



2021

ANNUAL REPORT

RENEW REVITALIZE
REOPEN REPURPOSE
RETURN RESTORE

Dear Chamber members,

As we look back on the year 2021, our Annual Report tells a story of cautious optimism in the face of uncertainty and change. Nearly two years ago from the writing of this letter today, the World Health Organization declared a global pandemic and brought life as we knew it to what felt like a screeching halt.

However, prudent management by state leadership, local government and businesses, and the community as a whole has brought eastern Connecticut to a state of new normal, characterized by collaboration, adaptability, and tenacity in overcoming overwhelming obstacles. Thanks to board leadership we were able to ensure the smoothest possible recovery and transition to a “post-Covid” community.

We were also pleased to bring back in-person events after a mandatory hiatus, taking into account new procedures to keep our members and staff feeling safe and comfortable. We saw the greatest successes with our outdoor Golf Tournament in June, our long-postponed Citizen of the Year banquet honoring Michael Rauh, and our July Garden party celebrating two years’ worth of regional Chamber award, or ECTys, winners. It was truly refreshing to see faces out from behind a computer screen or a mask, when appropriate, and replace a “thumbs up” icon on Zoom with an actual fist bump, handshake, or even a hug.

We continued to strengthen the Chamber’s partnerships, including our administrative oversight of Eastern Regional Tourism District. Addressing the devastating hurdles placed in front of the hospitality industry, the Eastern Regional Tourism Board, administered by Chamber staff launched a matching grant program to support creative, collaborative initiatives that was leverage by state and private dollars to increase travel within and to eastern Connecticut.

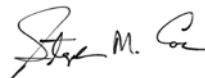
Bolstered by the support of our Regional Benefactors and over 1,300 dedicated chamber members, the Chamber was able to maintain robust communications, offering up-to-date guidance and resources, host important forums to connect industry peers with each other and with policymakers, and adapt our event and service offerings to better serve our constituency.

The Chamber was not alone in these efforts, and we would be remiss if we did not thank our essential workers for their continued service to the community. Despite understandable trepidation, this important population of professionals kept our community safe and functioning while the pandemic regrettably plodded on.

Finally, I wish to thank all of you who are reading this today, for the Chamber of Commerce of Eastern Connecticut could not exist without your engagement, and your unwavering dedication to your own businesses and organizations. We are here to serve this wonderful region, having done so for over 110 years now, and we look forward to a continued the tradition of meaningful support and economic growth.



Tony Sheridan, President and CEO



Stephen Coan, Ph.D., Board Chair

| Table of Contents

5	Board of Directors & Staff
6	Membership
8	Programs & Events
12	Marketing
14	Partnerships
16	Chamber Foundation
18	Financials

REPURPOSE REVITALIZE RENEW

The Chamber of Commerce of Eastern CT brings together businesses, nonprofits, and communities to advance the economic vitality of the region and support member success.

REOPEN RETURN RESTORE

2021 Board of Directors

CHAIR

Stephen Coan
Mystic Aquarium

VICE CHAIR

Mary Ellen Jukoski
Three Rivers Community College

TREASURER

Jennifer Granger
UCFS Healthcare

LEGAL COUNSEL

Jeffrey Godley
Brown Jacobsen, P.C.

SECRETARY

Heather Roberts
Diamond Team at Norcom Mortgage

PRESIDENT

Tony Sheridan
Chamber of Commerce of Eastern CT

John Antonino
Antonino Auto Group

Tai Au
*Pink Basil, Spice Club, Samurai
Noodle Bar + Grill*

Michael Ausere
Eversource

Charles Bunnell
The Mohegan Tribe

Eric Callahan
Suisman Shapiro Attorneys-at-Law

Meg Driscoll
Pfizer, Inc.

Katherine Ericson
LEARN

Patrick Green
*Lawrence + Memorial Hospital/
YNHHS*

Anthony Joyce
Chelsea Groton Bank

Anna Lathrop
Gourmet Galley Catering

Dave Meisinger
*Connecticut Municipal Electric
Energy Company (CMEEC)*

Stan Mickus
Cross Sound Ferry

Liz Power
Pfizer, Inc.

