



2018

Arlington Chamber of Commerce **ANNUAL REPORT** FULFILLING OUR MISSION



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NEW MEMBERS
nearly double 2017's numbers



TOTAL MEMBERS



COMBINED SOCIAL MEDIA FOLLOWERS



RETENTION RATE



POLICY POSITION LETTERS

2019 ANNUAL CORPORATE SPONSORS



2018 CHAIR'S MESSAGE

A Chamber's Work is Never Done

As I step down, and Greg takes over, I'm focused on what we have done while I've had the privilege to serve as your Chair during 2018. The key word here is WE and the fact is that all that we've accomplished must be kept in running condition if our Chamber is to grow and continue to support the needs of our Arlington business community.

A Chamber's existence, purpose, strength, and ability to survive and continue are all elements supported by "WE"—each and every Member. Together as a network of business leaders serving our customers and clients in Arlington—and, for many of us, also serving customers throughout the DC Metro Area—our Chamber is like a smooth-running locomotive. It is powered by each individual Member's desire to grow and succeed in his/her profession, skill, or area of business or commerce. The train keeps rolling no matter who is operating the controls, and monitoring the switches, signals, and schedules.

Pulled together by an active membership and dedicated staff, we become a powerful steam engine when it comes to advocating for the right direction we need to go and for the laws and regulations that affect business and our community. We've accomplished a lot over the past 12 months, and for my part, it is work that I have enjoyed because of the people I've shared it with. The work is never-ending because the train must be fueled, maintained, and continue to roll down the tracks.

Some 2018 examples of our success:

- Membership Promotions and working with **Your Chamber Connection** brought in 257 Members to expand our current Member count to 750, and it is still growing.
- Advocacy Power helped provide capital funding for Metro; renewal of Arlington Transient Occupancy Tax (TOT); support for Arlington's successful bid to entice **Amazon** to Arlington; help for **Virginia Hospital Center's** expansion; and support for the redevelopment of Crystal City's Central District.
- Successful Advocacy Events that boosted our advocacy efforts. Business Roundtable on ABC Laws; Arlington County Board Candidate Forum; Elected Leaders Summit in partnership with area chambers.
- Signature Annual Events that brought decision makers, business leaders, and elected and appointed officials together and provided exposure, communications, and the sharing of ideas, opinions, and benefits.
- From a Membership Value standpoint, this year offered expanded relationships with other Chambers and the opportunity for some successful shared events. It also brought exciting new venues like the **MedStar Capitals Iceplex**; more engagement with and for C-Suite Executives; a great opportunity to learn more about robotic surgery; and the benefits of healthy eating by way of Chef Robert Woods' presentation on how our championship Caps are fed. We hosted a Metro Procurement Forum with other chambers to help local and regional businesses connect with WMATA's procurement division. And, proudly, our percentage of participation for this year's events saw a substantial increase over the last two years'.
- Community Engagement brought us 100 nonprofit sector members, another successful Volunteer Arlington Day and other events to connect with and promote our active and growing nonprofit business community. Serving youth with the Young Entrepreneurs Academy continued to provide members with volunteer opportunities to support and encourage our youth as future business leaders.

So as the train rolls to a short stop to dispatch the current crew, and a fresh engineer, conductors, and crew step aboard to take over the throttles and airbrakes... the train will continue rolling down the tracks.

And while I grab the solid hand rail and climb down the iron steps to the cold steel track and the ground below, it's not farewell. I know that the train rolls on to take its passengers to their desired destinations—just like the Arlington Chamber carries on to serve current and future members to help them reach their desired business and community goals, commitments, and greatness. You can be assured that **EagleBank** and I will remain a strong driving force and advocate, because we know...

A CHAMBER'S WORK IS NEVER DONE.



Lindsey Rheume
EagleBank



Lindsey Rheume

2019 CHAIR'S MESSAGE

Onward and Upward

2018 was filled with exciting milestones. We are proud of our accomplishments, and we've kicked off 2019 brimming with ideas, energy, enthusiasm and momentum.

