



# 2022 ANNUAL REPORT

## *Letter from the President*

For over 100 years, the Reidsville Chamber of Commerce has served as an advocate and a voice of the business community, addressing issues and concerns for the betterment of Reidsville. Established in 1914 by strong business leaders in our community, the Chamber has grown to an organization representing business on local, state, and national levels.

Led by the board of directors and Chamber staff, our goal is to help your business flourish and to promote new business that will complement and increase the climate for economic growth and success. There is strength in numbers, and the Reidsville Chamber strives every day to be the true voice of over 400 members and other local businesses.

The Chamber's services include lobbying efforts, business services, tourism and visitor services, community services, and networking opportunities. Your participation in the various programs and events available throughout the year ensures you receive the greatest benefit for your investment. Additionally, through our partnership with the city of Reidsville, we offer workforce development and economic development services.

We came together to rise above many new challenges in 2020 and 2021. Thank you for allowing us to continue to serve you and the citizens of Reidsville. On behalf of the board of directors and the Chamber staff, we wish you a successful 2022.

*Diane Sawyer*



TEAM REIDSVILLE








LAKE REIDSVILLE BLUEWAY ACCESS



THE DAN RIVER BASIN ASSOCIATION

# Online Presence

The chamber is working for you 24/7/365. Our online platforms are not only a resource for you as a member, but also to promote your business.

-  **3,665** Followers
-  **505** Followers
-  **636** Followers
-  **1,302** Impressions
-  **4,653** Views
-  **81** Followers

## NEWS & VIEWS

In 2021, we reached 3,957 people with just 4 episodes of News & Views on Facebook & YouTube. This show is also available in podcast format via Spreaker and focuses on enhancing the business environment through advocacy, mentoring and education in an effort to promote economic growth.



## CHAMBER WEBSITE

- **31,190** Users
- **60,217** Page Views
- **51,424** Member Page Views
- **37,878** Business Directory Searches
- Our **Business Directory** is the most popular feature of our website
- **54%** of web traffic via Organic Search

## EMAILS

**1,259** Contacts

**32%** Open Rate



# Government Relations

Working relationships with governmental bodies, departments, and officials are critical to the effectiveness of the Chamber. The Chamber represents our members' interests through interaction with local, county, state, and federal officials.

Our vision is to enhance the business environment with advocacy so that our community thrives economically and socially, and the community is ever improving its quality of life. Our goal is to aid in the reduction of barriers and the high cost to operating a successful business, and that community officials and leaders understand the value of jobs to our local community. To accomplish these goals, The Chamber will:

- Facilitate Candidate Forums.
- Provide Legislative Luncheons.
- Develop focus groups for topical discussions and community enhancement potential.
- Participate in local initiatives that may affect business.

# Membership

**414** Members Strong  
**51** New Members

The mission of the Chamber cannot be achieved without support from a growing number of members and investors. In order to attract and involve the business community, the Chamber must create value through service to our members. It is our goal for all members to receive Chamber benefits that meet their needs and exceed expectations for return on investment.

Innovative features and benefits are designed to enhance your membership investment. The Chamber focuses on networking and marketing opportunities and better communication tools.

## Ribbon Cuttings



REIDSVILLE TRADING POST



GARCIA FENCE INC.



PELLA



THRIFT SHACK



HUTCHENS RENTZ EDEN OIL



TEROWA FASHION



KELLY'S KITCHEN



COATES COLLECTIBLES & ANTIQUES



CAROLINA CAFE



BEAUTIFUL PETS GROOMING TOO



CLASSIC CUT SALON



TINSLEY'S SCHOOL OF BARBERING



FARM BUREAU



LUCKY CITY BREWING



VOCATIONAL REHABILITATION SERVICES



DIVINE LEMONADES

# 33

# CHAMBER EVENTS

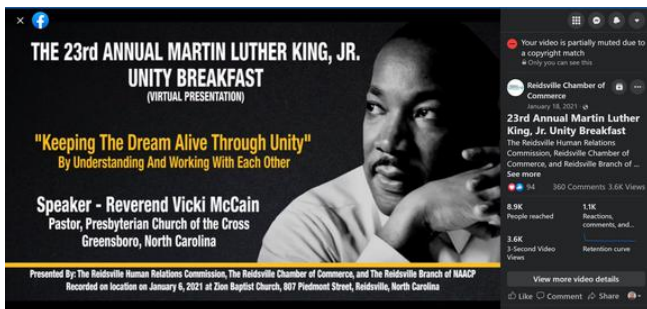
TO CONNECT BUSINESSES & THE COMMUNITY

The Chamber strives to:

- Promote members by providing opportunities to members such as Chamber Coffees, networking opportunities, Business Showcase, seminars for personal and professional development, annual Golf Tournament, annual Awards Banquet, Staff Appreciation Luncheon, Business After-hours, sponsorship opportunities, and enhanced web listings.
- Establish focus groups for topical discussions and feedback.
- Maintain a community calendar of events.
- Promote business-to-business benefits.

