



ANNUAL

REPORT

2023



Letter from the President & CEO

Thank you for your investment in YOUR Chamber. Within the pages of this Annual Report, you will find a summary of the return on impact you have made through the Alamance Chamber in 2023. It is because of you, our investors, and our public and private partners that we as an organization can make the impact we do on the community. Throughout this document we acknowledge the commitment of our volunteer leaders and their support of the Alamance Chamber mission and program of work.

Organizations like Chambers work in an interesting space. Community expects our organization to cultivate an environment ripe for continued investment and business success. We know that financially contributing to the Alamance Chamber is completely voluntary and never guaranteed. We must earn every dollar of your investment.

We do this by pursuing relevance every day. It's our priority to ask the right questions, uncover your needs, listen to your voices, and build a remarkable organization.

Reflecting on the past year, we have grown our commitment to diversity, equity, inclusion & belonging (DEI-B), we have recommitted to building a strong public policy program ensuring we advocate on behalf of business, and we have launched the first small business grant program for Alamance County.

It is because of your continued investment, engagement and leadership that we can build a strong program of work successfully supporting economic and community development, leadership development, stronger relationships between the business community and education partners, and support for small business and entrepreneurs. Through each of these areas of focus we ensure Alamance County is a community that fosters success.

On behalf of our team, thank you for allowing us the honor and privilege to serve you and your business every day.



Reagan C. Gural
President & CEO

Letter from the Board Chair

Dear Alamance Chamber Investors,

As we reflect on 2023, I am filled with gratitude for the unwavering support and dedication each of you has shown to the Alamance Chamber. Your commitment to our community has been an instrumental compliment to the incredible Alamance Chamber "Super Staff". I look forward to the Chamber staff creating new prosperous opportunities for existing and new Alamance County companies. Whether through, boards, committees, networking events, educational programs, or community initiatives, your active participation has made a positive impact.

As the 2023 Board Chair, I want to express my sincere appreciation for your enthusiasm and engagement. Together, we have achieved milestones and overcome challenges, and I am confident that the coming year holds even greater opportunities for us to thrive as a collective force. The small business grant program delivered funding for growth, and you helped us reach the elusive 600-investor mark!

Thank you for being an essential part of the Alamance Chamber. Your support has been the driving force behind our accomplishments, I'm looking forward to supporting our new Chair, Griffin McClure in 2024. Thank you Griffin for all your partnership in 2023!

Wishing you all a prosperous and fulfilling year ahead.

Warm regards,

Doug Hyman
2023 Board Chair
Done4Ulaundry, Owner



Mission Statement

The mission of the Alamance Chamber is to enhance the welfare of business and to promote and stimulate economic vitality in the Alamance County area for the benefit of its investors and the community.

Meet the Staff



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2023 Ambassador Council

Chair

Anderson Rathbun

Burlington Sock Puppets

Vice Chair

Lisa Clapp

Pinnacle Financial Partners

Lisa Arnette

NC Works - Division of Workforce Solutions - Department of Commerce

Rachel Baldwin

Edward Jones

Cara Cale

First Bank

Liza Coombs

Prime Personnel Resources, Inc.

Vickie Coon

Paws4Ever

Brittney Dean

Don Allred & Associates

Mitchell Epperson

Carolina Custom Promotions

Tyson Fearington

Legal Shield Business Solutions

Mindy Floyd

Courtyard by Marriott

Steve Floyd

Jennings Bryan-Chappell Insurance

Tisha Jackson

Charisma Capital

India Kingery

Hope Radio

Samantha Loy

Always Best Care Senior Services

Emily O'Dell

Elevate Textiles

Dick O'Donnell

Man in Green, Inc.

