Central Delaware Chamber of Commerce

Program of Work 2020 - 2021

COMMUNITY
Chaz M. Rzewnicki
Vice Chairman

Committees:
- **55+ Expo**
- **Holiday Gift Auction**

Special Projects/Events/ Membership Activities:
- **55+ Expo**
- **Administrative Professionals Contest**
- **Awards for Excellence Dinner**
- **Capital Holiday Celebration**
- **Chamber Mini Masters Golf Tournament**
- **Christmas Party**
- **Holiday Gift Auction**
- **Home and Garden Show**
- **Sunset Business Mixers**

Collaborations:
- **Downtown Dover Partnership**
- **Greater Kent Committee**
- **Liaison**
- **NCALL**
- **Volunteers**

1. 55+ Active Adult Expo. This annual trade show, attended by over 4,000 people, focuses on the growing 55 and over market and Caregivers of all ages and will be scheduled for April 2021.

a. Explore new ideas for informational seminars provided by corporate sponsors.

b. Seek more screenings to include blood pressure, diabetes, skin cancer, hearing, etc.

c. Continue to promote the event statewide and regionally through a media sponsor.

d. Coordinate packaging for overnight visitors with Dover Downs.

e. Grow the Caregivers Support Network.

f. Explore new marketing initiatives.

2. Administrative Professionals Contest. This contest is held in the spring to celebrate the "Best of the Best" Administrative Professionals in Kent County. After collecting nominations from their employers, the winners will be announced and presented with prizes on Administrative Professional's Day in April 2021.

3. Awards for Excellence Dinner. Hold this event in June 2021 to celebrate the Chamber's outstanding businesses and volunteers. The CDCC Chair will give the State of the Chamber Address, the Excellence in Business Award winners will be announced, the Leadership Central Delaware Class of 2021 Graduation is held, and awards and tributes are presented to CDCC partners and volunteers.

Due to the COVID-19 pandemic we will be holding two Awards for Excellence events this year. We rescheduled the 2020 Awards for Excellence Dinner for September 24th at Pizzadili Winery. We will be doing a reduced program with heavy hors d'oeuvres rather than a dinner to follow the current gathering guidelines.

4. Capital Holiday Celebration. Help coordinate a community event to kick off the holiday season in Downtown Dover on Loockerman Street with the City of Dover to include the traditional caroling and lighting of the City's Christmas tree on December 4, 2020. Collect canned foods and distribute to local pantries.

5. Chamber Mini Masters Golf Tournament. This event will be held in conjunction with the Sunset Business Mixer on April 28, 2021. This new mini golf tournament is focused on networking and fun!

6. Christmas Party. This year's Annual Christmas party will be held at Roma Italian Restaurant on December 8, 2020. The purpose of this event is to host a fun evening of holiday cheer and networking for the CDCC members and their guests.

7. Holiday Gift Auction. Host the Auction to generate funds for Chamber projects while increasing the visibility of our members to encourage shopping locally. This year the event theme will be "Love Your Community". The Auction will take place virtually October 16 – 30, 2020. The live auction will be streamed live on October 28, 2020 from Maple Dale Country Club.

8. Home and Garden Show. This event will be held in February 2021 at Harrington Raceway & Casino in the Gold Room. This two-day expo-style trade show will showcase the goods and services of Central Delaware businesses with a special emphasis on home improvement and outdoor recreational needs.

9. Sunset Business Mixers. Continue to hold monthly membership Mixers at member businesses. Combine two Member 2 Member Expos with Mixers (one with our CDCC Showcase Mixer).

10. Calendar of Events. Continue to hold membership activities throughout FY '21, publishing the calendar of events in the Chamber Connections, Chamber E-News, Catchin' Up with the Community E-News and on the CDCC website.

11. Downtown Dover Partnership. Continue to work with the Partnership to improve the climate of the downtown business district by creating jobs, broadening the area's tax base through redevelopment of commercial and residential properties, programs like Unlock the Block; maintaining downtown's historic presence, and promoting events.

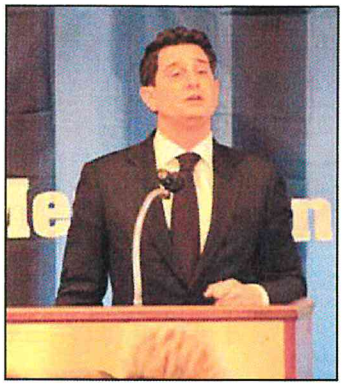
12. Greater Kent Committee. Continue to partner with this committee to strengthen support for economic development initiatives for both the businesses and residents of Kent County.