Jean Swift
Mashantucket Pequot Tribal Nation

Norton Wheeler
Mystic River Building Company

Staff

Tony Sheridan
President and CEO

Megan Gilbert
Vice President

Courtney Coates*
*Director of Administrative
Partnerships*

Jane Davis
Membership Manager

Kathryn Flannigan
Administrative Assistant

Colleen Gresh*
Communication Specialist

Stacy Herr
Program and Event Manager

Rachel Lenda
Administrative Partnerships Manager

Gina Mello*
Administrative Assistant

Gary Rogers
Membership Manager

Lisa Sanders
Business Services Representative

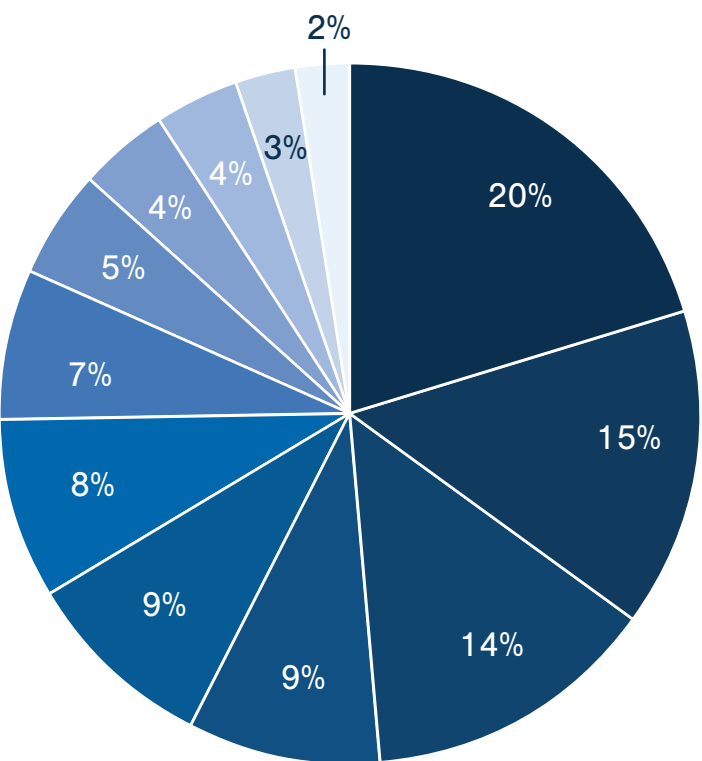
Tracy Tremblay*
Business Services Representative

Lori Thompson
Office Manager

Emily Brannigan Wilkins
Web and Graphic Designer

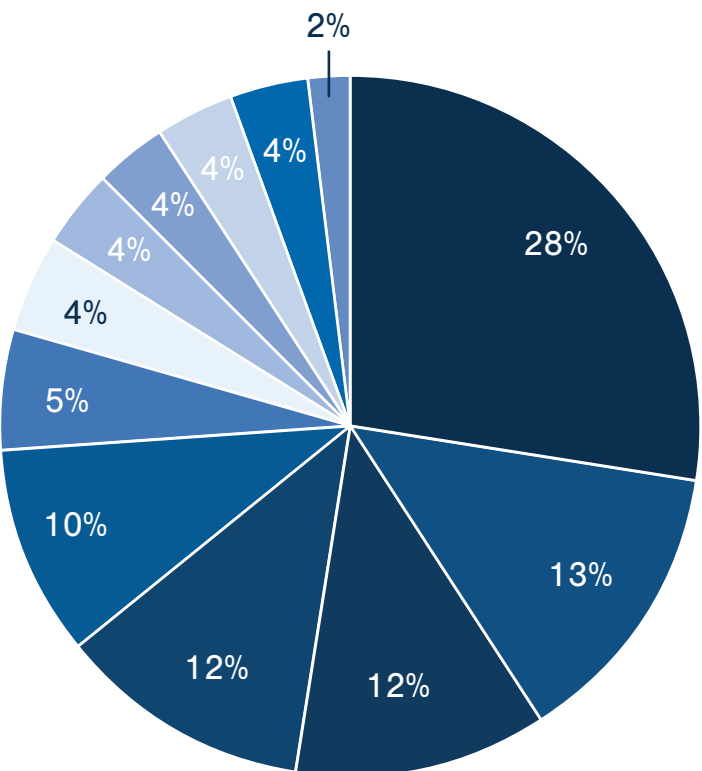
*Staff changes 2021-2022

Membership



Members by Region

Groton/Mystic/Stonington	20%
New London	15%
Greater Norwich	14%
Ledyard/Mashantucket/North Stonington	9%
Waterford	9%
East Lyme/Lyme/Old Lyme	8%
Hartford County	7%
Colchester/Salem/Montville	5%
Windham County	4%
Other Counties: Tolland, Fairfield, Litchfield, New Haven	4%
Middlesex County	3%
Out of State	2%



