



# 2020

## Arlington Chamber of Commerce ANNUAL REPORT



### BREAKING NEWS ALERT

#### Chamber applauds defeat of Arlington sidewalk ordinance

Chamber applauds last night's decision by the Arlington Board of Supervisors to repeal the sidewalk ordinance on a permanent basis. The ordinance required everyone to be safe in the streets, but it was shown to reduce crime and their safety.



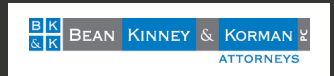
Arlington Chamber  
OF COMMERCE

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## 2021 ANNUAL CORPORATE SPONSORS



# 2020 CHAIR'S MESSAGE

**“Difficulties are just things to overcome, after all.”**  
**Sir Ernest Shackleton**

When I read this quote by Sir Ernest Shackleton, the famed explorer who, in 1916, led his entire 28-member crew home after they lost their ship and were stranded for months on Antarctic ice floes, I could not help but think that advance knowledge of their mission was essential to their survival. A similar awareness of the mission of the Chamber, the leadership of Kate Bates, the hard work and creativity of the Chamber staff, and the commitment of our members carried us through a year wherein the landscape seemed to change daily.

2020 began with great expectations as Amazon made known its early plans and “Arlington” as a county celebrated 100 years of existence. In February, the Chamber’s efforts at the General Assembly were well received as we successfully advocated for the renewal of the dedicated transient occupancy tax and the preservation of the Commonwealth’s Right-to-Work Law.

After the COVID-19 virus began to impact our region, the Chamber moved swiftly to provide access to Senators Mark Warner and Tim Kaine, Governor Ralph Northam, and local government officials to provide real time information regarding The Cares Act, PPP Loans, and Virginia’s 30-day Fund Grants among other relief vehicles. We helped provide access to: “We Are Open” signage with the help of generous members, the SBA’s “Business Tools to Survive a Pandemic”, and “Return to the Workplace Toolkits”.

All the while, the Chamber stayed open and about our mission. We shifted many of our regular programs and committee meeting to virtual formats. As the year progressed our “virtual” feats grew as we hosted Arlington Chamber Volunteer Day, the County Board Candidates Forum, the State of the County & Public Safety Awards, and the Elected Leaders Summit. As conditions allowed, we devised and hosted hybrid events such as our Best Business Awards and “The Event” for new members where we welcomed over 60 new members. Uniquely, toward year end we held our first ever virtual Gala which featured online fun, networking, and essential fundraising.

At year’s end we celebrated the very notable contributions of our Community Action Committee, **Bean, Kinney, and Korman**, and **Tina Leone** of the **Ballston BID** that helped the Chamber meet this year’s unique challenges.

Working together, we overcame our difficulties and made 2020 a great year!



**R. Scott Ritter**  
United Bank



# 2021 CHAIR'S MESSAGE

**“In the middle of difficulty lies opportunity”**

**Albert Einstein**

For many years, I have shared with my daughter the advice my father gave me: you can't always control what happens, you can always control how you react. Last year, the Chamber reacted to unprecedented events and demonstrated what it means **to be the essential partner for business success**. I want to personally thank Kate and Scott for their steady leadership and the entire team for their tireless efforts during this unsteady environment.

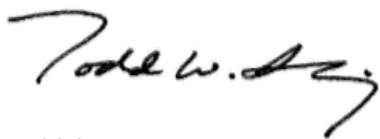
What was most remarkable to me was how much was accomplished. Looking back, it feels like the team pivoted on a dime and adapted to a virtual environment while providing essential access to resources and information for our business community. We all had to learn together how to operate in this restricted environment when our history and desire is to be shaking hands and building face to face relationships.

But, as Einstein said, in the midst of the challenges that 2020 presented us lie opportunities for us all. My message to the Chamber's Board and team is that 2021 will present us with a generational opportunity. (I fervently hope we never have another opportunity to re-open after a global pandemic again in my lifetime!)

The Chamber will continue to serve as a connection point:

- between key sources of information and the business community;
- between our members and the resources they need to safely and vibrantly reopen;
- between members to help one another take maximum advantage of the opportunities 2021 will bring; and
- between those business most severely impacted and available resources that will hasten their recovery.

