

CCC
CLAYTON
CHAMBER OF COMMERCE
ADVOCATE • COLLABORATE • INNOVATE

CHAMBER



MONDAY - THURSDAY
8:30AM - 5:00PM
FRIDAY
8:30AM - 3:00PM
SUMMER 1:00PM

CCOC STAFF



President/CEO

**Dana
Wooten**



**Director
of Events and
Operations**

**Maria
Smith**



**Director of
Marketing and
Communications**

**Lydia
Davis**



**Administrative
Assistant**

**Ann
Buskirk**

**Email us at our firstname@claytonchamber.com
or reach us by phone at (919) 553-6352**

2021 CCOC BOARD

Melissa Oliver— Chair
YMCA of the Triangle

Scott Sides— Chair Elect
Accentuate Staffing

Charles Marcom — Treasurer
KS Bank

Edwin Jackson — Past Chair
Caterpillar, Inc.

Tara Abernathy
Kids 'R' Kids Learning Academy

Ruth Anderson - 2021 TRC Chair
RNE Consultants

Angelina Corroo - 2022 TRC Chair
HomeTowne Realty

Dave DeYoung
RiverWild

Patrick Pierce (*ex officio*)
Town of Clayton, Economic
Development Director

Twyla Wells
Johnston Community College
Foundation

Kyle McDermott
Johnston Health

Melissa Overton
MedicalTraining.me

Brad Palmer
Edward Jones

April Stephens
ExP Realty

Scarlett Tyner
Novo Nordisk

Gabriella Woodson
Chefella's Catering and Event Planning

NOTE: All types of businesses are represented on our board of directors.
The CCOC board of directors set the chamber's agenda and administers its strategic plan.



ON MISSION

We are a **nonprofit** civically-engaged economic advancement organization led by the businesses that invest in our mission.

The Clayton Chamber of Commerce champions **business, economic development, and education** in Clayton, North Carolina.

HOW WE ACCOMPLISH OUR MISSION

ADVOCATE

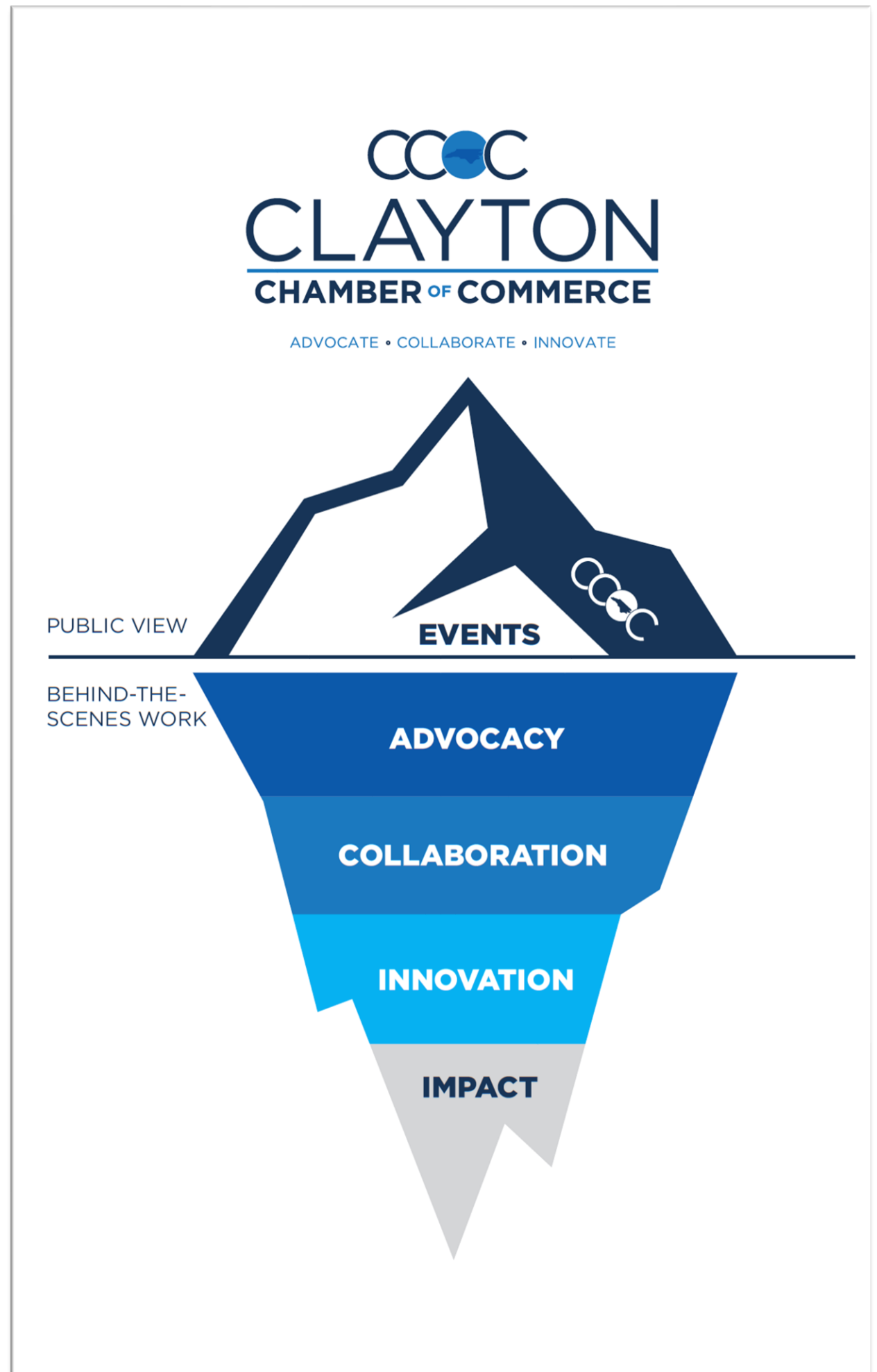
Advocating for your business within the community, various organizations, and governments

