



ANNUAL REPORT 2022

chamber **RVA**
SERVING THE RICHMOND REGION

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MISSION

The Trusted Voice of Modern Business.

VISION

We are change agents rallying everyday to do the hard things that will create a more connected, prosperous, healthy and equitable community.

VALUES

- Credible** We are experts on our region and on what makes it great.
- Inclusive** We err on the side of consensus building and bringing people together.
- Compelling** We inspire conviction to motivate action.
- Courageous** We do not compromise on the future.



DIVERSITY, EQUITY & INCLUSION

ChamberRVA is working toward cultivating a community that is welcoming, diverse, and inclusive to all. In principle and practice, ChamberRVA believes in the value and power of diversity, equity, and inclusion.

Without diversity, equity, and inclusion, we limit our talent, resources, and the business opportunities necessary to thrive in an increasingly competitive marketplace. In efforts to better serve and represent our membership, ChamberRVA is committed to actively seeking a diverse, equitable/inclusive board, workforce, membership, business environment, and community.



2022 FOCUS AREAS AND PROGRESS

1

Internal Capacity Building

Organizational work to prepare the board and staff to engage in serious DEI leadership within the business community.

- **Conducted board and membership surveys** capturing demographic data and topic areas to pursue for future programming
- **DEI facilitated trainings** for ChamberRVA staff, committees and leadership development participants

2

Membership Support

Provide space, tools and best practices to help the business community change behaviors, practices and outcomes to support greater DEI.

- **Launched DEI website** inclusive of resource toolkit
- **Leading Practices Series** featuring area DEI subject matter experts highlighting topics:
 - Supplier Diversity
 - Implicit Bias
 - Diverse Talent Management

3

Coalition Building to Create a Strong B+B Business Ecosystem

Convene, partner, and collaborate to strengthen Black and Brown owned businesses in the Richmond region.

- **Regional snapshot** developed, recommendations defined, and partners identified



HIGHLIGHTS

SHARED VALUES IN ACTION SUMMIT

Internationally acclaimed economist Raj Chetty delivered a keynote presentation to over 250 regional business and community leaders at the Shared Values in Action Summit on September 30, 2022. His focus was a data driven discussion on growing economic mobility and expanding opportunities for economically disadvantaged communities.

Organized by ChamberRVA, in partnership with the Community Foundation for a greater Richmond and PlanRVA, the agenda included talks and presentations from local leaders about regional challenges and opportunities including:

Why Equity Matters?

Reggie Gordon, Deputy Chief Administrative Officer, City of Richmond

Where We Are and How We Move Forward? Journey to the Regional Blueprint for Inclusive Growth

Francesca Ioffreda, Vice President, Inclusive Growth & Talent Initiatives, Greater Washington Partnership (Moderator)

Action & Opportunities to Collaborate Across Sectors

- Jovan Burton, Executive Director, Partnership for Housing Affordability
- Kevin Carroll, Chair, Central Virginia Transportation Authority
- Ann Rohde Payes, CEO, Thrive Birth to Five

ADVOCACY LEGISLATIVE AFFAIRS

ChamberRVA acts as a fierce advocate for business on issues that enhance a thriving and diverse business climate. We are proud to be leading action on the issues that matter most to our members. From workforce development and taxes to early childhood investment and economic development, we are advocating for a prosperous Richmond region for all.

2022 FOCUS

- **Infrastructure Investment:** ChamberRVA supports investment in critical infrastructure, including broadband, roads, rail, and ports, and limiting combined sewer overflows.
 - **\$470 MILLION** to close the I-64 gap in the New Kent area
 - **\$150 MILLION** for Richmond's combined sewer overflow
- **Economic Development:** ChamberRVA supports investment in business-ready sites and policies that support business attraction, retention and growth.
 - **\$150 MILLION** for business-ready sites
 - **\$15 MILLION** for CoStar development in Richmond
- **Talent Development:** ChamberRVA supports policies that increase the availability of a talented workforce and ensure equitable distribution of public funding for education.
 - **\$13 MILLION** for V-TOP student internships and work-based learning developed with Virginia businesses
 - **\$77 MILLION** for G3 financial assistance for low and middle-income students in high demand fields
 - **\$67 MILLION** for early childhood education initiatives, including VPI, services for 3-year-olds, mixed delivery, and workforce recruitment
- **Diversity, Equity & Inclusion:** ChamberRVA supports policies that promote diversity, equity and inclusion in the workplace and society at large.
 - **Required annual review** of state agency plans to enhance procurement from **SWaM** (small, women-owned, and minority-owned businesses)
- **Right-to-Work:** ChamberRVA supports Virginia's right-to-work law.
 - **Retained Virginia's right-to-work law**
- **Tax and Regulatory Reform:** ChamberRVA supports comprehensive tax and regulatory reform including reform that reduces the cost and burdens of doing business in Virginia.
 - **Increased standard deduction for income tax** from \$4,500 to \$8,000



