

2021-2022

PROGRAM OF WORK



- ▶ ECONOMIC DEVELOPMENT
 - ▶ EDUCATION
 - ▶ GOVERNMENT RELATIONS
 - ▶ MEMBER BUSINESS SERVICES

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CaryChamber.com

Our Mission

The Cary Chamber of Commerce promotes economic growth through actively engaging existing and future businesses and supporting civic activities that contribute to the quality of life in Cary.

Our Vision

The Cary Chamber of Commerce is universally known as the leader of a world-class business community.

Economic Development

Vice-Chair: Jane Doggett

Mission: The Economic Development mission is to act as the primary agency in supporting, cultivating, and growing existing business; to recruit new business and facilitate the development of new site location product. We will provide the support needed to create a vibrant and healthy business environment, emphasizing quality of life within our community.

We will continue to work according to the Economic Development Action Plan developed by Sanford Holshouser, making sure we address all the strategies outlined in that plan: Existing Business & Industry Support, Business Recruitment, Small Business/Entrepreneurial Development, Downtown Development, Sports Development, Travel & Tourism Development, and Business Park Development. Below we have specifically cited areas for more intense focus.

Goals & Objectives (no particular order):

Existing Industry and Support

- » Actively seek out meetings and opportunity for engagement with existing industry partners covering the following items:
 - Workforce needs and Expansion opportunities
 - Opportunities for collaboration with the Chamber and Town of Cary
- » Continue building out a fluid existing Industry database.
- » Position the Cary Chamber of Commerce and Cary Economic Development as a catalyst for positive business community relations and a resource for addressing the needs of the business community.

External Business Recruitment

- » Strategically plan and execute business recruitment and consultant meetings via virtual and in-person meetings in major markets as needed to promote our world class talent, and our active business climate in Cary.
- » Continue building out our own Site Selector and Consultant database in which we can mass communicate information particular to Cary's product offerings and opportunities on a bi-annual basis.
- » Engage existing industry leaders in recruitment of new companies.
- » Obtain feedback on wins and losses to strengthen and continue to innovate recruitment efforts.

Product (site location) Development

- » Work with landowners and developers to identify strategic parcels and site locations that would be ideal for Industrial, Class A Office, and Mixed-use types of projects.
- » Maintain a revolving database of available land parcels, Mixed use opportunities, Class A office centers, and potential re-development opportunities to expedite the response times with Site Consultants as efficiently as possible.
- » Collaboration with Brokers, Landlords, and Developers to uncover new development and re-development opportunities.
- » Communicate with Town Staff and Council informing them of these strategic land parcels to ensure that appropriate planning and zoning are in place.

Small Business/Entrepreneurial Development

- » Continue to help foster and grow Cary's Startup Ecosystem. Work with seed funders and incubators to help support their growth initiatives.
- » Continue to be a resource to small businesses in partnership with the Town of Cary to help them grow and prosper.

Downtown Development

- » Continue to work with Town of Cary to assist in the development of Downtown to include new tenants and real estate development.
- » Work to make downtown a thriving center for commerce while maintaining a high level of quality of life.

Partner with other Economic Development Organizations in Region (Economic Development Partnership of North Carolina (EDPNC), Research Triangle Regional Partnership (RTRP), Research Triangle Cleantech Cluster (RTCC), Regional Transportation Alliance (RTA), Wake County Economic Development)

- » Actively engage with partner organizations to promote Cary within the economic development ecosystem.
- » Accompany partners on calls, conferences, Consultant Markets, and conventions relevant to Cary.

Sports Development & Venue Expansion

- » Continue to hold quarterly Sports Alliance meetings
- » Promote and support all of Cary's sports venues and encourage innovative programming opportunities.

Work closely with Town staff and Elected Officials to ensure their decisions have positive effects on economic development:

- » Be in regular communication with Town Manager's office on current prospects, projects and challenges we face.
- » Collaborate with the Town of Cary on Cary's new branding strategy and the execution of their marketing plans.
- » Serve as a resource and engagement catalyst between the business and development community and the Town of Cary when business, operational or timing challenges occur.

Member Economic Development Engagement

- » Hold monthly economic development meetings with relevant topics and speakers.
- » Utilize monthly meetings to highlight existing business and industries in Cary to promote awareness to the chamber membership. Hold meetings at the company's location (2-3) times per year when possible.
- » Plan, promote and facilitate Inter-City visits for the membership to learn and hear best practices from the leaders in partner communities.

