

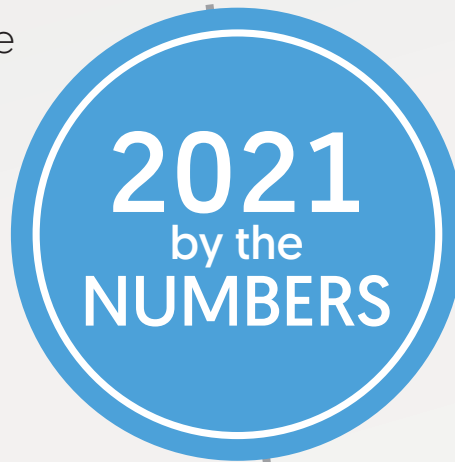


2021

Arlington Chamber of Commerce ANNUAL REPORT

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2021 CHAIR'S MESSAGE

“A problem is a chance to do your best.”

Duke Ellington

It is hard to believe how much has happened in 2021. If we think back to the beginning of the year, we were just starting to see the very first vaccine doses administered and I talked to the Chamber's Board and membership about taking advantage of this (hopefully) generational opportunity to re-open after a global pandemic. I encouraged us all to use this opportunity to rethink our assumptions, our processes, our marketing plans, our events, our staffing – everything – and the Chamber embraced this opportunity.

The Chamber initiated new events programming and structures focused on entrepreneurs, women business leaders, child care operators and more. We also evaluated all event programming to integrate both our normal in-person and continued virtual offerings to take maximum advantage of both formats.

I am so proud of how much the Chamber has done to help our members navigate this new business environment. The Chamber remained the go-to source for consolidated and clear communications about ever-changing government restrictions and health recommendations. We advocated for changes that allowed businesses to operate both safely and effectively and continue to advocate for those businesses hit hardest.

In a year where it was easy to sit back, the Chamber leaned in and took a leadership role. When many Chambers lost members, our Chamber increased our membership count with a combination of industry-specific outreach and innovative changes adapting to our new normal. Amongst all the new things, I am also personally glad that our Board approved a budget that makes an unprecedented investment in the Chamber's staff and future.

And as 2021 came to a close, we had to say our final goodbye to long-time Chamber president Rich Doud. While it was hard to absorb that he had passed, I believe he is beaming with pride as Kate Bates continues to lead our Chamber with confidence, a strong sense of mission and seemingly boundless energy. I am so grateful for Kate and the entire Chamber staff for their continued dedication to our Arlington Community.

We enter 2022 with continued and changing uncertainty around the pandemic but with a Chamber foundation that is stronger than ever.



Todd Ihrig

A handwritten signature in black ink that reads "Todd W. Ihrig". The signature is fluid and cursive.

Todd Ihrig
Avantax Investment Services

2022 CHAIR'S MESSAGE

“The future depends on what you do today.”

Mahatma Gandhi

As we approach the two-year anniversary of the start of the pandemic, one of the most unprecedented events in our lifetime, you can't help but be amazed and filled with respect at the resilience we have seen throughout the country. In the same manner, the Arlington Chamber of Commerce has been resilient in upholding our mission, “To strengthen businesses and the economic environment for those who work, live, and do business in Arlington.”

Thanks to you, the Chamber continues to thrive, grow, and serve as the voice of our business community, and this past was no different despite the challenging circumstances. We made some strategic commitments to invest in the Chamber's structure and staffing. We wanted to ensure the Chamber is well-positioned to address the evolving needs of our membership. By elevating key leadership positions and providing for much-needed staffing enhancements, the Chamber is on course for a very positive year.

The Chamber has worked tirelessly to help mitigate the pandemic's effects on the business community while also initiating new programs. A personal favorite is the Early Childhood Financial Resiliency Accelerator, which aims to support the county's goal of meeting the critical need for childcare in Arlington. The program, which featured classes in operating a successful day care business, filled up quickly and was a big success. With the help of our generous sponsors, we hope to offer this program again. This is just one example of how our Chamber is continually evaluating the needs of the community and working to address those needs.

