

2019

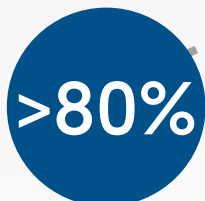
Arlington Chamber of Commerce ANNUAL REPORT



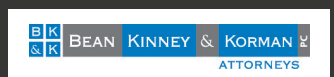
Arlington
Chamber
OF COMMERCE

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2020 ANNUAL CORPORATE SPONSORS



2019 CHAIR'S MESSAGE

All Good Things Must Come To An End

I am sad to see my term as chair come to a close. It was an enjoyable, fulfilling year, and we accomplished so much in such a short time.

We adopted a new strategic plan, called Elevating Arlington, which you can find on the Chamber's website. I encourage you to review the plan to understand the Chamber's priorities. We unveiled an exciting new logo, which pays homage to Arlington by showcasing the County map. The logo is more modern, more versatile, and designed for both digital and print formats. I hope you like it.

Our membership retention rate remains above 80 percent, exceeding industry standards. I believe this impressive number is due to the extraordinary value we offer our members.

On the event attendance front, the Arlington Business Gala sold out with 380 guests. The Business After Business networking events increased by 13 percent, and the Breakfast Connections jumped by a whopping 33 percent. The Annual Meeting had 350 participants, roughly 100 more than last year.

We launched a Job Shadow program in partnership with Arlington Public Schools that paired 60 high school sophomores from the Career Center with area organizations. The pilot was a success, and we look forward to making this program available to all high school students across Arlington.

We provided the voice of business on important local issues, including small wireless cells, the community energy plan, scooters, permitting processes, the Richmond Highway renaming, and more.

We welcomed **Amazon** to the community and took a leadership role in making sure the county Board knew that **Amazon's** headquarters in Arlington had the full support of the business community. In addition, we focused on our partnerships by convening 13 area chambers and the Virginia Chamber of Commerce to sign onto a letter of support for **Amazon** to the General Assembly.

Believe it or not, this is just a small sampling of all we achieved in 2019. I keep using the word "we" because I can take very little credit. The accolades belong to our dedicated executive committee, talented and influential board, engaged members, and, most of all, President & CEO Kate Bates and her amazing team.

As I sign off, I want to thank Kate for her partnership and friendship, Lindsey Rheaume for trusting me to serve as chair in 2019 and Scott Ritter for accepting the challenge to be our 2020 chair. Scott is the perfect person for this role, and I am excited to continue to serve with him. Here's to a happy, healthy, and prosperous 2020!



Greg Hamilton
Arlington Magazine



Greg Hamilton

2020 CHAIR'S MESSAGE

YOU ARE INVITED... To Take a Closer Look

Please take a close look at this Annual Report for your Arlington Chamber of Commerce, which describes the amazing year we enjoyed in 2019. Noted organizational development expert Margaret Wheatley has said, "There is no power for change greater than a community discovering what it cares about." The pages that follow depict well the many worthwhile concerns of your Chamber and its wide-ranging activities that serve them.

When we work as a Chamber to foster a healthy business environment, our opportunities for new discoveries and changes abound. As you read these pages, look for yourself. Whether you are new to the Chamber or a seasoned veteran planning to expand your Chamber activity, look for what interests you, where you fit in, and what you can do. It is very likely to be here.

The Arlington Chamber of Commerce, like our robust community, is growing. My list of 2019 highlights follow, but please accept my invitation to dig deeper here for the full story.

In 2019 your Arlington Chamber of Commerce...