Membership

The Chamber held an all-hands-on-deck membership drive in May that welcomed 110 new members in a single week. (Let that sink in.) It was a herculean effort. Our thanks go out to the dedicated volunteers who committed their time, energy, and passion to make it happen. Total Chamber membership is approaching 800 and our retention rate exceeds 80 percent. Membership is the lifeblood of any Chamber, and we are proud of our progress.

Advocacy

Our Chamber ramped up its advocacy efforts in recent years, culminating with the addition of a full-time Government Affairs Manager in September. Weighing in at the local, regional, and state levels, we have become a valued and trusted voice on issues affecting Arlington's businesses. Highlights include lobbying the General Assembly for a dedicated capital funding stream for Metro, expressing early and consistent support for **Amazon's** HQ2 (one of our newest members), supporting the **Virginia Hospital Center** expansion, and advocating for the renewal of the Arlington Transient Occupancy Tax. The Chamber advocates on behalf of the business community collectively, as well as for the interests of individual members.

Events and Activities

With more than 100 annual events, the Chamber provides its members with opportunities for networking and education. Participation increased by double digits at our Breakfast Connections, through partnerships with other area Chambers and a focus on specific topics, like real estate. We also saw a boost in attendance at Business After Business by adding some exciting new venues to the mix, including the **MedStar Capitals Iceplex**. The Chamber also launched a series of C-Suite events with a hands-on evening featuring robotic surgeons at **Virginia Hospital Center** and a luncheon with the Caps and Wizards Chef, Robert Wood.

Community Engagement

Young Entrepreneurs Academy (YEA!) is a ground-breaking 19-week program that transforms middle and high school students into real entrepreneurs. The program provides our members with opportunities to review business plans, serve as investor panelists, and mentor the students. We also produced another successful Chamber Volunteer Arlington Day, which connected businesses to nonprofits for a day of service. Our Nonprofit Forums continue to draw record crowds, and the Chamber is proud to count more than 100 local nonprofits as members.

As your Chair in 2019, I am excited to continue the great work of my predecessors. I have big shoes to fill, but with a talented and knowledgeable staff, committed and seasoned Executive Committee, and influential and connected Board of Directors, I am excited and bullish about our Chamber and the business environment in Arlington.



A handwritten signature in black ink that reads "Greg Hamilton".

Greg Hamilton
Arlington Magazine

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Past Chair
Tina Walker
BAE Systems



President & CEO
Kate Bates
Arlington Chamber of
Commerce



Treasurer
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Ballston Business
Improvement District



Assistant Treasurer
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CNA



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Communications**
Adrian Stanton
Virginia Hospital Center



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Community
Engagement**
David Isaacson
Beach Geeks, Inc.



**Vice Chair -
Business Advocacy**
David Kinney
Clarendon, LLC



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Todd Ihrig
H.D. Vest Investment
Services



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Membership
Development**
Joe Prentice
Monument Home Loans

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John Finlay, Crystal City Sports Pub

Amanda Fischer, Grade A Marketing

Bill Fogarty, Walsh, Colucci, Lubeley & Walsh PC

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Betsy Frantz, Virginia Hospital Center Foundation

Marty Freeman, JBG Smith

Tracy Gabriel, Crystal City Business Improvement District

John Gallagher, Energesco Mechanical

Michael Garcia, State Farm Insurance

Donna Hamaker, Buck & Associates

Greg Hamilton, Arlington Magazine

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David Isaacson, Beach Geeks, Inc.

Sonia Johnston, John Marshall Bank

Linda Kelleher, Culpepper Garden

David Kinney, Clarendon, LLC

Tina Leone, Ballston Business Improvement District

Tad Lunger, McGuireWoods LLP

Pinkie Dent Mayfield, Graham Holdings Company

Garrett McGuire, AT&T

Greta Menard, Capital MarCom

Greg Mullan, George Mason Mortgage, LLC

John Murphy, Washington Workplace

Barbara Nicastro, The Law Offices of Barbara E. Nicastro

Shy Pahlevani, Hungry Marketplace, Inc.