Tiffany Pollard

Travelmation

Cathi Roberts

Convergence Technologies

Chad Tart

Farm Bureau Insurance

Rachel Collins

Vocational Rehabilitation

Josiah White

Edward Jones

2023 Board of Directors & Economic Development Foundation Board

Board of Directors Executive Committee

Chair

Doug Hyman, *Done4Ulaundry*

Past Chair

Reed LaPlante, *First National Bank*

Chair Elect

Griffin McClure, *Green & McClure Furniture Company*

Treasurer

Patricia Rhodes, *STOUT STUART MCGOWEN & KING, LLP*

Vice Chair, Investor Engagement

Rachel Baldwin, *Edward Jones*

Vice Chair, Diversity, Equity & Inclusion

T.J. Bowie, *Elon University*

Vice Chair, Economic Development

Kelly May, *Glen Raven, Inc.*

Vice Chair, Leadership Development & Education Partnerships

Tammy Myrick, *TRM Consulting Group, LLC*

Members At Large

Ryan Moffitt, *Vernon Law Firm & Isaac Gibson, Keller Williams*

Economic Development Foundation Board

Doug Hyman, *Done4Ulaundry*

Ed Hooks

Griffin McClure, *Green & McClure Furniture Company*

Kelly May, *Glen Raven, Inc.*

Patricia Rhodes, *STOUT STUART MCGOWEN & KING, LLP*

Reed LaPlante, *First National Bank*

Ted Chandler, *Chandler Concrete Co., Inc.*

Tom McGowen, *STOUT STUART MCGOWEN & KING, LLP*

Patrick Noltemeyer, *Elon University*

Greg Lunsford, *HUB International*

Board of Directors

Charles Canaday, *American National Bank & Trust*

Feraud Calixte, *District 3*

Isaac Gibson, *Keller Williams*

Jack Wooten, *Scott Insurance*

Jennie Beshel, *HUB International*

Kelly May, *Glen Raven, Inc.*

Louis Judge

Mark Epperson, *Carolina Custom Promotions*

Marta Moos, *Labcorp*

Mary Faucette, *Om Shanti*

Nikki Ratliff, *Burlington Housing Authority*

Rachel Baldwin, *Edward Jones*

Ronnie Jeffries, *Truist*

Ryan Moffitt, *Vernon Law Firm*

Sam Turner, *North Carolina Farm Bureau Insurance*

T.J. Bowie, *Elon University*

Tammy Myrick, *TRM Consulting Group, LLC*

Tracy Schmidt, *Burlington Beer Works/Tanners Wine Bar*

Vivian Langley, *Cone Health*

Vykrum Vijayasekaran, *AKG N. America, Inc.*

2023 Annual Chamber Sponsors

These companies are our premier partners that make a vital commitment to economic growth and prosperity through their enhanced annual investment.

Chamber Champions



CONE HEALTH[®]
Alamance Regional

GLEN RAVEN[®]



Chamber Partners

Bobbitt Construction
First National Bank
Gilliam Bell Moser, LLP
Truiliant Federal Credit Union
Samet Corporation

Chamber Advocates

Alamance Community College
American National Bank & Trust
First Bank
STOUT STUART MCGOWEN & KING, LLP
The Maverick & HOPE Radio
Truist
Prime Personnel Resources, Inc.

Investor Engagement

The Alamance Chamber continues to focus on opportunities for businesses to engage in programming to support intentional connections, growth and development. These opportunities were offered through strategic signature events, networking & connection events, workshops, leadership programming, and a variety of committees and councils.

Annual Meeting

The Chamber hosted the 2023 Annual Meeting in January with over 175 Investors celebrating the success of the last year. In addition to recognizing outgoing board members, and the official transition of board leadership, the program recognized outstanding business owners, volunteers and programs in the community. The distinguished Duke Energy Citizenship & Service Award was presented to LaShauna Austria of Seeds of Change Consulting for her immeasurable impact on Alamance County through her grass roots work in equity and social justice. In addition, Nelson Young was recognized with the Outstanding Service Award for 20+ years of volunteerism and commitment to the organization.

Investor Engagement Key Numbers & Quick Hits

- 87** New Investors
- 597** Current Investors
- 15** Annual Sponsors
- 85%** Retention Rate
- 7** Signature Events Hosted
- 20** Ribbon Cutting & Groundbreaking Ceremonies Facilitated
- 4,224** Facebook Followers
- 1,431** Instagram Followers

2023 Annual Meeting Award Recipients

Ambassador of the Year

Tyson Fearington, LegalShield Business Solutions

Outstanding Service Award

Nelson Young (retired)

Director of the Year

Willy Fisher, Fisher Wealth Management

Volunteer of the Year

Lisa Clapp, Pinnacle Financial Partners

Volunteer of the Year

Edna Parker, Labcorp

Leader of Distinction

Chris Gaddis, City of Burlington
Police Department (retired)

Emerging Entrepreneur of the Year

Stacy Stevens, Savvy Sweets, Inc.

