



# Program of Work // 2023 - 2024

In an effort to keep you, our members, informed about what YOUR Chamber is up to, we publish our goals and objectives annually in our September Chamber Connections newspaper. In these next few pages, you will read all about what we have in mind as we work with you, our businesses during the 2023 – 2024 fiscal year. Next year, in July 2024, we will publish our Annual Report, in which you will be able to see how we did! We are confident that, as you read this, you will understand our vision of being “THE essential resource for the development of businesses in Central Delaware!”



## COMMUNITY Cornelia Johnson Vice Chair

### 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
- Holiday Gift Auction
- Holiday Party
- Home & Garden Show
- Sunset Business Mixers
- The Amazing Chase

### Collaborations:

- Downtown Dover Partnership
- Kent Sussex Leadership Alliance
- Liaison – Community and Government
- NeighborGood Partners, Inc.
- Volunteers

- 1 55+ Active Adult Expo. This annual trade show, attended by over 1,500 people last year, focuses on the growing 55 and over market and Caregivers of all ages and is scheduled for April 11, 2024.
  - 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 2024.
  - 3 Awards for Excellence Celebration. Hold this event in June 2024 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 2024 Graduation is held, and awards and tributes are presented to CDCC partners and volunteers.
  - 4 Capital Holiday Celebration. Help coordinate a community event to kick off the holiday season in Downtown Dover on Lookerman Street with the City of Dover to include the traditional caroling and lighting of the City’s Christmas tree on November 30, 2023. 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 24, 2024. This mini golf tournament is focused on networking and fun!
  - 6 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 “Celebrating Community”. The Live Auction will take place on October 25, 2023 at Maple Dale Country Club. Both the silent and live auctions will be held in-person this year.
- 7 Holiday Party. This year’s Annual Holiday Party will be held at Roma Italian Restaurant on December 5, 2023. The purpose of this event is to host a fun evening of holiday cheer and networking for the CDCC members and their guests.
  - 8 Home & Garden Show. This event will be held on February 23 & 24, 2024 in Harrington. 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 The Amazing Chase. This event will be held in Downtown Dover on September 21, 2023. Teams of three will race to complete challenges and solve clues at the participating business locations. It will increase exposure of downtown businesses from retail to law offices to historical sites and everything in between.
  - 11 Calendar of Events. Continue to hold membership activities throughout FY ‘24, publishing the calendar of events in the Chamber Connections newspaper, Chamber E-News, Catchin’ Up with the Community E-News, and on the CDCC website as well as including it in the month-

- ly mailer at least once this year.
- 12 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 with programs like Unlock the Block, maintaining downtown’s historic presence, and promoting events. Play an active role on the Downtown Master Plan Implementation Committee.
- 13 Kent Sussex Leadership Alliance. Continue to partner with this committee to strengthen support for economic development initiatives for both the businesses and residents of Kent County.
- 14 Liaison – Community and Government. Continue working with the City of Dover, Kent County Levy Court, Delaware Division of Small Business & Delaware 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; DAFB P4 Initiative)
- 15 Neighborgood Partners, Inc. Continue collaborating on the Restoring Central Delaware and Unlock the Block programs.
- 16 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.

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### ECONOMIC DEVELOPMENT

Javier Santana

Vice Chair

#### Committees:

- Economic Development
- Tourism
- Infrastructure Committee
- AgriBusiness
- Special Projects

#### Ongoing Projects:

- Economic Forecast Breakfast
- e3 Emerging Employee Expo

- 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 working to reduce

regulations and restrictions by participating on committees such as the Master Planning for the Kent County Comprehensive Land Plan.


- 4 Work closely with the City of Dover, Town of Camden, City of Harrington, City of Milford, and Town of 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 statewide 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, University of Delaware) 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, Delaware Department of Health & Social Services – Division of Public Health, HSP, EHFS, DelDOT-DBE/OE, Delaware Department of Natural Resources and Environmental Control (DNREC), DNREC Energy Section, Delaware Division of Small Business, Delaware Libraries, Delaware Manufacturing Extension Partnership (DEMEP), Delaware Small Business Development Center (SBDC), Delaware Technical Community College, Downtown Development District Grant Program through Delaware State Housing Authority, Downtown Dover Partnership, Government Support Services’ – Contracting Unit and Office of Supplier Diversity (OSD), Kent Economic Partnership, Launcher Business Resources, SCORE Delaware, True Access Capital, 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 Corporation (dba Delaware’s Quaint Villages)
  - a. Kent County Tourism Corporation (dba Delaware’s Quaint Villages) is the official destination marketing organization for the country and its jurisdictions, whose mission is to generate incremental economic impact for the community through the attraction of visitors.
  - 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 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.
- 13 Work with the Minority Business

Associations to encourage and serve minority businesses in Kent County.