- Served as the **leading advocate** for a strong local business environment and played a key role in welcoming **Amazon** to Arlington
- **Retained members at rate over 80%** evidencing member satisfaction
- Launched a new **LeadShare Group** providing a unique networking experience
- Launched the first ever **Arlington Restaurant Week**
- Initiated a **Job Shadow program** allowing 60 Arlington students access to local business
- **Earned media** coverage in more than 100 digital, print, and broadcast media stories
- Served as Lead Partner for **Northern Virginia Elected Leaders Summit**
- Hosted **Nonprofit Forums** on Data Analytics & The Changing Face of Volunteerism
- Conducted **Volunteer Arlington Day** where 260 volunteers served 13 area Nonprofits
- Expanded the **Educational Series Brunch and Business**
- Hosted a sell-out crowd at the **Arlington Chamber Gala**
- Grew attendance in our **Hospitality Awards** by 30%, our **Business after Business** events by 13%, and our themed **Breakfast Connections** by 33%
- Adopted a **new Strategic Plan** to set the Chamber's future course
- Unveiled a **new logo** to better depict our Chamber and the Community we serve

It is an honor to serve as your Chair this year. Please join me, your fellow members, and your amazing and dedicated Chamber staff as we roar into 2020 and continue to work together as the Arlington Chamber of Commerce!



R. Scott Ritter
United Bank



R. Scott Ritter



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President & CEO
Kate Bates
Arlington Chamber of
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Assistant Treasurer
Beth Borowski
CNA



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Communications**
Adrian Stanton
Virginia Hospital Center



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Engagement**
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David Kinney
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**Vice Chair -
Member Affairs**
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NextUp Solutions



**Vice Chair -
Membership Development**
Joe Prentice
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Matt Gerber, The Westin Crystal City Hotel
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Greg Hamilton, Arlington Magazine
Todd Ihrig, Avantax Investment Services
Sonia Johnston, John Marshall Bank
Linda Kelleher, Culpepper Garden
David Kinney, Clarendon, LLC
Tina Leone, Ballston Business Improvement District
Paul Liberty, George Mason University
Pinkie Mayfield, Graham Holdings Company
Garrett McGuire, AT&T
Greta Menard, Capital MarCom
Rick Moore, Washington Gas
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**
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Robin Robertson, The National Capital Bank of Washington
David Rowley, Minuteman Press Printing & Marketing Solutions
Adrian Stanton, Virginia Hospital Center
Doug Taylor, Bean Kinney & Korman P.C.
Darren Tully, Freedom Bank
An Vo, Residence Inn by Marriott, Pentagon City
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

2020 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 Lungar
Schulman Rogers

Hotel General Managers Committee
Chris Raines
Holiday Inn Rosslyn

**Membership Development
Committee**
David Dockendorff
M&T Bank

**Membership Engagement
Committee**
Reyes Gonzalez
Arlington Community Federal
Credit Union

Sustainability Committee
John Gallagher
Energesco Mechanical LLC

Gala Committee
Tina Walker
BAE Systems

Cindy Martin Yeatts
Neighborhood Real Estate

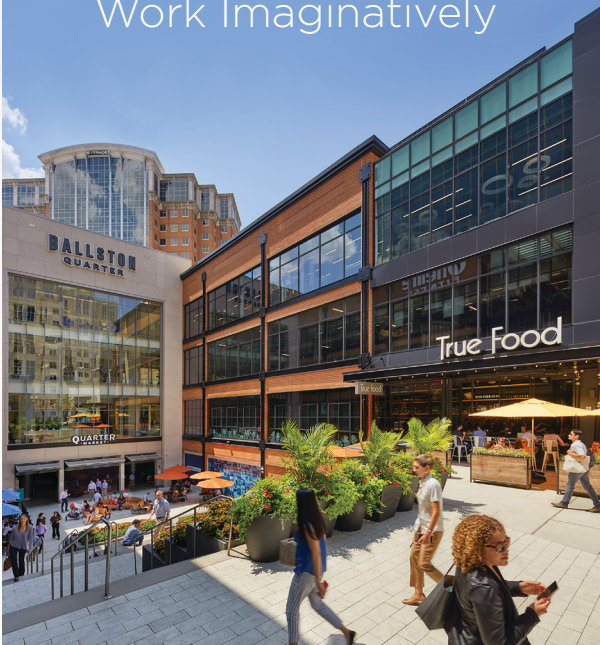
CHAMBER Staff

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

Olivia McKay, Operations Manager
Morgan Mentzer, Communications Coordinator
Katie Nord, Events Manager
Kara Caldwell, Events Associate (Part-Time)