The Chamber continues to offer successful signature events and has started to bring them back as in-person affairs. The Arlington Business Gala, held in November, was a huge success. Our Annual Meeting in December was very well attended; a sign we are all ready to return to “normal.” As long as the environment will allow us to safely get together, we will strive to do so. However, we have proven that if necessary, we can hold successful virtual events. While not ideal, they allow us to connect and support each other and member businesses.

Our members are fortunate to be part of an organization which has such an incredible group of individuals who care so much about each other, our businesses, and community. I am confident the Chamber has the vision and the mission to drive us forward in support of our membership and the community and I look forward to being a part of our promising future.



A handwritten signature in black ink that reads "Beth Borowski".

Beth Borowski
CNA

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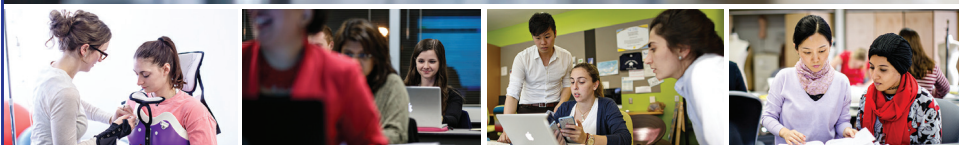


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CNA



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Tina Leone
Ballston BID



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Todd Ihrig
Avantax Investment
Services



Past Chair
R. Scott Ritter
United Bank



President & CEO
Kate Bates
Arlington Chamber of
Commerce



Treasurer
Jim Wilmot
Arlington Community
Federal Credit Union



Assistant Treasurer
R. Doug Taylor
Bean, Kinney & Korman
P.C.



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Communications**
Scott Reamy
Dominion Energy



**Vice Chair - Community
Engagement**
Betsy Frantz
PathForward



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



**Vice Chair -
Member Affairs**
Andrea Fava
Amazon



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

2022 BOARD OF DIRECTORS

Hanna Abou-El-Seoud, Nestlé
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Bismah Ahmed, Apartment and Office Building Association
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Ryan Brown, Arlington Law Group
Tony Burchard, Virginia Hospital Center
Dulce Carrillo, Arlington Public Schools**
Genevieve Concannon, Advon Group brokered by eXp Realty
Steve Cooper, NextUp Solutions
David Dockendorff, M&T Bank
Andrea Fava, Amazon
Betsy Frantz, PathForward
Marty Freeman, JBG SMITH
Nick Freshman, Mothersauce Partners
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Mahreen Rashid, Excella Consulting
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R. Scott Ritter, United Bank
Robin Robertson, The National Capital Bank of Washington
David Rowley, Minuteman Press
Flavia Sampaio, Residence Inn by Marriott - Rosslyn
Dennis Slon, Marymount University
R. Doug Taylor, Bean, Kinney & Korman, P.C.
Kedrick Whitmore, Venable LLP
Jim Wilmot, Arlington Community Federal Credit Union
Samuel Wolbert, Animal Welfare League of Arlington
Todd Yeatts, The Boeing Company

* Liaison, U.S. Military

** Liaison, Arlington Public Schools

2022 COMMITTEE CHAIRS

Ambassador Committee

Rick Reinsch
Digital Recollections

Membership Development Committee

Genevieve Concannon
Advon Group brokered by eXp Realty

Membership Engagement Committee

Nicole Marzziotti
M&T Bank

Community Action Committee

Christina Armstrong
Bridges to Independence

Hotel General Managers Committee

Flavia Sampaio
Residence Inn by Marriott - Rosslyn

Government Affairs & Economic Development Committee

Bismah Ahmed
Apartment and Office Building Association

Education & Workforce Development Committee

Dr. Liza Durant
George Mason University

Gala Committee

Patrick Algyer
Northern Virginia Apartment Association

Tad Lunger
Impresa Legal

CHAMBER Staff

Kate Bates, President & CEO

Mike Rosenow, Senior Director of Membership

Cassie Bate Hurley, Senior Director of Marketing & Operations

Steven Marku, Government Affairs Director

Thomas Fitzpatrick, Communications Coordinator

Elizabeth Addington, Operations Manager

Allison Lewis, Events Associate (part-time)