COLLABORATE

Collaborating with various organizations through events, campaigns, forums, task forces, committees, and even one-on-one conversations

INNOVATE

And providing **innovative** solutions, community pride, business marketing opportunities, networking, and professional development training through various signature events and other initiatives.



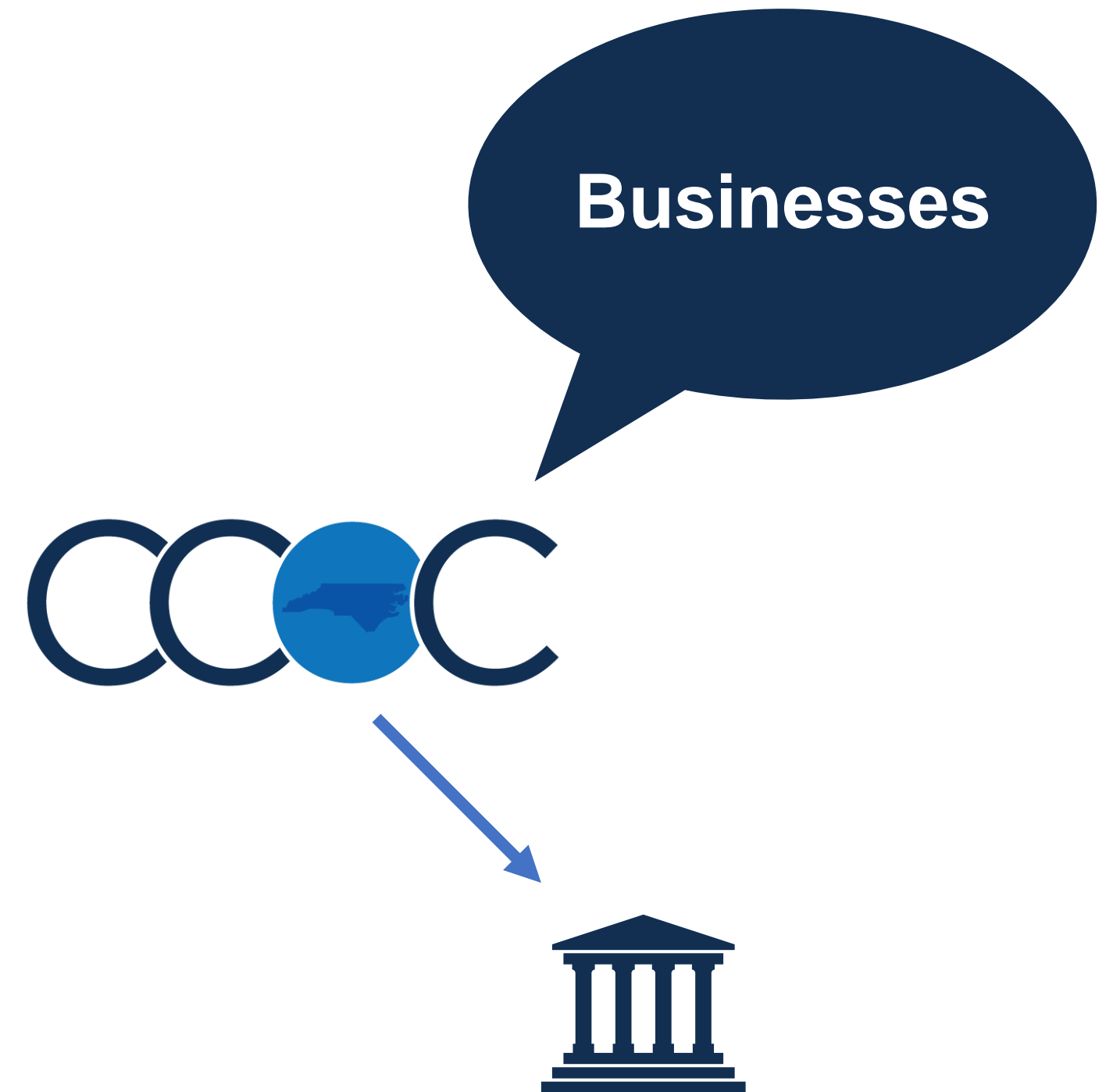
WHY A CHAMBER?

VALIDATION & TRUST

According to a recent study, **49%** of consumers were more likely to think favorably of a local business if it was a member of the local Chamber— and **80%** were more likely to purchase a product or service from a Chamber member. — Schapiro Group [Study](#) (Study summary [here](#)).

THE VOICE FOR BUSINESS

A chamber of commerce serves as a **voice** for the business community within local, state, and national government in areas of economic development, workforce development, community enrichment, and business issues.



