

2010-11 Cary Chamber of Commerce Program of Work

Economic Development

Vice Chair – Marty Clayton

Mission: The Economic Development Division will act as the primary agency for the development and expansion of our new and existing business member clients. We will provide the support needed to create a successful business environment, emphasizing quality of life within our community.

- Continue to focus on the strategic goals outlined in the Sanford Holshouser Report to assure that Cary Economic Development is accomplishing the initiatives agreed to and adopted by the Town of Cary and Cary Chamber of Commerce in establishing this partnership.
- Serve as the point of contact for prospective businesses considering expanding in or relocating to Cary.
- Track quantifiable measures related to economic development activity to include number of inquiries, jobs announced, capital investment announced, existing industry visits/assistance, unemployment, etc.
- Implement proactive marketing trips to selected locations in the coming year. Trips to include calls on appropriate companies and site location consultants.
- Continue strengthening relationships with local, state and national economic development partners, allies and consultants; to include but not limited to the North Carolina Department of Commerce, Research Triangle Regional Partnership and Wake County Economic Development Program.
- Plan and host monthly economic development meetings to examine pertinent topics affecting Cary, the Region and the State. Attempt to have meetings at on-site locations when appropriate and feasible. Consider a “community bus tour” to update participants on growth that has taken place.

- Continue to promote and encourage downtown development and coordinate activities with the Town of Cary, Heart of Cary Organization, local business leaders and other interested parties. We intend to work closely with the new downtown director position the Town is planning to hire.
- Recognize our existing businesses through a Business Appreciation event. Explore alternatives to past efforts as a means of increasing participation and recognition.
- Represent the Chamber at regular meetings of the Town of Cary Economic Development Commission and quarterly meetings with the Economic Development Governing Board. Assure open and frequent communications with the Town and exhibit value for their investment in the Economic Development Program.
- Maintain and update, as needed, marketing materials for Cary's Economic Development program (to include printed and electronic materials).
- Continue to support quarterly meetings of the Cary Sports Alliance. Work with the Sports Alliance and Town to increase local businesses involvement in sports related events in our community and help improve communications on upcoming events to local businesses that may be impacted.
- Continue work with the Town of Cary and the development community to evaluate the need for additional land for future development projects. Work with these groups to evaluate issues related to impact fees, development standards, and other costs related to project development.
- Continue to focus on existing industries and call on companies to determine ways the Chamber and Cary Economic Development can be of assistance. These companies continue to be our primary creator of new jobs and capital investment.
- Work closely with Wake Tech and the SBA to assist small businesses and entrepreneurial startups.
- Collaborate with local agencies (including the Community College System, Workforce Development Board and Universities) on issues related to workforce development.

Education Division

Vice Chair – Don McCorquodale

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:

- Facilitate & expand the Honor a Teacher awards program which includes public & private schools.
- Recognize area teachers with two Teacher of the Month presentations.
- Recognize area counselors with a Counselor of the Month award.
- Award an area school with the Entrepreneurial Award in Education for best business practices.
- Host a Cary area Principals' Luncheon.
- Host a Cary area Assistant Principals' Luncheon.
- Sponsor annual Wake County Teacher of the Year Ceremony.
- Honor Cary area First Year Teachers with a plaque.

Recruitment:

- Work on plan/lobby government to avoid further teacher/leadership shortage.
- Offer chamber facilities for training sessions for area schools and counselors.
- Recruit business to mentor/tutor students .

Development:

- Organize Leadership Cary 2010-2011.
- Organize Youth Leadership Cary 2010-2011.
- Serve on the Cary area Business Alliances and help coordinate career fair.
- Help place students for Groundhog Job Shadow Day.

Communications and Building Relationships:

- Host fifteenth annual Education Golf Tournament to support local education initiatives.
- Host a roundtable forum with local principals to gather ideas on how the Cary community can best serve our schools.
- Participate in the Wake Education Partnership through: serving on the Wake Roundtable Committee, sponsoring their Annual Campaign for Public Education.

- Invite local leaders & university professionals to speak at meetings, Eye Openers, & forums to inform the membership on various education issues.

Governmental Relations

Vice Chair – Frank Shell

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.