COL. Kimberly Peeples, Joint Base Myer-Henderson Hall**

Joe Prentice, Monument Home Loans

Greg Raines, Dittmar Company

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Lindsey Rheaume, EagleBank

Scott Ritter, United Bank

Robin Robertson, The National Capital Bank of Washington

David Rowley, Minuteman Press

Adrian Stanton, Virginia Hospital Center

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Darren Tully, Freedom Bank

Tina Walker, BAE Systems

Marianne Ward-Peradoza, Marymount University

Jim Wilmot, Arlington Community Federal Credit Union

* Liaison, Arlington Public Schools

** Liaison, U.S. Military

2019 COMMITTEE CHAIRS

Ambassador Committee

Rick Reinsch
Digital Recollections

Community Action Committee

Linda Kelleher
Culpepper Garden

Education & Workforce Development Committee

David Remick
Alexandria/Arlington Regional Workforce Council

Government Affairs & Economic Development Committee

Brian Gordon
AOBA

Tad Lunger
McGuireWoods LLP

Hotel General Managers Committee

Chris Raines
Holiday Inn Rosslyn

Membership Development Committee

David Dockendorff
M&T Bank

Membership Engagement Committee

Jasmine Gould
Strategic Consulting Partners

Sustainability Committee

John Gallagher
Energesco Mechanical LLC

Gala Committee

Tina Walker
BAE Systems

Cindy Martin Yeatts
Neighborhood Real Estate

YEA! Booster Committee

Christine Searle
Searle Business Solutions

CHAMBER Staff

Kate Bates, President & CEO
Mike Rosenow, Membership Director
Jennifer Garry, Membership Engagement Director
Sarah Lindner, Events Manager

Scott Pedowitz, Government Affairs Manager
Olivia McKay, Operations Coordinator
Miki Gilmore, Communications Associate (Part-Time)



SIP SAVOR SKATE SCORE

Ballston Quarter is Northern Virginia's destination spot for foodies, adventure-seekers, and hockey fans alike!

Sip to the sound of clinking beer glasses and laughter in the Quarter Market. Ballston Quarter's new food hall boasting 18 local restaurants.

Savor BQ's delicious variety of quick bites to a perfect date night, sit-down dining experience.

Skate at the coolest place atop Ballston Quarter. Medstar Capitals Iceplex is the home of the 2018 Stanley Cup® Champions, the Washington Capitals!

Score a great time hanging out with family and friends at Punch Bowl Social, 5 Wits, Cookology or any of the other one-of-a-kind experiential destinations in Ballston!