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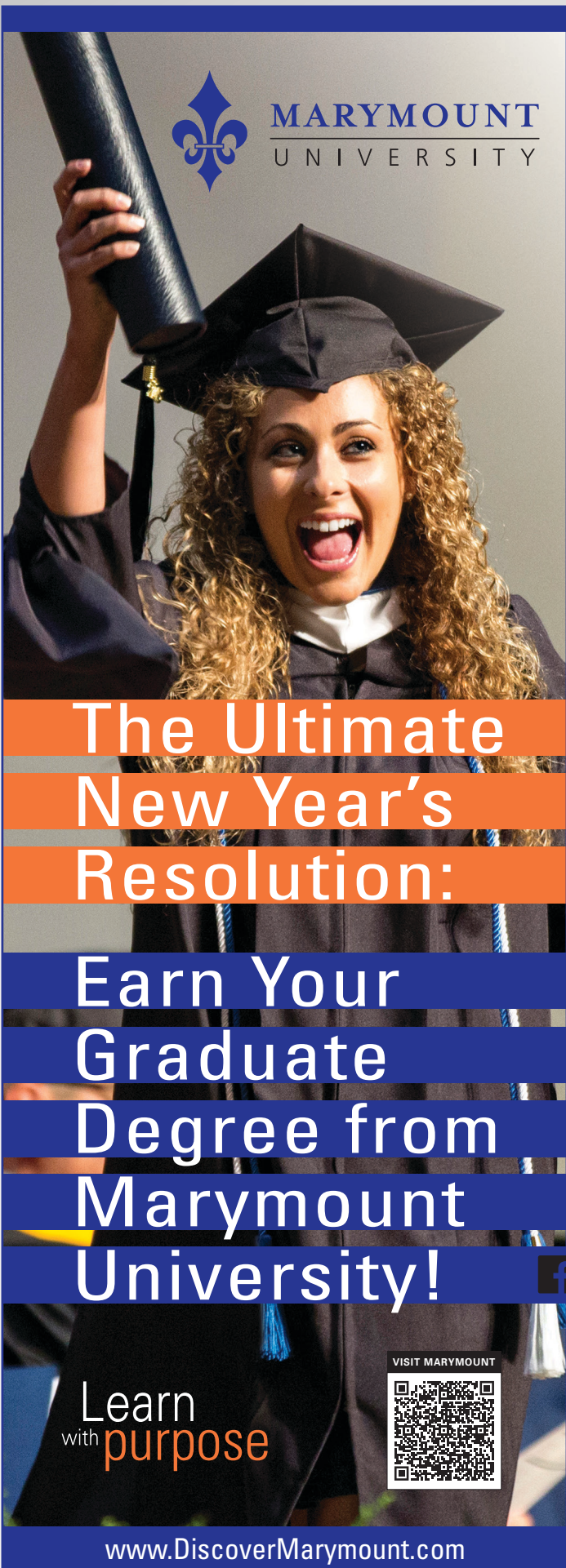
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the Chamber's four
focus areas