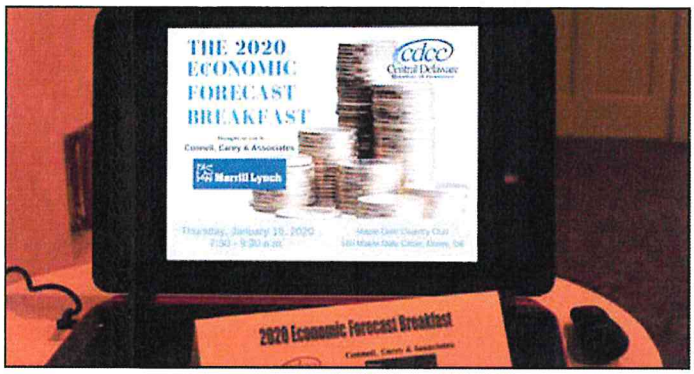
13. Liaison. Continue working with the City of Dover, Kent County Levy Court, Delaware Division of Small Business & Tourism, Dover Air Force Base, and other local government entities. Establish working groups when needed to address specific issues and interests (i.e. City of Dover Budget Review Committee; City of Dover Ordinance Review Committee; City of Dover Electric Group; P4 Initiative)

14. NCALL. Continue collaborating on the Restoring Central Delaware and Unlock the Block programs.

15. Volunteers. Continue the utilization of about 200 volunteers for the various programs, projects and events of the Chamber.

a. Continue to work with the Retired Volunteer Seniors Program to do monthly mailings and assist us with the 55+ Expo by welcoming attendees and conducting surveys.





ECONOMIC DEVELOPMENT
Christina M. Lessard
Vice Chairman

Committees:
Economic Development
Tourism
Transportation
Infrastructure Committee
AgriBusiness
Special Projects

Ongoing Projects:
Economic Forecast Breakfast
e3 Emerging Employee Expo
Vision 20/20/
Making Dover Prosper

1. Continue meeting with industry specific groups to address the needs of our members.

2. Meet regularly with current businesses to identify needs and work toward solutions.

3. Work closely with the Kent Economic Partnership (KEP) to advance the economic well-being of the citizens of Kent County by encouraging expansion of existing businesses and by attracting new business and industry. Continue to work on the development and marketing of the new Kent County Business Incubator – Emerging Enterprise Center. Continue working to reduce regulations and restrictions by participating in the Master Planning for the Kent County Comprehensive Land Plan.

4. Work closely with towns of Dover, Camden, Harrington, Milford and Smyrna, as well as other communities in Kent County, to assist with business issues whenever it is deemed necessary. To serve as a resource for municipalities and to establish committees when needed to address specific needs. (i.e. Budget Committee – City of Dover; Ordinance Review – City of Dover; Electric Committee – City of Dover; Land Use Plans).

5. Actively support efforts to establish and expand air cargo transportation development in Kent County by working with KEP, DelDOT, and the Delaware River & Bay Authority as well as with Dover Air Force Base to establish the Central Delaware Aviation Complex.

6. Partner with Kent County Levy Court, municipalities, Delaware Division of Small Business, and other agencies to attract new business to the area.

7. Work with area legislators to represent the interests of our members and monitor legislation which affects them at all levels of government (Federal, State, County, and Municipal).

8. Create partnerships with new entities to encourage growth and development of the area such as the Delaware Prosperity Partnership.

9. Continue to work with the Universities and Colleges (Delaware State University, Wilmington University, Delaware Technical Community College, Wesley College) to encourage Entrepreneurs coming to Kent County and to provide assistance for those already in business, as well as continually developing a skilled and well-trained workforce.

10. Continue to host and coordinate the Kent County Open for Business program on the first Thursday of every month at Kent County Levy Court. To continue our partnership with Delaware Center for Enterprise Development, DelDOT-DBE/OE, DNREC, Delaware Division of Small Business, Delaware Libraries Launcher Business Resources, Delaware Manufacturing Extension Partnership, Delaware Small Business Development Center, Delaware Technical Community College, Downtown Development District Grant Program, Downtown Dover Partnership, Office of Supplier Diversity (OSD) – Delaware Division of Small Business, Kent Economic Partnership, SCORE Delaware, True Access Capital, University of Delaware SBDC Procurement Technical Assistance Center, U.S. Small Business Administration, and USDA Rural Development, Business and Cooperative Programs to provide assistance to our members and/or those interested in starting a new business or growing an existing business.