There is still a lot of uncertainty heading into 2021 but one thing I am absolutely certain of is that the Arlington Chamber will stay on mission, build on the accomplishments of 2020 and continue to fulfill our vision to be that essential partner for business success. I am looking forward to shaking some hands again later this year – see you soon!



**Todd Ihrig**  
Avantax Investment Services



Todd Ihrig





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2021

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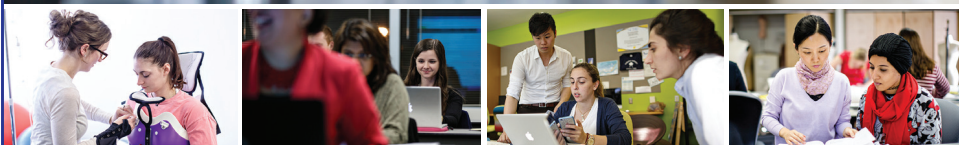


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Todd Ihrig  
Avantax Investment  
Services



**Chair-Elect**  
Beth Borowski  
CNA



**Immediate Past Chair**  
R. Scott Ritter  
United Bank



**Past Chair**  
Greg Hamilton  
Arlington Magazine



**President & CEO**  
Kate Bates  
Arlington Chamber of  
Commerce



**Treasurer**  
Tina Leone  
Ballston BID



**Assistant Treasurer**  
Jim Wilmot  
Arlington Community  
Federal Credit Union



**Vice Chair -  
Communications**  
Scott Reamy  
Dominion Energy



**Vice Chair - Community  
Engagement**  
Betsy Frantz  
A-SPAN



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



**Vice Chair -  
Member Affairs**  
Nicole Collier  
Nestlé



**Vice Chair -  
Membership Development**  
Steve Cooper  
NextUp Solutions

# 2021 BOARD OF DIRECTORS

**Melissa Adams**, Washington Gas  
**Bismah Ahmed**, Apartment and Office Building Association  
**Kate Bates**, Arlington Chamber of Commerce  
**Dan Blaine**, Marsh & McLennan Agency, LLC  
**Beth Borowski**, CNA  
**Ryan Brown**, Arlington Law Group  
**Kevin Broadhurst**, Comcast  
**Mary-Claire Burick**, Rosslyn Business Improvement District  
**Dulce Carrillo**, Arlington Public Schools\*  
**Nicole Collier**, Nestlé  
**Genevieve Concannon**, Advon Group of eXp Realty  
**Steve Cooper**, NextUp Solutions  
**David DeCamp**, Newmark Knight Frank  
**David Dockendorff**, M&T Bank  
**Andrea Fava**, Amazon  
**Betsy Frantz**, A-SPAN  
**Marty Freeman**, JBG SMITH  
**Nick Freshman**, Mothersauce Partners  
**Tracy Gabriel**, National Landing BID  
**Matt Gerber**, The Westin Crystal City Hotel  
**Dr. Edwin Gordon**, Congressional School  
**Donna Hamaker**, Buck & Associates Realtors  
**Greg Hamilton**, Arlington Magazine  
**Barry Harte**, Marymount University  
**Todd Ihrig**, Avantax Investment Services  
**Sonia Johnston**, John Marshall Bank  
**Larysa Kautz**, Melwood  
**David Kinney**, Clarendon, LLC  
**Tina Leone**, Ballston BID  
**Paul Liberty**, George Mason University  
**Madelka McCalla**, The AES Corporation  
**Garrett McGuire**, AT&T Services, Inc.  
**Greta Menard**, Capital MarCom  
**Aaron Moore**, VIDA Fitness  
**John Murphy**, Washington Workplace  
**Shy Pahlevani**, Hungry Marketplace, Inc.  
**COL. Kimberly Peeples**, Joint Base Myer-Henderson Hall\*\*  
**Greg Raines**, Dittmar Company  
**Scott Reamy**, Dominion Energy  
**R. Scott Ritter**, United Bank  
**Robin Robertson**, The National Capital Bank of  
Washington  
**David Rowley**, Minuteman Press  
**Adrian Stanton**, Virginia Hospital Center  
**R. Doug Taylor**, Bean, Kinney & Korman, P.C.  
**Rhoda Wheeler**, Agents in Style  
**Kedrick Whitmore**, Venable LLP  
**Jim Wilmot**, Arlington Community Federal Credit Union  
**Samuel Wolbert**, Animal Welfare League of Arlington  
**Todd Yeatts**, The Boeing Company