State Capitol

CONNECT WITH CONGRESS

ChamberRVA strives to keep our members and the business community connected to our legislators and public officials through various engagement events throughout the year. Throughout 2022, ChamberRVA hosted four conversations with federal representatives – Senator Tim Kaine, Representative Rob Wittman, Representative Donald McEachin, and Representative Abigail Spanberger. Connect with Congress provided an interactive platform for the representatives to provide insight on timely issues.

INTERCITY VISIT COLUMBUS

In May 2022, ChamberRVA brought a delegation of approximately 175 businesses and community leaders to Columbus, OH to explore the challenges and successes of their region.

The agenda provided attendees the opportunity to dig into the dual issues of economic growth and economic mobility and discover how Columbus created a runway for continued success without losing its connection to the sense of community it has long embraced.

KEY TAKEAWAYS

1. The Columbus Way — a model of radical collaboration between government, nonprofits and business to build a solid economic development track record
2. Shaping a new narrative — how history, values and shared aspirations create pathways for change
3. Components of a vital community — common principles that shape the stories we tell and the decisions we make
4. Regional Blueprint for Action — shared regional vision and framework supported by data
5. Affordable Housing as infrastructure — ensure communities and neighborhoods are diverse, flexible, connected and socially vital



TALENT ATTRACT, RETAIN & DEVELOP

Mission Tomorrow

Every year, ChamberRVA, in partnership with Junior Achievement of Central Virginia, introduces thousands of 8th grade students from all eight localities to employers and careers in high-demand industries. Mission Tomorrow is a fun way for students to explore careers at a critical time in their education as they choose coursework for high school. In October 2022, Mission Tomorrow was held in-person at Richmond Raceway, serving almost 12,000 students. There were 125 employer booths highlighting the work they do with Q&A and interactive activities.





2022 Impact

IMPACT · FINDING GEN Z WHERE THEY ARE

Instagram Growth
— FOLLOWERS —
61% Growth
over 12 months

2,065 December 2022
1,286 December 2021

Instagram Reach
— ACCOUNTS SEEING —
@RVA.NOW CONTENT
158% Growth
over 12 months

51,821 2022
23,504 2021

Student Newsletter
— SUBSCRIBERS —
30% Growth
over 12 months

1,865 December 2022
1,423 December 2021

STUDENT ENGAGEMENT

250
YRichmond
Interns

303
College Jam
Registrations

IMPACT · COLLEGES REACHED

- Virginia Commonwealth University
- Virginia Union University
- University of Richmond
- Virginia State University
- John Tyler Community College
- Reynolds Community College
- William & Mary
- James Madison University
- Virginia Tech
- University of Virginia
- George Mason University
- Liberty University
- Old Dominion University
- Christopher Newport University
- Randolph-Macon College
- University of North Carolina
- Longwood University
- Hampden Sydney College
- Mary Washington University
- ECPI University

COLLEGE JAM 2022

RVA NOW'S PREMIER EVENT
9/28 @ THE FOUNDRY AT HISTORIC TREDEGAR



Representatives from
65
Local
Employers

Students from
13
Higher Ed
Institutions

ON-CAMPUS OUTREACH

Connect With RVA's Startup Scene
@ VCU Da Vinci Shift Lab

- Tabling Events
- University of Richmond
 - VCU
 - Virginia Union University

- Mentoring Sessions
- University of Richmond AMA
 - Virginia State University

- Career Fairs
- William & Mary
 - Virginia Tech
 - Virginia Union University
 - University of Richmond

- VCU Student Media
Career Week
VCU Student Organization and
Volunteer Opportunities Fair

