



## BY THE NUMBERS

**150+**

Events and meetings supporting chamber programs and mission

**21,000+**

Visitors to [JobsinUnionCounty.com](http://JobsinUnionCounty.com)

**64,128**

Member Directory Page Visits

**110,149**

Page views on [UnionCountyCoC.com](http://UnionCountyCoC.com)

### VISIBILITY for your business

- Reached over 14,500 followers across social media channels throughout the year
- Spotlitged members through new Premium Ribbon Cutting Videos and Member Spotlight Blogs

### WELCOMING ATMOSPHERE for Business Growth and Development

- Adopted resolution encouraging county and municipal leaders to expand investment in necessary infrastructure including water, wastewater treatment, transportation, and high-speed internet
- Awarded Inaugural Union County Minority Business Makeover Contest winner

### RESOURCES

to develop your business and your employees

- 2021 Newcomers Guide won the CACCE Communication Excellence Award
- Started a blog informing business leaders about news vital to them, along with helpful information and updates
- Expanded the Small Business Roundtable program

### DELIVER VALUE

to Members

- Created transparent membership investment packages to better meet the needs of members
- Established public policy focused communication to provide regular updates when the NC General Assembly is in session.
- Stream-lined and expanded the process for applying to and serving on chamber committees



# YOUR Membership at Work

## OUR VISION

Everyone who does business or lives in Union County enjoys a thriving local economy and excellent quality of life.

## OUR MISSION

We champion business growth and business prosperity throughout Union County.

## A CATALYST FOR BUSINESS GROWTH

YOUR Union County Chamber spent much of 2022 fine-tuning as we champion business growth and business prosperity throughout Union County. We expanded our efforts to deliver value by creating transparent investment packages that allow members to choose the plan that best fits the unique needs of their organization. We also created opportunities for members to gain visibility for their business through Member Spotlight Blogs, new advertising offerings, and Premium Ribbon Cutting videos. Our continued efforts help us create a thriving community for all who do business and live in Union County.

## SUPPORTING DIVERSITY & INCLUSION



The Diversity and Inclusion Committee started the year strong, awarding the inaugural Union County Minority Business Makeover prize package to Colette Hagan with Perfect Fit Cleaning Services, LLC. Colette expanded her client base and grew her business thanks to consulting services from subject-matter experts and a sponsorship package with the Chamber. We were privileged to partner with the Small Business Center at South Piedmont Community College for this contest.

The D&I Committee also recognized the growing workforce development challenges facing under-resourced populations. In response, they added a work area to the committee's strategic plan to increase opportunities for those who traditionally have been at a disadvantage.

## INCREASING PUBLIC POLICY EFFORTS

The Public Policy Committee released the Chamber's first Legislative Agenda in March. It covers the Chamber's support of policies, programs, and initiatives that invest in infrastructure essential for business development, growth, and prosperity. It also highlights support of efforts to grow an adequately trained workforce in Union County, and opposes taxes and regulations that hinder or interfere with business growth and development in the county.

Following through on the commitment of the Legislative Agenda the Chamber Board of Directors adopted a resolution in conjunction with the Monroe-Union County Economic Development Commission to recognize past investment in infrastructure in the County and to encourage the County and local municipalities to expand investment in necessary infrastructure including water, wastewater treatment, transportation, and high-speed internet in order to support continued business growth and business prosperity throughout Union County as well as the quality of life for residents.



## DEVELOPING TOMORROW'S WORKFORCE



The Workforce Development Committee expanded in several areas focused on developing a work-ready generation of high school graduates. The Middle School Speakers Bureau presented in schools in both Spring and Fall semesters, reaching additional schools and even inspiring Piedmont Middle School to develop a Career Exploration program so that all students will have the opportunity to learn about career choices before high school. In addition, the Speaker's Bureau completed a full month of presentations as part of the annual Make It In Union County Manufacturing Celebration. Make It in Union County was an energetic effort this year, with activities stretching beyond the historical week's activities. During the Make It-focused campaign we reached over 15,000 people on Facebook, helped facilitate field trips and public tours, and celebrated the great jobs available in manufacturing right here in Union County.