

## Lake Wylie Chamber of Commerce 2009 Year in Review

By Susan Bromfield, President and Charles Wood, Chairman

Lake Wylie Chamber of Commerce had a very active and productive year in one of the most challenging economically in years. Here is a recap of the variety of activities and accomplishments and Lake Wylie highlights during the past year:

- Held more than 13 Business After Hours networking events with the support of 35 sponsors.
- Held MANY Ribbon Cuttings and Grand Openings with area new and expanding businesses.
- Operated and staffed a beautiful new Lake Wylie Visitor Center.
- Operated a Small Business Center in Lake Wylie with 6 beautifully furnished rental offices with conference room and hospitality area, has been perfect for small businesses to launch or downsize and remain in Lake Wylie. All offices are rented.
- Hosted Spring Appreciation Luncheon and Fashion Show
- Presented Annual Splash Dash- showcasing Lake Wylie with a premiere regional running event.
- Successfully presented and promoted Lake Wylie Events and Activities throughout the year by collaborating with Lake Wylie Pilot and Lake Wylie Today Magazine.
- Helped to raise money and facilitate Lake Wylie Fourth of July Community Fireworks Display
- Riversweep – organized and collaborated with the Catawba Riverkeeper Foundation to organize this annual lake clean-up event on Lake Wylie.
- Hosted an outstanding Golf Tournament and after golf event at River Hills Country Club involving more than 275 members, includes sponsors, golfers, volunteers and participants. Networking at its best – Lake Wylie style.
- Added more than 35 new members-
- Began partnership with the South Carolina Business Journal to launch Lake Wylie Today, a premiere, quarterly magazine to promote the Lake Wylie lifestyle, business and events. Lake Wylie Today will feature the chambers Spotlight newsletter.
- Expanded newsletter to 12 full color pages in Lake Wylie Today.
- Presented the 21st annual Lights on the Lake –Holiday Boat Parade, an event that uniquely promotes Lake Wylie during the winter.

- Increased communication capability by adding chamber “e-communications” and new and modern methods of communicating to the members and public.
- Collaborated with Lake Wylie Pilot to have monthly chamber News page to feature members and chamber activities and events.
- Hosted many business seminars, meetings and informational opportunities for members.
- Actively supported the establishment of a Lake Wylie Rotary Club.
- Collaborated and organized a coat collection drive, toy drive for Santas Closet at CAAC and canned good drive.
- Celebrated chambers accomplishments at annual holiday gala and recognized leaders for the accomplishments during 2008 and 2009.
- Celebrated the Chamber’s 30<sup>th</sup> anniversary and recognized its founders at gala.
- Maintained Lake Wylie website at and 24/7 online directory for our members.
- Successfully implemented business plan goals and objectives
- Continued collaborations with educational programs.
- Successfully served as Legislative Liaison
- Worked with other Chambers of Commerce on issues and areas of common interest and concern.
- Actively supported Sunday sales which passed in Nov. 2008.
- Supported the forming of the Lake Wylie Civic Association and its development
- Developed and published a new Lake Wylie Map to support members and tourism.
- Supported and implemented use of “green” standards for chamber offices.
- Launched a “Going Green” Initiative at Lake Wylie
- Worked with a variety of economic development prospects that have now selected Lake Wylie to launch or locate their businesses.
- Worked to support a variety of community projects and charitable efforts and groups.

Lake Wylie Chamber of Commerce is looking forward to and planning another active and productive year for 2010.