LOOKING FORWARD · 2023 PROGRAMMING

ONLINE	IN-PERSON
Instagram Live with Influencers	Launch Events by Major
Zoom Workshops	Internship Educational Modules for Students
Student Blog Content	Internship Orientations for Employers
Panel Discussions	Industry Field Trips
Monthly Newsletters	College Jam
	On-Campus Street Team
	Summer Internship Series
	Social Meetups

TALENT ATTRACT, RETAIN & DEVELOP



HYPE (Helping Young Professionals Engage)

HYPE is networking with peers. HYPE is serving the community. HYPE is elevating professional skills. Since 2007, HYPE has developed talent and strengthened the YP culture in the region.

OVER 1,100 young professionals engaged and connected	23 events and programs	17 organizations represented on leadership team	8 new leadership team members	74 organizations represented in subscription base
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ICONS 2022

Over 295 people attended the annual ICONS Awards, recognizing young professionals and companies who make RVA a better place to live and work.

FRONT RUNNER: NON-PROFIT

- **Winner: Courtney Elliott, Lewis Ginter Botanical Garden**
- JC Poma, Richmond Region Tourism
- Edward Richards, Senior Connections

FRONT RUNNER: CORPORATE

- **Winner: Ryan Strasser, Troutman Pepper**
- Drew Gann, McGuire Woods
- Matthew Tartaglia, Summit Human Capital
- Connie Tran, Dominion Energy

INNOVATOR

- **Winner: Lindsey Wildman, Dominion Energy**
- Victor McKenzie, SAARA
- Ashley Williams, BareSoul Yoga

STRENGTH IN NUMBERS – YP ORGANIZATION

- **Winner: YP Board – Special Olympics Virginia**
- YP Board – Higher Achievement
- Trying to Adult RVA

YP PHILANTHROPIST OF THE YEAR

- **Winner: Megan Morris, Thought Logic**
- Stephen Biederman, VCU Health
- Laura O'Neill, KPMG

YP SMALL BUSINESS OF YEAR

- **Winner: Ruff Canine Club**
- LipLoveline
- Summit Human Capital

YP WORKPLACE: SMALL BUSINESS

- **Winner: Fred Astaire Dance**
- Vaco

YP WORKPLACE: LARGE BUSINESS

- **Winner: Dominion Energy**
- Finalist: Capital One

LEADERSHIP DEVELOPMENT



MENTOR Richmond is a leadership development program designed for professionals to learn from impactful leaders within our region, while fostering connections with other professionals and identifying and applying their own unique strengths to their leadership journey.

SPRING 2022 MENTORS

- **Becky Bareford**, First Vice President, Federal Reserve Bank of Richmond
- **Scott Dodson**, Executive Director, Library of Virginia Foundation
- **Mitch Haddon**, President & CEO, ColonialWebb
- **Floyd Miller**, President & CEO, Metropolitan Business League
- **Abby Rogers**, President & CEO, YMCA of Greater Richmond



FALL 2022 MENTORS

- **Michelle Cutter**, Vice President of Talent Development, Altria Client Services
- **Lakshmi Challa**, CEO, Managing Partner, Challa Law Offices
- **Alex Nyerges**, Director & CEO, VMFA
- **Maritza Pechin**, Deputy Director for the Office of Equitable Development, City of Richmond
- **Peter Ramsey**, Chief Scientific Officer, Haleon

Leadership Lab Building on emotional intelligence developed through workshops and group executive coaching, Leadership Lab equips emerging leaders with the self-confidence and tools needed to effectively develop personally and professionally.



