



ANNUAL REPORT

May 2023 - May 2024



STAFF



Dustin Williams
President



Christie Cook
Membership Director

BOARD OF DIRECTORS

Board Chair: Jeff Stevens – First Federal Bank

Board Chair Elect: Beth Anderson – Bob Barker Company

Treasurer: Allen Jackson – Oak City Payments

Secretary: Kelly Quiring – Revelry Barber & Shave Shop

Ex-Officio Board Liaison: Blake Massengill (Mayor of Fuquay-Varina)

Krista Abshure: Abshure Realty Group

Scott Barker

Douglas Congdon: Cummings Group

Buddy Everhart: Aviator Brewing Company

Qisoundra Flowers: Cultural Arts Society of Fuquay-Varina

Radhesh Gurralla: Cardinal Oaks Properties

Bennett Johnson: John Hiester Chevrolet

Lisa Schreiner: Senter, Stephenson, & Johnson PA

Tim Smith: Fuquay-Varina Police Department

Jessica Swanson: Turpentine Design

Alison Terwilliger: Wells Fargo

BY THE NUMBERS

We celebrate tremendous growth this year at the Fuquay-Varina Chamber of Commerce! Memberships, Sponsorships, Events, and Attendance Are All Surging!

MEMBERSHIP

190+

New Members and Renewals.
100 new members in first 6 months!



- Our year's focus was on member spotlights, getting out in to our community, having conversations, and listening.
- Numerous businesses dropped membership prior to May 2023. We earned trust and gained many memberships back! We currently have 448 active and engaged members!
- We hosted 41 Ribbon Cuttings! That is an average of more than 3 a month!
- There is a fantastic mix of big and small businesses working together. This is a big focus for us here at the Chamber!

PRESIDENT'S CIRCLE

35

35 Businesses have invested into our President's Circle



- Our President's Circle rolled out in the Fall of 2023! All members had 30 days to review it. This gave every member a chance to bid and sponsor any event that they wanted to invest in.
- The flexibility and understanding of various levels in sponsorships helped produce great results!
- The addition of "Behind The Scenes" tours at local businesses for these investors increased engagement between our board and business community!

EVENTS

72

Business Exchange Breakfast, After Hours, Ribbon Cuttings, Signature Events, etc..



- The consistent programming of events every month has been key to helping businesses gain exposure and build relationships.
- Our monthly events have been well attended and provided our sponsors a chance to really connect and market their business.
- Our Signature Events have grown significantly. The Economic Summit surpassed 100 attendees, the Golf Tournament was a sold out event, and all of our signature events continue to grow!

OPERATING BUDGET: \$390,000

THE OVERALL OPERATING BUDGET HAS INCREASED BY 21.5%

*New payment processing and more timely annual membership payments

*President's Circle engagement and investments

F-V GROWTH

Our Chamber has an outstanding relationship with the Town of Fuquay-Varina. Your Chamber is poised and ready to help your business and staff for the future! No better time to be a member of your local Chamber of Commerce!

LAUNCH F-V



11 Business Leaders Graduated the 1st Inaugural Program in December.

- The Launch F-V program was provided at no cost to it's students through partnerships with Wake Tech Community College, Town of Fuquay-Varina, Downtown Fuquay-Varina Rotary Club, Fuquay-Varina Rotary Club, Fuquay Coworking, and our F-V Chamber!

LEADERSHIP F-V



8 graduates in 2023, and the 2024 class has 12 students.

- The Leadership FV program is now in their 10th year and has continued to produce and grow quality leaders for our business community!
- There are 93 graduates to date.

EDUCATION



- The Education Council is chaired by Wanda Denning. We met with our local principals monthly and brought back our Excellence in Education Awards Event to recognize our star teachers in our community!
- The Chamber has setup a checking account with the Southwest Wake Business Alliance to help cover some of their program expenses. This alliance is lead by Emily Jessee (FVHS) and Tori Gates (WSHS).

SMALL BUSINESS WEEK



- The week of April 29th - May 3rd 2024, the Chamber and Town of F-V put together "Small Business Week" for ALL small business owners and their staff, at no cost.
- Local Chamber Member photographers hosted free headshots.
- We featured guest speakers to lead various topics to our business leaders. The topics were alternative avenues for funding, mentoring, branding, and marketing.
- More than 90 business leaders were served and shown appreciation.
- The Chamber hosted the 2023 Candidate Forum at the F-V Arts Center, on October 24th.
- This was instrumental in educating and informing the community about the 7 candidates running for Town Commissioner and the bond referendum.
- This was live streamed on Facebook and was a resource for voters.

YOUNG PROFESSIONALS



- The Young Professionals program began in December of 2023.
- We experimented with a schedule of events, taking into consideration their needs to grow in their business ventures.
- The 40 and under group of business leaders continue to grow in our area!
- We have focused on professional development during the launch phase.

CANDIDATE FORUM



AMBASSADORS



- The Ambassadors are chaired by Marty Woodward. This group has grown to 31 members!

CURRENT POPULATION: 48,046

NEXT 5 YEAR PROJECTION: 84,708

SOCIAL MEDIA ENGAGEMENT



- Our Facebook Business Page now has 6.9k followers! This is a growth of 800!



- Our Instagram account was established in May of 2023 and now has 785 followers.

- DATA IS FROM LIGHTCAST USING THE 27526 ZIP CODE

*This population projection is based on the current 12.05% average growth rate.

*We have seen an increase of people from the West Coast from states such as California and Colorado moving to Fuquay-Varina!!

THANK YOU!

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors

