



WILSON CHAMBER
OF COMMERCE

25-26 IMPACT REPORT

How We're Working For You

Introduction

01

When you invest in the Wilson Chamber of Commerce, you are demonstrating a commitment to our mission of building a market where businesses prosper. While we want each of our members to enjoy all the rewards of Chamber membership, understand that by simply being a member, you are contributing to efforts that drive economic prosperity in four key ways:

Economic Resilience
Health, Education, and Workforce Readiness
Advocacy & Influence
Organizational Excellence

We're grateful for your support, and hope you'll take advantage of all that membership in the Chamber has to offer. However, even if the demands of your business keep you from participating in Chamber activities as much as you'd like, you can be confident that the Wilson Chamber of Commerce is always working on your behalf.



Ryan Simons
President

About the Chamber

Mission

Build a market where businesses prosper.

Vision

Be the respected, representative voice of the greater Wilson business community, leading efforts to make Wilson a premier destination for business.

Core Values

- Providing courteous **service** to our members and community.
- Preserving **tradition** by building on past successes.
- Influencing action through inspiring **leadership**.
- Inviting **innovation** and respecting new ideas.
- Establishing **trust** through honesty and reliability.
- Exercising **loyalty** by putting our members first.

Economic Resilience

02

Actions that underpin a strong local economy while giving our members a competitive advantage.

- Initiated the March to 250 campaign: the Chamber's most ambitious fundraising effort in over 20 years.
- Pioneer member of the Gig East Alliance; a network of partners building Wilson's entrepreneurial ecosystem
- Annual Farm-City Week breakfast with the North Carolina Cooperative Extension office
- Member, Wilson Community College Small Business Center Advisory Committee
- Member, Promotions Committee, Wilson Downtown Development Council
- Member, Economic Vitality Committee, Wilson Downtown Development Council
- Board of Directors, Wilson Economic Development Council
- Chair, Board of Directors and Executive Committee, Wilson Forward
- Incubated two nonprofit charitable endeavors through the Wilson Commerce Foundation
- Wilson Commerce Foundation holding reserves for Disaster Relief Grants for local businesses facing hardship from natural disasters
- 42 ribbon cutting ceremonies held to welcome new businesses to our market
- Reinvented the Chamber Networking Series, with alternating Chamber B2B, Coffee at the Chamber, and Business After Hours held monthly.
- Coordination of Small Business Month in May, including the annual Small Business Banquet and small business industry tours
- Published and distributed 500 Sources membership directories
- Hosted the annual Women's Leadership Conference
- Awarded 10 Member of the Month recognitions
- Hosted the annual Chamber Golf Classic
- Hosted the annual Bash on Nash networking event in celebration of National Support Your Local Chamber of Commerce Day.
- Activated the Chamber "L.A.B.", designed to connect entrepreneurs with lawyers, accountants, and bankers in our market.

Health, Education, and Workforce Readiness

03

Initiatives that drive quality of life and make Wilson a destination for business.

- Completed the comprehensive Business Healthcare Landscape Survey, made possible by the Healthcare Foundation of Wilson.
- Co-facilitator (with Wilson Forward) and host of the Wilson Workforce Alliance, with aims to increase workforce participation in Wilson County.
- Board of Directors, Carolina Family Health Centers
- Board of Directors and Executive Committee, Wilson Education Partnership
- Interview participation at Communicating with Confidence, coordinated by Wilson Education Partnership
- Board of Directors and Finance Committee, Wilson Community College Foundation
- Chamber Executive Academy raised nearly \$34,000 in support of the Chamber's March to 250 Campaign.
- Hosted the annual First Responders Appreciation Breakfast
- Hosted Welcome Back Barton to introduce the Barton College community to area businesses
- Hosted the inaugural ReAlign Issues Forum, focused on healthcare outcomes.
- In partnership with BCBSNC and the NC Chamber, launched Carolina HealthWorks: a first of its kind affordable healthcare option for small businesses that are members of the Chamber.



Advocacy and Influence

04

Efforts that prioritize free enterprise, common-sense regulation, and effective leadership in our market.

- Graduated 13 participants in the Chamber Executive Academy leader orientation program, which included a visit with Wilson's state legislative delegation
- Participation on the Wilson County Agribusiness Council
- Graduated 12 participants in the Wilson Leadership Institute leadership development program, co-facilitated with Wilson Forward
- Hosted four Public Policy Series events, connecting local leaders with statewide decision-makers
- Compiled and delivered the Chamber's annual Policy Agenda to elected officials at the local, state, and federal levels of government
- Participant in a regional collaboration of peer chambers in Rocky Mount, Greenville, Zebulon, New Bern, Kinston, and Goldsboro (OCTAD)
- Hosted the annual Safety Awards Luncheon with the North Carolina Department of Labor
- Exclusive provider of Certificates of Origin for Wilson businesses who export goods overseas
- Honored five community leaders at the annual 4 Under 40 Awards Reception
- Hosted the 102nd Chamber Annual Meeting as the largest assembly of business and civic leaders in Wilson
- 15 Chamber Ambassadors perform monthly outreach to area businesses to better calibrate our program of work to the needs of our members



Organizational Excellence

05

Committed to our vision, faithful to our mission, and uncompromising in our values.

- Accredited with four stars of distinction by the US Chamber Foundation
- Accredited Chamber by the Carolinas Association of Chamber of Commerce Executives
- 2025 Outstanding Chamber of the Year recognition by the Carolinas Association of Chamber of Commerce Executives
- Member, NC Chamber Federation
- Member, US Chamber of Commerce
- Member, Carolinas Association of Chamber of Commerce Executives
- Board of Directors, Carolinas Association of Chamber of Commerce Executives
- Member, North Carolina Economic Developers Association
- Member, North Carolina Retail Merchants Association
- Two full-time staff members have completed the US Chamber Foundation Institute for Organization Management; one full-time staff member currently enrolled
- Only full-time chamber of commerce serving all of Wilson County and its municipalities





Contact Us

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