Local, State, National Government
Economic Development
Workforce Development
Area Education
Community Enrichment
Business Issues

OUR WORK

INITIATIVE-BASED COMMITTEES

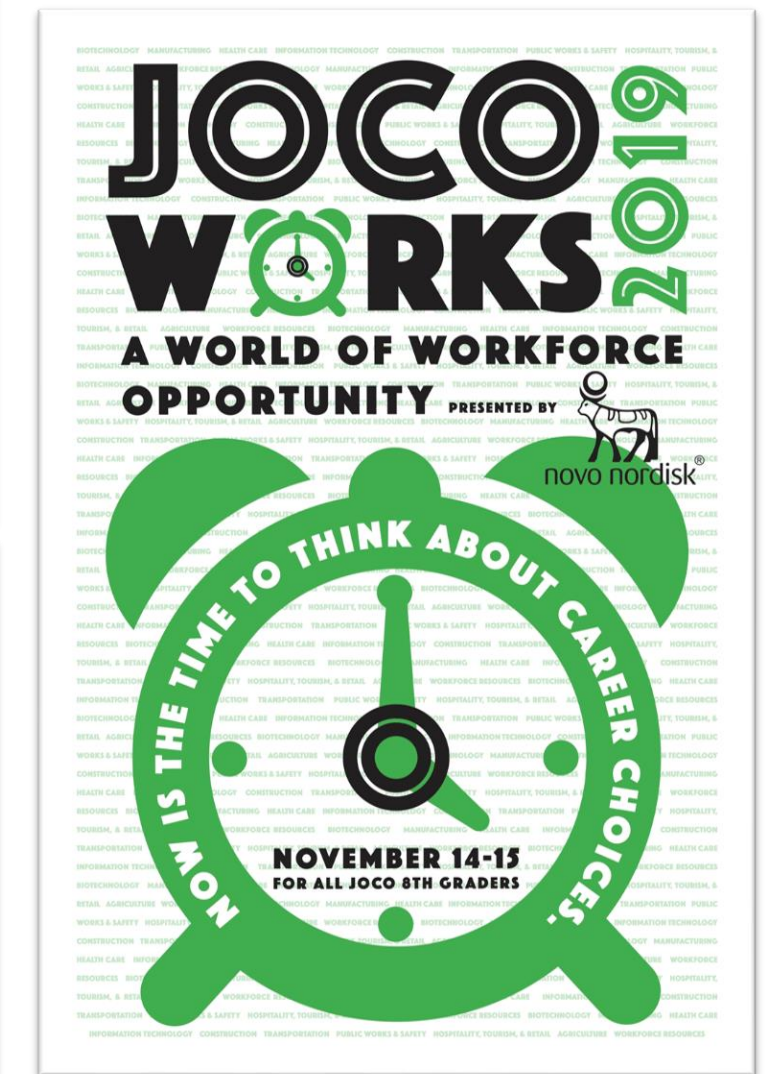
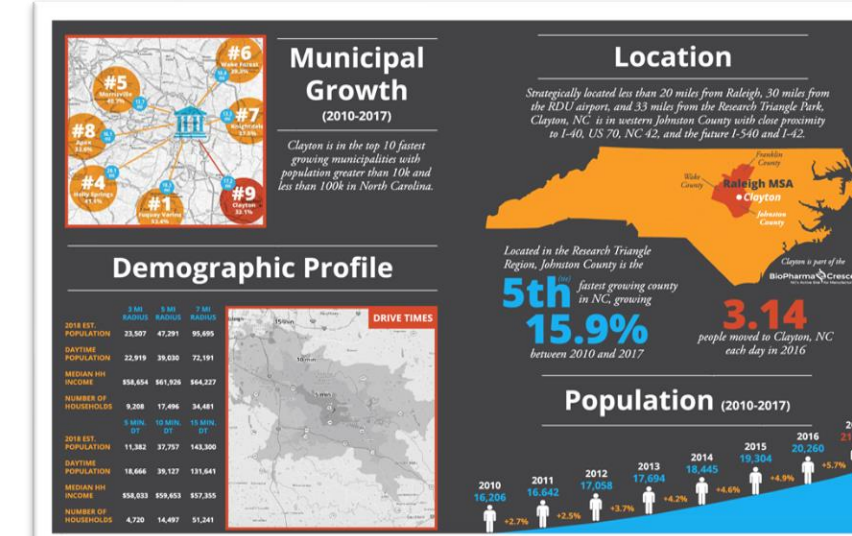
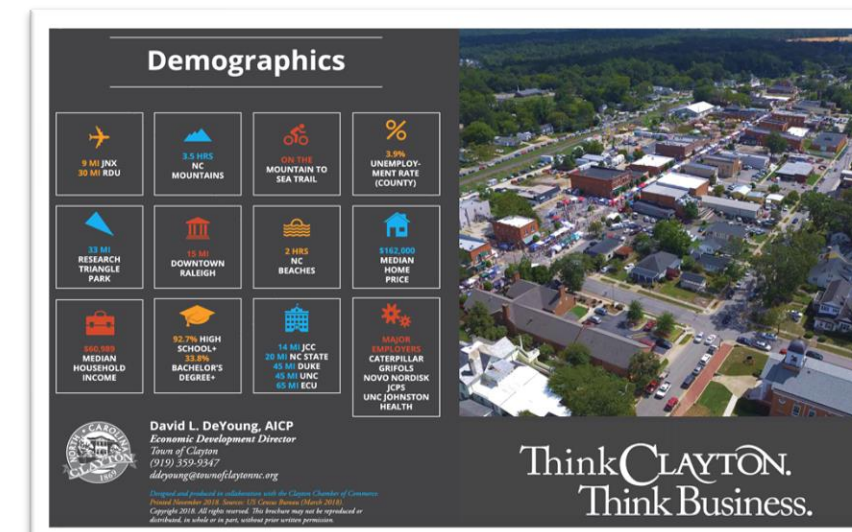
- **Economic Development** - Clayton Districts & Demographics Research
- **Workforce Development** - JoCo Works, Regional Skills Analysis
- **Legislative & Governmental Affairs** - Voter Resources, Platforms at the Podium
- **Education** - INSPIRE Mentoring, Super Star Teacher of the Month