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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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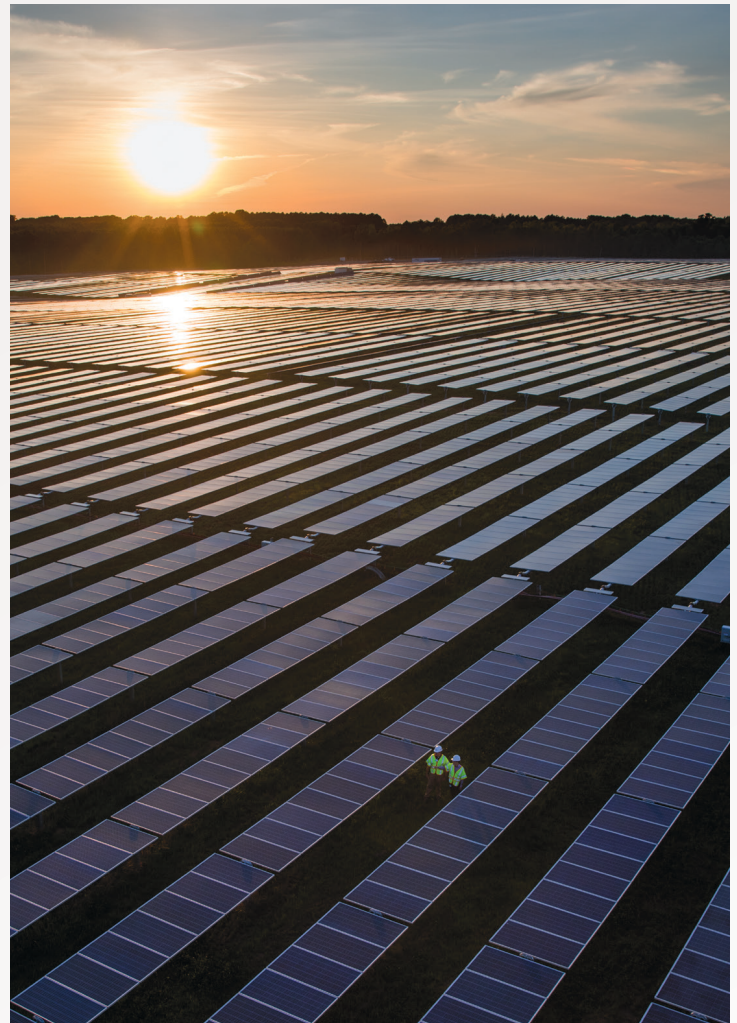
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Events by the Numbers