\* Liaison, Arlington Public Schools

\*\* Liaison, U.S. Military



# 2021 COMMITTEE CHAIRS

**Ambassador Committee**  
Rick Reinsch  
Digital Recollections

**Community Action Committee**  
Jennifer Owens  
Arlington Community Foundation

**Education & Workforce  
Development Committee**  
David Remick  
Alexandria/Arlington Regional  
Workforce Council

**Government Affairs & Economic  
Development Committee**  
Brian Gordon  
AOBA

Tad Lunger  
Impresa Legal

**Hotel General Managers Committee**  
Chris Raines  
Dittmar Company

**Membership Development Committee**  
Genevieve Concannon  
Advon Group brokered by eXp Realty

**Membership Engagement  
Committee**  
Nicole Marzziotti  
M&T Bank

**Sustainability Committee**  
Beth Offenbacker  
Waterford, Inc.

## CHAMBER Staff

**Kate Bates**, President & CEO  
**Mike Rosenow**, Senior Director of Membership  
**Andrea Aiello**, Membership Engagement Manager  
**Scott Pedowitz**, Government Affairs Director

**Olivia McKay**, Operations Manager  
**Morgan Cooper**, Communications Coordinator  
**Dan Reilly**, Events Manager  
**Monica Sloan**, Executive Assistant to the  
President/CEO (part-time)

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## the Chamber's four focus areas



### NETWORKING & BUSINESS DEVELOPMENT

Fostering valuable connections to help businesses succeed



### BUSINESS ADVOCACY

Acting as a greater voice for local businesses and organizations



### EDUCATIONAL OPPORTUNITIES

Providing resources and tools for all businesses



### COMMUNITY ENGAGEMENT

Building lasting relationships within the Arlington community

#### 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.



connect  
with the Chamber



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[facebook.com/ArlingtonChamberVA](https://facebook.com/ArlingtonChamberVA)



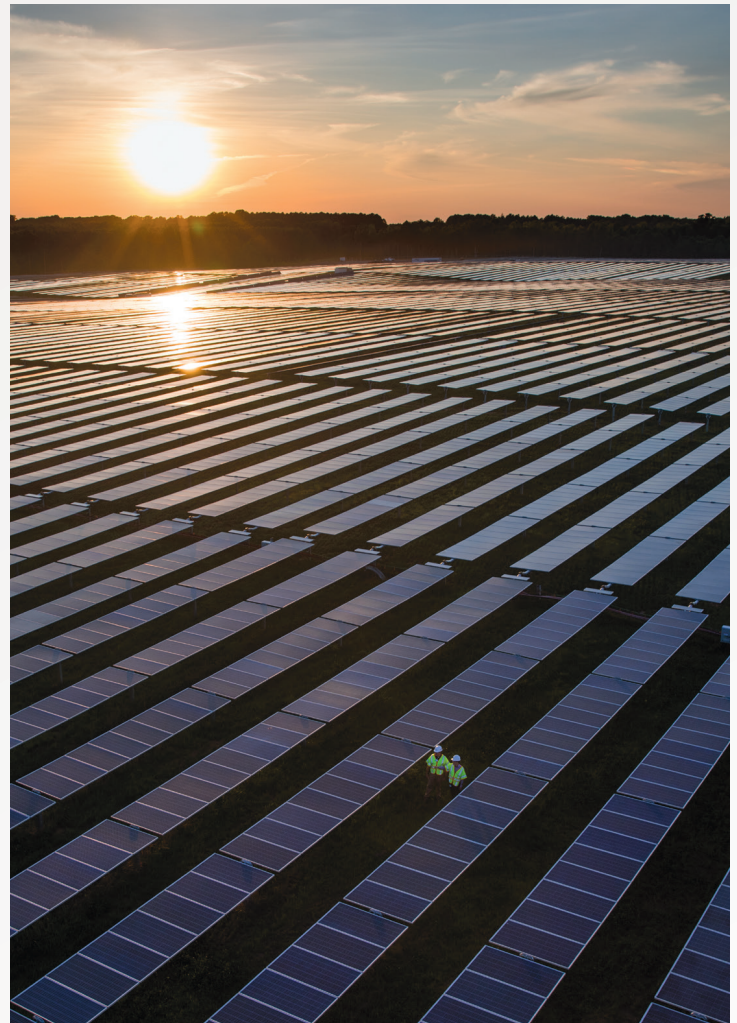
@ArIVAChamber  
[instagram.com/arlvachamber](https://instagram.com/arlvachamber)



