

2022 ANNUAL REPORT



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Dear Members and Community Stakeholders,

In 2020, the Fayette Chamber Board of Directors adopted a new mission for the Fayette Chamber of Commerce: We advocate for the success of our members and our community. In 2022, our staff and volunteers worked diligently to fulfill that mission.

We had multiple opportunities to advocate for Fayette County with local, state, and federal elected officials. We were honored to host Gov. Brian Kemp in the Community Room in April, his second visit to our chamber in three years. Several of our mayors delivered a “State Of” speech in May at our Civic Leadership Summit. We also heard from Congressman Drew Ferguson about what was happening in Washington, D.C. that has an impact on business. When government officials want to know what the business community thinks, they turn to the Fayette Chamber of Commerce.

We continued our advocacy for a more inclusive community in our fourth annual Diversity & Inclusion Summit. We asked the question, what does inclusion look like? We heard from a wide range of speakers on the answer, including Vanessa Harrison, the president of AT&T in Georgia, South Carolina, and North Carolina. We learned that inclusion means not just being invited to the party but also being asked to dance, as one speaker memorably put it.

We also advocated for our small business members by hosting training events, networking opportunities, and roundtables. Small businesses are the backbone of our local economy and the entrepreneurs behind those firms bring vibrancy, innovation, and prosperity to Fayette County. We are glad these members have made Fayette County their homebase.

We are looking forward to another great year in 2023. I want to thank our staff, our Board of Directors, and our members for your steadfast support this and every year. We will continue to advocate for your success every day.



Very respectfully,

Colin Martin
President & CEO
Fayette Chamber of Commerce

Year In Review

January

- Hosted our first Lunch and Learn Series on “What’s trending?” Video marketing trends for 2022 presented by Michelle Amarra from SCB Video TV Marketing.
- Conducted the first ribbon cutting of the year with Nourish + Bloom, the first autonomous grocery store in Georgia located in the Town of Trilith.

February

- Hosted first series of the annual summits: Civic Leadership Summit with guest speakers included Chancellor of UGA, Teresa MacCartney, Mayor Kim Learnard of Peachtree City, Judge Thompson, Mayor Eric Dial of Tyrone, Mayor Ed Johnson of Fayetteville, and Mayor Dan Langford of Brooks.
- Hosted first series of Small Business Workshop: speakers included Regions Bank's Stacy Dyer, VP of Commercial Banking, Heritage Bank's Chris Thompson, VP of Commercial Lending, and Kim Knight, the Area Director of the UGA Small Business Development Center at Clayton State University who discussed what you need to know about SBA Lending in 2022.
- Hosted series one of Innovation Dinner Series with Georgia Tech's Debra Lam at Flat Creek Country Club. The topic of discussion: "The Partnership" which is a public-private partnership that was formed in 2020 to lead the coordination of state efforts to position Georgia as the East Coast's Technology Capital.
- Organized a “Let's Get Social” event at Whitewater Country Club to reconnect members and make new connections post-covid.

CIVIC LEADERSHIP SUMMIT



March

- 28 people attended Coffee with U.S. Congressman Drew Ferguson
- Small Business Workshops: Talent Attraction & Retention. Guest speaker Bridgette McDonald Director of Career Services from Clayton State University spoke on recruiting college graduates. Guest speaker Bobby Davis from Georgia Department of Veteran Affairs spoke on incentives for hiring veterans.
- 112 people attended Lunch with Governor Brian Kemp as he addressed with state updates

Year In Review

April

- Small Business Workshops: Sales with Panel Moderator Mark Gray. The panelist included Emily Winkle (Pace Lynch Realty), Lee Whetstone (MAU Workforce Solutions), Doug Bates (CMIT Solutions), and Latha Ravi (The Flying Locksmiths)
- Hosted the first series of Pancakes & Policy: Legislative Wrap-Up with Josh Bonner, Debra Bazemore, Derrick Jackson, and Karen Mathiak.
- Dedication to Bennett's Middle School new garden: Bronco Community Garden
- 47 businesses and organizations attended Fayette Expofest at Drake Field in Peachtree City
- Innovation Dinner Series with Kjell Persson, Vice President of NextLab, a business innovation engine at Panasonic North America.

May

- May Lunch and Learn series with guest speaker Dr. Daniel Kellman from Cancer Treatment Centers of America discussion the topic "Living an Anti-Cancer Lifestyle". Discussion consisted of giving practical diet, supplements, and lifestyle guidance to help in the prevention of cancer and other chronic illnesses.
- 133 people attended Chamber Throwdown: Cornhole Tournament
- Business Outlook Summit with guest speakers Joe Domaleski CEO of Country Fried Creative, Princeton Williams Outreach Senior Advisor of Federal Reserve Bank of Atlanta, Charel Palmer owner of Popbar Alpharetta.
- Hosted a discussion on "How Government Regulations Make New Homes More Expensive" with Georgia Public Policy Foundation with 48 attendees.