- Hold candidates' forums for Wake County Commissioners, NC Senate & Congressional races, US Congressional Districts 04 and 13.
- Produce a Voter's Guide for the November 2010 races.
- Encourage and invite the Town of Cary elected officials, staff, and Wake County's Leaders to attend Cary Chamber events and monthly meetings.
- Help plan and coordinate the Federal Issues Forum, involving our federal delegation from the Triangle, along with the Triangle Chambers of Commerce.
- Host Annual Elected Officials Reception and Leadership Dinner for our elected officials.
- Create a concentrated local legislative agenda, including issues from a survey to members sent to gather governmental issues of interest.
- Create a regional legislative agenda in conjunction with the Triangle Chambers of Commerce and the Research Triangle Regional Partnership (RTRP).
- Present a federal legislative agenda at the annual Triangle Chambers DC Trip, planned in partnership with the Triangle Chambers.
- Maintain a leadership role in the Regional Transportation Alliance (RTA) and educate members on transportation issues.
- Disseminate accurate and pertinent information on sustainability and environmental stewardship to the membership.
- Continue to support the Green Plus program and offer it to members, as an opportunity to increase awareness, offer certification, and access to a national on-line directory of like minded businesses.
- Reach out to the Town of Cary's Sustainability Office to understand how the Chamber can assist in their efforts.

- Monitor legislation related to local, state and federal issues, such as healthcare, tax reform, transit etc. and present updates to the membership.
- Continue to support Reality Check and their efforts.
- Meet quarterly with legislative issues forums beginning in September 2010.

Member Business Services

Vice Chair – Brian Reid

Mission: The Member Business Services will communicate with the members and to the community the role, benefits and services of the Chamber with emphasis on recruitment, retention, and services. It will also provide educational opportunities and deliver resources and solutions to provide quantifiable value for Chamber Members.

Membership Development

- Conduct Total Resource Campaign to increase membership base and promote sponsorship opportunities. Review and modify sponsor costs as needed to ensure involvement for all members.
- Conduct bi-monthly Chamber 101 sessions that educate new members and/or new employees of experienced members about the Chamber and its Program of Work.
- Involve Board of Directors, Leadership Cary Graduates and Ambassadors to grow and retain membership base.
- Maintain member contact and communication through Member Retention Plan with special focus on new members.
- Hold quarterly meetings of “Membership Business Services” advocates to review year to date activities.

Ambassador Program

- Maintain volunteer group that will work with Board of Directors and staff on all Chamber events with focus on member retention through involvement.
- Each new member will be assigned an Ambassador for follow up and guidance through the first year of membership.
- Ambassadors will be called upon to work at Chamber events including Golf Tournaments, Eye Opener Breakfasts, Business Expo and attend ribbon cuttings. Ambassadors will be considered a vitally important extension of staff.

Membership Services

- Continue to promote the “Member to Member” benefits program increasing discount opportunities for members by members.

- Coordinate monthly Business After Hours.
- Organize, promote and present Car Raffle and Auction.
- Organize and promote annual Member Guest Golf Tournament.
- Host "A Taste of Cary" Member Appreciation party.
- Organize, publicize and promote monthly Eye Opener Breakfast.
- Continue the monthly Business of Women luncheons featuring speakers with topics specific to working women.
- Organize, promote and present "Fore Ladies" Golf Tournament.
- Organize, promote and present the Annual Tennis Classic.

Educational Services

- Offer quarterly educational forum consisting of a CPA, Banker, Attorney, Health Care consultant and benefits provider as an informational session to all members.
- Continue to expand the relationship with Wake Tech's Business & Industry Center with accent on offering Ed2go alliance.
- Offer monthly Notary Classes.
- Provide additional seminars and training to meet member needs.
- Continue to facilitate monthly private meetings between small business owners and a representative from the Small Business Administration.

Marketing Showcase

- Sponsor and present the Small Business Awards Luncheon in spring to recognize achievements of both for profit and nonprofit ventures.
- Present and promote the Business Expo offering members a day of networking and presentation of their goods/services in a business to business format.

Communications

Mission: The Communications Division will represent each individual division and the Chamber as a whole by establishing the image that the Cary Chamber of Commerce strives to attain and placing it at the forefront of the various communication mediums in the Triangle area.

- Produce the Commerce Review newsletter.
- Produce a Membership Directory & Buyer's Guide.
- Enhance the functionality of www.carychamber.com.
- Maintain the weekly e-newsletter of events.
- Create invitations, brochures and other materials for each Chamber event.