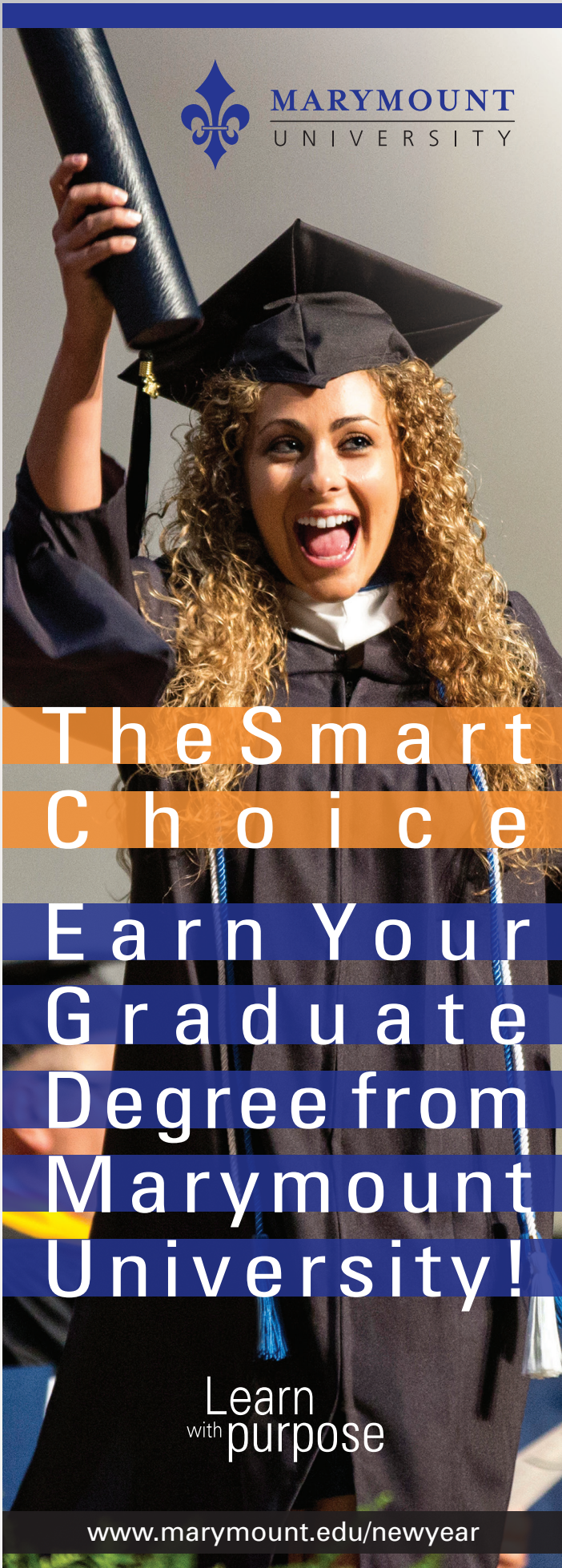


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COMMUNITY ENGAGEMENT

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our mission

to strengthen businesses and the economic environment for those who work, live and do business in Arlington.

our vision

to be the essential partner for business success.

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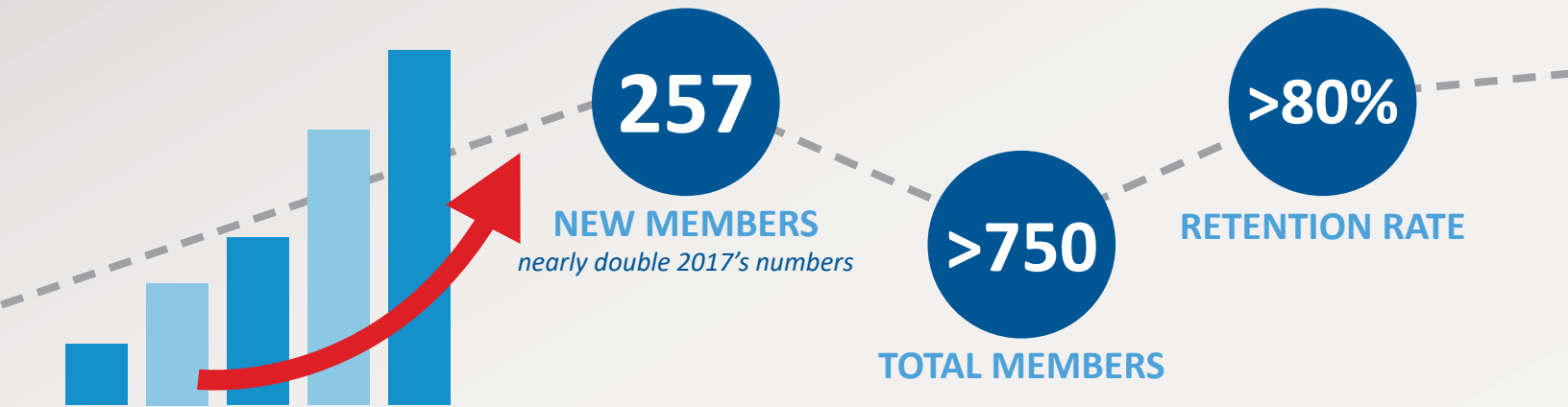
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membership



Successful Membership Campaign Brings Record Growth
2018 was a milestone year for Chamber membership. We welcomed 110 new members in one week through a membership campaign with **Your Chamber Connection**. This campaign helped us substantially grow our Chamber membership while educating current members on the value that the Chamber brings to the greater community. With the members brought in through our campaign, our annual new member count for the year was 257, by far the largest growth we have on record.