New Members by Region

Groton/Mystic/Stonington	31	28%
Ledyard/Mashantucket/North Stonington	15	13%
New London	13	12%
Greater Norwich	13	12%
Waterford	11	10%
Hartford County	6	5%
Out of State	5	4%
Windham County	4	4%
Other Counties: Tolland, Fairfield, Litchfield, New Haven	4	4%
Middlesex County	4	4%
East Lyme/Lyme/Old Lyme	4	4%
Colchester/Salem/Montville	2	2%

112

NEW MEMBERS

53%

INCREASE FROM 2020

Top 5 Member Categories

1. Finance & Insurance
2. Family, Community & Civic Organizations
3. Food & Beverage
4. Business & Professional Services
5. Health & Wellness

Top 5 New Member Categories

1. Food & Beverage
2. Business & Professional Services
3. Family, Community & Civic Organizations
4. Construction & Contractors
5. Shopping & Retail

2 New Regional Benefactors



GATEWAY TERMINAL

The Chamber's Regional Benefactors contribute over and above the standard membership dues structure to support the programs and events produced annually for the small business and nonprofit community. We are fortunate that our region's business leaders are committed to responsible economic growth and job creation in eastern CT, and support our efforts to provide the region with a much needed voice in Hartford and beyond.

▼ Chamber members enjoyed their first in-person Business After Hours of 2021 at Hygienic Art in downtown New London.



Programs & Events

Keeping Members Informed & Connected

As we entered the second year of the COVID-19 pandemic, much was still uncertain. In an effort to serve as a hub for information and connection we continued to host many events virtually. We provided informational updates on Federal Relief Funding, CT Paid Leave, COVID-19 Vaccination and Testing Sites, and more. Beginning in June of 2021 we cautiously returned to in person networking outdoors, hosting Business After Hours events at Hygienic Art Park and Florence Griswold Museum to start, and a golf tournament at Stonington Country Club.

Thought Leader

The Chamber of Commerce of Eastern Connecticut was proud to participate in the New England Association of Chamber of Commerce Executives (NEACCE) fall conference held at Foxwoods Resort Casino on November 8-9, 2021. Industry associations such as NEACCE are essential to connect with peers and gather ideas for new or improved member services, as well as share our own expertise as a regional leader in business development as speakers featured in three of the conference's panels.



Top Attended Events

1. 70th Annual Citizen of the Year Celebration honoring Michael Rauh
2. Regional Chamber Awards Celebration
3. 12th Annual Social Service Recognition Breakfast
4. Chamber of Commerce of Eastern Connecticut Revolution Wind Golf Tournament
5. Virtual Forum Offshore Wind Energy

Key Speakers

Congressman Joe Courtney
Governor Ned Lamont
John Burkhardt, Pfizer
Jean Lee, Pfizer
Lt. Governor Susan Bysiewicz
Maryam Elahi, Community Foundation
Comptroller Kevin Lembo



The ECTys | Regional Chamber Awards Celebration

In July the Chamber recognized the 2019 and 2020 Regional Chamber Award winners after a year that demonstrated their resiliency, adaptation, and community spirit. The 2020 winners were:

Business of the Year:

Charter Oak Federal
Credit Union

Small Business of the Year: Cardinal Honda

New Business of the Year:

Sea Services North
America

Industry Innovator:

ThayerMahan

Nonprofits of the Year:

Backus Hospital/Hartford
Healthcare

L+M Hospital/YNHHS

Best Place to Work:

Liberty Bank

**Community
Revitalization Leader:**

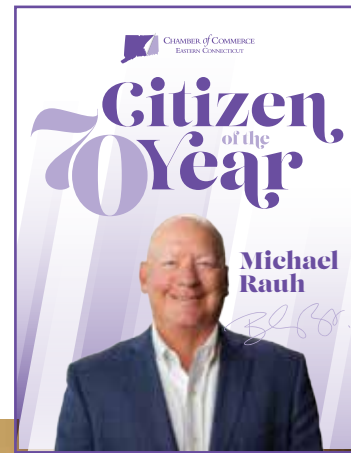
The Whaler's Inn

**Young Professional of
the Year:** Molly Bruno

Volunteer of the Year:
Maria Miranda

70th Citizen of the Year Michael Rauh

The Chamber honored Michael Rauh, President and CEO of Chelsea Groton Bank, as our 70th Citizen of the Year. Rauh was joined by family, friends, local community members and state legislators, such as Senator Richard Blumenthal, as his many years of community engagement were celebrated.