Monica Sloan, Executive Assistant to the President/CEO (part-time)

TO DO IN '22

- ✓ GET BETTER
- ✓ FASTER
- ✓ STRONGER

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Actions Speak LouderSM

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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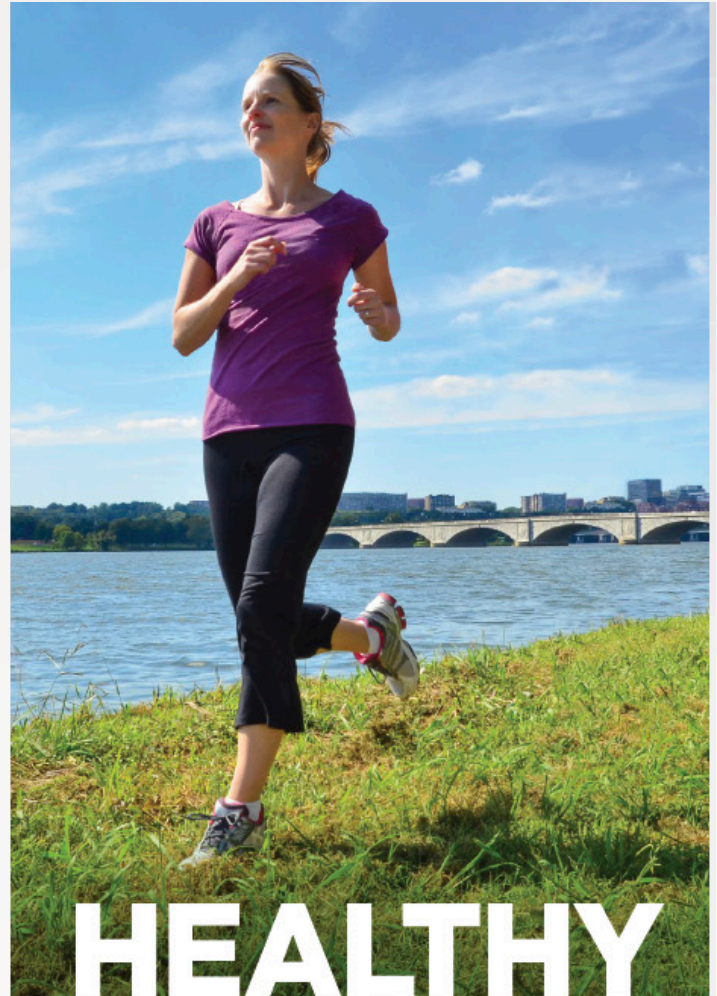
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instagram.com/arlvacamber