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Welcome to the Chamber!

The Arlington Chamber is proud to welcome a record-breaking amount of new members that have joined our membership in 2018. The Chamber is honored to help be the essential business partner for all of our members. These members include home-based and small businesses, large corporations, area nonprofits, and new restaurants and retail establishments. Below is a sample of some of our new members.



As the voice of the business community, the Chamber has a unique opportunity to make a real and lasting impact—and that is exactly what we did in 2018. The Chamber sent 15 policy position letters to and spent countless hours in conversations with elected officials and key leaders. Through hard work and decided leadership, the Chamber accomplished a number of key advocacy victories on behalf of our membership and Arlington’s businesses.



Sen. Jeremy McPike discusses ABC Laws with restauranters at a Business Roundtable

Supporting Business in Richmond

Renewal of Arlington Transient Occupancy Tax (TOT)

The Chamber led the advocacy efforts to renew the Arlington Transient Occupancy Tax (TOT) 0.25% surcharge, collected from hotel guests and used to fund **Arlington Convention and Visitors Service** and drive visitors to Arlington. The General Assembly renewed the tax for three years, following the two-year reenactment in 2016.

Supporting increased Metro funding

The Chamber joined with Chambers and business organizations from across Northern Virginia to lobby the General Assembly successfully for passage of a dedicated capital funding stream for Metro.

Helping Local Restaurants and Bars Make a Legislative Impact

In August, the Chamber held a special Business Roundtable on Virginia’s Alcoholic Beverage Control Laws with Senator Jeremy McPike, providing a forum for local restaurants and bars to have a direct impact on future of ABC legislation in the Commonwealth.

Advocating for Members Here in Arlington

Virginia Hospital Center Expansion

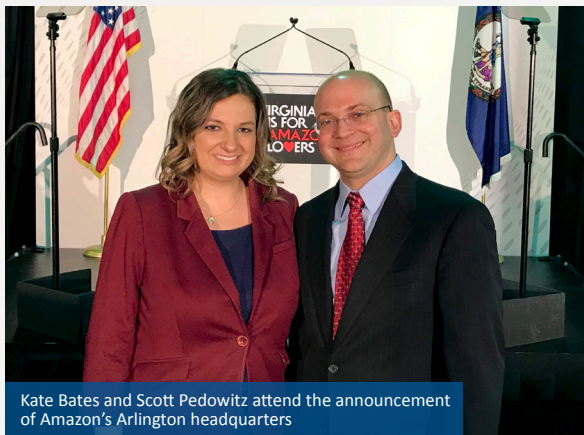
The Chamber gave support on several occasions for **Virginia Hospital Center’s** expansion, culminating in the County Board’s approval of the hospital’s expansion in November, largely in line with the major elements of their proposal.



The Chamber hosts a forum between County Board candidates Matt de Ferranti and John Vihstadt

Redevelopment of Crystal City’s Central District

The Chamber supported **JBG SMITH** in redevelopment of Crystal City’s Central District, in which the County Board reaffirmed that sector plans are guidelines and have flexibility to accommodate new projects—a position that will support redevelopment in the future.



Kate Bates and Scott Pedowitz attend the announcement of Amazon’s Arlington headquarters

Strengthening Our Economic Environment

Supporting Amazon’s new HQ

The Chamber expressed support for Arlington’s successful bid to recruit **Amazon’s** new headquarters. Since it was announced in November, the Chamber has worked to welcome **Amazon** to Arlington and to support the proposed headquarters packages locally and in Richmond.

Addition of full-time Government Affairs Manager

The Chamber added a full-time Government Affairs Manager, Scott Pedowitz, to the staff in September, expanding our capacity to advocate on behalf of both the business community collectively and for individual members.

