

ANNUAL
REPORT
2021

Mission

The mission of the Gwinnett Chamber is to champion business.

Vision

The Gwinnett Chamber will be the leading advocate and innovative resource for businesses to connect and thrive.





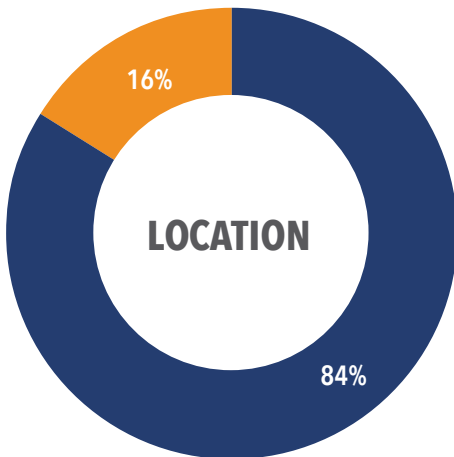
2021: The Year of the Champion

The Gwinnett Chamber entered 2021 still maneuvering COVID-19 regulations and best practices when it came to in-person programs and events. State of the County was held for the first time at 12Stone® Church in Lawrenceville with record attendance for both in-person and virtual settings. But the Gwinnett Chamber never stopped its work to engage the Greater Gwinnett business community! The Chamber's goal to support a safe opening of our local and regional economy afforded the organization opportunities that broke records for finances and engagement. In 2021, the Gwinnett Chamber reported more than 370 new members, exceeded budget and revenue goals for events & programs from the previous two years, and set the vision for the Chamber through a comprehensive strategic plan that summarized its mission in three powerful words: ***We Champion Business.***

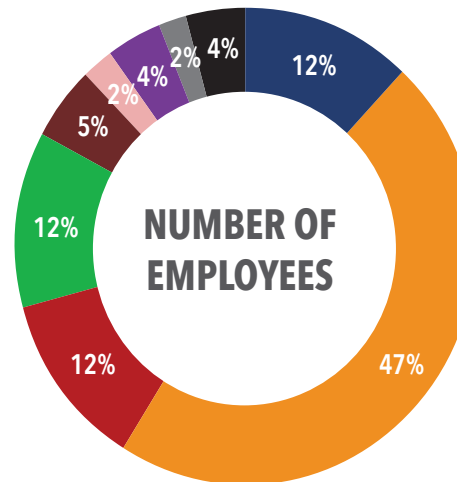
Membership



Construction and Contracting: 7.5%	Automotive: 2.2%
Nonprofits and Associations: 6.8%	Insurance: 2.2%
Health Products and Services: 6.2%	Banks: 2.2%
Real Estate: 4.8%	Advertising & Marketing: 2.2%
Financial Services: 3.9%	Physicians & Healthcare Providers: 2.2%
Education: 3.4%	Government Offices: 2.1%
Legal Services: 2.8%	Hospitality: 2.1%
Information Technology: 2.7%	Engineering: 1.8%
Restaurants: 2.6%	Entertainment: 1.7%
Consulting: 2.6%	Other: 35.2%
Retail: 2.3%	



Inside Gwinnett: 84%
Outside Gwinnett: 16%



0 Employees: 12%
1 to 9 Employees: 47%
10 to 19 Employees: 12%
20 to 49 Employees: 12%
50 to 74 Employees: 5%
75 to 99 Employees: 2%
100 to 150 Employees: 4%
151 to 200 Employees: 2%
More than 200 Employees: 4%



80

**RIBBON
CUTTINGS**

275

**CERTIFICATES
OF ORIGIN
PROCESSED**

381

**NEW
MEMBERS**

136

**EVENTS
HELD**

A Look at 2021



Gwinnett Young Professionals introduced four new programs in 2021, for a total of 35 events hosting over 1,000 young professionals.

Hosted 150 events, many of which poured into our small businesses, which engaged 7,000 attendees.



In a year when small businesses struggled more than ever, the Gwinnett Chamber announced its Small Business Award winners honoring ten category recipients for exhibiting best business practices and embodying the entrepreneurial spirit. More than 300 small business owners attended the event held at the Gas South District.



