

CDCC Annual Report

EDUCATION



The CDCC held a total of nine **Coffee Coaching** sessions via Zoom. This free informational program includes topics that apply to both large and small businesses and attendees leave with action steps to help improve their businesses.

The **Young Professionals Social**, an educational tool for professionals between the ages of 21-35 to discuss workplace challenges and to build professional relationships, was redesigned in March 2023. Renamed **Professional Power-Up**, the program will discuss topics pertinent to those new to their careers. The group will meet in person every other month and virtually on the opposite months.



LEADERSHIP DEVELOPMENT



Leadership Central Delaware, in its 22nd year, saw 28 individuals complete the program, bringing the total to 531 graduates. The LCD Alumni Association helps graduates stay connected while continuing to enhance their leadership skills. The Class of 2023 completed a community service project. They chose to do power washing, exterior painting, and campus beautification for Dover Interfaith Mission for Housing's The Interfaith Crossing in Felton.

LEGISLATION

The Chamber tracked 47 Bills during the 1st session of the 152nd General Assembly and took positions on 29.

Legislative Alerts and Legislative Calls to Action are sent to members to activate our grass roots network efforts and to, when needed, secure speakers for both the House and Senate.

The **Legislative Luncheon** was held in March 2023. There were about 212 business representatives in attendance at the event. It gave members the opportunity to hear directly from our area legislators on issues affecting their businesses.



MILITARY AFFAIRS

The Chamber submitted a nomination package to the Abilene Chamber of Commerce in Texas for the **2021 AMC Community Support Award (Abilene Award)**.

Colonel Matthew Husemann, Commander of the 436th Airlift Wing, presented an overview of the **State of the Base** to 250 attendees from the business community and base at The Landings on Dover Air Force Base in November 2022. This included highlighting four military construction projects and their amazing impact on the Delaware economy, security assistance to the Ukraine, and the stories of several Team Dover Airmen. Colonel Douglas Stouffer, 512th Airlift Wing Commander, U.S. Senators Thomas Carper and Christopher Coons, and U.S. Representative Lisa Blunt-Rochester also addressed the audience.

The **Military Affairs** was held in February 2023 at Noble's Pond for the purpose of interacting with the military leaders at the base. There were about 100 attendees at this networking reception.

The **Bluesuiters Golf Tournament** was held in May 2023. Civilians and Airmen were teamed up to play in the outing at Jonathan's Landing for a little friendly competition. There were over 90 golfers, including about 40 Airmen sponsored by CDCC Members. Volunteers hosted Snack and Beverage Stations on the course.



MEMBERSHIP



The CDCC offers several opportunities for our members to increase their exposure. Among these are event sponsorships, volunteering, Member Orientations, Coffee Coaching, Sunset Business Mixers, Ribbon Cuttings, New Member Spotlight Articles, and the 5-Star Journey Map Program.

Benefits

CDCC Showcase

Held every year in January by the Marketing Committee in conjunction with the Sunset Business Mixer to acquaint prospective and current members with the benefits of the organization.

Delaware State News and Kent County Women's Journal advertising discounts. Staples purchases discount, Benefits Connection comprehensive insurance plan, LASIK Corporate Discount Program through Eye Specialists of Delaware, ability to join Dover Federal Credit Union and Del One Federal Credit Union, Special Marketing Packages, discounts through the Club Card Savings Program, membership in the U.S. Chamber Federation Program, and copies of Delaware Today Magazine and The Business Report.

CDCC Journey Map to 5 Star Membership

Journey Maps serve as the catalyst to being an engaged CDCC member by combining each member's unique business needs and goals with benefits offered by the CDCC.

Members meet with a CDCC representative to identify their business needs & map out their 5 Star Journey. Next they complete their Action Steps and start seeing the impact on their business. Once completed, they are recognized as a 5 Star Chamber Member.

What does a 5 Star Member get?

*Official Pinning at a Sunset Business Mixer

*Photo in the Chamber Connections

*A gold listing in the Business Directory

*A remarkable return on the investment of CDCC membership & its benefits.

29

Total # of ribbon cuttings and groundbreakings to celebrate new businesses and expansion of existing businesses in 2022-2023

92

new members

87% retention rate

PARTNERSHIPS

- The CDCC and **Kent County Tourism** jointly own their building at 435 N. DuPont Hwy, Dover. The Chamber works closely with KCT, whose mission is to market, develop and promote tourism in Kent County.
- The Chamber partners with **Kent Economic Partnership** and **Downtown Dover Partnership** for the purpose of countywide and citywide economic development, respectively, which includes business attraction.
- Kent County Open for Business, a series of free business development sessions, is held on the first Thursday of the month at **Kent County Levy Court**. Resource partners are available to meet with current and prospective business owners to discuss business solutions in the local area.
- The Chamber coordinates the **Association of Chambers of Commerce of Delaware** which focuses on issues affecting all Delaware businesses.
- An ongoing partnership exists with **Bally's Dover Casino Resort** to hold the 55+ Expo - a trade show for the over 55 population and caregivers. Participation and attendance continue to grow following the pandemic.
- An agreement with the **Retired and Senior Volunteer Program** has been invaluable to the Chamber and allows us to utilize the talents and abilities of a wonderful group of volunteers who are 55 and older.
- Media: **The Delaware State News** features a column from the Chamber in its business section every Tuesday. Quarterly, the **Kent County Women's Journal** publishes a Chamber article. And **iHeartMedia** allows the Chamber to place 40-second weekly announcements on 1410 WDOV-AM, 92.9 TOM FM WRDX, and iHeartRadio.
- Partnerships with **Dover Federal Credit Union** and **Del-One Federal Credit Union** offer our members financial benefits.
- Two partnerships specifically benefit Leadership Central Delaware Alumni. **Leadership Delaware** will give a discount to Alumni who are accepted into their program. **Wilmington University** will give 3 college credits to all LCD Alumni.