This year, we continued to provide signature annual event offerings that were mission-focused. Additionally, many were also geared toward a specific issue or industry, adding diversity to our standard offerings. These events continue to provide attendees with unparalleled access to a crowd of decision makers from the business community, as well as elected and appointed officials. We also successfully implemented new strategies to support our monthly event programs and executed new timely programs. All event changes and the new events were very well received by our membership.

Breakfast Connection

We transformed our Breakfast Connection events through themes and partnerships with other organizations. Themes ranged from real estate to small business to community engagement. Partnerships expanded beyond existing events with the Alexandria Chamber and included events with new partners such as the McLean Chamber of Commerce and Capital Area Gay and Lesbian Chamber of Commerce. Our attendance average this year surpassed last year's by 13%.



Attendees spend the morning networking at a real estate-focused Breakfast Connection

Business After Business

We strengthened our Business After Business yearly attendance average by finding new exciting venues like the **MedStar Capitals Iceplex**. This year we saw a 6% increase in yearly attendance compared with the last two years.



Kate Bates joins Darren Montgomery and Lindsey Rheaume at the MedStar Capitals Iceplex for Business After Business

C-Suite Event Series

Per our strategic plan, we created two new events as a part of a new series specifically to engage a C-Suite executive audience. The first event "Exclusive Night with Da Vinci: The Art of Surgery Robotics" took place in October at the **Virginia Hospital Center**, featuring two robotic surgeons and the chance for guests to test out the very robots that perform surgeries daily. The second event "Feed the Champion In You: Exclusive Luncheon with Caps and Wizards Chef Robert Wood" was held in December and provided guests an intimate conversation with Chef Robbie on the benefits of healthy eating and how it drives the success of any professional team or business.

Doing Business with Metro Procurement Forum

The Chamber hosted the "Doing Business with Metro" Procurement Forum at **George Mason University's** Arlington Campus as a partnership event with 13 other Chambers of Commerce based in Northern Virginia. We provided this as a free event for our local and regional businesses in the contracting field to connect local businesses directly with WMATA's procurement division.



Attendees enjoy a da Vinci Surgical System demonstration at Virginia Hospital Center



Kate Bates speaks at the "Doing Business with Metro" Procurement Forum

community engagement

The Chamber has always prided itself on being a resource for businesses to build enriching relationships with the Arlington community. In 2018, we continued to work closely with nonprofit organizations, educational institutions, and state and local government, cultivating valuable partnerships between members and filling crucial needs to help Arlington thrive.

Giving Back

200 local volunteers from various Chamber member businesses and organizations lent a helping hand to area nonprofits as part of the 19th Annual Volunteer Arlington Day. Produced each year by the Chamber's Community Action Committee, this day of service provides an opportunity for nonprofits to develop relationships with Arlington businesses and for businesses to enjoy an afternoon of team-building while giving back to the community. Some of the tasks included helping with yard work at **Culpepper Garden** and restocking and sorting food drive donations at the **Arlington Food Assistance Center (AFAC)**.

Linking Businesses and Nonprofits

Our Chamber works hard to provide ways for our business members and more than 100 nonprofit members to come together to form powerful partnerships that benefit both parties. Our Community Action Committee continues to spearhead many of these efforts, including holding nonprofit forums that serve as educational and networking opportunities. This year, we evolved our fall nonprofit forum to include breakout sessions for attendees to share best practices and to learn from one another.

Empowering the Next Generation

Young Entrepreneurs Academy (YEA!), a groundbreaking program that transforms middle and high school students into owners of their very own businesses, continues to build the next generation of entrepreneurs, while providing impactful ways for our members to be involved as volunteers, ranging from business plan reviewer to mentor to investor panelist. Several student businesses have continued since the program, with the students registering their businesses with the County and continuing operations.



Volunteers give back to their community on Volunteer Arlington Day



Nonprofit Forum attendees share best practices during a breakout session



Students gather before YEA! Investor Panel



Sarah Naghmi presents her business plan at YEA! Investor Panel



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signature events

In addition to our monthly networking events, the Chamber hosts several annual, mission-focused events, many geared toward a specific issue or industry. Whether you're seeking visibility for your company through sponsorship, connections through networking, or simply want to enjoy the company of fellow business leaders, the Chamber's Signature Events can help you achieve your business goals.