SHARED VALUES
SUMMIT 2022



CHAMBERRVA
EXECUTIVE COMMITTEE



Polly White
GATHER

Chair*



Ed Baine
DOMINION ENERGY

Chair-Elect*



Mark Hourigan
HOURIGAN

Immediate Past Chair*



Maria Tedesco
ATLANTIC UNION BANK

Vice Chair | Treasurer*



Rachel Burgess Yost
SIR

Council Forum Chair*

*Officers



Sherrie Armstrong
COMMUNITY FOUNDATION
FOR A GREATER RICHMOND

Appointed



Nathalia Artus
ATLANTIC UNION BANK
Chesterfield Council Chair



Elizabeth Creamer
COMMUNITY COLLEGE
WORKFORCE ALLIANCE

Workforce Chair



Harold Fitrer
COMMUNITIES IN SCHOOLS
OF RICHMOND

Richmond Council Chair



Moses Foster
WEST CARY GROUP

Economic Inclusion Chair



Renee Haltom
FEDERAL RESERVE BANK
OF RICHMOND

Futures Chair



Phil Hatfield
CAPITAL ONE

RVA NOW Chair



Trey Hayden
CODEBLUE TECHNOLOGY

Hanover Council Chair



Jennifer Hunter
ALTRIA

Diversity, Equity & Inclusion
Advisory Chair



Rebecca Ivins
HOURIGAN

Port Chair



Ken Johnson
JMI

Appointed



Chris Mumford
THE MARTIN AGENCY

Marketing Chair



Kelsey McLeland
CAPITAL ONE

HYPE Chair



Andy Poarch
ALLIANCE GROUP
Government Affairs Chair



Brian Trader
LEWIS GINTER
BOTANICAL GARDEN

Henrico Council Chair



Sam Young
ASTYRA CORPORATION

Leadership
Development Chair

2022 BOARD OF DIRECTORS

Makola Abdullah
VIRGINIA STATE UNIVERSITY

Neil Amin
SHAMIN HOTELS

Ken Ampy
ASTYRA CORPORATION

Matt Anderson
COLLIERS INTERNATIONAL

Steve Baril
KAPLAN, VOELKER,
CUNNINGHAM & FRANK

Greg Bishop
WILLIAMS MULLEN

Margaret Ann Bollmeier
MCV FOUNDATION

Lester Brown
TREDEGAR

Marland Buckner
MB2 SOLUTIONS

Junior Burr
CANTERBURY ENTERPRISES

Jay Carpenter
FAHRENHEIT GROUP

Lakshmi Challa
CHALLA LAW OFFICES

Kelly Chopus

Abby Credicott
DOMINION ENERGY

Sharon Dabney-Wooldridge
KLEANE KARE TEAM

Leah Fremouw
BRIDGING VIRGINIA

Dave Gallagher
DOMINION PAYROLL

Rick Gregory
LYNX VENTURES

Kym Grinnage
GRAY TELEVISION AND NBC12/CW

Julie Gustavsson
KEITER

Mitch Haddon
COLONIALWEBB

Greta Harris
BETTER HOUSING COALITION

Cornel Hubbard
MAGELLAN OF VIRGINIA

Brian Jackson
HIRSCHLER

Chris Layne
BLUE RIDGE BANK

Bob Lindgren
RANDOLPH-MACON COLLEGE

Perry Miller
CAPITAL REGION AIRPORT COMMISSION

Todd Parnell
RICHMOND FLYING SQUIRRELS

Mickey Quiñones
ROBINS SCHOOL OF BUSINESS

Peter Ramsey
HALEON

Bernard Robinson
NETWORKING TECHNOLOGIES + SUPPORT

Abby Rogers
YMCA OF GREATER RICHMOND

Carrie Roth
VIRGINIA EMPLOYMENT COMMISSION

Chris Shockley
VIRGINIA CREDIT UNION

Melody Short
THE JACKSON WARD COLLECTIVE

PROSPER LEVEL BOARD MEMBERS

Heidi Abbott · HUNTON ANDREWS KURTH

Ed Baine · DOMINION ENERGY

Victor Branch · BANK OF AMERICA

Patrick Butler · PROXIOS

Bridgette Bywater · KINGS DOMINION

Matt Conrad · VCU

Chris Daniels · WELLS FARGO, N.A.

Laura Donahue · CARMAX

Diane Flannery · MCGUIREWOODS LLP

Karah Gunther · VCU HEALTH

Phil Hatfield · CAPITAL ONE

Mark Hourigan · HOURIGAN

Jennifer Hunter · ALTRIA

Hakim Lucas · VIRGINIA UNION UNIVERSITY

William Lunn · HCA

John Marshall · COLONIAL DOWNS

Kelley McCall · META

Matthew Ogburn · VERIZON

Jarrott Patteson · TRUIST

Scott Perrin · ANTHEM BLUE CROSS BLUE SHIELD

Rhodes Ritenour · BON SECOURS VIRGINIA

Lisa Ruggles · COSTAR GROUP

Kelly Till · RICHMOND TIMES-DISPATCH

Melvin Watkins · M&T BANK

Lynn White · GENWORTH

CHAMBER RVA TOTAL INVESTMENT INVESTMENT HONOR ROLL 2022

> \$50,000+



> \$20,000 – \$49,999



> \$10,000 – \$19,999



Thank you for special gifts made to the Greater Richmond Chamber Foundation

Altria | Dominion | Community Foundation | Robins Foundation | Thrive Birth to Five | Jim and Bobbie Ukrop