Year In Review

June

- Small Business Workshop: Media and Publicity. Panel discussion with Cal Beverly, publisher of The Citizen newspaper and Joyce Beverly, former publisher of Fayette Woman magazine and current owner of My Storyographer, expanded upon how to work with the media and get publicity for your organization.
- June Lunch and Learn series focused on 5 Digital Marketing Strategies to Increase Revenues with presenter Patrick Alexander CEO and founder of Balambico.

August

- Lunch with Dr. Drew Van Horn, President of Young Harris College.
- August Lunch and Learn series presented by Brandi Smith of Children's Healthcare of Atlanta. The topic of discussion was "The Future of Pediatric Healthcare"
- Welcomed incoming Leadership Fayette Class of 2023 with 2022 Leadership Fayette Class at The Ballroom at Flat Creek Country Club.
- Small Business Workshop with Chamber President Colin Martin. Topic of discussion Network: What Works & What Doesn't.
- Pancakes & Policy: Federal Update with US Congressman Drew Ferguson
- 82 people attended the Diversity & Inclusion Summit with keynote speaker Venessa Harrison, President AT& T Southeast Coastal Region as we explored the topic of what is inclusion and how does it look from an HR perspective.

September

- September Lunch and Learn series with Jason Bass owner of Jason Hunter Design discussed "How to Own the Customer Journey in an Experience-based Economy".
- Fayette County Lifestyle presented "Leveraging Local" to connect with local business owners and learn more about why keeping it local matters in our county.
- Hosted our first Membership Appreciation event with 63 members in attendance
- Hosted a "Workforce Needs" roundtable discussion with Dr. Irvin Clark, President of Southern Crescent Technical College to connect directly with the Technical College System of GA to communicate business workforce needs and connect with resources to address those needs.

Member APPRECIATION



Year In Review

October

- Innovation Dinner series with guest speaker David Nuckolls, Executive Director of Georgia Center of Innovation.
- 144 Golfers attended Business on the Green Golf Tournament

Business on the Green Golf Tournament



November

- November Lunch and Learn series with Jeff Bartholomew of Everest Business Coaching discussed “The Six Secrets of Scaling a Business”.
- President Colin Martin graduated The US Chamber’s Institute of Organizational Management Program
- Pancake & Policy: Anna Roach, Executive Director of Atlanta Regional Commission discussed the facilities, community, and development strategies to enhance the growth and quality of life within the Atlanta region.
- Hosted a “Leveraging Your Chamber Membership” workshop to discuss the benefits of membership, from discounts to business services and more.
- Workforce Summit: State of Workforce in Fayette County with President Colin Martin of Fayette County Chamber of Commerce, State of the Schools with Dr. Jonathan Patterson, Superintendent of Fayette County Schools, and State of the Technical College-Dr. Irvin Clark, President, Southern Crescent Technical College.