Entrepreneurs of the Year

Ches & Laura Stewart, Haw River Mushrooms

Duke Energy Citizenship & Service Award

LaShauna Austria, Seeds of Change Consulting



Signature Event Highlight: ROAR Women’s Symposium

The Alamance Chamber hosted the 7th Women’s Symposium in March, bringing together a record breaking 400+ women for a day of personal and professional development. The full day program included an opening keynote by Mandy Eaton of Cone Health and a Fireside Chat featuring Dr. Toddie Peters, Elon University and Lydia Jones, Morrowtown Community Group & Burlington Community Land Trust. A panel discussion focused on health and wellbeing featured Cheryl Lawson of Lotus Life Integrated Wellness, Dr. Kellie Minder of Backs in Balance Chiropractic, and Marna Winter of Winter Wellness For You, moderated by Tammy Myrick of TRM Consulting Group. Molly Barker, Founder of Girls on the Run, served as the Keynote Speaker and offered a moving presentation titled “Heartfelt Rebellion: The Art of Being Your True Self in a World of Resistance” for attendees.

ROAR Key Numbers
8 Speakers | 405 Attendees
28 Sponsors | 26 Vendors

Increased Focus on Diversity, Equity, Inclusion & Belonging (DEI-B) Principles

In 2023, the Alamance Chamber continued our commitment to advancing the values and benefits of diversity, equity, inclusion and belonging in our community. Chamber staff and volunteers evaluated annual programming to ensure opportunities were accessible for all Investors, with an enhanced focus on our leadership programming.

The Board of Directors approved and adopted an updated statement supporting DEI-B principles, which focus on the organization’s commitment to fostering a diverse, equitable and inclusive business community. As an organization, we continue to strive to create an inclusive environment that promotes equal opportunities for all, actively seeking to eliminate any barriers to full participation, advancement and success in our business community.

Ambassador Council Outreach & Engagement

The Alamance Chamber Ambassador Council serves as an extension of the staff to assist with retention and growth efforts of our Chamber Investors. The 22 volunteers who made up the 2023 Council, had an increased focus on engagement and visibility in 2023. Meeting each month, they connected with over 264 new and existing Investors to ensure they remained connected to programming. In addition to volunteering at events and supporting Ribbon Cutting celebrations, the Ambassador Council engaged in monthly presentations from staff members to better understand the organization’s robust program of work and strategic priorities.





Leadership Development and Education Partnerships

The Alamance Chamber strives to be a strong partner to our community by developing and supporting creative, innovative programming that will move the needle for education and leadership in Alamance County.

Community Leaders' Retreat

The 39th Annual Community Leaders' Retreat brought together over 120 community leaders in Wrightsville Beach. This year's theme, Investments in Place, was selected by Retreat Chair and Chamber Board Chair-Elect, Griffin McClure. His vision challenged participants to discover their aspirations for Alamance County – who should this community be and what challenges will we face becoming that community? The retreat featured an exceptional lineup of speakers representing the many facets of these challenges. Attendees convened with each other in building passion towards progress and breaking visions down into concrete goals.

Alamance Youth Leadership Academy

Each year, over 200 middle school students from across the county are involved in the Alamance Youth Leadership Academy (AYLA). Rising 7th graders participate in a Summer Institute at Elon University, all students attend three joint events focused on leadership in their school and community, and 8th graders celebrate their commitment to AYLA with a Capstone Event held at the Alamance Country Club. In this year, students heard from a variety of local leaders, including representatives from Glen Raven, Inc. and Labcorp, and each chapter organized and implemented school betterment projects with guidance from their AYLA advisors.

Leadership Alamance

Leadership Alamance is a comprehensive 9-month program designed to cultivate leadership through educating current and emerging leaders about Alamance County – its infrastructure, resources, and challenges. The commitment of the participants to the success of our community and to their personal growth is the primary strength of the program. The Class of 2023 completed three community learning projects, serving Alamance Eldercare, the Dream Center, and the non-profit community of Alamance County as a whole. We said farewell to the 32nd "Best Class Ever!" and welcomed 37 new members for the Leadership Alamance class of 2024.



Key Numbers & Quick Hits

25 Event Sponsors for Community Leaders' Retreat

29 Leadership Alamance Class of 2023 Graduates

32,063 individual supplies collected during the Classroom Collection Campaign

205 local students in this year's Alamance Youth Leadership cohort

Excellence in Education Recognition Event

The Chamber hosted an Excellence in Education recognition dinner at Burke Manor Inn to celebrate the county teachers of the year selected from the Alamance-Burlington School System, the independent schools, and Alamance Community College. Each recognized teacher received a prize package that included resources from local businesses, including Chick-fil-A, Glen Raven, Inc., and Labcorp, a financial award made possible in part by the Alamance Community Foundation, and professional development funding from Impact Alamance.