▲ 2020 Citizen of the Year Michael Rauh enjoyed a surprise special guest appearance from Mystic Aquarium's penguins at his celebration dinner October 2021 at Mohegan Sun.

◀ Guests enjoyed a variety of outdoor games and activities during cocktail hour at our Regional Chamber Awards Celebration at Latitude 41.



Leadership Eastern CT Class of 2021

For over 30 years, Leadership Eastern CT has prepared future community leaders to assume positions of responsibility and take on challenges in the region. With the world upended in March 2020, the adaptable, determined, and creative rising professionals in the Class of 2021 demonstrated their ability carry on and support others.

The Leadership Class of 2021 raised over \$11,000 and volunteered their time to improve the accessibility and appearance of Habitat's Victoria-era building at 337 Board Street. The Leadership team worked over several weekends on maintenance projects, including removing stumps and overgrown shrubs, replanting the landscaping, and sanding and painting railings as well as the Habitat sign.



Jeremy Barstrom, General Dynamics Electric Boat

Emma Bayer, Mystic Seaport Museum

Karen Butterworth, Lawrence + Memorial Hospital

Joshua Charles, Foxwoods Resort Casino

David Cochran, Mystic Aquarium

Mark Collinge, Pfizer

Tricia Cunningham, Always Home

Nate Fague, Mystic Aquarium

Ivania Garcia, General Dynamic Electric Boat; Class of 2021 Co-president

Diana Goode, CT Council on Problem Gambling

Kayla Godin, Charter Oak Federal Credit Union

Stacy Herr, Chamber of Commerce of Eastern CT; Class of 2021 Co-president

Daniel Jahne, Fuss & O'Neill, Inc.

Yashica Kearse, Foxwoods Resort Casino

Teresa Jackman, Eversource Energy

Alexis Kahn, Chelsea Groton Bank

Lauren La Chance, ConnectiCare

YukShan Li, Town of Windham

Margaret Milnes, Mystic Seaport Museum

Brad Oatley, Goldblatt Bokoff, LLC

Elizabeth Pasqualini, Thames River Innovation Place

Shanna Reels, Mashantucket Pequot Tribal Nation

Ann-Marie Michonski-Booth, Lawrence + Memorial Hospital

Rebecca Moore, UCFS Healthcare

Elizabeth Owen, Chelsea Groton Bank

Heather-Renae Paul, Reliance Health Inc.

Dave Rodes, Dominion Energy

Dean Rowe, Dominion Energy

Grace Vandal, Arvinas

Mary-Jane Zocco, UCFS Healthcare

Denise Tift, The Arc Eastern CT

Lisa Wilson, Dominion Energy



The Chamber was excited to celebrate Ribbon Cuttings and Grand Openings in person again. In 2021 we helped 15 members celebrate Ribbon Cuttings.