In addition to new programming, Gwinnett Young Professionals held 35 events for a total of 1,015 attendees, hired two interns to support those events, raised \$4,000 for Rainbow Village during the holiday season and welcomed 12 new young professionals to the Advisory Board. Overall, a champion year for Gwinnett Young Professionals!

The Gwinnett Chamber expanded its bi-lateral chamber partners to include agreements with The Italy America Chamber of Commerce Southeast Georgia Chapter, Georgia Vietnamese American Chamber of Commerce, Georgia Indo-American Chamber of Commerce, and Georgia Minority Supplier Development Council. The chamber also renewed its MOU with the Georgia Hispanic Chamber of Commerce.



At the 15th annual Key Leadership Reception honoring elected public officials in the Gwinnett County area, business and community leaders enjoyed an evening of meaningful conversations on policy issues that impact businesses and the exciting opportunities ahead for our county.



Chamber board members and local transportation leaders heard from U.S. Representatives Carolyn Bourdeaux and Hank Johnson on the bipartisan infrastructure bill in Congress and its impact in Gwinnett.

Continuing to keep members informed through civic engagement, the chamber organized a one-stop shop on its website with voter information and lists of candidates running for each City Council and Mayor seat up for election in Gwinnett's 16 cities.



In May, the Gwinnett Chamber and Gangnam District in Seoul, South Korea hosted a virtual Memorandum of Understanding Signing Ceremony, deepening an eleven-year relationship between the two communities.



Gwinnett's business leaders and government officials also had meaningful conversations and visits with the County's Congressional delegation during its Washington D.C. Fly-In.

During the 2021 Legislative Session, the chamber backed legislation, which passed, to restore tax-exemption status on ticket sales at nonprofit performing arts businesses, an industry that has distinctly suffered tougher losses.



Revamped After Hours Program that led to increased attendance and surpassing budget 120%.

A Look at 2021



Held Multi-Chamber Mixer, in partnership with bi-lateral Chambers, which brought together 250 international business professionals.

Reinvigorated Ambassadors Council that consists of 40 engaged volunteers who donate their time and talent to engage, encourage, and expand business relationships on behalf of the organization. In addition, the new structure led to surpassing budget expectations 595%.



As the community and economic development initiative responsible for driving economic prosperity in Gwinnett, Partnership Gwinnett championed a staggering 2,977 new jobs through 32 relations or expansions that represented more than \$1.66 billion in capital investment. The team filled over 3,352,466 square-feet of space with those projects and had another 161 active projects in the queue at the end of 2021.



The Gwinnett Chamber hosted its largest Strategic Leadership Visit to Austin with 90 attendees, orchestrated a 500-person attended State of the County Address for newly elected Chairwoman Nicole Hendrickson, and increased its board of directors to be the largest and most diverse board in the history of the organization.

Workforce drives projects and Partnership Gwinnett once again transformed its talent development initiatives tracking 21 external partner programs connecting partner talent development programs to businesses specific interests and needs; 24 existing and expansion efforts to retain and grow current businesses that include a significant talent-related component; and 31 past and present projects that include a significant talent-related component.

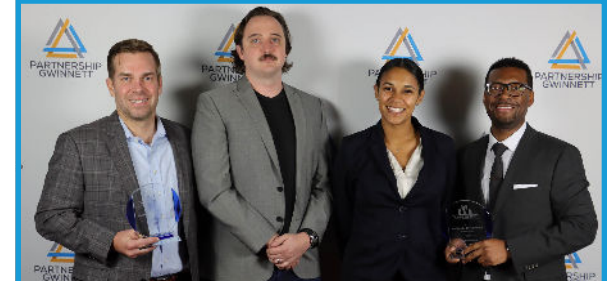


Notable public-private projects included ROWEN and The Water Tower Innovation Center.



In 2021, Gwinnett Chamber hosted two new signature events, the Diversity, Equity, and Inclusion Summit that attracted 264 attendees to celebrate the strength of Gwinnett's multi-cultural business community. It also introduced a fall Sporting Clays Tournament which brought together 79 dynamic shooters for a day of outdoor fun and southern barbeque.