Arlington Business Gala

The Annual Arlington Business Gala is the Chamber's premier networking event. Held each January at **The Ritz-Carlton, Pentagon City**, the Gala is a celebration of business in Arlington and serves as our largest fundraiser, helping us continue our mission of strengthening businesses and the economic environment for those who work, live and do business in Arlington.

Hospitality Awards

The Chamber is proud to honor exceptional members of Arlington's hospitality industry. The Hospitality Awards celebrate those who help make Arlington a world-class place to live, work, and visit by recognizing front-line workers in the hospitality industry—from restaurants and tourist attractions, to transportation companies and hotels.



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Volunteer Arlington Day

Volunteer Arlington Day is an opportunity to give back to the community and connect with local nonprofit organizations. This annual tradition pairs members of the business community with rewarding half-day service projects throughout Arlington County. Volunteer Arlington Day is produced by the Chamber's Community Action Committee and connects Arlington businesses to Chamber member nonprofits.

Best Business Awards

The Arlington Best Business Awards celebrate area businesses that go above and beyond serving their clients to make Arlington a great place to work and live. These awards are earned by businesses that deliver exceptional quality of service to their customers, are industry leaders or offer a unique approach to delivery of goods and services.

State of the County & Public Safety Awards

The State of the County & Public Safety Awards is a celebration of Arlington's economic achievements, the community's future, and all who make the area an excellent place to live and work. This breakfast event includes an address by the Arlington County Board Chair and also honors our public safety personnel and first responders from Arlington County's Fire Department, Police Department, Public Safety Communications & Emergency Management, and Office of the Sheriff.

Scholar's Cup

The Chamber's annual Scholar's Cup mini-golf tournament offers fun for all ages, as well as numerous opportunities to mingle and network. 100 percent of the proceeds from the Scholar's Cup benefit the Young Entrepreneurs Academy (YEA!), the Chamber's groundbreaking, 19-week program that transforms local middle and high school students into real business owners and operators.

Cards & Clubs

Cards & Clubs is an all-inclusive, action-packed networking event held at TopGolf Alexandria. If you're interested in expanding your connections, team-building, client appreciation, or just having some fun no matter your experience level, Cards & Clubs is the perfect event for you.

Annual Meeting

The Annual Meeting is a celebration of the year and the exciting future that lies ahead. This meeting details the Chamber's highly anticipated key initiatives and developmental plans for the coming year. Together with the presentation of the annual President's Award, Chair's Award, and Committee of the Year Award, the meeting also features a keynote speaker—past speakers including Senator Mark Warner and Chuck Todd. Attended by the who's who of Arlington, the Annual Meeting provides guests with high level networking opportunities.

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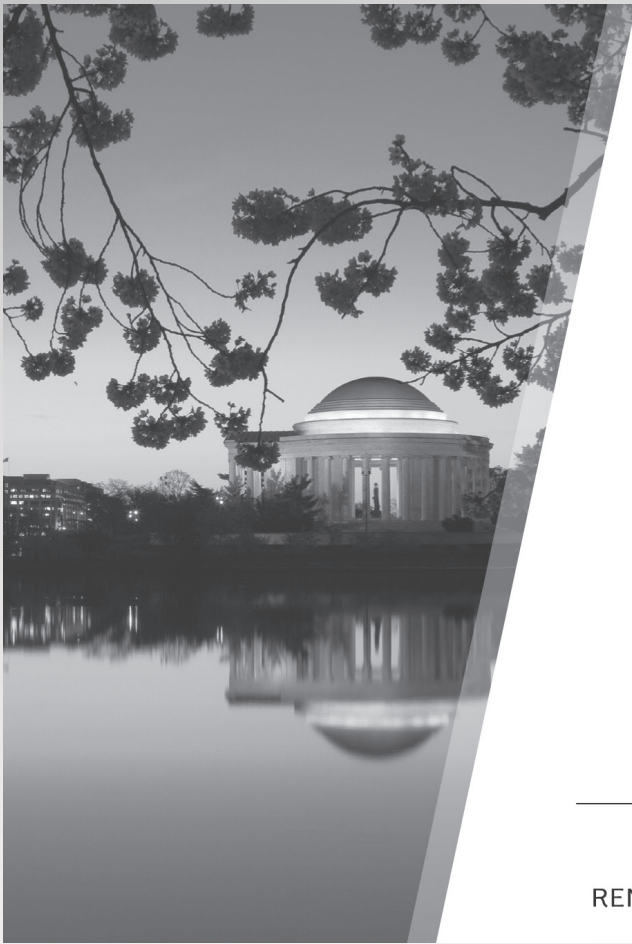
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Virginia Hospital Center cares as much as you do for the people and businesses in our community. As a proud member of the Mayo Clinic Care Network, we provide you and your business the supportive and personalized healthcare you deserve. To learn more about Virginia Hospital Center's Corporate Health & Wellness Program, please visit virginiahospitalcenter.com/workplace. Virginia Hospital Center, your business, and Arlington are **better together**.