50 Monthly Networking Events



4,000 Professionals Attended Monthly Networking & Signature Events



10 Signature Events

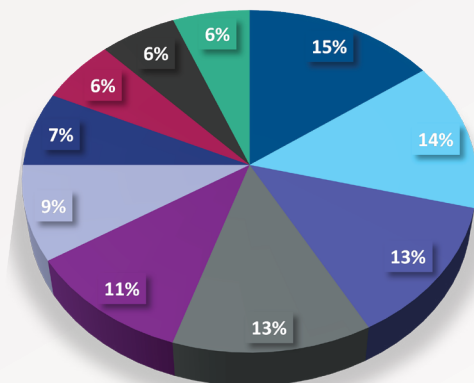


25 Ribbon Cuttings & Ground Breakings



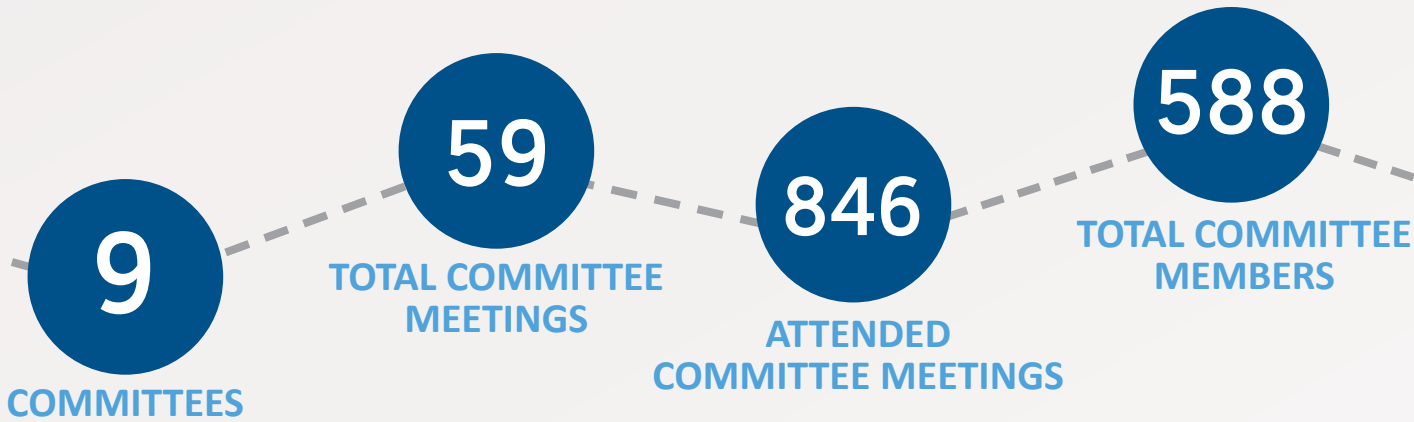
Top Membership Sectors

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 685 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.



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 2019. The Chamber sent **24 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 Approval of Amazon's Performance Agreements

2019 will be remembered as the year Arlington officially welcomed **Amazon**, with the Virginia General Assembly and the Arlington County Board both approving the performance agreements. To champion this outcome, at the state level, the Chamber convened a group of 13 chambers to write a letter in support of welcoming **Amazon** to Virginia and testified at House and Senate committee hearings. At the local level, we engaged in our first wide-scale grassroots campaign, which included a letter writing campaign, rallying testimony at the County Board meeting, scheduling meetings with County Board members, and setting up introductory meetings with **Amazon** and local Arlington businesses, as well as 55 area nonprofits. The Chamber was proud to lead these advocacy efforts, working in partnership with a number of other businesses and community groups.



Advocating for Members Here in Arlington

The Chamber advocated for a number of businesses this year to provide site plan support for members including **Amazon**, the **Holiday Inn Rosslyn**, and the **Virginia Hospital Center**. The Chamber supported the site plan application for the development of the Metropolitan Park Phases for **Amazon's** headquarters which will offer many community benefits, including serving as an economic engine for the County. The Chamber also supported the redevelopment of the **Holiday Inn Rosslyn** into a four-star hotel, conference facility, and retail space. To advocate for a new health facility that will provide additional health care services for the Arlington community, the Chamber also supported the site plan for a new surgical hospital for **Virginia Hospital Center**.

Advocating for the Economic Environment

The Chamber engaged the Arlington County government this year on several issues related to planning, transportation, and processes. The Chamber advocated for more flexibility for site plans to achieve bonus density and height in exchange for community benefits and encouraged the County Board to build more flexibility into the Arlington County Zoning Ordinance. To shape the regulations that regulate how micromobility devices operate in Arlington, the Chamber connected e-scooter companies, other Arlington businesses, and the Arlington County government. To facilitate wireless innovation and 5G in Arlington, the Chamber championed the County developing a process for the deployment of small wireless cells, which the County Board approved this year. The Chamber also gathered a focus group of small businesses to discuss the difficulties and possible solutions for Arlington's rules for signage. This conversation led the Chamber to write a letter to the County Board to encourage more flexible, simple, and consistent rules for signs. In addition to these issues, the Chamber also provided a business voice on the Community Energy Plan, Permit Arlington online permitting system, and much more.

This year, we continued to provide event offerings that were mission-focused. 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 2019, we saw an increase in attendance at our monthly networking events, successfully launched new programs, and provided members with opportunities to grow their businesses and strengthen their networks.

Breakfast Connection

The Breakfast Connection events, through increased themes and partnerships, experienced a year of exponential growth with a **33%** increase in attendance this year. More than **530** area professionals attended the Breakfast Connection events this year to expand their network through participating in roundtable networking. The themes for these events ranged from real estate to small business. Partners for these events included the Alexandria Chamber, McLean Chamber, and the Greater Washington Hispanic Chamber of Commerce.