- 14 Host an Economic Forecast Breakfast on January 18, 2024, 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.
- 15 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.



## Edward Jones



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### 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

#### Ongoing Projects:

Central Delaware Resource  
Guide and Dover/Kent County  
Map  
Chamber Connections Newspaper  
Member Benefits  
Publicity  
Seminars  
Technology

#### Collaboration:

Diversity, Equity, and Inclusion

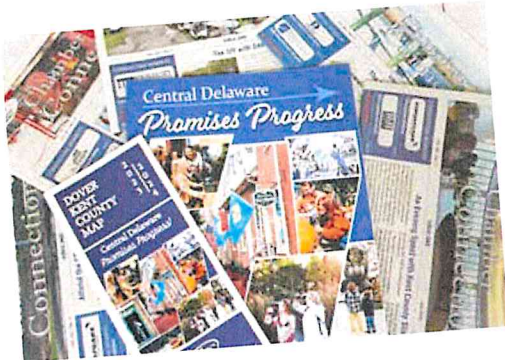
to members.

- d. 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. Accreditation is up for renewal in November 2023.
- 3 Ambassador Committee.
  - a. 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.
  - b. Continue 5 Star Ambassador Program.
  - c. 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: Lisa Hastings, Chair. Through membership nominations and voting, select the 2024 Small Business of the Year, Large Employer of the Year, and Young Professional of the Year.
- 6 Marketing Committee: Kate Greene, Chair. The committee's 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 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.
  - f. Continue partnership with Leadership Delaware, Inc. (LDI) on various programs and serve as a speaker for LDI Kent County Days. Encourage LCD graduates to take advantage of the discount they can receive if they are accepted into the LDI program.
  - g. Continue partnership with Wilmington University which provides the opportunity for LCD Alumni to receive 3 college credits once they are enrolled at the school.
  - h. Seek new partnerships with Leadership Central Delaware to extend the development of LCD graduates by providing them with options for a "next step."
- 9 Professional Power-Up. The group's purpose is to provide young professional members who are new to their chosen career field 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 Live! socials every other month in person and invite speakers to present on topics such as social media, leadership, time management, etc.
  - d. Host Online! socials every other month via a virtual platform and invite speakers to present on professional or person development topics.
  - e. Support community initiatives that impact the greater good of the business community.
- 9 CDCC Resource Guide: Dina Vendetti, Editor. Publish and distribute 8,000 copies of the 2024-2025 Central Delaware Resource Guide and its companion piece, 10,000 copies of the Dover/Kent County Map, for distribution in July 2024. The CDCC Resource Guide 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. The Dover/Kent County Map provides an easy access tool for people on the go and highlights businesses in Kent County.
- 10 Chamber Connections: Cleo Bell, 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., as well as information regarding CDCC Events.
- 11 Membership Benefits: Offer Chamber members dis-

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counts on products and services. Benefits include free subscriptions to Delaware Today Magazine and Morning Star Business Report, health insurance opportunities, Chamber Club Card Savings Program discounts, CDCC Electric Cooperative Program with Affinity Energy, 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, such as affinity programs with FedEx and MetLife.

- a. Continue to seek quality benefits to increase the value of Chamber membership.
- 12 Continue the health insurance program with Benefits Connection.
- 13 Continue the CDCC Electric Cooperative Program with Affinity Energy to provide companies with an alternative cost-effective electricity program.
- 14 E-Newsletters: Cleo Bell, Editor
  - a. CDCC E-News – Distribute an informative weekly newsletter highlighting Chamber programs and events to the members through email every Monday.
  - b. Catchin' Up with the Community E-News – Distribute an informative weekly newsletter with community news and updates to the members through email every Wednesday.
  - c. Business News & Company Kudos E-News – Distribute an informative weekly newsletter with member press releases and company accolades to the members through email every Friday.
- 15 Continue publicizing and promoting our Chamber members and activities through print, radio, television, and social media outlets.
- 16 Radio Program: Continue weekly radio programs of



interest to local businesses on TomFM, WDOV, and WRDX Radio.