Arlington Chamber of  
Commerce - Virginia



Arlington Chamber Blog  
[arlingtonchamber.org/blog](https://arlingtonchamber.org/blog)



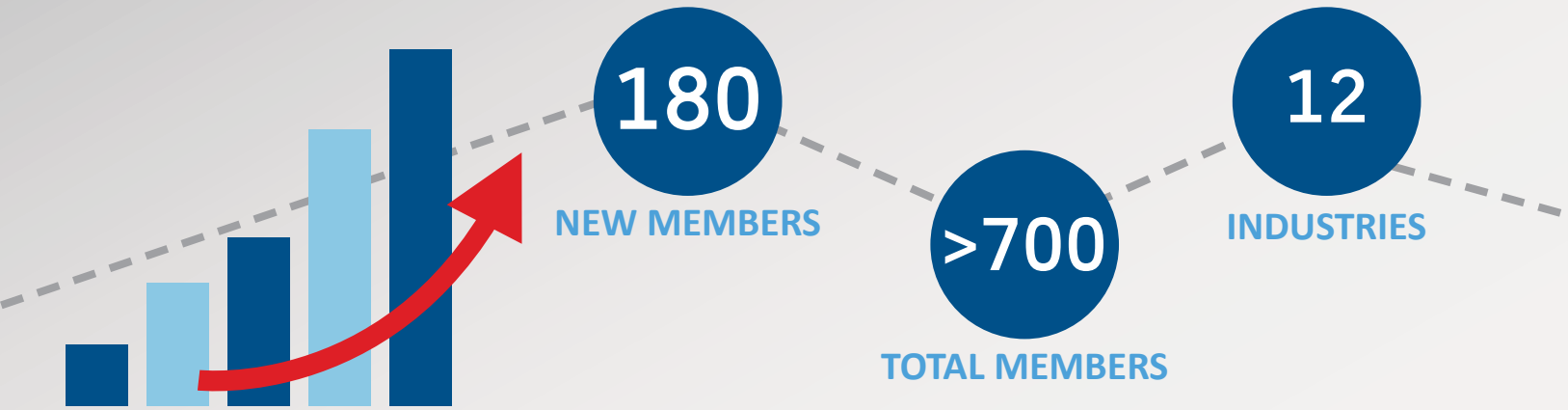
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Actions Speak Louder<sup>SM</sup>

