

Cary Chamber of Commerce  
Accomplishments  
2016-2017

**Economic Development**

**Vice-Chair: Skip Hill**

**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 of that would be ideal for mixed use employment centers.
    - Yes - We have met regularly with both landowners and developers about possible mixed use employment projects.
  - Develop marketing pieces that highlight various land sites and redevelopment opportunities that would be appropriate for mixed use employment center uses.
    - Yes - We have developed marketing pieces for a number of potential development sites. (1111 Regency)
  - Communicate with Town Staff and Council informing them of these strategic pieces to guarantee that appropriate planning and zoning are in place.
    - Yes - Have worked closely with Town staff discussing highest and best use for land in Cary, primarily through the Imagine Cary process.
- 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 these startup companies and incubators.
    - Yes - Stay in communication with CoFounders about their progress and needs of their companies. Also worked to find office space for their growing companies.
  - Continue to be a resource to small businesses in Cary to help them grow and prosper.
    - Yes - Talk and meet daily with small businesses in Cary and looking to move to Cary about opportunities and help them overcome issues they are facing.

- Downtown Development:
  - Continue to work with Downtown Development Manager to assist in the development of Downtown to include new tenants and real estate development.
    - Yes - Work closely with downtown development manager and have had many meetings with developers, owners and prospects educating them about opportunities in downtown Cary.
  - Work to make downtown an employment center.
    - Yes - Have engaged with many office developers, brokers and companies to show them the benefits of locating their company downtown.
  - Support the re-opening of Academy Street.
    - Yes - We have actively supported the Academy Street project and the re-opening as well as all of the businesses affected by it.
- Business Retention & Expansion Program:
  - Develop a program to target and call upon existing industry in Cary.
    - Yes - we have developed a framework, but have not executed in consistent manner.
  - Implement system to regularly ‘touch’ existing companies with calls and/or handwritten notes.
    - Yes - The recent addition of Salesforce will assist us with this goal, but we are not consistently touching those companies yet.
- 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.
    - No - We did not do this.
  - Join partners on strategic calls to consultants and businesses relevant to Cary.
    - Yes - We have partnered with Wake Co ED on familiarization tours for consultants and have used that opportunity to build relationships with site consultants.
- Sports Development & Venue Expansion:
  - Continue to hold quarterly sports alliance meetings
    - Yes
  - Support the efforts to grow the Triangle Aquatics Center with a world class diving well.
    - Yes - stay in touch with TAC and worked to help recruit US Diving.
  - Promote and support the expansion of the Carolina Railhawks and WakeMed Soccer Park, as well as USA Baseball and the Cary Tennis Center.
    - Yes - have worked with all venues and parties to help the growth and prosperity of all.
- 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.

- Yes - meet regularly with managers office about projects, issues, opportunities, etc.
- Coordinate with Town Manager to work with Planning/Engineering/Parks to inform them on what we are seeing/hearing regarding economic development.
  - Yes - work with multiple departments and am serving on committees within Town Hall.
- Work with Town Manager in keeping Council up to date on projects, issues and concerns regarding economic development.
  - Yes - update manager's office on all projects and keep them apprised of issues that they and council need to be aware of.
- Support the Town's efforts with the Sister Cities program.
  - Yes - worked with Sister Cities as well as visits to County Meath, events with France and communication with Canada.
- Provide quality information and value for membership on matters related to economic development:
  - Hold monthly economic development meetings with relevant topics. Possibly alternate monthly meetings with roundtable discussions on pre-determined topics or hold meetings in different, relevant locations.
    - Yes - held monthly meetings, though we did not rotate location
  - Explore/implement an Intercity visit to the Phoenix, Arizona area (or other relevant area from which we can learn).
    - Yes - held Intercity trip with 56 participants to Scottsdale/Tempe Arizona.
- Grow and improve internal operational functions:
  - Add an additional team member to assist with research, marketing and administrative tasks
    - Yes - Hired full time Research and Marketing coordinator
  - Implement a customer relationship management software system to aid in tracking projects and existing industry.
    - Yes - implemented SalesForce to track projects and existing industry.