- 17 Newspaper Articles: Submit a weekly column to Delaware State News for inclusion in the business section of the Tuesday edition.
- 18 Continue promoting the Member of the Month in the Chamber Connections newspaper and on the CDCC website. (A business is selected from a drawing at each Sunset Business Mixer for this designation.)
- 19 Continue providing automated calls to the membership prior to major events through TCN.
- 20 Seminars: Offer seminars covering topics that will be informative and useful to our members through the Coffee Coaching Program.
- 21 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.
- 22 Continue with the implementation of the Strategic Plan for 2023-2025 which gives guidance through critical goal categories and objectives which help plan the future course of the organization.
- 23 Diversity, Equity, and Inclusion (DE&I): Continue implementation of policies, programs, and events that support diversity, equity, and inclusion in the organization.



### LEGISLATIVE

C. Scott Kidner  
Vice Chairman

#### Committees:

- Legislative Affairs
- Federal
- State
- County
- Municipal

#### Ongoing Projects:

- Legislative Luncheon
- Candidate Interviews
- Capital Reception
- Congressional Delegates Program

- 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.
- 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 in March 2024 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 and the local economy.
- 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.



# Program of Work // 2023 - 2024



## MILITARY AFFAIRS

Evans Armantrading, Jr.  
Vice Chair

### Committees:

Military Affairs

### Ongoing Projects:

- Abilene Award
- Bluesuiters Golf Tournament
- First State Community Partnership (P4 Initiative)
- Friends of Dover AFB
- Military Affaire
- State of the Base 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 State of the Base Briefing, Military Affaire, and Bluesuiters Golf Tournament 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 2023 AMC Community Support Award.
- 7 Continue to support the First State Community Partnership (P4 Initiative).
- 8 Continue to support the Friends of Dover Air Force Base and Honorary Commander Alumni Association.
- 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. (this year or next year)



## AMAZING RACE

Continued from Page 1

in their coordinated costumes with their running shoes laced and comfortable. Teams need to be quick on their feet and in their minds to connect the dots of each clue to ultimately be the first team to successfully complete the course. Once the teams have completed all the clues & challenges on their assigned routes, they will then race back to the finish line to log their time. If teams are extra smart and proactive, they would use this time to study the businesses present in Downtown Dover!

If you are a business in the Downtown Dover area and are interested in being a merchant stop for this event, call the CDCC office today, don't delay on this advantageous opportunity to get people into your doors, learn about your business, and increase your brands' awareness. The entry fee is just \$100 to join in on the fun!

Even if you are not competing with a team at the CDCC's Amazing Chase, we still want to see you there! Spectators are welcome to cheer on the teams, watch the fun, and join us for the announcement of the winning team at the Grey Fox Grille (140 S. State Street) for food and drinks. We promise there will be plenty of action to see, and plenty of people to greet. If you know anyone competing in this event, we are sure they would love to have your presence and support.

Once again, we are grateful to our primary sponsors from M&T Bank

and The City of Dover for their help and generosity in making this event a success and supporting our cherished Downtown Dover District. We appreciate their work and support of the CDCC and the community. This CDCC event would not be possible without their help, participation of merchants, and players like you!

Mark your calendar for Thursday, September 21st, from 5 – 8 pm, for an evening competition you'll regret if you miss! To register a team of three or to participate as a merchant stop on the race, call the CDCC Office TODAY at (302)-734-7513 or email Cindy Friese at cfriese@cdcc.net. We look forward to joining you for an exciting evening for the CDCC's Amazing Chase: Downtown Dover Edition 2023!



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## JOB FAIR

**September 26, 2023**  
**2:30 - 5:30 pm at the**  
**John W Pitts Recreation Center**  
**10 Electric Ave, in Dover**

This event will showcase careers in:  
Production, Healthcare, Transportation, Manufacturing, Military, Construction, Cleaning Agencies, Financing, State of Delaware Employment, and more.

This event is FREE for employers - you must bring your own table & chairs.

To sign up to participate as a vendor, please contact Tina Gary (tina.gary@delaware.gov) or Todd Hilliker (ToddW.Hilliker@delaware.gov).