NETWORKING



The Chamber's most popular and well attended networking events are the Sunset Business Mixers. Two times a year (August and January) Member 2 Member Expos are held in conjunction with the mixer. These have provided our members with an opportunity to showcase their products/services. The January event was also paired with the CDCC Showcase.



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PROMOTIONAL OPPORTUNITIES

Sponsorship opportunities make it possible for more of our members to participate in events and to gain exposure.

Showcase Opportunities include tabletop displays at the Legislative Luncheon, Awards for Excellence Celebration, and two Member 2 Member Expos.

Sponsored programs include Leadership Central Delaware, Sunset Business Mixers, and Coffee Coaching.

The CDCC Club Card is used to bring more customers directly to CDCC members' doors. Key cards are distributed to all members, who are encouraged to shop the discounts offered by about 100 Chamber members. The program has been rewarding for both businesses and CDCC members. All discounts are easily accessible under the "Club Card Savings" tab on the CDCC website.

The Central Delaware Resource Guide and Dover/Kent County Map are distributed to people interested in relocating to the area and to local residents looking for a quick reference guide or CDCC Membership Directory. These resources assist the individuals at Dover AFB, new college students, and new hires to our member businesses in becoming acclimated to Central Delaware. The Resource Guide is also available on the CDCC website. Both options are supported by advertising.

Sponsored Events:

- The Amazing Chase
- CDCC Holiday Gift Auction
- State of the Base Briefing
- CDCC Holiday Party
- Economic Forecast
- Capital Reception
- Home & Garden Expo
- Military Affaire
- Legislative Luncheon
- 55+ Expo
- THE Chamber Mini Masters
- Bluesuiters Golf Tournament
- Awards for Excellence Celebration

AWARDS

After the membership voted for the individuals who best exemplified Excellence in Business, awards were presented to the following at the Awards for Excellence Celebration:

Small Business of the Year

The Ice House: Wellness + Community



Large Employer of the Year

Polytech Adult Education



Young Professional of the Year

Lauren Webb Dedicated to Women, ObGyn



Awards presented at the Annual Dinner included:

- Outstanding Partnership Award: Bally's Dover Casino Resort;
- Economic Development Achievement Award: Downtown Dover Partnership;
- Board Member of the Year: Scott Connell of Merrill Lynch - Connell & Associates;
- Volunteer of the Year: Sand Hoffman of Chesapeake Utilities Corp.;
- Ambassador of the Year: Esther Rich of Special Touch Card Creations.

SPECIAL EVENTS

Over 75 events and programs were coordinated in the past year by the CDCC Staff and CDCC Member Volunteers.

The **Holiday Gift Auction** was held in October at Maple Dale Country Club. The Live Auction was held in person and all Silent Auction items were set up to view. Bidding on the Silent Auction items was done virtually. The Auction enabled buyers to purchase over 125 quality gifts with a goal of showcasing the goods & services provided by CDCC members and to promote shopping locally.



The **Home & Garden Expo** was held in February in the Exhibit Hall on the Delaware State Fairgrounds. Hundreds of attendees visited with over 40 vendors from construction and gardening to mortgage and insurance services. Educational seminars were hosted both days by event sponsors.

THE Chamber Mini Masters was held in April at Tre Sorelle Dolce Ice Cream & Mini Golf. Teams of four had fun playing a round of competitive mini golf. Attendees had the chance to network and cheer each other on while enjoying delicious food and beverages. Awards were given to the Best Team, Overall Best Mini-Golfer, and the top two Best Dressed Teams.




The **Awards for Excellence Celebration**, held in June at Bally's Dover Casino Resort, gave the CDCC the opportunity to recognize its many volunteers & partners, recognize our Excellence in Business Award nominees & announce the winners, hold a graduation ceremony for the Leadership Central Delaware (LCD) Class of 2023, and announce the LCD Best in Class competition winner.



Other events hosted during the year included: The Amazing Chase in September, the State of the Base Briefing in November, Capital Holiday Celebration & CDCC Holiday Party in December, Economic Forecast Breakfast in January, Capital Reception & Military Affaire in February, Legislative Luncheon in March, the Leadership Central Delaware Invitational & The Chamber Mini Masters in April, and Bluesuiters Golf Tournament in May.







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