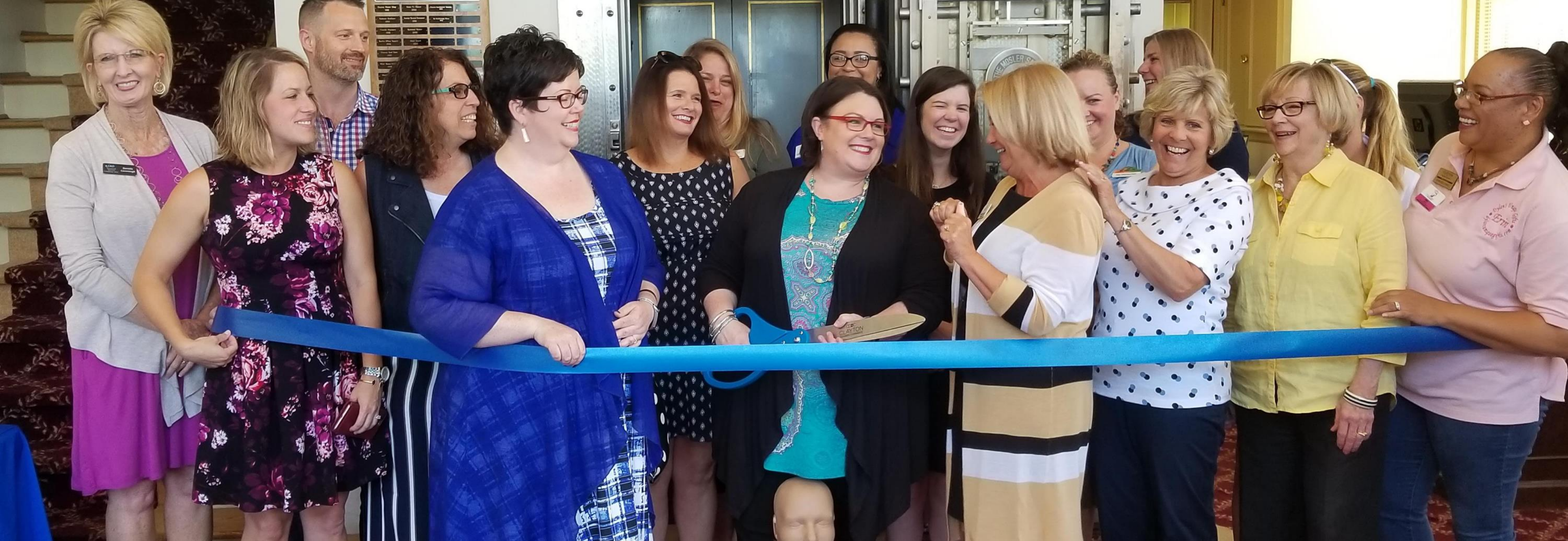
ADVOCACY COMMITTEES

- Ambassadors
- H.Y.P.E. (Helping Young Professionals Engage)

TASK FORCES

- Task forces help CCOC organize large community events such as the Clayton Harvest Festival, Latin American Festival, Business Solutions Summit, and Clayton 101 tours.





OUR BENEFITS

- Investor Directory
- Clayton Connection App Listing
- Ribbon Cuttings
- Referral Services
- Business Education & Talent Development (Business Solutions Summit, SCORE, Job Board)
- Legislative Representation
- Networking opportunities
- Sponsorship opportunities through the TRC
- Advertising Opportunities in-house and digital (Business Center, Banner ads)
- Annual report listing
- Online business exposure (Social Media, Newsletter)
- Business of the Month opportunity
- Community Involvement (committees)

WANT TO GET EVEN MORE OUT OF YOUR INVESTMENT?

JOIN AT THE MISSION INVESTOR LEVEL

Mission Investors enjoy additional benefits such as tangible advertising deliverables, free event tickets and more, while also having access to take a deeper dive into this community and the mission of the Clayton Chamber through committee work and other initiative-based projects.

