruitment efforts, we work with many smaller businesses and startups.

Cary Chamber of Commerce – Education Division Accomplishments 2008-2009

Mission:

The Education Division will facilitate and champion business community involvement by promoting partnerships and innovative programs for the positive influence of our students and schools.

Recognition:

- Recognized 12 area teachers with a Teacher of the Month presentation.
- Recognized 12 area teachers with a Math Teacher of the Month presentation.
- Recognized 6 area counselors with a Counselor of the Month presentation.
- Honored 24 teachers for the Honor a Teacher Awards program, raising \$24,000. Held awards ceremony at the Koka Booth Amphitheater at Regency Park and honored 2009 Honor a Teacher winner's in the *Cary News*
- Awarded Cary High School with the Entrepreneurial Award in Education
- Hosted Western Area Principal's Luncheon
- Hosted Western Area Assistant Principal's Luncheon
- Sponsor annual Wake County Teacher of the Year Ceremony
- Honored Western Wake Area First Year Teachers with a plaque

Recruitment:

- Offered chamber facilities for training sessions for the area schools.
- Worked to promote Business Alliance in the Western Wake County area.

Youth Development:

- Organized Youth Leadership Cary 2008-2009, including a community service project.
- Served on the Business Alliances in the Western Wake County area.
- Assisted with career fairs in the Western Wake County area.

Communications and Building Relationships:

- Hosted twelfth annual Education Golf Tournament to support local education initiatives.
- Organized Leadership Cary 2008-2009, including a community service project.
- Participated in the Wake Education Partnership by sponsoring the Annual Goodnight Reception and serving on the Wake Roundtable Committee.
- Hosted a Kids Voting Booth at the 2008 election.

- Partnered with Recycle Rewards to earn money for education initiatives.
- Invited local leaders to speak at meetings, Eye Openers, & forums to inform the membership on various education issues.

Cary Chamber of Commerce – Governmental Relations Division Accomplishments 2008-2009

Mission:

The Governmental Relations Division will establish and enhance relationships with governmental officials that affect Cary and its business community; provide information to and obtain input from our members on government issues relevant to them; recommend advocacy positions to the Chamber's Board of Directors, and communicate the Chamber's viewpoint to our membership, elected officials and the community at large.

- Held candidates' forums for Wake County Commissioners, NC Senate & Congressional races, US Congressional Districts 04 and 13.
- Produced a Voter's Guide for the November 2008 races.
- Encouraged and invited the Town of Cary elected officials, staff, and Wake County's Leaders to attend Cary Chamber events and monthly meetings.
- Helped plan and coordinate the Federal Issues Forum, involving our federal delegation from the Triangle, along with the other Triangle Chambers of Commerce.
- Hosted Annual Elected Officials Reception.
- Held a Leadership Dinner for our elected officials.
- Created a concentrated local legislative agenda.
- Surveyed the Chamber membership to identify issues of interest in governmental affairs to include in the legislative agenda.
- Created a regional legislative agenda in conjunction with the other Triangle Chambers of Commerce and the Research Triangle Regional Partnership (RTRP).
- Presented a federal legislative agenda at the annual Triangle Chambers DC Trip, planned in partnership with the Triangle Chambers.
- Maintained a leadership role in the Regional Transportation Alliance (RTA) and educate members on transportation issues.
- Provided the Governmental Relations committee members the Town of Cary's meeting agendas via email as needed.
- Held a leadership role for the 2009 Reality Check event.
- Emailed all Vice Chairs of other divisions prior to meetings to be sure they are aware of meeting topics and to find out if they have an issue that needs to be discussed.
- Sent email alerts regarding issues that may affect member business.
- Supported Wake Education Partnership's interlocal agreement proposal, on a revenue neutral basis, to benefit student achievement.

Cary Chamber of Commerce – Membership Services Division Accomplishments 2008-2009

Mission:

The Membership Services Division will communicate with the members and to the community the role, benefits and services of the Chamber with emphasis on recruitment, retention, and services.

Membership Development

- Conducted Total Resource Campaign to increase membership base and promote sponsorship opportunities. Reviewed and modified sponsor costs and included opportunities in all price ranges so that even the smallest businesses can participate
- Conducted Bi-monthly Chamber 101 sessions that educated new members and/or new employees of experienced members about the Chamber and its Program of Work
- Utilized the efforts of an outside sales consultant to increase Chamber membership during non-campaign months
- Maintained member contact and communication through Member Retention Plan with special focus on new members

Ambassador Program

- Maintained volunteer group that worked with Board of Directors and staff on all Chamber events with focus on member retention through involvement
- Assigned an Ambassador to each new member for follow up and guidance through the first year of membership

Membership Services

- Promoted and enhanced the “Member to Member” benefits program increasing discount opportunities for members by members.
- Coordinated monthly Business After Hours
- Organized, promoted and presented Car Raffle and Auction
- Organized and promoted annual Member Guest Golf Tournament
- Hosted “A Taste of Cary” Member Appreciation party
- Organized, publicized and promoted monthly Eye Opener Breakfast
- Continued the monthly Business of Women luncheons featuring speakers with topics specific to working women
- Organized, promoted and presented “Fore Ladies” Golf Tournament
- Organized, promoted and presented Inaugural Tennis Classic

Cary Chamber of Commerce – Business Services Division Accomplishments 2008-2009

Mission

The Business Services Division will provide education, recognition and communication opportunities to help the Chamber members operate successful companies in the Cary area. The Division will focus on delivering resources and solutions that provide quantifiable value for Chamber members.

Goals & Objectives

- Continued and expanded relationship with Wake Tech's Business & Industry Center by offering the following:
 - Notary Public Certification Training
 - Offered professional development programs utilizing some of the instructional materials from American Management Association, Vital Learning, Achieve Global, etc
 - Continued to offer the Kauffman Foundation's "Planning the Entrepreneurial Venture"
 - Provided convenient, time saving, and transportation cost savings for members, by incorporating on-line training through Wake Tech's Ed2go alliance
 - Offered expanded training opportunities for Not-for-Profit organizations
 - Provided information to members for the Capital Area Workforce Development opportunities such as the Incumbent Workforce Grant, and scholarships
 - Provided additional seminars and training to meet member needs
- Developed and implemented other training programs based on chamber member needs and requests
- Continued to facilitate monthly private meetings between small business owners and a representative from the U.S. Small Business Administration
- Sponsored and presented the Small Business Awards Luncheon in May 2009 recognizing the achievements of both for profit and nonprofit ventures
- Presented and promoted the Business Expo offering members a day of networking and presentation of their goods/services to other businesses and individuals
- Promoted the Cary Chamber's website as a resource for posting jobs and resumes of individuals
- Held business services advisory meetings as needed
- Utilize counseling services of The Service Corp of Retired Executives (S.C.O.R.E.) by branding up with Wake Tech's Small Business Center and the assistance of the Small Business Administration (Ivan Hankins)