2019–2020

PROGRAM OF WORK

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

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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.

<u>Economic Development</u>
Vice-Chair: Moss Withers
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 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):

Existing Industry and Support
» Actively seek out meetings and opportunity for engagement with existing industry partners covering the following items:
    - Workforce needs and issues
    - Collaboration with the Chamber and Town of Cary
    - Expansion Opportunities
» Develop opportunities for chamber members to engage with existing industry and fostering a collaborative environment of growth and support.
» 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.
» Initiate existing industry support for the active, growing and globally recognized life-science cluster in Cary through partnership with the NC BioTech Center.

External Business Recruitment
» Update our marketing plan, collateral materials and the website to continue to attract more interest in the Cary Market from corporations and industry consultants.
» Strategically plan and execute business recruitment and consultant trips in major markets as needed to promote the active, healthy and growing business climate in Cary.
» Promote Cary's world class talent center.

Promote (site location) Development
» Work with landowners and developers to identify strategic parcels and site locations that would be ideal for industrial, mixed use and Class A office space.
» Organize and maintain a revolving database of available land parcels, mixed use opportunities, Class A office centers and potential redevelopment opportunities in order to expedite the response times with site consultants as efficiently as possible.
» Work with regional brokerage firms to develop marketing pieces that highlight various land sites and redevelopment opportunities that would be appropriate for mixed use employment center uses.
» Collaborate and communicate with Town Staff and Council informing them of these strategic pieces to guarantee 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 the 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 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
» Support and assist business leaders in local and regional efforts to recruit a professional soccer franchise to the area.

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 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.
» 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.

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 so as to promote awareness to the chamber membership.
» Plan and lead an economic development bus tour to facilitate understanding of the opportunities for development in and around the west Cary corridor.
» Plan, promote and facilitate Inter-City visit, for 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.

Recognition
» 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 2019-2020, including exploring concepts regarding global citizenship
» Serve/support Cary Area school Business Alliances with help of Education Committee Members
» Participate in various school forums and discussions for student health and development

Community
» Host annual Education Golf Tournament to support local education initiatives
» Partner with Wake Ed 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
» 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 establishing an Education Foundation

Government & Community Relations
Vice-Chair: Eric Hunley
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 & Community Affairs 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 by providing opportunities for members to interact directly with representatives
» Hold traditional Candidates' Forum for October 2019 Municipal Elections
» Continue to host annual Elected Officials Reception & Leadership Dinner
» Partner with Young Professionals Network to support engagement of multi-generational priorities within Government & Community Affairs
» Partner with Member Business Services to invite elected representatives to annual First Responders Appreciation Breakfast

Education
» Promote the passage of the 2019 Municipal Bond Referendum by providing information and serving as a resource center to members
» Continue to promote knowledgeable voters through the production of annual Voter's Guide
» Encourage membership to vote through reminder emails and social media outreach
» Help members prepare for 2020 Elections by providing regular updates regarding relevant policy issues from the local to federal level

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 to discuss overlapping policy issues and work together towards partnered advocacy
» Continue to work with area Chambers to create and advocate for Regional Policy Agenda
» Support efforts of the Regional Transportation Alliance to better the region

Member Business Services
Vice-Chair: Wendy Coulter
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
» 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
» 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 2019-2020, including two community service projects
» Create programming for our Cary Young Professionals Network
» Host the third annual First Responders Breakfast
» Develop and study the benefits of how the Chamber adds value to business and create a supporting document
» Add testimonials to social media and website
» Discuss opportunities to help the nonprofit community

Educational Services
» Continue to present "Friday Force" bi-monthly in partnership with Wake Tech's Business & Industry Center.
» Offer 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

<u>Communications</u>
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
» Establish and utilize relationships with local media outlets in order to better represent our membership and the Chamber as a whole
» Produce and promote a Membership Directory and Sponsorship Guide in order 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
» Expand Cary Chamber's presence on all major social media platforms
» 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 promote participation
» Improve visibility and cohesiveness of the Cary Chamber's brand

Board of Directors 2019-2020

Steve Zaytoun
Zaytoun & Associates, Inc.
Chair

Kelly Sain
BB&T
Chair-Elect

Anthony Blackman
Atlantic Tire & Service
Immediate Past Chair

Kathy Burns
Hall & Burns Wealth Management
Secretary/Treasurer

Alicia Barfield
Duke Raleigh Hospital

David Booth
First Bank

Marty Clayton
Duke Energy

Rose Cornelious
Dorcas Ministries

Wendy Coulter
Hummingbird Creative Group

Jane Doggett
Highwoods Properties

Kurt Dumaw
Ellis & Winters, LLP

Thomas Gough
WakeMed Cary Hospital

Jenny Hofler
MetLife

Keith Holshausen
Lazy Lizard Travel LLC

Tom Huff
Capital Associates

Eric Hunley
SAS

Brian Reid
TowneBank

Rick Stephenson
StephensonLaw, LLP

Neil Wagoner
Interstate Batteries of Central Carolina

Moss Withers
Lee & Associates

Emily Ziegler
UNC REX Healthcare

Howard S. Johnson
Cary Chamber of Commerce

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Howard S. Johnson
President

Mark Lawson
Vice President of Economic Development

Christie Moser
Vice President of Member Business Services

Allison Wrenn
Vice President of Finance & Special Programs

Kelcey Ashworth
Director of Member Business Services

Joshua Harris
Director of Communications

Perry Price
Director of Education & Government Relations

Megan Kervin
Executive Administrative Assistant

2019-2020 Major Events

2019

OCT	3	Member Appreciation Party *Cary Chamber of Commerce*
	30	Business Expo *Prestonwood Country Club*
NOV	20	First Responders Breakfast *Prestonwood Country Club*

2020

JAN	3	"State of the Economy" with Dr. Michael Walden *Prestonwood Country Club*
	22	"State of the Town of Cary" with Mayor Harold Weinbrecht *Prestonwood Country Club*
FEB	26	Auction & Car Raffle *Prestonwood Country Club*
APR	22	Elected Officials Reception *The Umstead Hotel & Spa*
MAY	11	Honor A Teacher Ceremony *Koka Booth Amphitheatre*
	14	Excellence Awards *Hilton Garden Inn Cary*
JUN	8	Member/Guest Golf Tournament *Prestonwood Country Club*
JUL	15-16	Planning Conference *North Carolina*
AUG	6	Education Golf Tournament *MacGregor Downs Country Club*
	12	Leadership Dinner *Rey's Restaurant*
SEP	9	Annual Banquet *Prestonwood Country Club*
OCT	1	Member Appreciation Party *Cary Chamber of Commerce*
NOV	4	Business Expo *Prestonwood Country Club*
	18	First Responders Breakfast *Prestonwood Country Club*