**Arlington Chamber of
Commerce - Virginia**



Arlington Chamber Blog
www.arlingtonchamber.org/blog

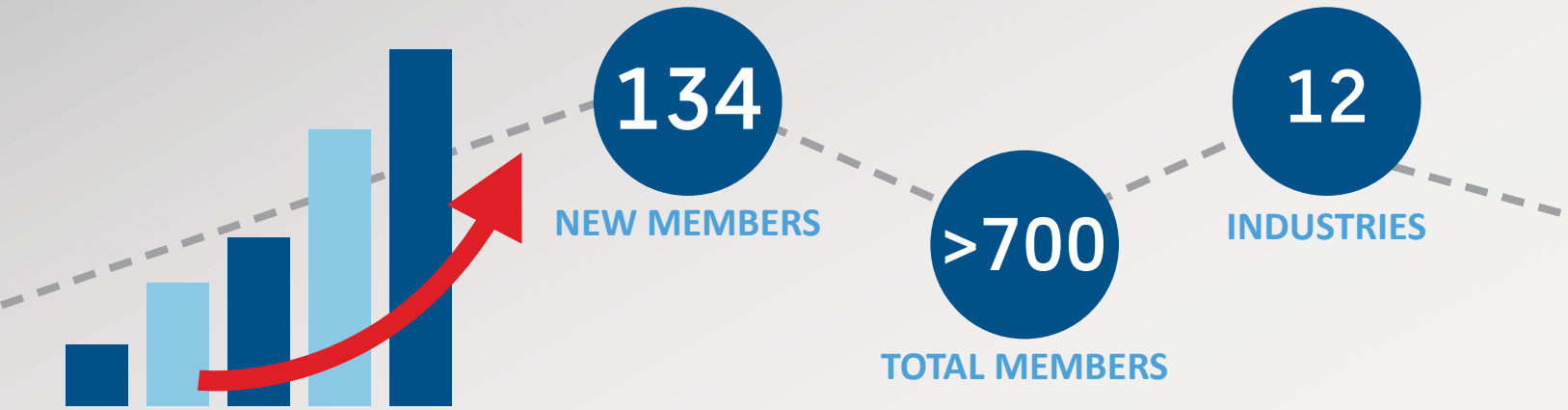


HEALTHY is good business.

It's no surprise that employee wellness directly affects your bottom line. As a proud member of the Mayo Clinic Care Network, we are committed to keeping Northern Virginia and its businesses healthy. Virginia Hospital Center provides health assessments and custom programs unique to your organization to keep your business fit. To learn more about our Corporate Health & Wellness Program, visit virginiahospitalcenter.com/workplace.



membership



Events by the Numbers

95 Total Events



3,775 Professionals Attended Events



8 Signature Events

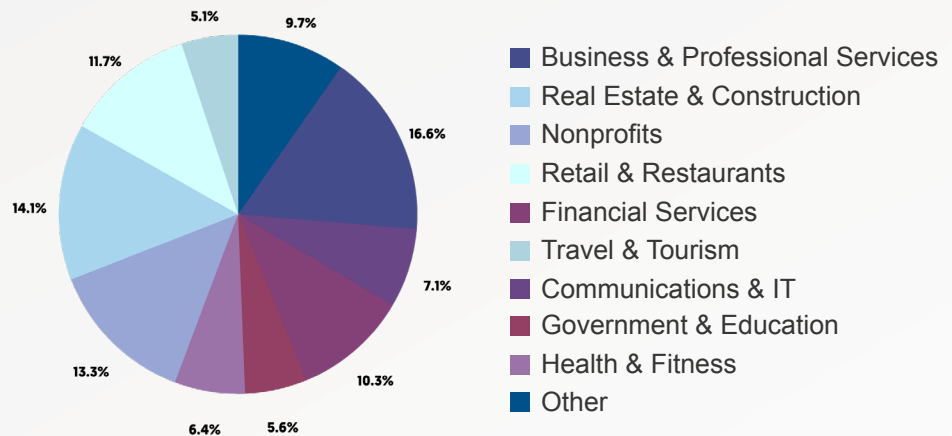


13 Ribbon Cuttings & Open Houses



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.



committees

9
COMMITTEES

63
TOTAL COMMITTEE MEETINGS

45
TOTAL LEADSHARE GROUP MEETINGS

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

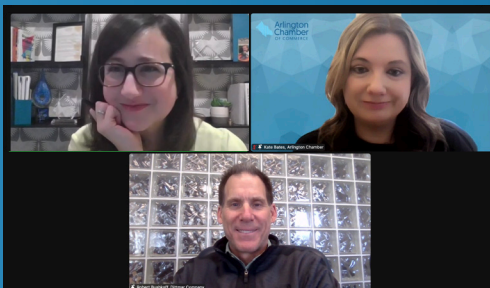
Works to foster relationships between education and business to meet the 21st-century workforce development challenges. The committee meets to discuss strategies that will prepare Arlington students for a career or continued education.

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

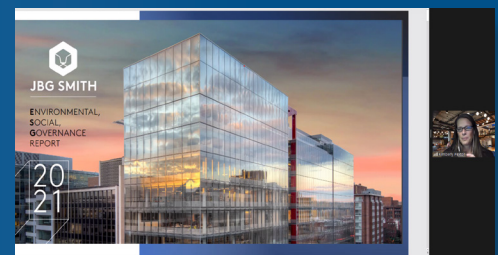
Works to raise overall awareness of conservation and total sustainability within Arlington County by creating a platform within the business community for those whom exemplify this passion.