# membership



## Events by the Numbers

**139** Total Events



**7** Signature Events



**3,548** Total Attendees at Virtual and Hybrid Events

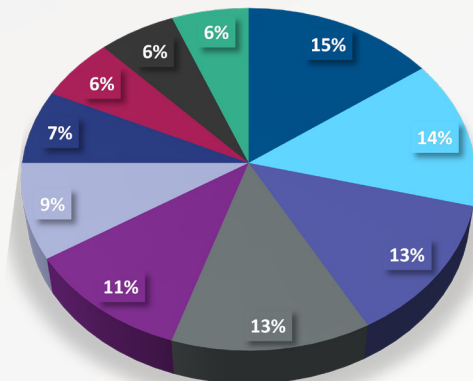


**10** Ribbon Cuttings & Ground Breakings



## Top Membership Sectors

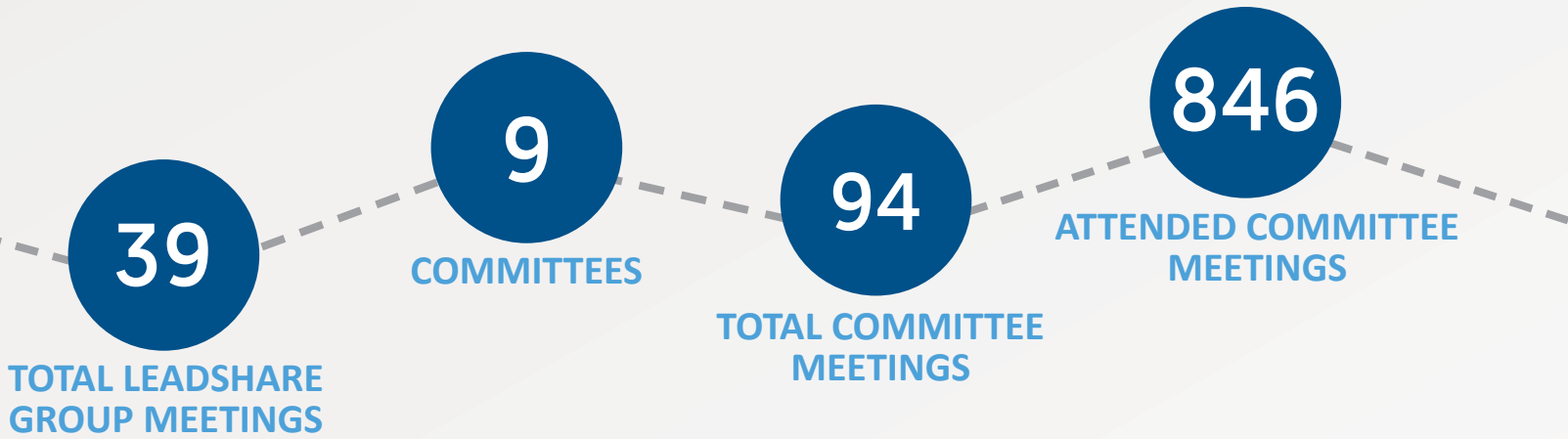
The Chamber's membership spans a wide variety of sectors and is reflective of the business community in Arlington. We represent the interests of more than 700 businesses of all sizes and industries. Our members range from small businesses to large corporations.



- Business & Professional Services
- Real Estate & Construction
- Nonprofits
- Retail & Restaurants
- Financial Services
- Travel & Tourism
- Communications & IT
- Government & Education
- Health & Fitness
- Other



# committees



The Chamber has different committees that offer members a way to broaden their networks while learning about issues that impact local businesses and the Arlington community. We offer open committees that members can drop into at any time and working committees that require an application. With varying committees, members can choose which one best suits their goals and interests and allows them to deepen their involvement with the Chamber. In addition to the open committees listed below, the Chamber also has several other committees including the Ambassador Committee, Gala Committee, Hotel General Managers Committee, Membership Development Committee, and Membership Engagement Committee.

## Community Action Committee

Raises the business community's awareness of nonprofit organizations and focuses its efforts and energies in addressing those needs by connecting the Chamber's business and nonprofit members.

## Education & Workforce Development Committee

Works to foster relationships between education and business to meet the 21st-century workforce development challenges. The committee meets to discuss strategies that will prepare Arlington students for a career or continued education.

## Government Affairs & Economic Development Committee

Advances ideas, policies, and legislation that strengthen businesses and the broader economic environment. Chamber members stay informed on emerging local, regional, and state public policy issues by interacting with the government officials who speak at committee meetings.

## Sustainability Committee

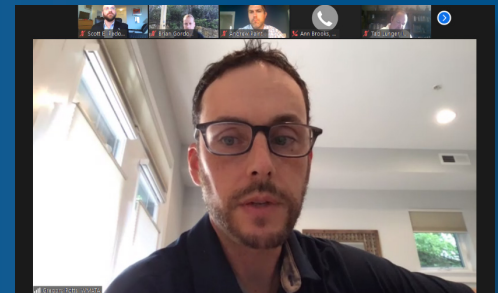
Works to raise overall awareness of conservation and total sustainability within the County by creating a platform within the business community for those whom exemplify this passion.



County Board Chair Matt de Ferranti met with the Government Affairs & Economic Development committee



Community Action Committee



Greg Potts, Virginia Government Relations Officer for WMATA, met with the Government Affairs & Economic Development committee

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 2020. The Chamber sent **more than 50 policy position letters** and spent countless hours in conversations with elected officials and key leaders. Through hard work and dedicated leadership, the Chamber accomplished a number of key advocacy victories on behalf of our membership and Arlington’s businesses.



## Advocating for Members During a Worldwide Pandemic

The Chamber has been the leading voice advocating to Arlington County and in Richmond for flexibility for Arlington’s businesses to be able to operate safely during the COVID-19 pandemic. Some of the most important items that the Chamber advocated for include an extension of state and local tax deadlines when businesses were first shutting down in the spring, virtual meetings of local government bodies so that key processes like site plan reviews and real estate assessment equalization could proceed with social distancing, Temporary Outdoor Seating Areas to allow restaurants to operate with the limits on indoor seating, and flexibility for fitness studios and other traditionally indoor businesses to operate more freely outside to promote social distancing.