TIERED MODEL AT THE MISSION INVESTOR LEVEL



THANK YOU TO OUR 2021 MISSION INVESTORS



**Caterpillar
Grifols
Johnston Health
Novo Nordisk
RiverWild
Fortify Media**



**Duke Energy
Kids 'R' Kids Learning
Academy of Clayton**



**BB&T
Carolina Comfort Air
Country Super Stars 102.3
First Citizens Bank
Health Smart Pharmacy
Johnston Now
Huebner Family
McDonalds
The April Stephens Team
Studio TK
United Community Bank
The Walk at East Village
KS Bank
HomeTowne Realty**



**1st Place Painters
Amelia Station
Bass, Nixon and Kennedy
Consulting Engineers
FASTSIGNS of Garner
First Flight Federal Credit Union
Fox Rental Management
Medical Training.Me
Meineke Car Care Center
Miracle Movers Raleigh
Riverwood Veterinary Clinic
RNE Consultants
State Farm – Bonnie Burns
Strategic Systems
TMS Digital
Wake Med**

OUR VALUE

ONLINE MARKETING

Your businesses' exposure in our popular online directory more than pays for your chamber investment. This doesn't include the other marketing benefits included such as newsletter listings, social media shares and banner ads.

TWO FOR ONE

A chamber of commerce provides you with benefits **AND** works on your behalf within the community through committees and within government agencies through representation and voice.

CCOC Website & Online Directory (2020)

Each investor averaged approximately **1,478** referrals from our online directory

CCOC's website had over **57K** page views

Most online advertising campaigns **cost \$1-\$2** per view with clicks averaging even higher.



CCOC Total Resource Campaign 2021

MISSION

NOT IMPOSSIBLE

The purpose of the TRC: To provide CCOC investors with a chance to market their business through high exposure sponsorships in the Clayton Community. The TRC generates non-dues revenue through a variety of sponsorship opportunities in the Chamber's comprehensive program of work. This campaign allows CCOC to carry out its mission of championing businesses, economic development and education in Clayton, North Carolina.

TRC Details:

- Six Week, Volunteer-driven campaign
- Annually in the fall of each year
- Full book of business is open to all current investors
- New investors can join during the TRC to take advantage of available sponsorships
- Any investor who joins after the original TRC period is over can view what is still available (what did not sale during the original 6-week period).
- Each year, once the TRC sales period ends, there will be no other opportunities for current investors to take advantage of sponsorships through CCOC
- One time ask!

CCOC SIGNATURE EVENTS



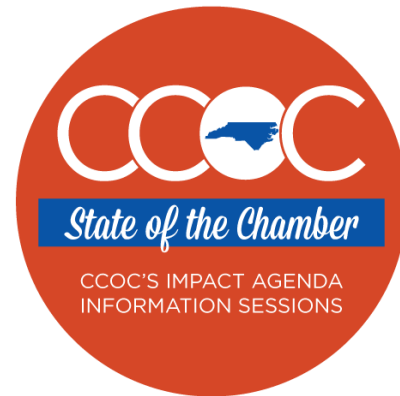
Evening
Networking
Events

B.A.S.H.



Morning
Networking
Events

**Good
Morning
Clayton**



Initiative-Based
Impact Agenda
Updates

**State of the
Chamber
Events**



Networking &
Development
for Young
Professionals

H.Y.P.E.



