

# ALAMANCE COUNTY AREA CHAMBER OF COMMERCE

## ANNUAL REPORT 2010

### Workforce & Leadership Development

- The MidCarolina Bank Excellence in Education Awards program honored 37 area teachers and awarded more than \$15,000 in cash prizes.
- The annual Classroom Collection Campaign netted over 27,000 items to ensure that all students had the basic supplies needed for a successful school year.
- Chamber members continued to support Junior Achievement in Alamance County. Volunteers taught the basic concepts of business and real life economics in approximately 60 classrooms.
- In coordination with the Alamance-Burlington School System, area businesses provided opportunities for students to participate in job shadowing and internship placements.
- Through programs like Tuesday Tours for Teachers, educators toured 10 area business facilities and learned more about the skills needed for a productive workforce.
- 800 area educators attended the Educator Appreciation Expo where they had a chance to meet more than 50 members of the business, civic and nonprofit community.
- Twenty-one business associates graduated from Leadership Alamance.
- The Leadership Alamance Alumni Association launched the new *Lunch with Leaders* series with more than 80 people in attendance at each of the events.
- The Alamance Youth Leadership Academy reached 110 7th and 8th graders in six area middle schools.
- One hundred community leaders attended the 26th Annual Chamber Retreat. Speakers addressed issues including the economy, health care reform, the post-election environment and community issues.
- The Government Liaison Committee hosted a Meet the Candidates Reception. Approximately 100 chamber members came out to meet the 32 candidates in attendance.
- 220 people enjoyed the Agriculture Appreciation Banquet and 925 students, teachers, and volunteers participated in the Farm-to-Table program.
- The chamber hosted a Career Fair manned by 22 businesses and agencies.



### Economic Development



- Alamance County recognized five new and expanding industry announcements totaling almost 100 new jobs and capital investment of over \$36 million.
- Economic Development worked extensively with TriVantage as they researched locations across the southeast before selecting Mebane as the location for a new distribution facility.
- Alamance County celebrated the opening of the new BD Diagnostics facility in Mebane.
- A successful Economic Summit was held in October featuring keynote speaker Dr. Michael Walden from NC State University as well as Lew Ebert with the NC Chamber of Commerce.
- The Economic Development website, [www.ChooseAlamanceNC.com](http://www.ChooseAlamanceNC.com) had 219,442 hits and 99,710 page views.



## Membership Development



- The Chamber welcomed 144 new members with two New Member Receptions.
- Chamber volunteers participated in over 40 ribbon cuttings.
- B2B and CNRG referral groups remained strong. The chamber added a new group in 2010, CMT. Combined, the groups exchanged over 100 referrals.
- Members were presented with a wide assortment of networking events including the Annual Golf Classic, Economic Summit, Annual Dinner, OctoberFit, Spring and Fall Elon University Tailgates, Business After Hours and Business Before Hours.
- The Chamber hosted four Business Development Series events.
- The Chamber continued its partnership with 920 WPCM to feature 'Chamber Connection,' a daily radio segment highlighting chamber events and updates and with *Times-News* to offer a 'Business Spotlight' in the Sunday Business section.
- The Chamber continued a Member to Member discount program where members can offer benefits available only to members of the Alamance Chamber.
- Chamber volunteers dined at over 20 member restaurants in the Chamber Lunch Bunch program.

- The Chamber's Facebook page has had almost 20,000 post views and has over 640 followers.
- The Carolina Corridor website had over 56,000 hits with 12,664 pageviews. [www.alamancechamber.com](http://www.alamancechamber.com) had over 4 million hits and 676,036 pageviews.

## Convention & Visitors Bureau

- The CVB had an editorial in one national publication and several marketing campaigns that were seen nationwide. The CVB hosted a travel writer with NC Wildlife, which will be featuring a story about The Haw River in 2011.
- The CVB secured a new national event for 2011. Burlington will host the 2011 Tar Heel Nationals BMX event in July.
- The CVB was instrumental in the installation of 10 new civil war trail markers, adding a new attraction to promote the area.
- The CVB continued its partnership with the New Leaf Society to help beautify the area.
- The Sports Development Council provided economic benefits to the community by recruiting and expanding events including: ASA National Softball Tournament, Mission Man Triathlon, Region X Junior College Baseball Tournament and USA South Spring Sports Festival.
- The Sports Development Council inducted 4 new members to The Distinguished Service in Sports Wall of Fame. Honorees were: Master Sang Ho Lee, Tom Parham, Sam Story and Donna Trollinger.
- The CVB website, [www.visitalamance.com](http://www.visitalamance.com) and [www.visitalamance.mobi](http://www.visitalamance.mobi) had over 186,000 unique sessions and almost 3 million hits.



Thank You for your  
Support in 2010.