Education

Vice-Chair: Keith Holshausen

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

Structure

- » Continue the success of the Chamber's Education initiatives with the help of the Education Committee and bi-monthly meetings focusing on pertinent topics.

Recognition Programs

- » Facilitate & expand the Honor a Teacher awards program.
- » Recognize area teachers with Teacher of the Month presentations.
- » 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.

Development

- » Organize & expand Youth Leadership Cary 2021-2022, including exploring concepts regarding global citizenship, financial education, government, and leadership skills.
- » Serve/support Cary Area school Business Alliances with help of Education Committee Members.
- » Participate in various school forums for student health and development.

Community

- » Host annual Education Golf Tournament to support education initiatives.
- » Partner with WakeEd Partnership on issues of mutual interest, attend quarterly Advisory Council meetings with local leadership, and promote programs to connect local schools and businesses.
- » Connect with local leaders on various education issues, including actions and plans for early childhood education, Wake County Public School System and Higher Education.
- » Support the implementation of the Science of Reading statewide program.
- » Provide Wake County Public School information on the Cary Chamber website.

- » Offer Chamber facilities to area schools and staff for training sessions and meetings
- » Study the concept of hosting a reception for area teachers.

Government Relations

Vice-Chair: Julia Wright

Mission: To promote and advance strategic initiatives of the Cary Chamber of Commerce through positive relationship building with the community and local representatives.

Structure

- » Retain engagement through bi-monthly Government Relations committee meetings focusing on pertinent topics to support and advance Cary Chamber of Commerce priorities.

Events

- » Focus primarily on building and maintaining relationships with local Elected Officials.
- » Hold traditional Candidates' Forum for March 2022 Elections.
- » Continue to host annual Elected Officials Reception & Leadership Dinner.
- » Research & organize potential trip of community and business leaders to Capitol Hill.

Education

- » Continue to promote knowledgeable voters through the production of annual Voter's Guide.
- » Educate members on relevant Elections and encourage voter turnout by providing regular updates regarding relevant policy issues from the local to federal level.
- » Provide proactive, relevant information to our members & our board regarding statewide legislation.

Advocacy

- » Generate Cary Chamber of Commerce legislative agenda to represent important advocacy priorities and share with local/state area representatives.
- » Collaborate and partner with Town of Cary staff on policy issues.
- » Continue to work with area Chambers to create and advocate for Regional Policy Agenda.
- » Support policy efforts of the Regional Transportation Alliance to better the region.
- » Work with local leaders and the business community to support and advocate for the Chamber's Fairness, Equity, and Inclusive standards and initiatives.
- » Understand and effectively participate in the legislative process at the local, state & federal level.

Member Business Services

Vice-Chair: Jenny Hofler

Mission: The Member Business 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. It will also provide educational opportunities and deliver resources and solutions to provide quantifiable value for Chamber Members.

Membership Development

- » Conduct Bi-monthly Chamber 101 sessions that educate members about the Chamber and its Program of Work.
- » Maintain member contact and communication through Member Retention Plan with special focus on new members.
- » Bring in 10 new members monthly.
- » Develop Membership Blitz program semi-annually to attract new members.

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.
- » New members are assigned an Ambassador and Board Member 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

- » Create programming in a creative format to continue offerings throughout the year.
- » Promote and add focus to the "Member to Member" benefits program increasing discount opportunities for members by members.
- » Coordinate monthly Business After Hours and Eye Opener Breakfasts.
- » Organize, promote and present Car Raffle and Auction.

- » Organize and promote annual Member Guest Golf Tournament.
- » Host “A Taste of Cary” Member Appreciation Party.
- » Continue the monthly Business of Women Luncheons featuring speakers with topics specific to working women.
- » Utilize Social Media to promote Chamber members and recognize coverage as a member benefit.
- » Organize Leadership Cary 2021-2022, including two community service projects.
- » Host the third annual First Responders Breakfast.
- » Develop how the Chamber adds value to business and create a supporting document.
- » Add testimonials to social media and website.
- » Enhance opportunities for the nonprofit community.