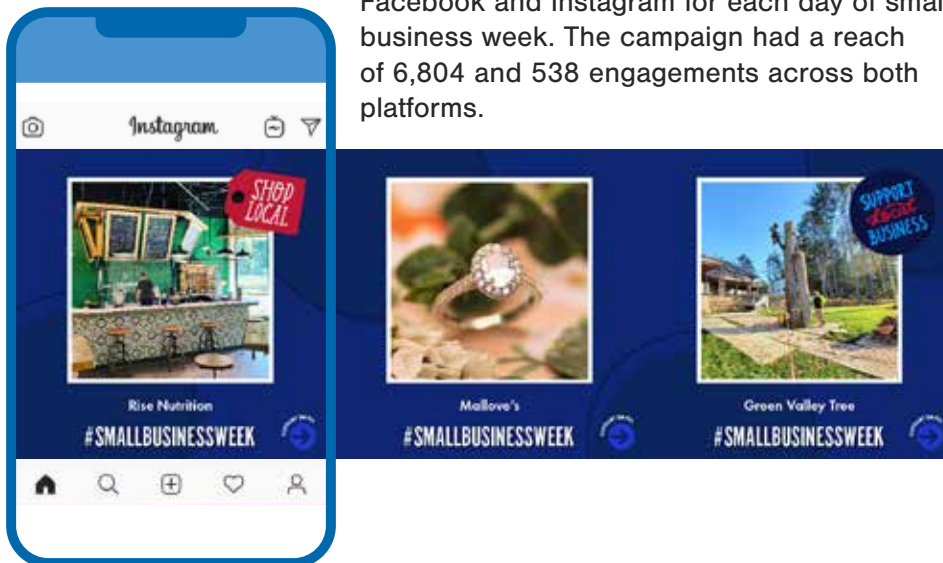
Marketing

Back to Business | Shop Local

As we watched our membership work through the COVID-19 pandemic and the challenge of supply chain issues, we decided to spend most of our marketing efforts promoting local businesses through our blog. Published blogs included: "Shop Local in Eastern CT This Holiday Season" and "Restaurants, Delicious Ways to Dine Now," we wanted to remind consumers that dollars spent locally make a greater impact on the community, and that the gift of experiences can be just as impactful as a physical present.

Small Business Week

Small Business Week was celebrated September 13 – 17 in 2021. To celebrate we designed a campaign that promoted small businesses from various categories of membership. Different members were highlighted on Facebook and Instagram for each day of small business week. The campaign had a reach of 6,804 and 538 engagements across both platforms.



14.5k followers
12.5k total page likes
25.3k engagements
137k impressions



2.7k followers
22.9k impressions



1k followers
13k impressions



2.8k followers

Top 10 Blogs

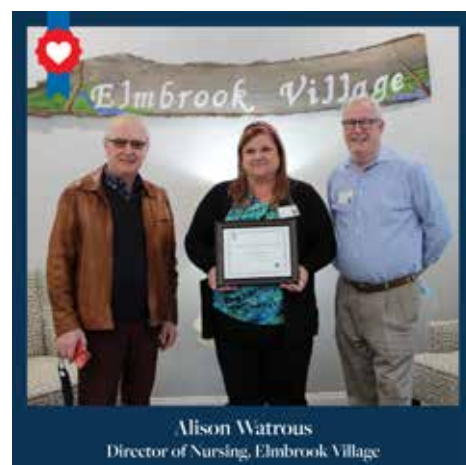
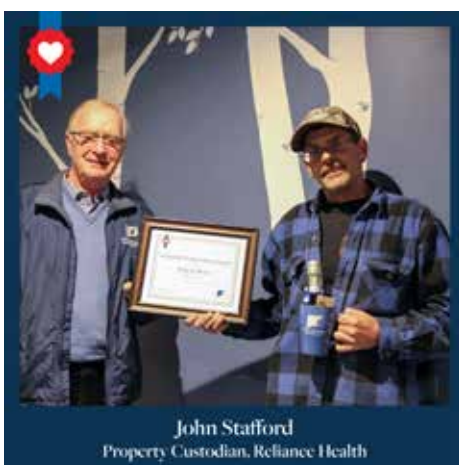
1. Grant Opportunities for Small Businesses and Nonprofits
2. Festivals are Back!
3. Michael Rauh Recieves 70th Annual Citizen of the Year Award
4. New England Hemp Farm Sets Up in Groton
5. Shop Local in Eastern CT this Holiday Season
6. Take Me to the Fair
7. Show Your Heart for Local Business
8. Summer Fireworks and Fun
9. The Chamber of Commerce of Eastern CT Recognizes Essential Worker Heros at 2020 Annual Meeting
10. Chamber of Commerce of Eastern CT Shares Legislative Agendar Tracking Tool





Top Facebook Post:

Congratulations Shaking Crab New London/ Mystic, CT on their grand opening and ribbon cutting on Friday! #ChamberECT



Top Instagram Post: This week we had the privilege to present each of our Essential Worker Heroes with their award and gift. Congratulations and thank you to John Stafford, Property Custodian, Reliance Health; Charles Steinhart V, Chief, North Stonington Volunteer Fire Company; and Alison Watrous, Director of Nursing, Elmbrook Village. We thank you for your dedication to serving others in the face of unprecedented challenges.



Top Twitter Post: Congratulations to @UCFS1877 and @WPS_CT on their School-Based Health Center ribbon cutting at Clark Lane Middle School this morning!

Partnerships

Dominion Energy Grant

This initiative, funded through Dominion Energy Charitable Foundation, identifies minority-, woman-, or veteran-owned organizations that can benefit from an introduction to the Chamber's network and access to its many resources by funding their first membership dues.