Attendees spend the morning networking at a combined Breakfast Connection with the Alexandria Chamber

Business After Business

The Business After Business events, which have always been popular, saw a **13%** increase in attendance this year. More than **1,000** people attended one of these events this year at exciting venues such as the **MedStar Capitals Iceplex**.



MedStar Capitals Iceplex

Arlington Restaurant Week

Building on the success of our previous Northern Virginia Restaurant Week, we launched our first ever Arlington Restaurant Week. The focus was to support our local restaurants and showcase the amazing and diverse cuisine in Arlington. 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 **30 restaurants participating** and a large amount of earned media generated. Participating restaurants cited an increase number of first time guests, and one restaurant noted **sales up 20%** during the program.



Kate Bates being interviewed on WJLA's Let's Talk Live with Executive Chef Dejan Pilovic of Ambar Clarendon



community engagement

The Chamber has always prided itself on being a resource for businesses to build enriching relationships with the Arlington community. In 2019, we continued to work closely with nonprofit organizations, educational institutions, and state and local government to cultivate valuable partnerships between members.

Giving Back

260 local volunteers from various Chamber member businesses and organizations lent a helping hand to **13 area nonprofits project** sites as part of the 20th 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 these tasks included helping with a park clean-up at Jennie Dean Park for **EcoAction Arlington** and setting up for an upcoming fundraising event at **Phoenix Bikes**.



Volunteers give back to their community on Volunteer Arlington Day

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 are beneficial to both. Our Community Action Committee continues to spearhead many of these efforts, including holding nonprofit forums that serve as educational and networking opportunities. The spring nonprofit forum focused on data analytics and the fall nonprofit forum focused on volunteerism – two important topics in the nonprofit space. Both forums included panelists from both businesses and nonprofits, which will allowed attendees the chance to take away valuable knowledge from both industry perspectives to apply within their own organization.



Nonprofit Forum on Data Analytics at WETA-TV 26/90.9 FM

Building the Future Workforce

The Education & Workforce Development Committee helped launch the Chamber's first ever Job Shadow program. In partnership with **Arlington Public Schools**, we paired **60 sophomores** from **Arlington Career Center** with area businesses and organizations to gain direct exposure to different careers. Chamber members jumped at the opportunity with host sites ranging from tech companies to a physical therapist to a credit union to even a County Board member. Based on the success of the 2019 pilot, we're continuing and expanding the program, planning for **120 students** in 2020.



Students from Arlington Career Center with staff from Bright Horizons for Job Shadow Day

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A photograph of a modern, multi-story 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 side of the building, angled upwards. The building has several balconies with glass railings.

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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.

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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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.

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 service, display an interest for the Arlington community, and demonstrate a commitment to diversity and inclusion.

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.

Cards & Clubs

Cards & Clubs is an action-packed networking event held at TopGolf. 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. Attended by business and community leaders, the Annual Meeting provides guests with high level networking opportunities.

