



CARY
CHAMBER
OF COMMERCE

2017-2018
Program of Work

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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: Marty Thompson

Mission: The Economic Development Division will act as the primary agency for the development and expansion of new and existing business. We will provide the support needed to create a successful 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 of 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):

Mixed Use Employment Center (Business Park) Development

- » Work with landowners and developers to identify strategic parcels that would be ideal for mixed use employment centers
- » Communicate with Town staff and Council informing them of these strategic pieces to guarantee that appropriate planning and zoning are in place
- » Increase focus on Eastern Cary, Downtown and Green Level as employment centers

Small Business/Entrepreneurial Development

- » Continue to help foster and grow Cary's startup ecosystem. Work with CoFounders Capital Lab for their continued growth and to include more office product for startup companies and incubators
- » Continue to be a resource to small businesses in Cary helping them to grow and prosper

Downtown Development

- » Continue to work with Downtown Development Manager to assist in the development of downtown to include new tenants and real estate development
- » Work to make downtown an employment center
- » Remain engaged with Wake Transit Plan to ensure that it has positive economic development effects on East Cary and Downtown

Business Recruitment and Business Retention & Expansion Program (BRE)

- » Work with partners to develop strategy for business recruitment from Silicon Valley
- » Implement BRE Strategy that regularly calls on and touches Cary companies

Partner with other Economic Development Organizations in Region (Economic Development Partnership of North Carolina (EDPNC), RTRP, Wake County Economic Development)

- » Accompany partners on trips to conferences and conventions relevant to Cary
- » Join partners on strategic calls to consultants and businesses relevant to Cary

Sports Development & Venue Expansion

- » Continue to hold quarterly sports alliance meetings
- » Promote and support all of Cary's sports venues

Work closely with Town staff and elected officials to ensure their decisions have positive effects on economic development

- » Regular communication with Town Manager's office on current prospects and challenges we face
- » Coordinate with Town Manager to work with Planning/Engineering/Parks to inform them on what we are seeing/hearing regarding economic development
- » Work with Town Manager in keeping Council up to date on projects, issues, and concerns regarding economic development
- » Support the Town's efforts with the Sister Cities program
- » Support the Town's efforts on the new branding initiative

Provide quality information and value for membership on matters related to economic development

- » Hold monthly economic development meetings with relevant topics
- » Organize a development bus tour of Cary to highlight new developments and projects around town
- » Support North Carolina Vision 2030

Internal Operational & Marketing

- » Continue to expand our use of Salesforce to aid in all daily functions
- » Develop new marketing collateral to include new folders and promotion piece for Cary

Education

Vice-Chair: Lisa Dalberth

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.

Recognition

- » Facilitate and expand the Honor a Teacher awards program which includes public and private schools
- » Recognize area teachers with two Teacher of the Month presentations
- » 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

Recruitment

- » Develop plan/lobby government to support teachers and leadership
- » Offer Chamber facilities for training sessions for area schools and staff

Development

- » Organize and expand Youth Leadership Cary 2017-2018
- » Serve/support Cary Area school Business Alliances with help of Education Committee Members
- » Participate in various school forums for student development

Communications and Building Relationships

- » Host annual Education Golf Tournament to support local education initiatives
- » Partner with Wake Education 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 future plans for early childhood education, Wake County Public School System, and higher education
- » Provide Wake County Public School information on the Cary Chamber website

- » Serve as a collection point for the WAKE Up and Read Book Drive
- » Utilize social media outlets and Chamber newsletters to communicate Chamber education programs and school highlights to the community

Governmental Relations

Vice-Chair: Andi Curtis

Mission: Establish an active Government Relations committee that creates opportunities for businesses to assist and advance Chamber & Town priorities.

Structure

- » Establish an active Government Relations Committee with a recurring monthly meeting that provides opportunities to assist and advance Town of Cary and Chamber of Commerce policy priorities

Events

- » Governmental Relations Committee and Chair to meet with Cary Area Senators and Representatives at General Assembly during upcoming short session to share legislative agenda
- » One-on-one meetings with local, county, and state elected officials to learn what's happening in session/county/council and determine how we can help how businesses are affected
- » Continue successful Candidates Forum
- » Continue to host Elected Officials Reception and Annual Leadership Dinner
- » Partner with Young Professionals Network to promote knowledge and networking between local government and millennial business generation