#### Other Achievement:

- Total Announced New Jobs - 1,967
- Total Anticipated Investment - \$169,347,000.00
- Total Expected Annual Tax Revenue - \$628,502.00

We joined approximately 50 other business and community leaders on a trip to northern Virginia to see and tour their bus rapid transit and commuter rail systems. We also met with some local developers as well as representatives from the Transit Oriented Development Institute. It was a successful trip and useful to see and experience how BRT and commuter rail would operate in Wake County.

We are continuing to work closely with the Town of Cary, City of Raleigh & Wake County on the formula to disburse funds collected from the occupancy & prepared food & beverage tax. These funds to go build and improve facilities such as Wake Med Soccer Park, USA Baseball and the Cary Tennis Center.

In October we hosted the head of site selection for Deloitte. We spent an afternoon with him touring around Cary, discussing Cary's great attributes and discussing the current environment and weaknesses that we have relative to our competition. It was extremely valuable time, not only to show off our community, but to build a relationship with such a key figure in site selection. This relationship has strengthened and we are now working to recruit the NY Theater Ballet to Cary for performances in May 2018.

We hosted a delegation from China in November. They have already invested in real estate here and are opening an international boarding school for both US & Chinese students. They also have interest in developing a business/research park in Cary.

The Economic Development Partnership of North Carolina (EDPNC), the privatized sales & marketing arm of the NC Department of Commerce, which is housed in Cary, held their quarterly board meeting in Cary. Thirty of their board members from around the State met at the Mayton Inn and toured Cotton Inc. We were asked to speak at the meeting and talked a little about Cary and specifically the downtown revitalization. Their meeting was a huge success and they are looking to make Cary a more permanent home of these meetings.

In January we were asked to speak to the monthly meeting of the Wake County Real Property Lawyers Association. This is a group of local real estate attorney who represent many of the developers in the area. We were able to update them on the latest in Cary to include Imagine Cary, downtown revitalization, our new Town Manager. We have already been contacted by developers who heard our message from their attorney.

Cary Economic Development launched our new website in March. It has been three years since our last overhaul and we are very pleased with its new look and content.

Kyle has spoken to a number of groups about Cary economic development. He addressed the Heart of Cary as their featured speaker, as well as participated in the Cary School of Government and helped lead the WORK session, as a part of the Deep Dive series for Imagine Cary.

We were asked to attend a meeting at the General Assembly with House leadership and chairs of both finance and appropriations. We discussed new pending incentives legislation. It was a good discussion and we have been asked to participate in a task force to be formed to evaluate the best way to handle incentives for both urban and rural areas of our state.

## **Education Division**

**Vice-Chair: Rick Stephenson**

**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:**

- Facilitated & expanded the Honor a Teacher awards program which includes public & private schools
- Recognized area teachers with two Teacher of the Month presentations
- Awarded an area school with the Entrepreneurial Award in Education for best business practices
- Hosted a Cary Area Principals Luncheon
- Hosted a Cary Area Assistant Principals Luncheon
- Sponsored annual Wake County Teacher of the Year Ceremony
- Honored Cary Area First Year Teachers

### **Recruitment:**

- Worked on plan/lobby government to support teachers and leadership
- Offered Chamber facilities for training sessions for area schools and staff

### **Development:**

- Organized & expanded Youth Leadership Cary 2016-2017
- Served on Cary Area school Business Alliances with help of Education Committee Members; helped coordinate career fair & recruit business to mentor students
- Served as guest speaker at various school forums for student development

### **Communications and Building Relationships:**

- Hosted annual Education Golf Tournament to support local education initiatives
- Partnered with Wake Education Partnership on issues of mutual interest, attended quarterly Advisory Council meeting with local leadership, and promoted World Café program to connect local schools and businesses