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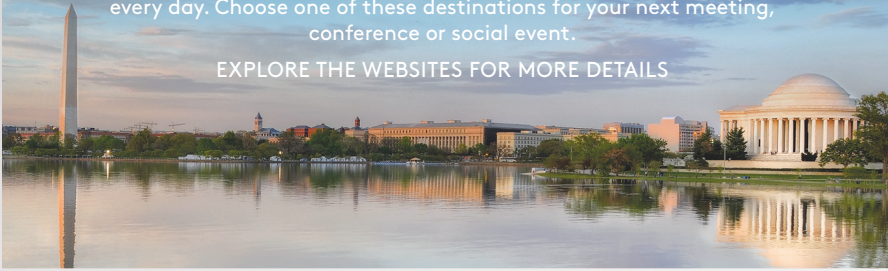
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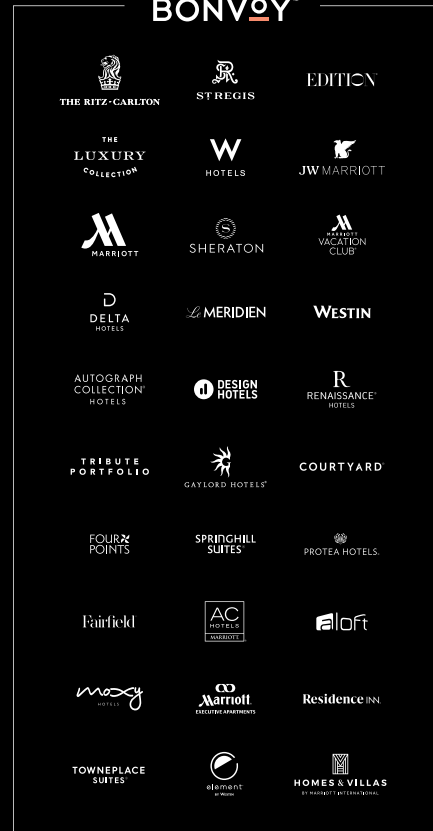
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John Murphy of Washington Workplace accepts President's Award



Jim Wilmot and Karen Rosales accept Chair's Award on behalf of Arlington Community Federal Credit Union



Dave Dockendorff of M&T Bank accepts Committee of the Year Award on behalf of the Membership Development Committee



Brian Huseman of Amazon delivers keynote speech

The 95th Annual Meeting celebrated the Chamber, our members, and staff, whose service and support made 2019 a huge success for our organization and the Arlington business community. More than **370 business leaders** were in attendance for this special event. The meeting featured a celebration of the Chamber's 2019 accomplishments, a preview of plans for 2020, a new logo unveiling, awards presentation, and a keynote speech from **Brian Huseman**, Vice President of Public Policy at **Amazon**.

Arlington Chamber President & CEO **Kate Bates** highlighted some of the Chamber's top achievements for 2019, including its robust business advocacy efforts, strong membership and retention rate, and successful execution of numerous events. 2019 Chair **Greg Hamilton** of **Arlington Magazine** unveiled the Chamber's new logo, whose design is intended to increase the prominence of Arlington and give the logo a more modern feel. The exciting updates continued as incoming 2020 Chair **R. Scott Ritter** of **United Bank** introduced the 2020 Executive Committee and announced that **Todd Ihrig** of **Avantax Investment Services** will serve as the 2021 Chair of the Board of Directors.

Brian Huseman, Vice President of Public Policy at **Amazon**, shared with attendees a behind the scenes look at the process that led to selecting Arlington for **Amazon's** headquarter location. He also shared his perspective of the company's first year in Arlington, its future here, and how **Amazon's** presence will continue to benefit those who live and work in Arlington. **Amazon** has been, and continues to be, an active participant in the Chamber as they build ties with local businesses and the broader Arlington community. At the meeting, Huseman shared that he's especially looking forward to seeing how **Amazon** will continue to partner with the Chamber and support local businesses.

Huseman said, "*The Arlington Chamber has been an invaluable partner in helping **Amazon** build its next home in Virginia. We're here for the long haul and are approaching these next chapters in our story with the community in mind every step of the way. We want Arlington to maintain its forward-thinking, progressive, and business-friendly environment and look forward to our continued partnership as we work to attract world class talent, grow alongside our neighbors, and support local businesses.*"

The event included a presentation of the annual awards to those who significantly contributed to the Chamber's successes throughout the year. **John Murphy** of **Washington Workplace** received the President's Award, **Arlington Community Federal Credit Union** received the Chair's Award, and the Membership Development Committee, chaired by **David Dockendorff** of **M&T Bank**, received the Committee of the Year Award.



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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