Educational Services

- » Continue to present “Friday Force” bi-monthly in partnership with Wake Tech’s Business & Industry Center, and continue the Grow with Google series.
- » Offer bi-monthly Notary Classes.

Marketing Showcase

- » Present the Small Business Awards Luncheon in spring to recognize achievements of both for-profit and non-profit businesses.
- » Present and promote the Business Expo offering members a day of networking and presentation of their goods/services in a business-to-business format, and include seminars during the day.

Communications

Mission: The Communications Division will represent each individual division and the Chamber as a whole by establishing a unified brand that best represents the Mission & Vision put forth by the Cary Chamber of Commerce by placing it at the forefront of various communication mediums within the Triangle and beyond.

- » Update and improve the Cary Chamber of Commerce website to increase value to our members.
- » Establish and utilize relationships with local media outlets to better represent our membership and the Chamber as a whole.
- » Produce and promote a Membership Directory and Sponsorship Guide to foster outreach and publicity for our members.
- » Work with Economic Development to broadcast Cary as an economically rich and prosperous environment.
- » Utilize social media platforms to enhance Cary Chamber outreach to current and future members.
- » Update the weekly e-newsletter to allow for an easier aesthetic and more digestible information.
- » Maintain the weekly e-newsletter of events and frequently communicate specific emails to better keep our members informed.
- » Work in partnership with the Town of Cary to further a cohesive branding effort.
- » Create marketing materials and graphics for Cary Chamber events to better foster participation.

Board of Directors 2021-2022

Rick Stephenson
StephensonLaw, LLP
Chair

Wendy Coulter
Hummingbird Creative
Group
Chair-Elect

Steve Zaytoun
Zaytoun & Associates, Inc.
Immediate Past Chair

David Booth
First Bank
Secretary/Treasurer

Anita Baldwin
Duke Raleigh Hospital

Howard Browne
SAS Institute Inc.

Gayle Cabrera
Truist

Marty Clayton
Duke Energy

Rebecca Corbin
National Association
for Community College
Entrepreneurship

Rose Cornelious
Dorcas Ministries

Jane Doggett
Highwoods Properties

Thomas Gough
WakeMed Health &
Hospitals

Jenny Hofler
MetLife

Keith Holshausen
Lazy Lizard Travel LLC

Chuck Norman
S&A Communications

Brian Reid
TowneBank

Neil Wagoner
Interstate Batteries of
Central Carolina

Nicol Whitaker
The Templeton of Cary

Moss Withers
Lee & Associates

Julia Wright
Dominion Energy

Emily Ziegler
UNC REX Healthcare

Howard S. Johnson
Cary Chamber of
Commerce

Staff

Mark Lawson
*President, President of
Economic Development*

Howard S. Johnson
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Christie Moser
*Senior Vice President of
Member Business Services*

Kelcey Ashworth
*Vice President of
Education & Member
Business Services*

Joshua Harris
*Vice President of
Government &
Communications*

Brandon Hill
Director of Finance

Megan Kervin
*Executive Administrative
Assistant*

2022 Major Events

2022

JAN	5	"State of the Economy" with Dr. Michael Walden <i>Prestonwood Country Club</i>
	26	"State of the Town of Cary" with Mayor Harold Weinbrecht <i>Prestonwood Country Club</i>
FEB	23	Auction & Car Raffle <i>Prestonwood Country Club</i>
APR	27	Elected Officials Reception <i>The Umstead Hotel & Spa</i>
MAY	9	Honor A Teacher Ceremony <i>Koka Booth Amphitheatre</i>
	12	Excellence Awards <i>Hilton Garden Inn Cary</i>
JUN	13	Member/Guest Golf Tournament <i>Prestonwood Country Club</i>
JUL	20-21	Planning Conference <i>Pinehurst, NC</i>
AUG	4	Education Golf Tournament <i>MacGregor Downs Country Club</i>
	10	Leadership Dinner <i>Rey's Restaurant</i>
SEP	14	Annual Banquet <i>Prestonwood Country Club</i>
OCT	6	Member Appreciation Party <i>Cary Chamber of Commerce</i>
NOV	2	Business Expo <i>Prestonwood Country Club</i>
DEC	7	First Responders Breakfast <i>Prestonwood Country Club</i>

**All events subject to change. Please visit
our website at CaryChamber.com or call
us at (919) 467-1016 for full details.*