County Board Chair Katie Cristol at the Government Affairs & Economic Development Committee



Education & Workforce Development Committee with School Board candidates



Kimberly Pexton, JBG SMITH, speaking to our Sustainability 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 2021. 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.



Supporting Our Members During a Continuing Pandemic

By the start of 2021, it was clear that the COVID-19 pandemic was going to be an ongoing part of life, and the Chamber remained the leading voice in Arlington and Richmond to ensure that businesses could operate safely but without overburdensome restrictions. The Chamber encouraged the Virginia Department of Labor and Industry to allow businesses more latitude to determine how best to keep their employees safe. The Chamber worked with Arlington County to ensure that restaurants could continue to use their Temporary Outdoor Seating Areas even as their dining rooms reopened to capacity, and began to advocate for expanded outdoor dining to become a permanent part of the Arlington scene.

Struggling businesses continued to need financial support. At the national level, the Chamber advocated for the renewal of the Paycheck Protection Program and establishment of assistance programs for restaurants and entertainment venues. Locally, the Chamber supported Arlington County’s small business grant program and advocated for support for Arlington’s hotels, which continue to struggle amidst the decline in business travel. The Chamber remains engaged with Arlington County on how it can support hotels with funds from a grant from the Commonwealth of Virginia it received for tourism marketing operations.



Connecting Arlington and Our Region

Arlington’s success results in part from our place in the broader Northern Virginia and Greater Washington, D.C. regions, and the Chamber advocated in 2021 to strengthen Arlington’s regional connections. The Chamber opposed proposed service reductions for Metro after the pandemic-induced service slowdowns in 2020, and endorsed expanding Arlington’s Metrorail access by promoting second entrances at the Crystal City and Ballston stations. The Chamber endorsed the CC2DCA pedestrian connector to Reagan National Airport and cross-river commuter rail services for MARC and VRE to deepen Arlington’s links to the surrounding region. Safe and efficient connections for vehicular travel are also a key priority, and so the Chamber joined with regional partners to encourage the extension of HOT lanes on the Capital Beltway and American Legion Bridge.



Promoting Virginia’s Strong Business Climate

The Chamber was also active during the Virginia General Assembly’s 2021 session, championing policies that would retain Virginia’s ranking as the best state in the Union in which to do business. The Chamber supported bills to establish outdoor alcoholic beverage service areas and to extend takeaway mixed drink service and advocated to limit a bill that could have given local governments broad powers to declare restaurants they deem undesirable as a criminal blight. The new Virginia Housing Opportunity Tax Credit will help attract more private investment into affordable homebuilding in the Commonwealth, and the G3 program will open places at community colleges to more Virginians; the Chamber was pleased to support both of these efforts to create more equitable opportunity in Virginia.

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 Arlington’s business leaders, as well as elected and appointed officials. In 2021, we brought back many of our events to in-person under CDC guidelines.

Our members were pleased to return to our in-person networking events like Business After Business and Breakfast Connection. Our virtual Small Business Roundtable and other educational events were well-received by our members. They enjoyed the option of learning important topics from the comfort of their home or office. As we navigate the pandemic, we will continue to assess the best options for our members and the business community.

Women in Business Series

The Chamber’s Women in Business Series aims to foster a community of growth and empowerment for women in business. The Chamber continues to host two regular events in this series, the Women in Business Networking and Female Founders Roundtable. The Female Founders Roundtable has now developed into the Women in Business Master Class to expand access to great content to even more women. In 2021, the series evolved to launch the Chamber’s first annual women-focused summit, the AWE Women in Business Summit. This series continues the mission of its founding organization, the Awesome Women Entrepreneurs (AWE), which is to educate, empower, and connect women in business.

Arlington Restaurant Week

Our third annual Arlington Restaurant Week proved to provide much-needed support for Arlington’s restaurant industry as they recover from 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 our highest amount of participating restaurants yet, **54 restaurants!** A significant amount of earned media highlighted the increased need for support that restaurants require and drove patrons into the establishments. Participating restaurants saw an increase in guests dining with them during the event and even saw new regulars, aiding in long-term support.



community engagement

The Chamber has always prided itself on being a resource for businesses to build enriching relationships with the Arlington community. In 2021, we worked 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.