The 94th Annual Meeting embodied the remarkable spirit of the Chamber, our members, and staff, whose service and support made 2018 a huge success for our organization and the Arlington business community. More than 200 business leaders were in attendance for this special event at the **Sheraton Pentagon City Hotel**.

2018 Chair **Lindsey Rheume** of **EagleBank** began the meeting by highlighting some of the Chamber's top achievements in this year, including our powerful business advocacy efforts, increase in membership, and successful execution of numerous event updates. Incoming 2019 Chair **Greg Hamilton** of **Arlington Magazine** then spoke about continuing the Chamber's growth and successes in the new year, and also introduced the 2019 Board of Directors.



Greg Hamilton of Arlington Magazine accepts President's Award

"We are proud of the Chamber's many achievements this year including our strong membership growth and retention, strong advocacy on behalf of the business community, and a focus on partnerships," said Chamber President & CEO Kate Bates. "We also implemented a number of successful changes to our monthly networking events which resulted in increased attendance in comparison to past years. The many accomplishments we celebrated were a product of a great amount of hard work and dedication from our Board of Directors, Executive Committee, members and Chamber staff. Our Chamber looks forward to building on all of these accomplishments, as we move into a new year and prepare for a strong 2019."



Adrian Stanton and Betsy Frantz accept Chair's Award on behalf of Virginia Hospital Center

The event included a presentation of the annual awards to those who significantly contributed to the Chamber's successes throughout the year. **Greg Hamilton** of **Arlington Magazine** received the President's Award, **Virginia Hospital Center** received the Chair's Award, and the Government Affairs & Economic Development Committee, co-chaired by **Brian Gordon** of **Apartment and Office Building Association** and **Tad Lunger** of **McGuireWoods LLP**, received the Committee of the Year Award. Assistant General Manager & Director of Legal Affairs at the Washington Capitals **Don Fishman** delivered the keynote speech, which focused on the 2018 Stanley Cup champions and why they love calling Arlington their home.



Brian Gordon and Tad Lunger accept Committee of the Year Award on behalf of the Government Affairs & Economic Development Committee



Guests enjoy lunch while hearing remarks from 2018 Chair Lindsey Rheume

The Chamber
Arlington Chamber of Commerce
Opportunity. Leadership. Results.

The mission of the Arlington Chamber of Commerce is to strengthen businesses and the economic environment for those who work, live and do business in Arlington.

The vision of the Arlington Chamber of Commerce is to be the essential partner for business success.



Sonia Johnston
Regional President



We Are Arlington!

Thanks Arlington Community! We are committed to making your banking experience special. Our focus is to provide "exceptional service" because that is what every customer deserves.

-  2011 - Arlington Chamber President Award
-  2013 - Arlington Chamber Best Business Award
-  2016 - Washington Business Journal Best Place to Work

2016 BEST PLACES TO WORK



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