11. Continue working with Kent County Tourism (T/A Kent County Delaware Convention & Visitors Bureau)

a. The Kent County Delaware Convention and Visitors Bureau's (KCDCVB) mission is to strengthen the county's economy by promoting Delaware's Quaint Villages' unique spirit and travel experiences to visitors as a year-round, overnight and "return visit" destination for meetings, group tour and leisure travel. This includes assisting with tourism product development and the creation of packaging and marketing opportunities that showcase Kent County's lodging industry, attractions, eateries, the arts, retail establishments as well as sports and recreation, while also supporting preservation and quality of life for all those living and working in Kent County.

b. Destination marketing geared toward meetings, conferences, and reunions as well as leisure travel.

c. Serves as Kent County's premier non-profit destination organization serving the meetings market, group tour, sports, and leisure travel.

d. Partners with business advocacy and tourism-related organizations such as CenDel Committee, Central Delaware Chamber of Commerce, Downtown Dover Partnership, and others.

12. Transportation Committee.

a. This group takes a comprehensive overview of transportation issues. They work to ensure that an adequate transportation infrastructure exists in Kent County to serve existing needs and to be able to accommodate growth.

b. Develop a listing of priority road projects in Kent County to be shared with DelDOT, Kent County Levy Court, Dover/Kent County MPO, Kent County Legislators, and all Kent County municipalities.

c. Continue to work on an updating the transportation plan for Kent County to share with DelDOT, Kent County Levy Court, Dover/Kent County MPO, Kent County Legislators, and all municipalities.

d. Keep the membership informed on transportation issues.

e. Committee Representative to serve on the Delmarva Freight Panel

13. AgriBusiness. Continue to develop a closer working relationship with the agricultural community whenever possible, primarily through the Delaware Farm Bureau, USDA, and the Delaware Department of Agriculture.

14. Work with the Minority Business Association to encourage minority businesses in Kent County.

15. Host an Economic Forecast Breakfast in January 2021 to provide the leaders in the business community with an economic forecast for the upcoming year which will be presented by a selected specialist in the field. The forecast should be global and statewide, closing with a focus on Kent County.

16. e3 Emerging Employee Expo. Coordinate a rotating Job Fair program with our local colleges/universities to provide our members with an opportunity to showcase their business opportunities to the students. The goal is to keep our talented students here and grow our businesses with our trained workforce.

17. Vision 2020/Make Dover Prosper. A document created by the CDCC which outlines various initiatives to assist the City of Dover in creating a business friendly environment that encourages competition and establishes a frame work for the City to operate within to achieve these initiatives such as: creating a road map for customer service in all business related offices; streamlining licensing, permitting and inspection systems and practices; and to establish a working group to review information and materials including ordinances.

ORGANIZATIONAL
Jesse C. Keleher
Vice Chairman

Committees:
- **Membership Services**
- **Accreditation**
- **Ambassador**
- **Association of Chambers of Commerce of Delaware**
- **Excellence in Business Awards**
- **Marketing**
- **Leadership Central Delaware**
- **Young Professional Group**

Ongoing Projects:
- **Central Delaware Resource Guide**
- **Chamber Connections Newspaper**
- **Dover/Kent County Map**
- **Member Benefits**
- **Publicity**
- **Seminars**
- **Technology**

1. Membership:
The Membership Services Department's goal is to recruit, engage, and retain New and Current Members through the utilization of the following programs:

a. 5 Star Journey Map retention programs for Current and New Members.

b. Newly updated Business Brags program to help promote members and increase membership retention.

c. Continuing hosting Member Orientations for both New Members and Current Members to keep them up to date on the value of being a Chamber member.

d. The Ambassador Committee to help achieve membership engagement and retention by communicating and mentoring to members.

e. CDCC On-Boarding will help increase engagement and retention by providing orientation meetings for larger companies at their location.

2. Accreditation Committee.
Every five years this committee will review the U.S. Chamber of Commerce's accreditation process and application. Each section will be discussed, evaluated, completed, and the packet will be submitted. Next Accreditation is 2023.

3. Ambassador Committee.
The goal of the Ambassador Committee is to welcome, engage, and retain new CDCC members. Ambassadors are assigned to new CDCC members as a mentor to help with this process and encourage them to become involved with the Chamber, its programs, and its existing members.

a. Continue 5 Star Ambassador Program.

b. Name Ambassador of the Year.

4. Association of Chambers of Commerce of Delaware: Established in 1995, the CDCC coordinates meetings of the Association to enable all Chambers in the State of Delaware to participate in projects and legislation of mutual interest.