- Invited local leaders to speak at monthly Education Committee Luncheons, Eye Opener Breakfasts and forums to inform the membership on various education issues, including actions and future plans for pre-k, Wake County Public School System and higher education
- Provided Wake County Public School information on the Cary Chamber website
- Served as a collection point for the Wake Up and Read Book Drive
- Utilized social media outlets and Chamber newsletters to communicate Chamber education programs and school highlights to the community
- Supported North Carolina Vision 2030
- Researched into partnering with Cary Area rotary clubs to create a school supply drive for high-need schools in the Cary Area

### **Governmental Relations**

**Vice Chair: Andi Curtis**

**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.**

**Elections:**

- Held candidates' forums in September and October 2016; and produced a Voter's Guide for the November 2016 races

**Legislative Leadership:**

- Worked with local, state, and national elected officials for the advancement of our legislative agenda
- Hosted Annual Elected Officials Reception
- Hosted Annual Leadership Dinner
- Partnered with the Town of Cary to support their legislative agenda
- Maintained a leadership role in the Regional Transportation Alliance (RTA), educated members on transportation issues, supported the Wake County Transit Referendum
- Implemented procedures for the Town of Cary's "Imagine Cary" plan
- Supported North Carolina Vision 2030

**Leadership Services:**

- Organized Leadership Cary 2016-2017, including two community service projects
- Created programming for our Cary Young Professionals Network and offered opportunities to engage in public policy

- Monitored local, state, and national legislative issues that affected our business community
- Surveyed members to gauge issues that relate to the business community and produce a legislative agenda
- Created a bi-monthly dialogue meeting with local elected officials

### **Membership Business Services**

**Vice Chair: Liz Cantino**

**Mission: The Membership 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**

- Investigated establishing a membership recruitment program
- 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
- Involved Board of Directors, Leadership Cary Graduates and Ambassadors to grow and retain membership base
- Maintained member contact and communication through Member Retention Plan with special focus on new members

### **Ambassador Program**

- Maintained volunteer group that will work with Board of Directors and staff on all Chamber events with focus on member retention through involvement
- New members were assigned an Ambassador for follow up and guidance through the first year of membership
- Ambassadors were called upon to work at Chamber Events including Golf tournaments, Eye Opener Breakfasts, Business Expo and attend ribbon cuttings. Ambassadors are considered a vitally important extension of staff
- Sought the assistance of the Ambassadors to promote Chamber awareness through the use of Social Media

### **Membership Services**

- Promoted and added focus to the “Member to Member” benefits program
- Coordinated monthly Business After Hours and Eye Opener Breakfasts
- Organized, promoted and presented Car Raffle and Auction
- Organized and promoted annual Member Guest Golf Tournament
- Hosted “A Taste of Cary” Member Appreciation party
- Continued the monthly Business of Women luncheons featuring speakers with topics specific to working women

- Utilized Social Media to promote Chamber members and recognize coverage as a member benefit
- Continued to offer members a selected International trip to serve as a possible revenue generating event

### **Educational Services**

- Continued to present “Friday Force” quarterly in partnership with Wake Tech’s Business & Industry Center
- Offered monthly Notary Classes
- Promoted and organized “A day of Service” providing the opportunity for our members to assist our non-profit community

### **Marketing Showcase**

- Sponsored and presented the Excellence Awards Luncheon in spring to recognize 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 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.**

- Produced the Commerce Review newsletter
- Produced a Membership Directory and Buyer’s Guide
- Enhanced the functionality of [www.carychamber.com](http://www.carychamber.com)
- Utilized social media platforms to enhance chamber communications
- Maintained the weekly e-newsletter of events
- Created invitations, brochures and other materials for each Chamber event
- Developed and reviewed mission statement and vision for the Cary Chamber of Commerce