Classroom Collection Campaign

The 22nd Annual Classroom Collection Campaign brought in over 32,000 school supplies for area students, as well as generous donations from the community to purchase future supplies as needed throughout the year. More than twenty local businesses and organizations opened their facilities as public sites for community members to drop off supplies and another fifteen local businesses and organizations held internal supply drives and events. The Classroom Collection Campaign supplies roughly 3,000 Alamance-Burlington School System students in need with the basic tools necessary for a successful school year.

Education and Workforce Council

In 2023, seeking to provide a better forum for local industries, educational institutions, and workforce development resources to have shared conversations and learning opportunities, the Chamber launched the Education and Workforce Council featuring members of both previous councils. This new opportunity focuses on career exploration opportunities and how our local business community can both support and be supported by our local education system. Presentations in 2023 covered the Career Apprenticeship Program, career and technical education at ABSS, and employer resources and relations at NC Works and Elon University.

Tuesday Tours for Teachers

This program allows local educators to see Alamance County and the surrounding area at work and to hear for themselves the skills needed to fill local positions. The tours help educators guide students as they explore career options and enrich the curriculum with "real world" examples. Hosts this year included MSI, ABB, Always Best Care, Burlington Alamance Airport, small businesses in downtown Mebane, Alamance Community College, and NC Works. Educators earn Continuing Education Units through their participation.



Economic Development

Economic Development’s three-legged stool works harmoniously with our organization’s program of work. Through industrial development, growing connections for existing industries, and support for small business and entrepreneurs at an early stage, the Chamber team impacts every level of business success.

Product Development

- Partnered with Developers, Brokers, and Private Landowners to bring 20 new properties to market.
 - 72 acres to market across 5 sites in 2023
 - 1,705,479 sqft to market across 15 buildings in 2023
- Overall Market Conditions:
 - 3,525,719 sqft available
 - 1,468.47 acres available

6 Existing Industry Announcements

1 Recruitment Announcement

YTD Project Activity Metrics:

- Potential Investment in Alamance County
 - \$28,386,678,000 Capital Investment
 - 40,259 Proposed Jobs
- Real Estate Needs
 - 5,672 Acres Requested
 - 26,856,440 Square Feet Requested
- By Project Sector
 - 54 Proposed Advanced Manufacturing Projects
 - 17 Proposed Biotechnology Projects
 - 6 Distribution Projects
 - 34 Clean-tech Manufacturing
 - 7 Other Projects

Strategic Initiatives

- Alamance County Economic Development Foundation is a successful co-applicant with the City of Burlington and Alamance County for a \$1,000,000 US Environmental Protection Agency Brownfield Assessment Grant Award.

Marketing

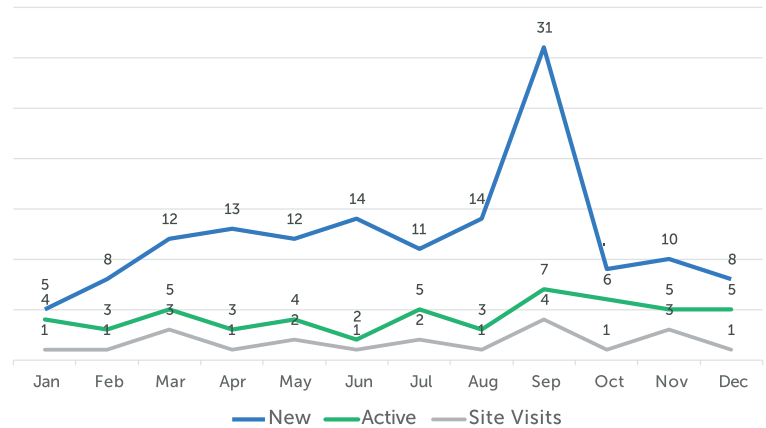
- Our team attended 3 Carolina Core delegation visits and 2 International Trade Show Conferences to spread the word about locating and expanding in Alamance County,