The Chamber joined with voices from across Virginia and the nation to call for programs to support businesses through the pandemic including the federal CARES Act, the Paycheck Protection Program for small businesses, maintaining funding passed by the General Assembly in the winter for talent development and workforce training programs in Virginia, federal support for education throughout all stages of life, the Arlington County GRANT program to support small businesses, a federal grant to support Northern Virginia’s hospitality industry and workforce, and extending the Paycheck Protection Program to nonprofit associations.



## Advocating for the Arlington Community

The Chamber continued to be a strong voice for making Arlington a welcoming place to do business. Some of these efforts including opposing a change to the noise ordinance that could allow for aggressive fines, supporting the rapid deployment of small cells for 5G wireless, which were approved in 2019, supporting changes to the Columbia Pike Form Based Code to allow more flexibility for development, and opposing other changes that could raise development costs.

One of the most notable successes was the defeat of the Arlington County Sidewalk Ordinance that would restrict gathering in groups outside of restaurants and fine people for doing so. The Chamber played a leading role in opposing the continuation of this sidewalk ordinance. From its initial, temporary approval in late July, we reached out to many Arlington County officials to try to learn where and how it would be enforced. When it became clear that it would target certain restaurants and their patrons, we organized meetings for County leaders to hear directly from impacted restaurants about all that they are doing to keep patrons safe, and the potentially devastating effect that the ordinance could have on their businesses.



## Advocating for Virginia’s Businesses and Workforce

The Chamber was a leading voice for programs that would support Virginia’s businesses and workforce during the 2020 General Assembly regular session. Some of these efforts included making permanent Arlington transient occupancy tax surcharge to fund tourism promotion, restoring transportation funding for Northern Virginia, and critical infrastructure projects like the new Long Bridge, backing the “G3” program to support students enrolling in community colleges to get skilled, get a job, and give back, and supporting health care benefit consortia to help small businesses buy health coverage for their employees.



This year, we continued to provide event offerings that were mission-focused in a safe manner. 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. In 2020, we successfully pivoted our events to hybrid and virtual formats, and provided members with opportunities to grow their businesses and strengthen their networks despite the complicated transition.

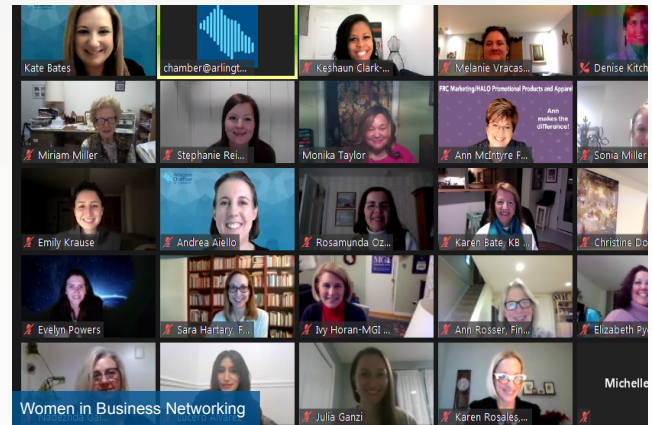
Within a week of the stay at home orders being rolled out, the Chamber held our first virtual committee meeting, and committee participation has been incredibly strong throughout the year. We also transitioned our regular series of networking events to virtual, using breakout rooms to replicate the Breakfast Connection tables and the conversation groups at Business After Business events. It was a little different at first, but our members took right to the new format because the connections we make with each other are as important now more than ever.

## Women in Business Series

The Women in Business Series is built upon the success of Awesome Women Entrepreneurs (AWE), which was founded in 2014 to provide a supportive community where business women can connect. In 2020, that community evolved into a program within the Arlington Chamber of Commerce. The two major events in this series are Women in Business Networking and Female Founders Roundtable. Both of these continue the mission of AWE to educate, empower and connect women in business.

## Arlington Restaurant Week

We held our second Arlington Restaurant Week from October 19-26. The focus was to support our local restaurants, particularly during the pandemic. Restaurants were able to set their own price points, which provided the opportunity for all restaurants to participate from fast casual to fine dining. This program was a huge success with **42 restaurants participating** and a significant amount of earned media generated that highlighted the increased need for support that restaurants are experiencing throughout the pandemic.