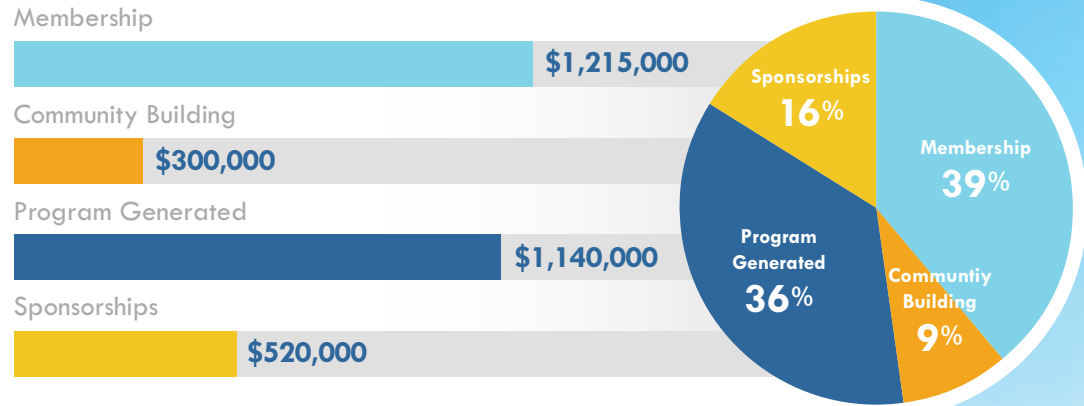
GROW LEVEL MEMBERS

Allianz Partners
 Apex Systems, Inc.
 ASM Richmond
 Atlantic Constructors, Inc.
 Atlantic Union Bank
 Ballast Consulting Group
 Berkshire Hathaway Gas Transmission & Storage
 Blue Ridge Bank
 Brandywine Realty Trust
 Brightpoint Community College
 Brinkmann Constructors
 Brown Distributing Company, Inc.
 Capital Region Airport Commission
 CBS 6 WTVR
 Challa Law Offices
 Chase Dominion Advisors
 Christian & Barton, LLP
 Clark Construction Group
 Clark Nexsen Architecture and Engineering
 Colliers International
 ColonialWebb Contractors
 Community College Workforce Alliance (CCWA)
 Community Foundation for a greater Richmond
 Creative
 Davenport & Company LLC
 Dewberry
 Dominion Payroll
 Federal Reserve Bank of Richmond
 First Citizens Bank
 Froehling & Robertson, Inc.
 Fulton Bank
 Gather
 Gilbane Building Company
 Goodwill of Central and Coastal Virginia
 Google
 Gresham Smith
 GRTC Transit System
 Haleon
 Highwoods Properties, Inc.
 Hirschler
 IdeaWeavers
 JMI
 Keiter
 KPMG LLP
 Lansing Building Products, Inc.
 Luck Companies
 Magellan Healthcare
 Manganaro Midatlantic LLC
 The Martin Agency, Inc.
 Mutual Assurance Society of Virginia
 NurseSpring
 Old Dominion Electric Cooperative
 Omni Richmond Hotel
 Patient First Administrative Offices
 Performance Food Group Company
 Phlow Corporation
 PNC Bank
 Quinn Evans
 Randolph-Macon College
 Reynolds Community College
 Richmond Ambulance Authority
 The Richmond Marriott
 Richmond Symphony
 Sands Anderson PC
 Segra
 SIR
 South State Bank
 Spotts Fain
 Strange's Florist, Inc.
 Swedish Match North America
 TForce Freight
 Timmons Group
 TowneBank
 Trane
 TRC Companies
 Troutman Pepper
 UBS Financial Services, Inc.
 Ukrop's Homestyle Foods
 United Real Estate Richmond
 Universal Corporation
 University of Richmond
 Vaco LLC
 Virginia Credit Union, Inc.
 W. M. Jordan Company, Inc.
 Warren Whitney
 Wegmans Food Markets
 West Cary Group
 Whiteford Taylor Preston
 Williams Mullen
 YMCA of Greater Richmond