## COFFEE & CONNECTIONS

Join us for the Chamber Coffee & Connections on the 1st Thursday of the month at 9 a.m. Find out what your peers are working on and engaged in.



## MLK UNITY BREAKFAST

The virtual presentation for the Annual MLK Unity Breakfast video reached 8,894 people, and received 681 reactions, 380 comments, and 57 shares on Facebook alone.

Thank you to the Reidsville Human Relations Commission and Reidsville Branch of NAACP, Presbyterian Church of the Cross, and Zion Baptist Church in putting this program together.

## 2021 ANNUAL EVENTS

MAY **JOB FAIR**



MAY **STAFF APPRECIATION**



JULY **ICE CREAM SOCIAL**



AUG **GOLF FORE REIDSVILLE**



# Economic Development

## WORKFORCE DEVELOPMENT

The Chamber partnered with Rock A Top in a continued effort to strengthen the local workforce. Joint meetings included: School 2 Work Connections (Connecting employers to school staff and hosting an online platform for parents of rising juniors and seniors to learn about apprenticeship opportunities through the local school system. As the Great Resignation of 2021 continued to affect our workforce, the Chamber continues to work through partnerships for members to fill their needs.



## JOB FAIR

The Reidsville Chamber of Commerce hosted a regional job fair in May of 2021. More than 20 vendors participated, from Southern Virginia and the Piedmont Triad region. WAKG hosted a remote location on live radio, drawing potential employees to Market Square in downtown Reidsville.

## SMALL BUSINESS SEASON

In 2021, The Reidsville Chamber of Commerce launched Small Business Season, expanding the previous initiative. The Season began Saturday, November 20th and ran through the end of the year. The Chamber encouraged people to support the efforts of small business owners through purchases, reviews, and referrals. The Reidsville Chamber of Commerce also celebrated Small Business Season through their Reidsville Rewards program.

The idea of Small Business Season was to encourage more shoppers to buy from our local small businesses. "With COVID, the employee shortage, supply chain slowdowns, and the rising cost of nearly everything these days, small businesses are facing unprecedented struggles and can really use our help. At the Chamber, we encouraged everyone to shop small this holiday season and beyond. It's estimated \$68 of every \$100 spent locally, stays local," said Diane Sawyer, Reidsville Chamber President & CEO. "That type of smart spending helps everyone. That's why we say, Do something big. Shop small. Shop local. Dine local. We wanted to give everyone something to feel thankful for this season." Sawyer adds.

The Reidsville Chamber launched their annual Reidsville Rewards Program, an incentive program for shopping and spending locally. Community members can shop local and turn in their receipts to be entered to win \$250 CASH and other gifts from local merchants.

The Chamber invited everyone to explore the many small businesses in our area. In addition to buying from small businesses, the chamber encourage residents to share posts and post to social media by talking about their favorite businesses or where they're spending their holiday budget.

# SPECIAL THANKS TO OUR CHAMBER CHAMPIONS



JOSEPH GUARINO, M.D., M.P.H., FACOEM, CIME



**Bob Adams Florist**  
**First Carolina Bank**  
**H & R Block**  
**Larry Abbott--LADJ**  
**Mount Jubilee Ministries, Inc.**  
**Wilkerson Funeral Home**



**First Citizens Bank**  
**Liberty Tax Service**  
**Pennrose Park Country Club**

**Reidsville Family YMCA**  
**RockinghamNow**  
**Pelham Transportation Corporation**



**AmeriStaff, Inc.**  
**BB&T**  
**Blue Sky Realty**  
**Dahlheimer Insurance - Allstate**  
**Duke Energy**  
**First Piedmont Corporation**

**Kiwanis Club of Reidsville**  
**MVP Southgate**  
**Piedmont Advantage Credit Union**  
**RABCO Hauling and Grading**  
**Reidsville Mini Storage/Go Mini's**  
**Woodforest National Bank**