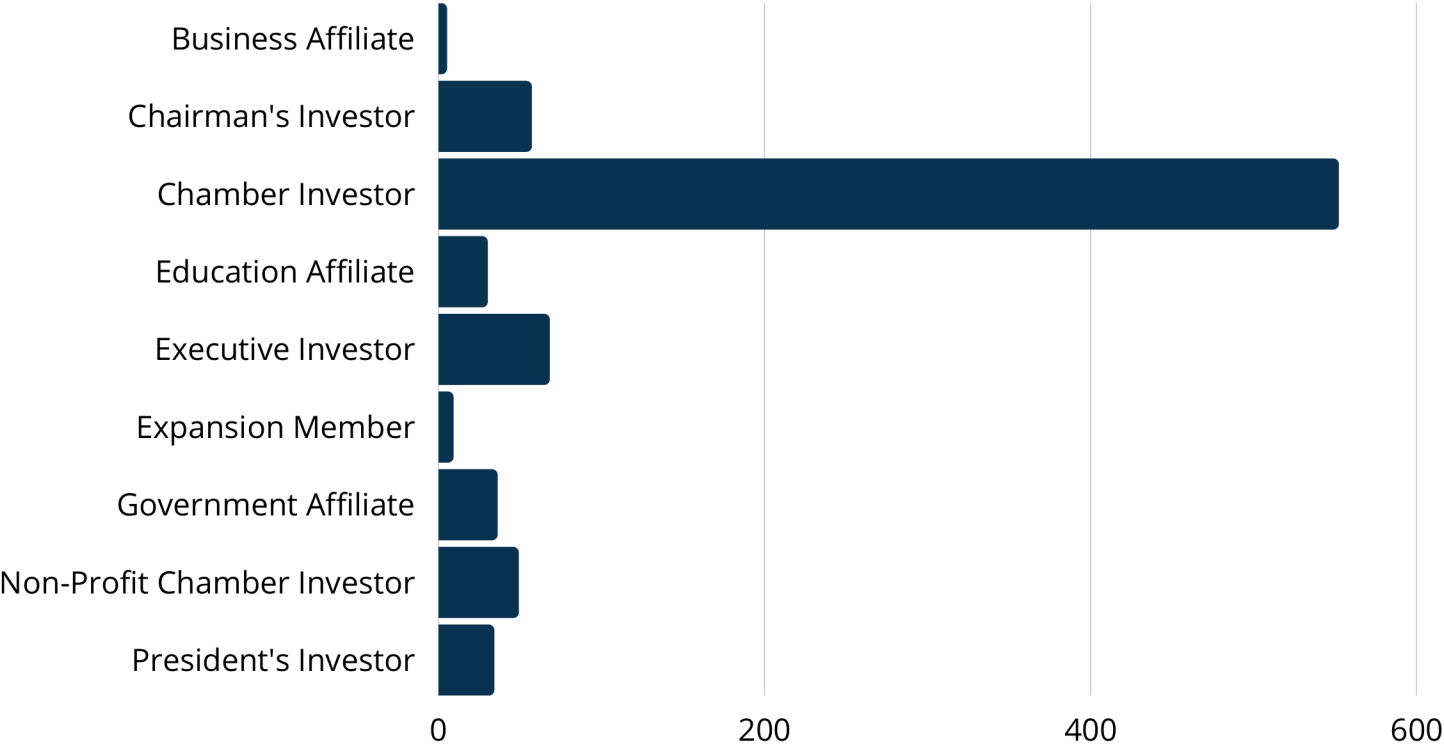
December

- Hosted our 57th Annual Awards Celebration to celebrate our county’s most influential businesses and community leaders.
- Finished 2022 with our 21st ribbon cutting at Navigate Wellness, a new spa in Fayetteville, Ga
- 2022 membership has grown in both numbers and participation, ending the year with over 800 members