Business
Development
and Training

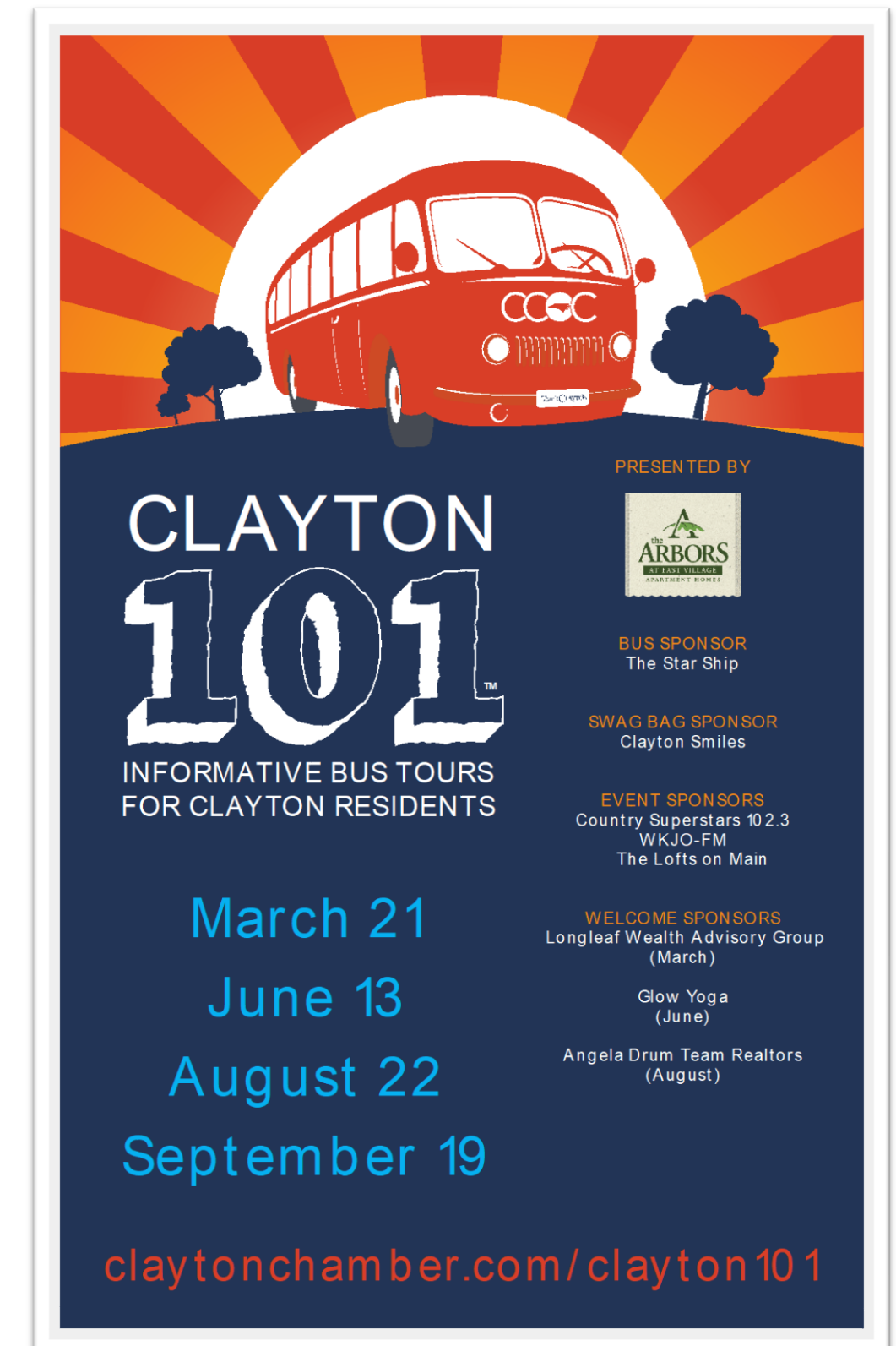
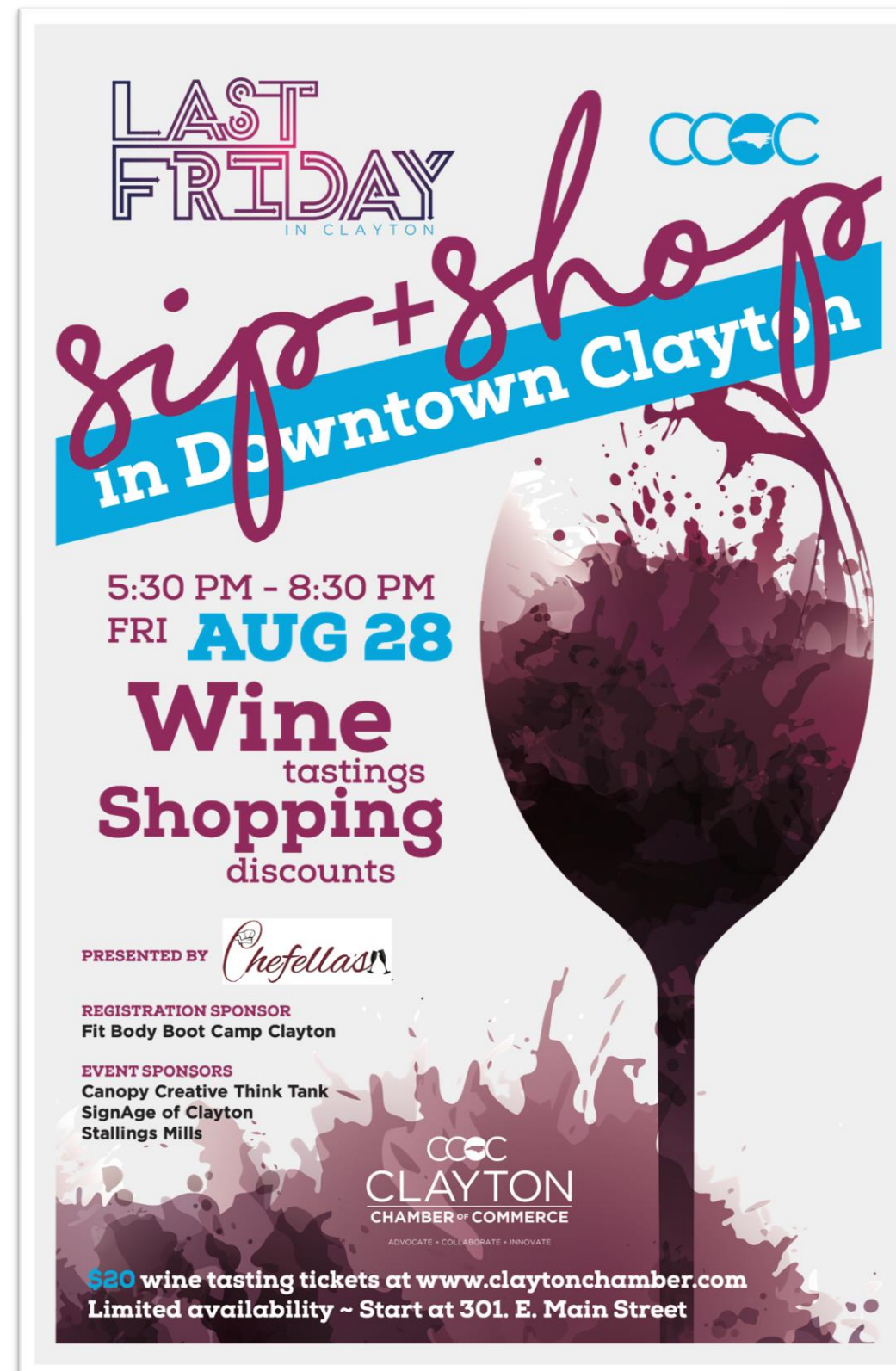
**Business
Solutions
Summit**