# community engagement

The Chamber has always prided itself on being a resource for businesses to build enriching relationships with the Arlington community. In 2020, we continued to work closely with nonprofit organizations, educational institutions, and state and local government to cultivate valuable partnerships between members and provide timely and important information that was integral to business success during the pandemic.

## Virtual Volunteering

This year the Arlington Chamber Volunteer Day was pivoted to a virtual format and attracted over **100 volunteers** serving **19 nonprofit sites** with socially distant projects. In April, the Community Action Committee's support of bringing this event virtual was tremendous and produced great results with business and nonprofit connections being formed, and many nonprofits being able to pilot virtual volunteering, which they've continued throughout the year.



Ivy Horan, Founder of MGI Corporate Gifts, participated in the Arlington Chamber Volunteer Day with her son

## Linking Businesses and Nonprofits

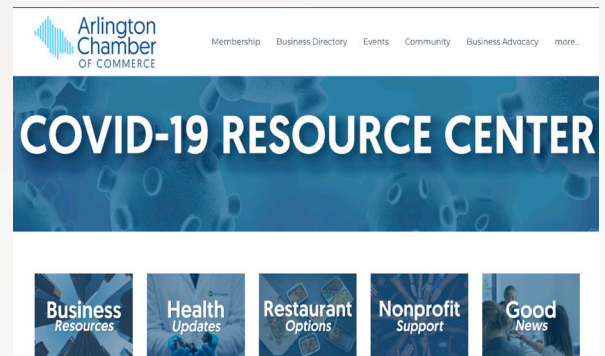
The Community Action Committee organized and implemented three virtual nonprofit educational forums selected to help organizations adapt to 2020, including the legal aspects of reopening and pivoting your work plans for success. The pandemic brought a new urgency to the already vital work of the committee, which has proved to be a valuable resource to nonprofit and business leaders alike.



Bonnie Moore, Policy and Strategy Director of Real Food for Kids, presented at our Nonprofit Forum on Prevailing During a Pandemic

## COVID-19 Resource Center

The Chamber launched the COVID-19 Resource Center on our website to organize these resources for our members and the broader community, and sent out numerous breaking news alerts detailing announcements and changes over the year. These explained new regulations and guidelines, and provided industry-specific resources and information about grant opportunities, as well as good news updates about our community in action. Notably, the Chamber compiled and distributed a list of all member PPP lenders, which helped a number of our members to secure funds quickly. The page links to: Reopening Resources, Business Relief Resources, Health Information, Chamber Communications on COVID-19, Restaurant Options, Nonprofit Support, a Good News Section, and a Return to the Workplace Toolkit.





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A photograph of a modern glass skyscraper under a clear blue sky. The building's facade is composed of large glass panels reflecting the sky. A sign for "BEAN KINNEY & KORMAN" is mounted on the building's exterior, angled upwards. The sign is white with black lettering.

**BEAN KINNEY & KORMAN**

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# signature events

In addition to our monthly networking events, the Chamber hosts several annual events, some 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. 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.

## 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. Each business displays an interest in and concern for the Arlington community.



*The Shooshan Company  
is Proud to be a Member of  
The Arlington Chamber of Commerce*



## Arlington Chamber Volunteer Day

Arlington Chamber Volunteer 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. Arlington Chamber Volunteer Day is produced by the Chamber's Community Action Committee and connects Arlington businesses to Chamber member nonprofits.

## Northern Virginia Elected Leaders Summit

The Northern Virginia Elected Leaders Summit offers the region's business leaders the opportunity to hear from our local elected leaders about the economic climate in the region, initiatives they have completed or are undertaking to foster economic growth, and thoughts on how each jurisdiction can work together to improve our regional economy.

## 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 Office, and the Sheriff's Office.

## Hospitality Awards

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.

## 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. Attended by business and community leaders, the Annual Meeting provides guests with high level networking opportunities.



