

ALAMANCE COUNTY AREA CHAMBER OF COMMERCE ANNUAL REPORT 2009

Workforce & Leadership Development

- The MidCarolina Bank Excellence in Education Awards program honored 39 area teachers and awarded more than \$15,000 in cash prizes.
- The annual Classroom Collection Campaign netted over 28,000 items to ensure that all students had the basic supplies needed for a successful school year.
- Chamber members continue to support Junior Achievement in Alamance County. Volunteers taught the basic concepts of business and real life economics in approximately 84 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.
- 1,000 area educators attended the first ever Educator Appreciation Expo where they had a chance to meet more than 50 members of the business, civic and nonprofit community.
- Twenty-three business associates graduated from Leadership Alamance.
- The Alamance Youth Leadership Academy expanded to include two additional schools – Clover Garden and Southern Middle School for a total of six AYLA chapters.
- Eighty-five community leaders attended the 25th Annual Chamber Retreat that focused on *Healthcare Reform*.
- The Board adopted five resolutions in support of business and community development.
- Chamber representatives met with local, state and federal officials concerning legislative issues that impact the business community.
- 225 people enjoyed the Agriculture Appreciation Banquet and 900 students, teachers and volunteers participated in the Farm-to-Table program.



Economic Development



- Alamance County celebrated eight new and expanding industry announcements totaling over 350 new jobs and capital investment of \$27 million.
- Economic Development worked extensively with Indulor to open their first US facility and with BD to expand their operations in the county.
- The ED website, www.choosealamance.com, had 282,242 hits and 114,775 pageviews.
- A successful Economic Summit was held in October with keynote speaker, Richard Kaglic, Economist for the Federal Reserve Bank of Richmond.



The Carolina Corridor
Alamance County, North Carolina
Chamber of Commerce
Economic Development
Convention & Visitors Bureau

Membership Development



- The Chamber welcomed 95 new members with two New Member Receptions.
- Chamber volunteers participated in over 50 ribbon cuttings.
- B2B and CNRG referral groups remained strong. Combined, the groups exchanged over 100 referrals.
- Members were presented with a full compliment of networking events including the Annual Golf Classic, Economic Summit, Annual Dinner, OctoberFit, Spring and Fall Elon Tailgates, Business After Hours and Business Before Hours.
- The Chamber hosted four Business Development Series events, including a new government contracting event that featured local, state and federal contracting experts.
- The Chamber partnered with 920 WPCM to feature 'Chamber Connection,' a daily radio segment highlighting chamber events and updates.
- The Chamber partnered with *Times-News* to offer a 'Business Spotlight' in the Sunday Business section.
- The Chamber established 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 their new Chamber Lunch Bunch program.

- The Chamber's website now includes member website links on the online Membership Directory, so visitors can link directly to members' websites.
- The Carolina Corridor website had over 95,000 hits with 12,184 pageviews. www.alamancechamber.com had over 4.3 million hits and 618,926 pageviews.

Convention & Visitors Bureau

- The CVB website, www.visitalamance.com, had over 350,000 unique sessions and over 8 million hits.
- The CVB had an editorial in one national publication and several niche marketing campaigns that were seen nationwide.
- The CVB developed and went live with a mobile website www.visitalamance.mobi for smart phone users to access while they travel.
- The CVB continued to partner with local stakeholders in the development of the Haw River Paddle Trail. Currently there are 7 access points open with an additional 2 scheduled to open in 2010.
- The Haw River Wine Trail received notice of the area's designation as an American Viticultural Area by the Department of Treasury.
- The CVB continued 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, Score Soccer Showcase and Teen Masters Bowling.
- The Sports Development Council assisted the City of Burlington in its efforts in securing the 2010 Regional X Baseball Tournament.
- The Sports Development Council inducted 3 new members to The Distinguished Service in Sports Wall of Fame. Honorees were: Jane Albright, Harold Owen, and Wayne Pyrtle.



Thank You for your
Support in 2009.