Education

- » Produce Voter's Guide for October 2017 Election
- » Encourage voting in local election through newly instated committee and "reminder to vote" email
- » Host site visits to member businesses with Government Relations Committee and invite elected officials from districts to attend
- » Monthly Meeting Topics to include: session agendas and recaps, elected speakers, county function speakers, Wake transit, TJCOG, Metro Mayor's Association, Healthcare update, tax overviews, technology, apartments/living growth, homebuilders, Wake Tech, and workforce development
- » Host RTA or Go Triangle in 2018 to discuss implementation of initial year of Wake Transit Plan
- » Partner with Senator Barringer and other Triangle Chambers to implement \$250,000 Education grant within our community

Advocacy

- » Brainstorm with town to discuss policy issues that overlap and will affect local business and encourage committee to advocate with state leaders
- » Follow & study the 2nd phase of Food & Beverage/Occupancy tax to pinpoint opportunity to benefit Cary directly

Member Business Services

Vice-Chair: Travis Wright Colopy

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
- » 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

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

- » 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
- » Continue to offer members a selected International trip to serve as a possible revenue generating event
- » Organize Leadership Cary 2017-2018, including two community service projects
- » Create programming for the Cary Young Professionals Network
- » Host a First Responders Breakfast
- » Host a Ladies Golf Tournament

Educational Services

- » Continue to present "Friday Force" bi-monthly in partnership with Wake Tech's Business & Industry Center
- » Offer monthly Notary Classes
- » Promote and organize "A Day of Service" providing the opportunity for our members to assist our non-profit community
- » Offer a CPR class to the membership

Marketing Showcase

- » Sponsor and present the Small Business Awards Luncheon 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

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 and Sponsorship guide
- » Utilize social media platforms to enhance Chamber communications
- » Maintain the weekly e-newsletter of events
- » Create invitations, brochures, and other materials for each Chamber event
- » Collaborate with the Town of Cary on Cary's new branding strategy

Board of Directors 2017-18

Skip Hill
Highwoods Properties
Chair

Barry Mitsch
The Pyramid Resource Group
Immediate Past Chair

Anthony Blackman
Atlantic Tire & Service
Chair-Elect

Kathy Burns
Hall & Burns Wealth Management
Secretary/Treasurer

Scott Ashworth
Cary R&D Enterprises, Inc.

Alicia Barfield
Duke Raleigh Hospital

Jayne Byrd
UNC REX Healthcare

Wendy Coulter
Hummingbird Creative Group

Andi Curtis
WakeMed Health &
Hospitals

Lisa Dalberth
Fidelity Charitable

Kurt Dumaw
Ellis & Winters, LLP

David Gardner
Cofounders Capital

Tom Huff
Capital Associates

Eric Hunley
SAS

Mark Lawson
Wells Fargo Bank

Nur Onvural
Pfeiffer University

Rahul Singh
HCL America

Marty Thompson
J.M Thompson Company

Travis Wright Colopy
Fit & Able Productions, Inc.

Steve Zaytoun
Zaytoun & Associates, Inc.

Howard S. Johnson
Cary Chamber of
Commerce

Staff

Howard S. Johnson
President

Kyle Greer
Vice President of Economic
Development

Christie Moser
Vice President of Member Business
Services

Allison Wrenn
Vice President of Education &
Finance

Kelcey Ashworth
Director of Member Business
Services

Matt Kimble
Director of Communications &
Research

Allie Withers
Director of Government &
Community Relations

Megan Kervin
Executive Administrative Assistant

2017-18 Major Events

2017

- 10/4 Member Appreciation Party
Cary Chamber of Commerce
- 11/1 Business Expo
Prestonwood Country Club
- 11/2 Ladies Golf Tournament
MacGregor Downs Country Club
- 11/29 First Responders Breakfast
Prestonwood Country Club

2018

- 1/3 "State of the Economy" with Dr.
Michael Walden
Prestonwood Country Club
- 1/24 "State of the Town of Cary" with
Mayor Weinbrecht
Prestonwood Country Club
- 2/28 Auction & Car Raffle
Prestonwood Country Club
- 3/20 A Day of Service
Cary Chamber of Commerce
- 3/29 Education Golf Tournament
MacGregor Downs Country Club
- 5/2 Elected Officials Reception
The Umstead Hotel & Spa
- 5/14 Honor A Teacher Ceremony
Koka Booth Amphitheater
- 5/17 Excellence Awards
Embassy Suites
- 6/11 Member/Guest Golf Tournament
Prestonwood Country Club
- 7/19-20 Planning Conference
Location TBA
- 8/8 Leadership Dinner
Rey's Restaurant
- 9/12 Annual Banquet
Prestonwood Country Club
- 10/4 Member Appreciation Party
Cary Chamber of Commerce
- 10/25 Ladies Golf Tournament
MacGregor Downs Country Club
- 11/7 Business Expo
Prestonwood Country Club