Existing Industry

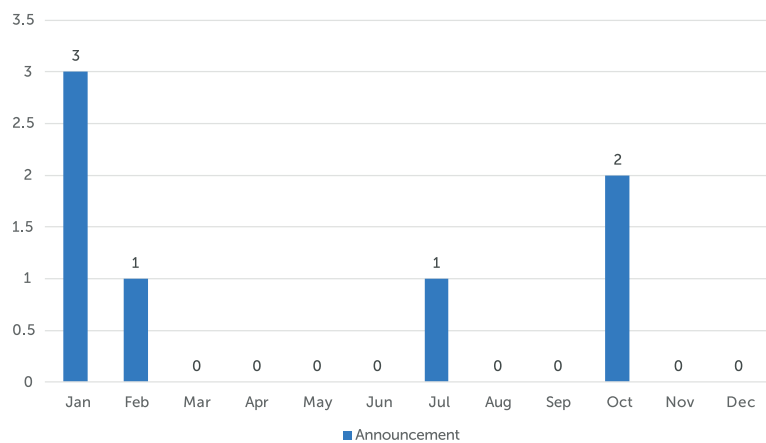
In 2023 we performed:

- 33 unique points of contact and site visits with existing industries in Alamance County.
- Initiated 11 expansion and/or retention project discussions with existing industries.
- Supported the application for Coolest Thing in NC Award achieved in 2023 by Burlington-based business Fjord Inc.
- Coordinated with NC Chamber of Commerce for their inaugural NC Manufacturing Tour when visiting Atlas Lighting, in Burlington.

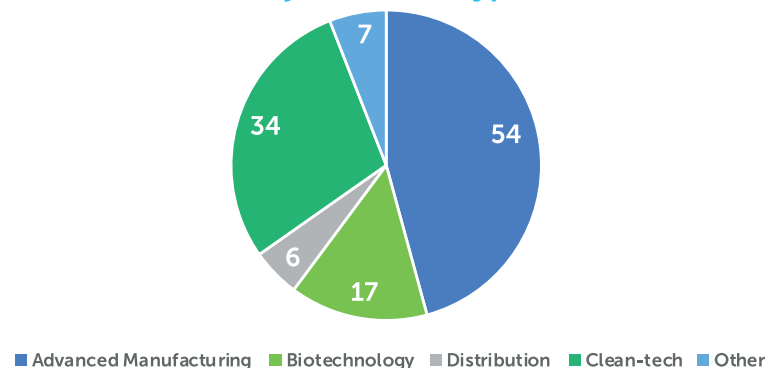
2023 Project Activity



2023 Project Announcements



Project Sector Types





Alamance Industrial Alliance participants at the December 2023 meeting joining a facility tour, hosted by Sandvik Coromant in Mebane.

Alamance Industrial Alliance

Started in 2023, the Alamance Industrial Alliance seeks to connect existing industries within Alamance County to their peers, hosting discussion and information-based meetings on relevant industry topics and issues that are felt among businesses in the area. We held two initial quarterly meetings, hosting 35 industry representatives as we featured speakers on industrial recruitment and marketing techniques, as well as PFAS and federal regulations on wastewater management.

In 2024, we seek to provide four meetings to area industries to continue connecting with one another, supporting their own local development through increased local-supplier connections, and seek better communication with local elected bodies and community partners.

Change in Workforce Development Board

In 2023 Alamance County joined the ranks of the Piedmont Triad Regional Workforce Development Board, a group of 9 other counties aligned to support efforts of workforce development, job placement, and training opportunities that benefit job seekers and local businesses.

Career Accelerator Program

In The Career Accelerator Program continues to support workforce development and career achievement for Alamance County's youth interested in industrial work. The program is currently supporting the associates degree achievement to 27 active youth apprentices who are focusing in Computer-Aided Drafting, Computer-Integrated Machining, Industrial Systems Technology, Information Technology, Mechatronics Engineering Technology, or Welding.

CAP celebrated its annual signing ceremony and graduation, alongside participants of the Adults for Industrial Development program, in August 2023 recognizing 7 graduates and 31 new apprentices.

What other ways are we supporting workforce development? We participate and partner with:

- **Sustainable Alamance** – Re-Entry Steering Committee
- **Opportunity Alamance** – Engaging with out of school, out of work youth for self-sustainability
- **Piedmont Triad Regional Workforce Development Board** – Among the appointed representatives for Alamance County
- **Career Accelerator Program** – Supporting state grant-funded work and employer engagement, along with Alamance Community College
- **Alamance Chamber Education & Workforce Council** – Supporting Chamber team with planning and execution of the Council to engage education and workforce partners for better communication
- **NC Chamber Education & Workforce Conference**

