



LAKE NORMAN

chamber of commerce

2024 ANNUAL REPORT

(January - December 2024)



Chairman's Message

A sincere thank you to Jeff Tarte for serving as our esteemed 2024 Chairman.

The 2024 Theme for our Chamber Year was: **Advocate for Business: Promote - Represent - Serve** and we as a Board of Directors strove to do just that as we hosted both candidates for N.C. Governor who attended our Summer PowerLuncheons. We had 207 new businesses join the Chamber, hosted 74 ribbon cuttings, and coordinated 48 professional development seminars, with 101 networking events. Below are just some of the many accomplishments achieved by your Board, our staff and volunteers - and of course our members.

Thank you for your support of the Lake Norman Chamber of Commerce.

Jeff Tarte
2024 Board Chair



Business Growth & Regional Advancement

- Hosted 48 Professional Development Seminars at the Chamber on Management, Marketing, Human Resources, Sales, and other topics to assist businesses as they compete in the LKN Market.
- Promoted a Small Business Week highlighted by the 11th Annual Small Business Event of the Year – a three-hour program in partnership with WSIC FM. Recognized a Small Business of the Year from all four lake towns.
- Hosted the 2024 Annual Business Expo with over 120 area business participating in the highly attended event.
- The Chamber partnered with the Lake Norman EDC to promote primary job creation and promote workforce development in the region.



- Hosted the First “Township Connections” with the Mecklenburg County Office of Economic Development with 96 small business owners and entrepreneurs in Cornelius, Davidson, and Huntersville which featured resources from the Towns and County available to the attendees. It received a 4.8 out of 5-star rating from attendees.



Communications & Marketing

- Chamber President hosts a weekly “Town Talk” radio show on WSIC that features Chamber business, nonprofits, and area community and business leaders. The show is hosted on WSIC’s YouTube site and promoted through Chamber social media. The show resulted in 5.6K viewers on the YouTube channel in its first year.
- Distributed and mailed printed calendar of events five times a year called the Splash.
- “Spotlighted” Chamber businesses and nonprofit members via “Around the Lake” on the website and via social media.
- There were 33,000 visitors to the website at lakenormanchamber.org and 133,500 page views.



Community Affairs

- Hosted the 21th Annual Public Safety Luncheon recognizing local law enforcement, firemen, and EMS staff from the three North Mecklenburg towns, and Crime Stopper of the Year.
- Hosted two Blood Drives with OneBlood in March and November.
- Collaborated with the Lake Norman Foundation hosting a Thanksgiving Breakfast to support the LKN YMCA Pre and After School Program and Cornelis Early Scholars.



Diversity Development Division



- Hosted the 11th Annual Women's Conference with a panel of Female Speakers: “Fifty Shades of Pink” at the Peninsula Club attended by 150 women.
- Hosted the Diversity PowerLuncheon keynoted by Joni Davis – “The Power of Inclusion.” Also recognized the Diversity Champions.
- Held quarterly Lunch n’ Learns on topic promoting Diversity and Inclusion with an African American History program; Hispanic American and Asian & Pacific Island Business Owners session; and A Multi-Cultural Christmas program

Lake Norman Education Collaborative



- Hosted an Education PowerLuncheon and recognized an outstanding educator from Charlotte Mecklenburg Schools, Lake Norman Charter Schools, Private School as well as a local corporation with the “Inspire our Future” award in recognition of their outstanding involvement in vocational training.
- Conducted Junior Leadership Lake Norman with 15 High School Juniors from six area high schools.
- Partnered with the Lake Norman EDC to host the Journey 360 program twice in the 2023-2024 school year. This program allowed students an opportunity to tour advanced manufacturing industries.

Membership Programs and Services

- Membership of 843 members. Began the year with 792 members.
- 207 members joined the Chamber in 2024.
- Held 101 networking events which included Lake Norman Connection virtual Meetings, Coffee Connections, Business AfterHours and Mixers.



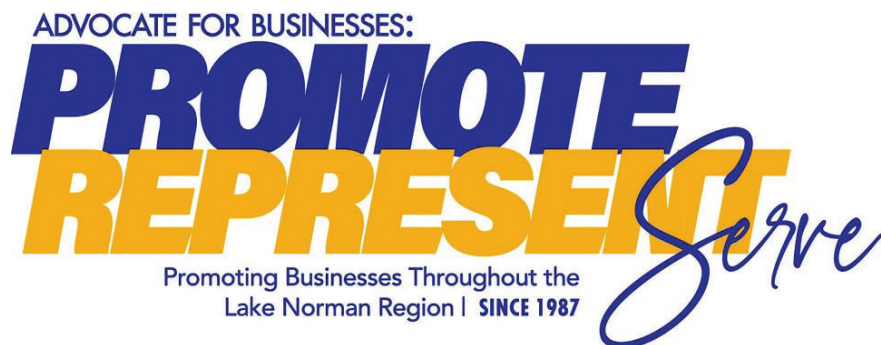
- Conducted and graduated 25 individuals from the Chamber's 26th Leadership Lake Norman program.
- Continued to promote and encourage the Lake Norman Chamber Young Professionals who meet monthly for networking and business seminars and self-improvement programs. Close to 90 young professionals participate in the group.
- WINS: A Female Networking group held 10 meetings and programs focused on female business issues at Brick Row. Typically attended by 40-60 women.

Public Policy



- Held the Annual Candidate Forum for N.C. House Seat# 98 in partnership with WSIC FM.
- Eleven Focus Friday briefings were hosted via ZOOM with a variety of local, county, state, and federal elected officials and representatives including US Congressman Patrick McHenry; NC Senator Vickie Sawyer, NC House member John Bradford, political consultants, and more. Eight briefings were held in person and three were strictly virtual.
- The Chamber Board made statements of position on several development projects including Cornelius Park Bonds, Lagoon Bay, Cornelius Business Park, The Serve Pickleball & Kitchen, Mills Market, The Farm – Beatties Ford Road Crossing, Royal Bliss, and The Cain Center for the Arts Grant Request.

The Lake Norman Chamber of Commerce. Join Today.



Connect with Us



Alone we can do so little. Together we can do so much. – Helen Keller

Get connected at the Chamber and put your business in gear.

The Lake Norman Chamber of Commerce offers exclusive opportunities for networking, development, education, and advocacy, led by regional and national business leaders.

To learn more about the Lake Norman Chamber and how it can help your business succeed, call 704.892.1922 or visit LakeNormanChamber.org.



LAKE NORMAN

chamber of commerce

Advocate for Businesses. Promote. Represent. Serve.

Serving the Lake Norman region.

704.892.1922 • LakeNormanChamber.org



19900 West Catawba Ave., Suite 101
Cornelius, NC 28031
(704) 892-1922 • chamber@lakenorman.org

lakenormanchamber.org