5. Excellence in Business Awards Committee:
Through membership nominations and voting, select the 2021 Small Business of the Year, Large Employer of the Year, and Young Professional of the Year.

6. Marketing Committee. Jennifer Sutter, Chair.
The committee purpose is to communicate the CDCC strengths and increase visibility within the community to current/new membership through a strategic marketing plan.

a. Provide public awareness of the Chamber and its members through promotional videos, print advertising, and events.

b. Develop marketing packages at discounted rates for new members and existing members.

c. Develop new marketing campaigns to attract new members.

d. Coordinate and implement the CDCC Showcase event to acquaint prospective members and current members with the benefits of being a member of the organization.

e. Review publications in all mediums to make sure messaging is clear and concise.

7. Leadership Central Delaware: Janie Libby, Chair.
The scope of the Leadership Central Delaware program continues to be expanded to increase the value for participants. The mission of the program is to connect emerging leaders through diverse networks while enhancing leadership skills and community knowledge resulting in increased value individually and professionally.

a. Seek individuals who would like to be more involved as leaders in the community.

b. Encourage the current class of Leadership Central Delaware to participate in at least one Community Impact Project during which they volunteer, donate funds, or donate supplies to a local non-profit organization.

c. Strengthen the LCD Alumni Association and expand the Mastery Level program to help graduates stay connected and to continue to enhance their leadership skills.

d. Encourage the LCD Alumni Classes to participate in Community Service Projects during which they volunteer or donate funds to a local non-profit organization.

e. Encourage LCD Alumni Classes to continue their service and leadership to the community by having them compete for the "Best in Class" trophy which is presented at the Awards for Excellence Event.

8. Young Professionals of Central Delaware Networking Group.
The group purpose is to provide members between the ages of 21 – 35 with networking opportunities and workshops for professional development while focusing on action-oriented projects with measurable, meaningful results.

a. Promote the young professionals of Central Delaware and their businesses.

b. Build business relationships and networking resources.

c. Host Socials every other month and invite speakers to present on topics such as social media, leadership, time management, etc.

d. Support community initiatives that impact the greater good of the business community.

9. Central Delaware Resource Guide: Dina Vendetti, Editor
Publish and distribute 8,000 copies of the 2021 Central Delaware Resource Guide for distribution in July 2021. This publication will be printed in color and be available with advertising hyperlinks online. A CDCC membership directory will be included in the publication. This is the go-to resource for new and existing residents.

10. Chamber Connections: Dina Vendetti, Editor
Publish and distribute a monthly newspaper which provides information of importance to our members including educational programs, training classes, legislative updates, infrastructure developments, membership news, etc.

11. Dover/Kent County Map: Publish and distribute 10,000 copies of a local map supported by advertising in July 2021.

12. Membership Benefits: Offer Chamber members discounts on products and services. Benefits include free subscriptions to Delaware Today Magazine and Morning Star Business Report, health insurance, Chamber Club Card Savings Program discounts, CDCC Electric Cooperative Program with Affinity Energy, MyEyeDr and Eye Specialists of Delaware discounts, and discounted Delaware State News advertising as well as Dover Federal Credit Union and Del-One Federal Credit Union offering our members the financial benefits of belonging to a credit union. The CDCC also provides every member with the U.S. Chamber Federation benefits. INXPRESS provides CDCC Members with a 60% below list rates for DHL Air Express Service. There is no fee to sign up or to participate in the

discount program. INXPRESS will also provide FREE customer service to CDCC Members in regard to shipping including international shipping.

a. Continue to seek quality benefits to increase the value of Chamber membership.

13. Continue the health insurance program with Benefits Connection.

14. Continue the CDCC Electric Cooperative Program with Affinity Energy to provide companies with an alternative cost-effective electricity program.

15. E-News: Dina Vendetti, Editor
Distribute an informative weekly newsletter highlighting Chamber programs and events to the members through email every Monday.

16. Catchin' Up with the Community E-News: Dina Vendetti, Editor
Distribute an informative weekly newsletter with community news and updates to the members through email every Wednesday.

17. Business News & Company Kudos E-News: Dina Vendetti, Editor
Distribute an informative weekly newsletter with member press releases and company accolades to the members through email every Friday.

18. Continue publicizing and promoting our Chamber members and activities through print, radio, television, and social media outlets.

19. Radio Program: Continue weekly radio programs of interest to local businesses on TomFM, WDOV, and WRDX Radio.

20. Newspaper Articles: Submit a weekly column to Delaware State News for inclusion in the business section of the Monday edition.