Linking Businesses and Nonprofits

The Community Action Committee organized and implemented three virtual nonprofit educational forums selected to help organizations adapt to 2021, including the how to build a board of directors that represents your organization and how to improve or establish a legacy giving program. During the pandemic, nonprofits have been presented with new opportunities to improve their organizations and expand their programs, the Chamber has proved to be a valuable resource to nonprofit and business leaders alike.

Helping Students Plan Their Career Paths

The Chamber partnered with local middle and high schools for Career Exploration Day. This new virtual event brought together local students and professionals for a day of engagement and education. Students selected potential career paths they were interested in and the Chamber brought together professionals to educate them on what is needed to succeed in each of the selected career fields. Students heard from professionals in such industries as hospitality, information technology, public safety, and healthcare. Students from Arlington Public Schools and The Sycamore School participated in the event and were able to learn and ask questions about multiple careers as they start planning for their futures.



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The Arlington Chamber of Commerce*

Supporting Child Care Providers in Arlington

The Chamber and **20 Degrees** launched the first Arlington, Virginia-based cohort of the Early Childhood Education Financial Resiliency Accelerator in 2021. The program focuses on teaching child care providers the business and financial technical skills necessary to maintain and to grow their businesses, and on building a community of practice amongst care providers. Participants received cohort-based training and individual coaching sessions leading to customized action plans.

The cohort comprised 23 Arlington-based child care providers, including 16 home-based providers and seven child care centers, and consisted of three group training sessions and one individual coaching session for each provider in November 2021. The program was available at no cost to the participants thanks to support from Presenting Sponsor **Amazon** as well as the PNC Foundation. The providers received \$150 upon completing the program as a recognition of their investment in providing early childhood education in Arlington.

“I did not know about how to manage budgets, but once I took the class I am very satisfied with what I learned,” said one home-based child care provider who participated in the cohort. “I really appreciated the one-on-one attention. It was very helpful and touching.”

Many early childhood education providers feel that they lack the business and financial know-how to grow their centers. Prior to the recent cohort, only half of participants said that they felt that they had the information about cash and finances that they needed to make decisions about future staffing and programming at their centers. By helping early childhood education providers feel more confident in their businesses, the Early Childhood Education Financial Resiliency Accelerator helps to maintain and grow child care slots, of which Arlington needs more to meet the demand from residents and the workforce.



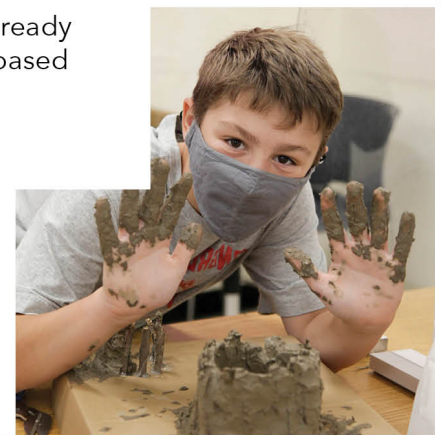
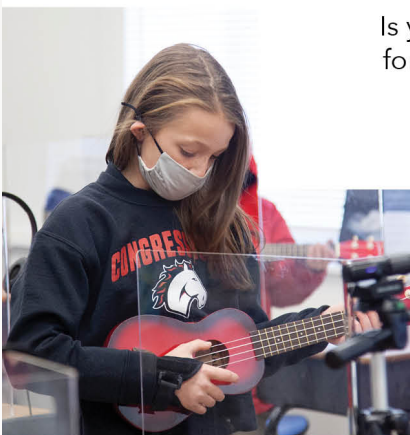
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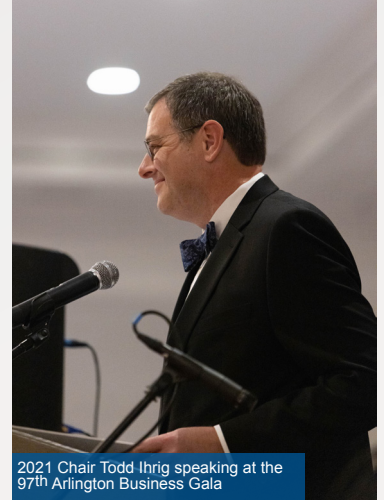
In addition to our monthly networking events, the Chamber hosts several annual events, some geared toward a specific issue or industry. Whether you're seeking visibility for your company through sponsorship, connections through networking, or simply want to enjoy the company of fellow business leaders, 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.