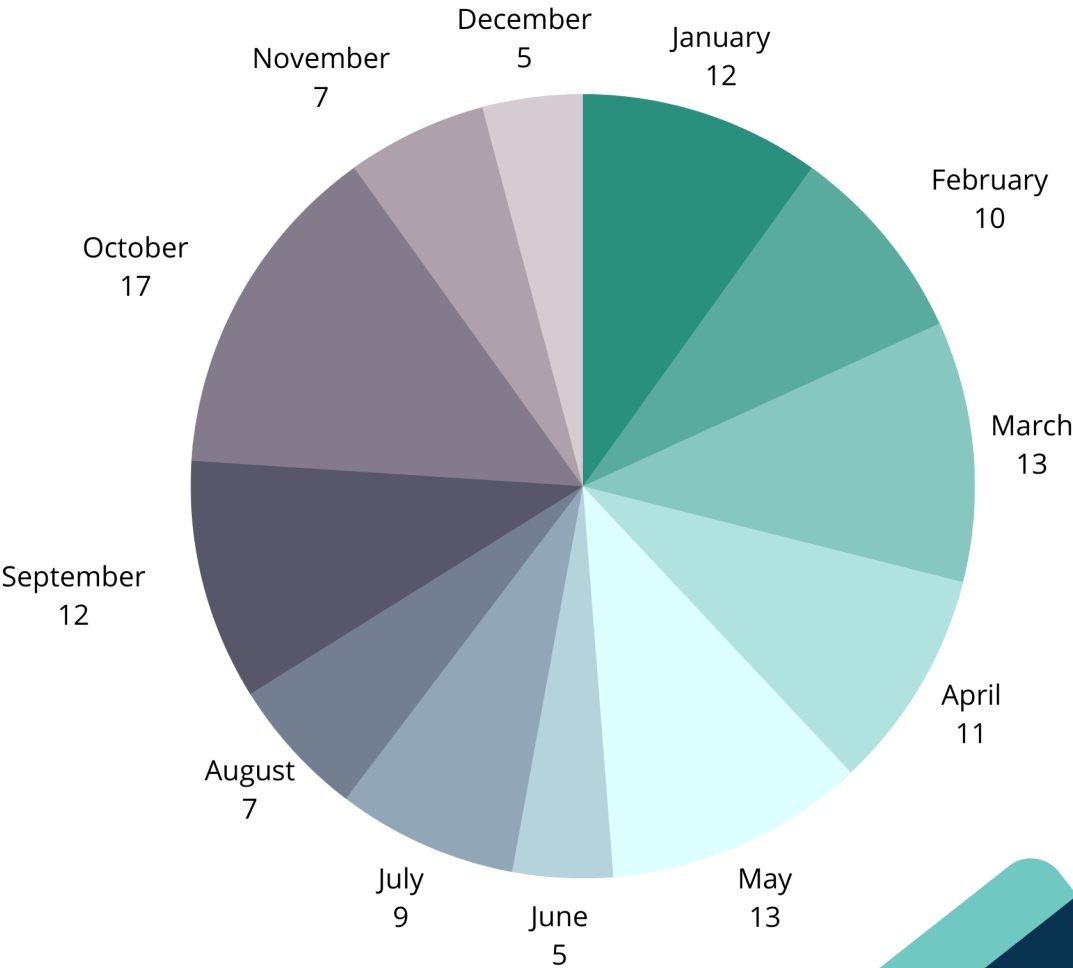
Annual Awards CELEBRATION



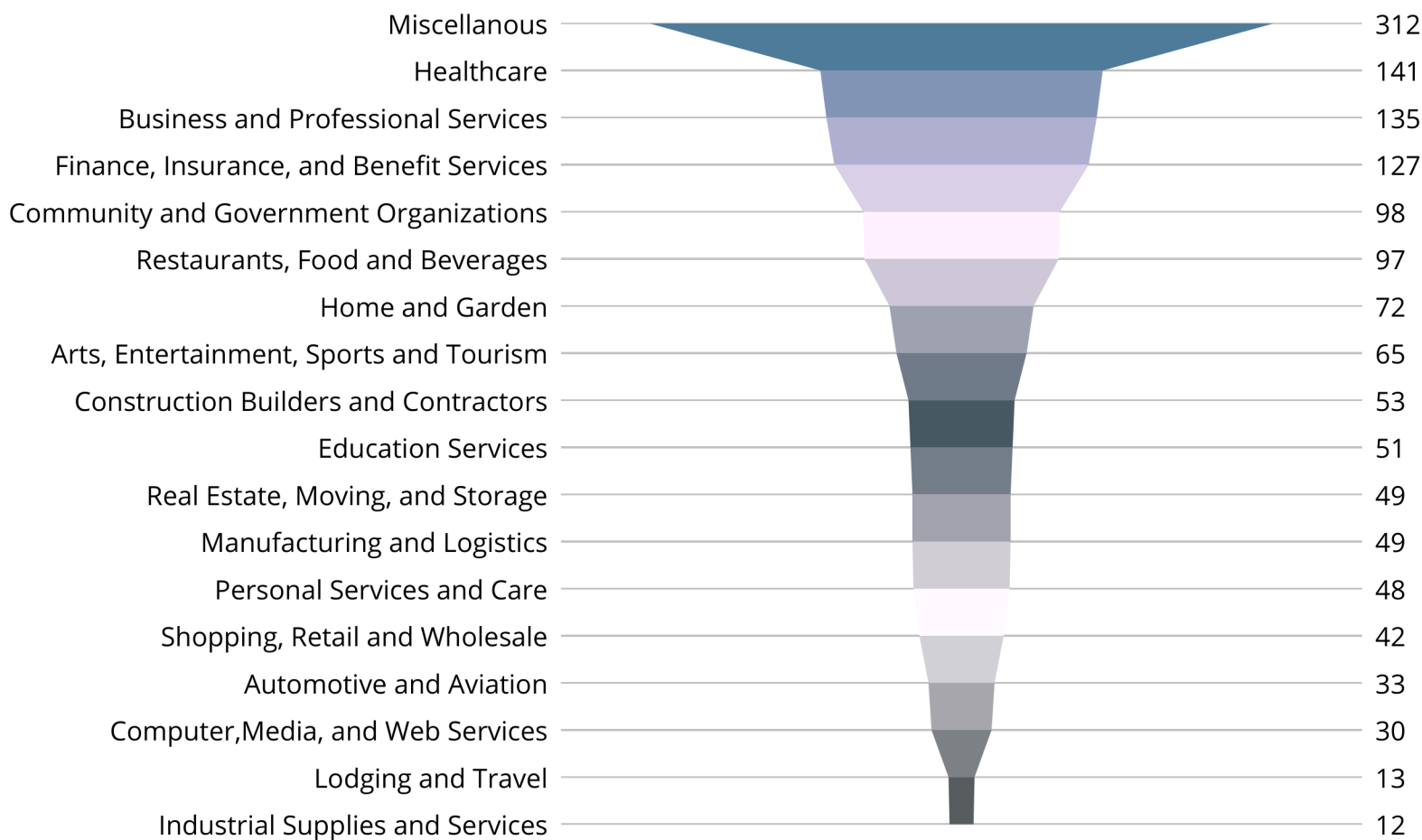
Membership Types



New Members



Membership Category



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26

RIBBON CUTTINGS

.....

21

NEW MEMBERS

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120