Legislative &
Governmental
Affairs Political
Forum

**Platforms at
the Podium**

COMMUNITY ENRICHMENT



CLAYTON CHAMBER FOUNDATION

CHARITABLE DONATIONS

Separate from the Clayton Chamber of Commerce, the Clayton Chamber Foundation is a 501(c)(3) nonprofit organization established in 2019. Its mission is to raise funds to support and advance CCOC initiatives for the betterment of the Clayton community. Donations to the Foundation are tax-deductible. This helps support other chamber programming.

In 2020, the Clayton Chamber Foundation also established the CCF Small Business Recovery Grant in response to the economic hardship resulting from COVID-19. Fifteen different local small business were awarded grants during the 5 months campaign.

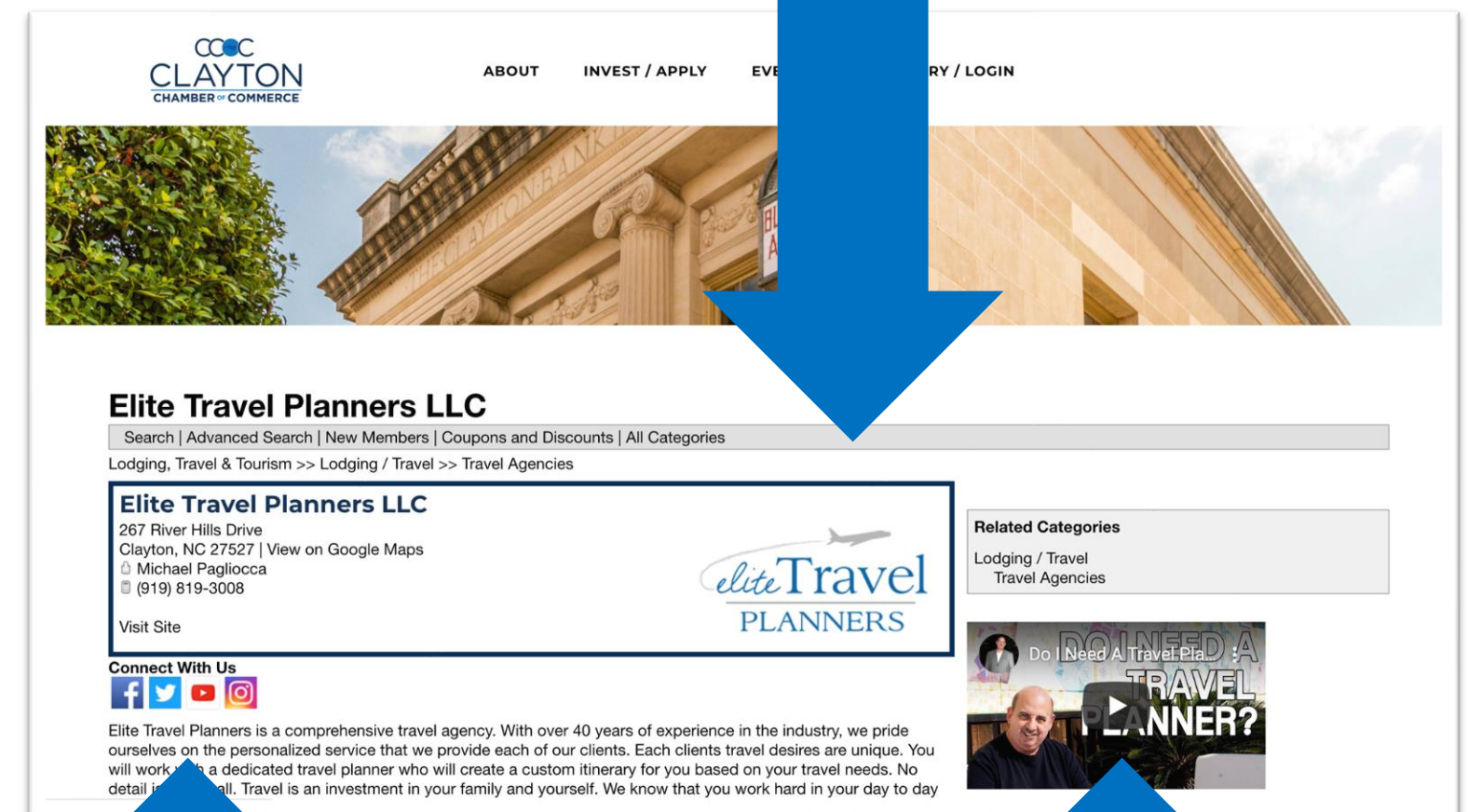


MAKE SURE TO

LEVERAGE YOUR INVESTMENT

- Regularly **updating** your profile within your online portal – this is what people see on your page and it helps your own search engine optimization or SEO
- Receiving our **email newsletter** and listening to the **monthly podcast**
- Following and liking our **social media** posts – tagging us in your posts so we can share
- Displaying your **decal** on your door (and using the electronic decal on your website and emails)
- Showing up to **networking** events regularly (not just one-and-done – consistency is key)
- Engaging with us – **sharing** your wins and information, serve on committees and/or task forces
- Be on the lookout for sponsorship and hosting opportunities through our annual **Total Resource Campaign** (we will contact you)