See **Organizational** — Page 14

Organizational

Continued From Page 13

21. Continue promoting the Member of the Month in the Chamber Connections and on the Chamber's website. (A business is selected from a drawing at each Sunset Business Mixer for this designation.)

22. Continue providing automated calls to the membership prior to major events through TCN (Global Connect).

23. Seminars: Offer seminars covering topics that will be informative and useful to our members through the Coffee Coaching Program.

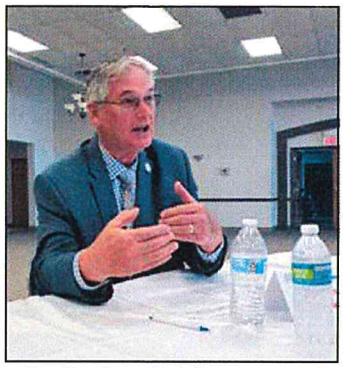
24. Computer Website: Continue developing our website to provide easy access to information on the area and promotion of CDCC members. Provide members an opportunity to be accessed through the CDCC website through multiple avenues including hyperlinks, enhanced listings, and promotional programs. Keep improving communication through social media sites.

25. Continue working towards the completion of the 2019-2021 Strategic Plan which gives guidance through critical goal categories and objectives which help plan the future course of the organization.

LEGISLATIVE
C. Scott Kidner
Vice Chairman

Committees:
- **Legislative Affairs**
  - **Federal**
  - **State**
  - **County**
  - **Municipal**

Ongoing Projects:
- **Legislative Luncheon**
- **Candidate Interviews**
- **Capital Reception**



1. A Legislative Affairs Committee is in place to monitor and establish Chamber positions on proposed federal, state and local legislation and regulations. The Chamber is being proactive by improving communications with our elected officials. We are lobbying effectively on actions that will impact the business climate. Future activities in 2021 we will actively monitor and lobby on are:
   (1) Minimum Wage
   (2) Legalization of Marijuana
   (3) RPS
   (4) Clean Water
   (5) Taxes - PIT

2. Work closely with House Small Business Caucus to provide input on business-related bills.

3. Continue to take measures to protect members and the business community from the enactment of specific impact fees and taxes.

4. Increase the awareness of Chamber members on proposed legislation at federal, state and local levels by providing information through "Legislative Alert" and "Call to Action" Emails.

5. Work closely with cities and the County to revise Comprehensive Land Use Plans.

6. Host an annual Legislative Luncheon event with elected officials to share views and information on issues affecting business and to provide direct, open communication between our members and legislators.

7. Host candidate interviews focused on business issues which will be published in the Chamber Connections newspaper and appear on our website prior to the election to help educate members.

8. Meet with Congressional Delegates to discuss Federal Legislation and Regulations that impact our member businesses.

9. Host the Capital Reception. This business-friendly orientation will be held each winter to give elected officials the opportunity to get to know the Chamber and be educated on the issues of interest to the business community.

MILITARY AFFAIRS
Evans Armantrading, Jr.
Vice Chairman

Committees:
- **Military Affairs**
- **Bluesuiters Golf Tournament Committee**

Ongoing Projects:
- **Abilene Award**
- **Bluesuiters Golf Tournament**
- **First State Community Partnership (P4 Initiative)**
- **Friends of Dover AFB**
- **Military Affaire**
- **State of the Base (MilCon) Briefing**
- **Hosting for the Holidays/ Adopt an Airman Program**

1. A Military Affairs Committee is in place to continue to nurture the successful relationship/partnership between Dover Air Force Base and the Central Delaware Chamber of Commerce and its membership.

2. Continue to support the needs of Dover Air Force Base.

3. Monitor BRAC discussions and developments.

4. Distribute Chamber Club Cards, Central Delaware Resource Guide and Dover/Kent County Maps to new arrivals at Dover AFB to promote community support and discounts.

5. Continue sponsoring the Bluesuiters Golf Tournament, the State of the Base Briefing (MilCon), and the Military Affaire as annual events.

6. Submit a nomination package to the Abilene Chamber of Commerce in Texas based on documented achievements that support the relationship between Dover AFB and the community in the competition for the 2020 AMC Community Support Award.

7. Continue to support the First State Community Partnership (P4 Initiative) and serve on the Executive Council for the Initiative.

8. Continue to support the Friends of Dover Air Force Base.

9. Continue to distribute our military coins to visiting dignitaries to Dover AFB.

10. Continue to coordinate the Hosting for the Holidays/Adopt an Airman Program.