2021 Chair Todd Ihrig speaking at the 97th Arlington Business Gala



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BUSINESSES DURING
CHALLENGING AND
REWARDING TIMES**

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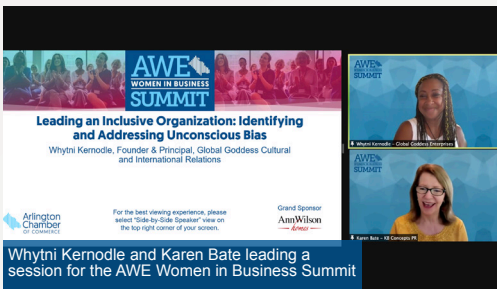
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Arlington Strategy volunteering during the 2021 Volunteer Day

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.



Whytni Kernodle and Karen Bate leading a session for the AWE Women in Business Summit

AWE Women in Business Summit

The AWE Women in Business Summit is a half-day professional development and networking event designed for women entrepreneurs, executives, and professionals eager to grow their business or enhance their career. This event brings together a diverse group of women to create a community dedicated to helping and supporting one another as we challenge traditional barriers that women in business face. The Women in Business Summit features a welcome keynote, panel discussions, and presentations from experienced leaders, and provides education, inspiration, and connections to foster success and help professional women achieve their personal and professional goals.



Kate Bates introducing the panel for the 6th Annual Northern Virginia Regional Elected Leaders Summit

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.



Guests enjoying lunch before the Annual Meeting program begins

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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annual meeting



Annual Meeting Grand Sponsor Comcast with County Board Member Libby Garvey, Sen. Barbara Favola, and other guests

The Arlington Chamber of Commerce hosted its 97th Annual Meeting on Friday, December 10. A key event for the Arlington business community, the 97th Annual Meeting celebrated the Chamber's accomplishments of 2021, while looking ahead to what's to come in 2022. 2021 Chair Todd Ihrig 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, Dr. Gregory Washington, President of **George Mason University**, presented a keynote speech.



Dr. Gregory Washington delivering his keynote speech

Kate Bates highlighted some of the Chamber's top achievements of 2021, including its efforts to serve as a leading advocate for Arlington's businesses during the COVID-19 pandemic, strong membership, and transition back to in-person events. Among the Chamber's accomplishments in 2021, 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, vaccines, and other mandates.



2021 Chair Todd Ihrig and President & CEO Kate Bates presenting Patrick Agyer with the Committee of the Year Award

2021 will be remembered as an unique year – but also as a year that showed what we as a business community can do when we support each other," said Kate Bates, Arlington Chamber President & CEO.

"The event included a presentation of the annual awards. **Flavia Sampaio** of the **Residence Inn Marriott - Rosslyn** received the President's Award, **VIDA Fitness** received the Chair's Award, and the Gala Committee, chaired by **Patrick Algyer** of the **Northern Virginia Apartment Association**, received the Committee of the Year Award.



Guests networking before the program

Following the presentation of the awards, Dr. Gregory Washington delivered the keynote speech. He cited **George Mason University's** inclusive initiatives and how the university has successfully surpassed national graduation rates equally across students of all racial and ethnic backgrounds. "We admit close to 90% of students who apply to **George Mason University**," said Dr. Washington. "We graduate over 70% of students. Every single race and ethnicity, those groups graduate at about 70%, which is much higher than the national average."

He further discussed the importance of the business community and educational institutions partnering to meet future needs in workforce development and technology. He mentioned that the university is working to prepare the workforce through talent programs. He cited that the number of unfilled jobs exceeds number of unemployed people, and many of this ready workforce do not qualify for the open jobs.



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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.