ENGAGE LEVEL MEMBERS

ADT Security Services, Inc.
 Alliance Group
 Apple Hospitality REIT
 Astyra Corporation
 Audacy
 Baskervill
 BB&T Scott & Stringfellow, LLC
 Brown Edwards
 C&F Bank
 Canterbury Enterprises
 ChildSavers
 Cigna
 Cintas Corporation
 Davenport & Company LLC
 Delta Hotels by Marriott Richmond Downtown
 Departure Media Airport Advertising
 DoorDash
 DPR Construction
 Drury Hotels Corporation
 EAB
 EY
 FeedMore, Inc.
 FirstBank
 Gray Television and NBC12/CW
 Greater Richmond Convention Center/Spectra
 Henrico County Public Schools
 Henrico Sports and Entertainment Authority
 The Hodges Partnership
 Hoover & Strong, Inc.
 The Image Group
 Intercept Youth Services, Inc.
 James River Transportation
 The Jefferson Hotel
 Joyner Fine Properties
 kaléo
 Kelleher HVAC
 Kjellstrom and Lee, Inc.
 Kroger
 The Library of Virginia Foundation
 Long & Foster Realtors Regional Corporate Office
 Marsh & McLennan Agency LLC Company
 MB2 Solutions
 McGeorge Car Co., Inc. Toyota Scion
 Medical College of Virginia Foundation
 The Monument Group
 Moseley Architects
 Networking Technologies + Support, Inc.
 NewMarket Services Corporation
 ODELL
 Old Dominion Insulation, Inc.
 Omega World Travel
 One Digital Health and Benefits
 PBMares, LLP
 The Pearson Companies, Inc.
 Penske Truck Leasing
 Premium Distributors of Virginia
 Publix Supermarkets
 Purcell Construction Corporation
 Puritan Cleaners
 Raymond James & Associates
 Richmond Marriott Short Pump
 Richmond Public Schools
 Richmond Raceway, Inc.
 Richmond Redevelopment & Housing Authority
 Richmond Region Tourism
 Richmond Symphony
 Roth Jackson
 Segra
 Shamin Hotels
 Sheehy Lexus of Richmond
 Sheltering Arms Corporation
 Sims Metal Management
 SOAR365
 Sonoco Products
 South University
 St. Christopher's School
 St. Joseph's Villa
 Taylor Hoffman
 ThompsonMcMullan, P.C.
 Topgolf Richmond
 Torchy's Tacos
 Touchstone Bank
 Town of Ashland
 True North Advisors, LLC
 Village Bank Corporate Office
 Virginia Blood Services
 Virginia Employment Commission
 Virginia Museum of Fine Arts
 Virginia Women's Center
 Wayforth
 Weinstein Properties
 Westminster-Canterbury Corp.
 The Whiting-Turner Contracting Company
 Woods Rogers Vandeventer Black PLC
 Workforce
 WRLH Fox Richmond/ MyTV Richmond
 Xponent21 Inc
 YWCA Richmond

REVENUE
\$3,175,000



Net cash reserve improvement approximately \$90,000.

EXPENSES
\$3,050,000



*Holding \$300,000 for planned 2023 workforce, diversity, equity, and inclusion initiatives.

CHAMBER RVA
TEAM



Brian D. Anderson
President & CEO



Rob Anderson
Chief Financial Officer



Christy McCurdy
Principal Staff Officer & Corporate Secretary



John Easter
Senior Vice President, Government & Community Affairs



Maribeth Conrad
Vice President, Marketing & Communications



Christina Mastroianni
Vice President, Community Engagement & Resource Development



Beth Weisbrod
Vice President, Talent & Workforce



Stephanie Phillips
Director, Member Value & Engagement



Rachel Rodney
Senior Program Manager, Leadership & Engagement



Allison Pollock
Program Manager, RVA NOW



Salisa Nolan
Program Manager, RVA NOW



Brittany Seward
Program Manager, Leadership & Community Development



Dasha Runyan
Membership Development Executive



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