Small Business & Entrepreneurial Development

By the numbers

- Number of entrepreneurs receiving referrals and other direct assistance: 72
- Number of proclamations recognizing 2023 National Small Business Week: 5 (Alamance County, City of Burlington, Town of Elon, City of Graham, and City of Mebane)
- Recipients of Inaugural Emerging Entrepreneur of the Year and Entrepreneur of the Year: 2
 - Savvy Sweets/Stacy Stevens: Emerging Entrepreneur of the Year
 - Haw River Mushrooms/Ches and Laura Stewart: Entrepreneurs of the Year
- Number of women entrepreneurs hosted at ROAR: 7
- Number of events hosted that targeted small business owners/entrepreneurs: 7
- Number of applicants for the 2023 Small Business Grants: 30; Total amount of money requested: \$346,671; Total number of grants awarded: 7; Total dollar amount of grant awards: \$65,000. *Learn more on page 12*
- Number of attendees at the 2023 Economic Summit, "From Roots to Rooftops": 144
- Number of partnerships to re-brand and re-launch small business loan program, now called "Opportunity Alamance Loan Program": 3 – Alamance Chamber, Alamance Community Foundation, Self-Help Credit Union



CONGRATULATIONS

Taneka Bennett
SexuationsCrystal King
Empirical Wellness CenterStephanie Ruiz
East VenturesKyle Bundy
It's All Good Southern KitchenRenea Kenyon
Kenyon's Meat MarketMichelle Spurlock
Upside Aerial Arts & FitnessLaura Stewart
Haw River Mushrooms

Small Business Grant Program Launch

Supporting the Entrepreneurial Ecosystem

In 2023, the Alamance Chamber proudly launched the Small Business Grant Program, funded by the Alamance County Economic Development Foundation. This program awarded \$65,000 to seven Alamance County based small businesses.

The Alamance County Economic Development Foundation recognizes the critical role that entrepreneurs and small businesses play in driving the local economy. Starting in 2022, the Foundation began formally supporting the small business sector by adding a position to the Chamber's team, and funding initiatives to drive the development of an Alamance County entrepreneurial ecosystem. Part of that ecosystem development included making existing funding accessible and developing new funding sources. The small business grant is one way to get financial support to local small business owners so they may scale and grow.

The 2023 grant recipients were selected from a total of 30 applicants with a total of nearly \$350,000 in requested funding. They were selected based on factors such as: innovative business concepts, projects involving capital investment, current and potential for job creation, and commitment to staying in Alamance County.

2023 Grant Recipients:

- Crystal King - Empirical Wellness Center, PLLC (Burlington, NC)
- Taneka Bennett – Sexuations (Elon, NC)
- Stephanie Ruiz – East Ventures Digital (Burlington, NC)
- Kyle Bundy – It's All Good Southern Kitchen (Burlington, NC)
- Renea Kenyon – Kenyon's Meat Market (Mebane, NC)
- Michelle Spurlock – Upside Aerial Arts & Fitness LLC (Burlington, NC)
- Laura Stewart – Haw River Mushrooms (Graham, NC)



Signature Event Spotlight: 2023 Economic Summit

From Roots to Rooftops – How Agriculture Contributes to Our Local Economy

The Alamance Chamber's 2023 Economic Summit held in October proved to be a pivotal platform for addressing the evolving landscape of North Carolina's agriculture and agribusiness industry. NC Agriculture Commissioner Steve Troxler's announcement earlier in May, revealing that the economic impact of the state's agriculture sector had surpassed \$100 billion for the first time, set the stage for discussions on the industry's outlook and its implications for Alamance County. As North Carolina's primary industry, the summit aimed to shed light on the challenges and opportunities within the agricultural sector, especially in the local context.

The summit, sponsored by Farm Bureau Insurance – Burlington Office/Turner Agency, featured Ray Starling, General Counsel of the NC Chamber and President of the NC Legal Institute, who provided a comprehensive overview of agriculture in North Carolina. Focused on the local perspective, a panel discussion moderated by Vaughn Willoughby from Pritchett Farms Nurseries included insights from key figures in Alamance County's agricultural scene. The panelists, including Lauren Langley from NC Cooperative Extension, Jay Boyette from NC Farm Bureau, Allison Cooper from Cooper-Lasley Farm, Michael McPherson from McPherson Farms, and Brad Moore from Alamance County Soil and Water District, shared valuable perspectives on sustaining and nurturing the growth of agriculture in Alamance County. Their discussions aimed to provide a holistic understanding of the challenges faced by the local industry and outlined strategies to ensure its continued prosperity within the broader economic context of the region.



Thank you to Katie Smith Photography, PSP Group and Aaron Moon Photography for providing photos featured in the 2023 Annual Report.



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