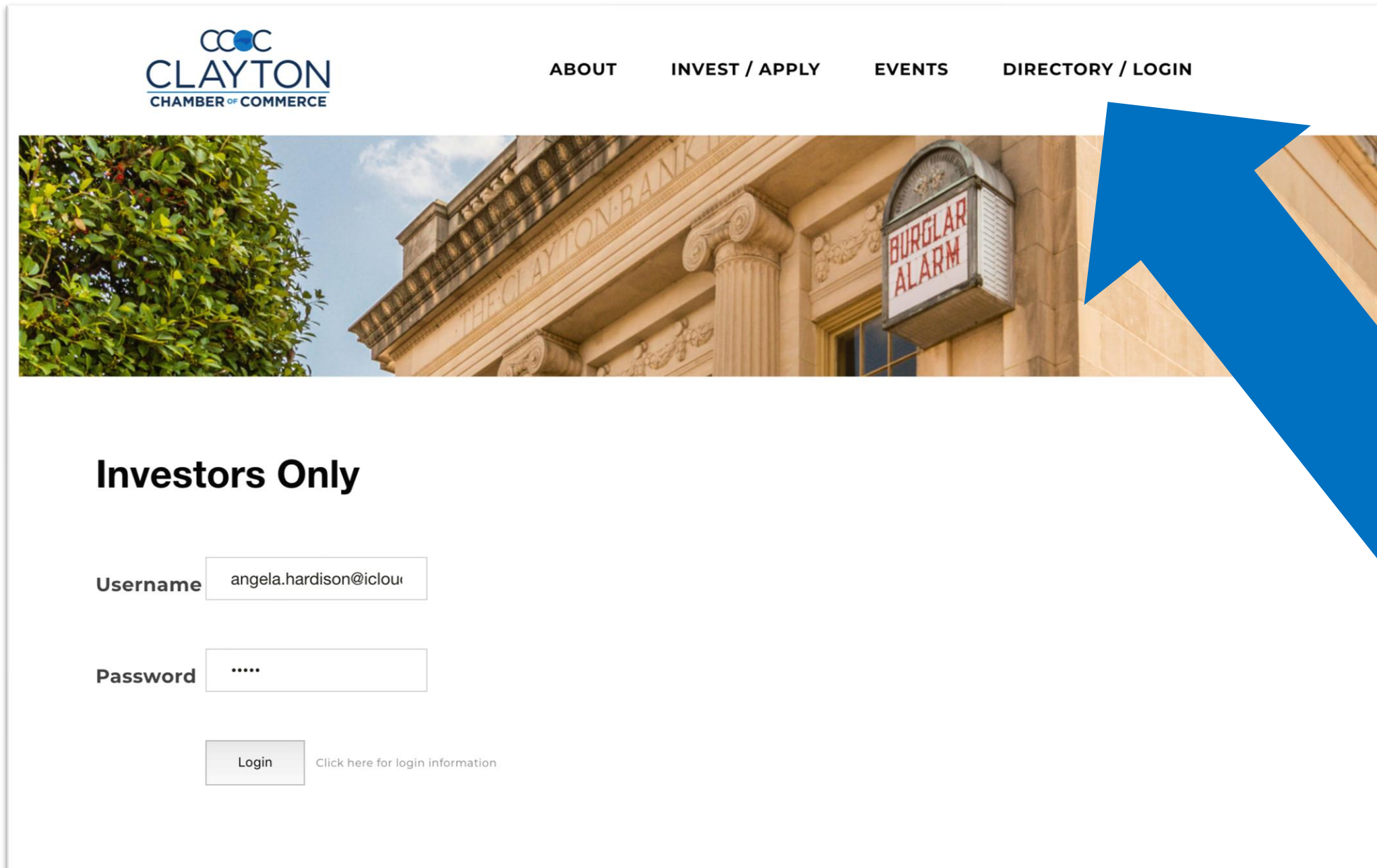
Add your business logo



Add your social media

Add video

ONLINE PORTAL TRAINING



The screenshot shows the Clayton Chamber of Commerce website. The header includes the logo and navigation links: ABOUT, INVEST / APPLY, EVENTS, and DIRECTORY / LOGIN. Below the header is a banner image of a classical building with a 'BURGLAR ALARM' sign. A large blue arrow points from the text on the right towards the 'DIRECTORY / LOGIN' link. Below the banner, the 'Investors Only' section contains a login form with fields for Username (angela.hardison@iclou) and Password (masked with dots), a Login button, and a link for login information.

CCOC
CLAYTON
CHAMBER OF COMMERCE

ABOUT INVEST / APPLY EVENTS DIRECTORY / LOGIN

THE CLAYTON BANK

BURGLAR ALARM

Investors Only

Username

Password

Login [Click here for login information](#)

Log in and fill in
your information.
Let's look inside
together now:

→ [PORTAL](#)

ANY QUESTIONS?