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[VIDAFITNESS.COM/MEMBERFORADAY](https://VIDAFITNESS.COM/MEMBERFORADAY)

# leadership on diversity, equity, & inclusion

The Chamber has had a longstanding commitment to diversity and inclusion, but this year, we knew it was time to step it up even more. We joined business organizations across the country as a partner for the US Chamber's National Summit on Equality of Opportunity focused on closing America's opportunity gaps. All staff participated in the event and access to the event was made available to our entire membership. In addition, our staff members participated in a number of racial equity dialogues and events including training with Arlington County. Our Board Leadership decided to begin tracking Director demographic information in an effort to begin to make sure our board reflects our broader community in terms of demographics in addition to the industry and business size demographics we were already monitoring.



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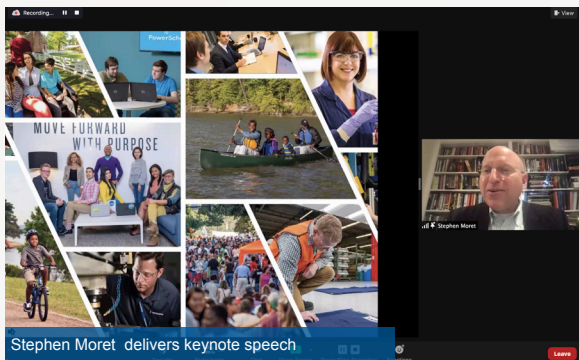
# annual meeting



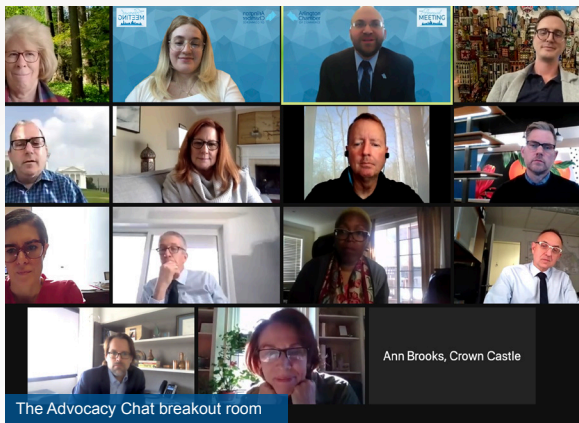
The Arlington Chamber of Commerce hosted its 96th Annual Meeting virtually on December 11. A key event for the Arlington business community, the 96th Annual Meeting celebrated the Chamber’s accomplishments of 2020, while looking ahead to what’s to come in 2021. 2020 Chair R. Scott Ritter presented the prestigious Committee of the Year Award and Chair’s Award. Kate Bates, President & CEO of the Arlington Chamber of Commerce, presented the President’s Award. Following the award presentations, Stephen Moret, President & CEO, Virginia Economic Development Partnership (VEDP) presented a keynote speech.



Kate Bates highlighted some of the Chamber’s top achievements this year, including its efforts to serve as a leading advocate for Arlington’s businesses during the COVID-19 pandemic, strong membership, and successful transition of in-person events to virtual. Among the Chamber’s accomplishments in 2020, its advocacy efforts have made a real and lasting impact that strengthens and supports the business community in Arlington. This year, the Chamber achieved a number of key advocacy victories, including the support of Temporary Outdoor Seating Areas for restaurants and securing the defeat of an ordinance that targeted people waiting for tables at those restaurants. The Chamber served as a primary resource for its membership, providing essential information on funding resources such as the PPP lender list and grant information in breaking news e-blasts.



“The Chamber is thankful to our members and our 2020 award winners, whose support and involvement has been key to our work over the course of 2020, a year during which our mission has been of utmost importance to our local businesses,” said Arlington Chamber President & CEO Kate Bates.



The event included a presentation of the annual awards. **Tina Leone** of the **Ballston BID** received the President’s Award, **Bean Kinney & Korman P.C.** received the Chair’s Award, and the Community Action Committee, chaired by **Jennifer Owens** of **Arlington Community Foundation**, received the Committee of the Year Award.

Following the presentation of the awards, Stephen Moret delivered the keynote speech. He noted many of Virginia’s successes in 2020 and the highly encouraging future initiatives for 2021. Virginia and Arlington are well positioned to be leaders in many industries such as education, data science, and human capital development.

“I believe that all of us working together from the administration, general assembly, Arlington County Board, and to the Arlington Chamber of Commerce, we are going to continue to work together to position Virginia as America’s best state for business, workers, and families,” said Stephen Moret, President & CEO, Virginia Economic Development Partnership.



**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.



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