Exceeded revenue goal by \$71,022.81 for a membership sales total of \$2.16 million that is reinvested into the business community through programs and initiatives that foster growth and champion business.



It also seamlessly executed the largest and most successful MARS event in the history of the initiative, with over 250 in attendance. The event addressed modern and new redevelopment strategies at work in Gwinnett, including the County's acquisition and inclusive vision for Gwinnett Place Mall.



The Gwinnett Chamber set a record for program and event revenue, having secured more than \$1.5 million in sponsorship and ticket sales. These funds are reinvested into growing the organization's program offering which cultivates business growth through face-to-face networking and relationship building opportunities.

Rebranded Chairman's Club Invitational held at Chateau Elan, which boasted surpassing budget 390%.



Launched The A-List, a member engagement initiative, which generated nearly \$375,000 in direct revenue and more than 40 Chairman's Club members.

Partnership Gwinnett

A public/private economic and community development initiative



2021 Board of Directors

EXECUTIVE CABINET

Nick Masino	Gwinnett Chamber
Doug Jenkins	Georgia Power
Jill Edwards	United Community Bank
Tammy Shumate	Capital City Home Loans
Norwood Davis	12Stone Church
Terri Jondahl	CAB, Incorporated
Lanier Levett	Gregory B. Levett & Sons Funeral Homes
Joy Mitchell	Office Creations
Lorraine Green	Pond
Sid Theus	American Painting & Renovations
Matt Hyatt	Rocket IT
Brad Carr	Andersen, Tate & Carr, P.C.
Pat McDonough	Andersen Tate & Carr, P.C.
Dean Collins	Axis Companies, LLC

EXECUTIVE COMMITTEE

Chuck Button	Trey Ragsdale
Carla Carraway	Anthony Rodriguez
Fred Dawkins	Bill Russell
Randy Dellinger	Teddy Russell
Ron Garrard	Raymer Sale
Kim Hartsock	Dr. Manfred Sandler
Brandon Hartley	John D. Stephens
Gregory Jay	Perry Tindol
Brand Morgan	Lee Tucker
Sean Murphy	Marvin Willis
Cathy Nichols	

BOARD

Sal Ajani	Chairwoman Nicole Love Hendrickson	Adam Pomeranz
Rene Alegria	Stephen K. Hill	Nathan Powell
Whit Alexander	Talbert Hill	Pabs Raghava
Tom Andersen	Mathias Hoffman	Randy Redner
Andy Arlotta	Jonathan Holmes	Mike Sammond
Kerry Armstrong	Larry Howard	William Sammons
Dr. Audrey Arona	Jerry James	Norberto Sanchez
Marshall Barton	Demetrius Jordan	Jordan Sandler
Brad Beisber	Dr. Jann Joseph	Lisa Sherman
Kevin Bell	Michelle Kang	Greg Shumate
Everton Blair, Jr.	Kathryn Kieser	Jim Smith
Scott Briscoe	Tim Le	David Snell
Jim Brooks	Jian Li	Daniel Sosebee
Renee Byrd-Lewis	Trent Lind	Brian Steed
Dr. D. Glen Cannon	Bin Liu	Glenn Stephens
Greg Cantrell	Brian Longacre	Mitchell Stephens
Tommy Carraway	Jeff Mahaffey	Jessica Stewart
Natalie Cho	Veronica Maldonado-Torres	Shawn Still
Melanie Conner	Santiago Marquez	Addam Taussig
Deirdra Cox	Mayor Mike Mason	Michael Tennant
Ken Davis	Wayne Mason	Steven Tomlinson
Jay Dennard	Dave McMullen	Mike Tran
Om Duggal	Billy Milam	Richard Tucker
Bryan Ginn	Matt Moeck	Annie Valenty
Dorsey Grist	Heather Orrico	Jeffrey Wages
Stan Hall	Dr. Uday Parikh	Supt. Calvin Watts
Damian Hamlin	Michael Paris	Scott White
Jerri Hewett-Miller	Rep. Sam Park	Chris Willis
Brandon Hembree	Danny Patton	Lisa Winton

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Gwinnett Chamber