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Alamance Chamber and Economic Development Foundation Launch Five-Year Invest in Alamance 2.0 Campaign

The Alamance Chamber and its affiliated Economic Development Foundation publicly kicked off a new five-year capital campaign on Wednesday with an official announcement during their Community Leaders Retreat at The Addison Farm. With an audience of 93 business leaders in attendance, Board Chair Nikki Ratliff of Burlington Housing Authority, reported that the organization had already raised \$1,011,250 which is 59% of the \$1.725 million goal.

“We are thrilled that 24 companies have already committed to this vital program. They are making an investment in Alamance County’s economic future,” stated Ratliff.

The Chamber shared its new five-year strategic plan of 29 specific strategies within five components:

- Job Creation
- Small Business & Entrepreneurial Development
- Workforce Development & Talent Attraction
- Community Visioning
- Investor Engagement

“This past summer, we interviewed 90 local business leaders,” said Ratliff. “Their feedback helped design the new plan. The Chamber has stepped up with a more robust workforce development program and we are expanding the Chamber staff to foster more entrepreneurial startups and enhanced support for small businesses. We are also excited to initiate a new community visioning process in 2022. Of course, the mission remains to assist existing industry grow and attract new investment in the community.”

The five-year goals are to facilitate \$250 million in capital investment and create 1,500 new jobs. Ratliff shared the list of businesses which are early investors, including her personal commitment. She thanked Glen Raven, Elon University, and Labcorp Charitable Foundation for setting the bar high.

Leib Oehmig, Chief Executive Officer of Glen Raven is one of the campaign Honorary Chairs. “Glen Raven has been invested in this community for more than 140 years and we are all-in for the future of Alamance County. I am particularly enthused about the Community Visioning component. It is all about livability factors including leadership in education, access to quality healthcare, support of entrepreneurship, cultural arts, and other factors that impact the quality of life of our citizens.”

Acknowledging Glen Raven on the larger global scale, Griffin McClure said that the Chamber's economic development work also impacts small businesses like his. After reflecting on past success and referencing the team of leaders which collaborated to develop the community's North Carolina Commerce Park, he observed that there are new leaders in all of those roles. "We are the community leaders. The mantle has been passed to us and it is our time to move forward. We are at a unique moment in time and a unique location in the state where growth is inevitable." Challenging the audience, he added "Let's invest in it, guide it and shape it the way this Chamber knows it should happen." McClure is the Chamber's Vice Chair for Economic Development.

"While this is our official start," says Ratliff, "the campaign will continue for several more months." Chamber officials and volunteers will be inviting other businesses to invest. "This is a team approach," adds McClure. "Whether large businesses or small like mine, the value of this work benefits all."

About the Alamance Chamber

The Alamance Chamber is a membership-based, volunteer-led, non-profit community and economic development organization. It provides a wealth of resources and support for new and existing businesses, current and relocating residents to the area, and the general public. The Alamance Chamber serves its mission by enhancing the welfare of businesses and promoting and stimulating economic vitality in the Alamance County area for the benefit of its members and the community. For more information about the Alamance Chamber visit alamancechamber.com or call 336.228.1338.

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Invest in Alamance 2.0 Honor Roll to Date

Founders Division

Elon University
Glen Raven
Labcorp Charitable Foundation

Platinum Division

Chandler Concrete
Samet Corp.
Truist

Gold Division

Alley Williams Carmen & King, Inc.
American National Bank
Duke Energy
First Bank
HUB International
Jennings Bryan-Chappell Insurance
Kernodle Clinic
National OnDemand
STOUT STUART MCGOWEN & KING, LLP
The Vernon Law Firm, P.A.

Silver Division

First National Bank
Fisher Wealth Management
Thomas Chandler Thomas & Hinshaw, LLP

Bronze Division

Green & McClure Furniture
Cobb Ezekiel Loy & Company P.A.
ECS Southeast, LLP
LaPlante Family
Nikki Ratliff