- Connecticut Creative Arts LLC
- Letty's Flowers Florist
- Love On You
- Marjorie and Neal
- No Other Book Like This
- Organics 87
- ShopBlackCT.com
- Sly Fox Den Restaurant and Catering
- T4G LLC
- The Classy Lion
- The Lefty Cycles Project
- Toosie Slide

Pfizer Foundation

Pfizer has long been an essential Chamber partner and generous corporate citizen. During 2020, Pfizer Foundation provided a generous donation to help... As pandemic restrictions and consumer uncertainty pressed on into 2021, the Chamber continued to utilize this support to:

- **Provide financial support for membership dues and other services for many member businesses** facing Covid-driven financial difficulties
- **Provide marketing opportunities and creative campaigns** to promote member businesses to the local community
- **Support technology and software**, and locally-purchased supplies to provide new or revamped services for hybrid and cautiously optimistic in-person event and office operations



▲ Dominion Grant recipients, grantors, chamber staff, and members gathered for a meet and greet at Sweet Hill Farm, a minority-owned boutique and catering venue in Gales Ferry.

Eastern Regional Tourism District

The Chamber of Commerce of Eastern CT and the Eastern Regional Tourism District's partnership in 2021 continued to provide energized collaboration towards the District's tourism goals and objectives. On June 30, 2021, the Chamber and District renewed their partnership agreement through the end of June 2023. As the Administrative Partner for ERTD, the Chamber continued its diligent work and ensured all operational needs were met including fiscal spending, meetings, adherence to Connecticut Statutes, accuracy in all measures of reporting, and demonstrated leadership within the tourism industry.

In 2021, the District granted \$55,000 in funds to local tourism entities through the Regional Marketing Partnership Program. Criteria to receive a portion of the funds from this grant required collaborators to match the grant with a one-to-one ratio. The District was pleased to be able to saturate Eastern CT's tourism marketing with a total of \$110,000 in funding from private and ERTD grant funding.



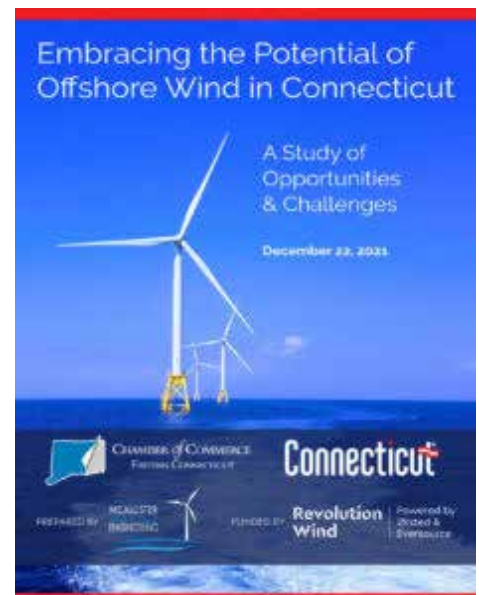
Offshore Wind

"Embracing the Potential of Offshore Wind in Connecticut – A Study of Opportunities and Challenges," was commissioned by the Joint Venture created by Ørsted and Eversource to build the state's first offshore wind farm and was overseen by the Chamber of Commerce of Eastern Connecticut. The Chamber hired McAllister Marine Engineering, LLC of Rhode Island to provide the research and produce the report which is available on the Chamber's website. Overall, New London's proximity to offshore wind lease sites in the Northeast, and its deep-water port offering quick, unobstructed access to open water is the most significant attraction to the industry. Additionally, the study finds that the existence of a robust, high-tech supply chain serving submarine manufacturer General Dynamics Electric Boat and the state's aerospace industry makes the state a prime location to serve as a hub for East Coast offshore wind projects. Said Tony Sheridan, **"The findings of this report provide a great value to the state and the industry. It has has given us an objective, unvarnished look at the status of the industry in Connecticut and the Northeast, the economic opportunities available, our related advantages in attracting those opportunities, and potential challenges to realizing the maximum potential offered by offshore wind power"**

Cost-Saving Programs

The Chamber's group health insurance program through Morin Associates continued to be a popular offering to manage employee healthcare costs while providing robust benefits to recruit and retain talent. **In 2021, members saved a combined \$394,581 by switching to the Chamber's program.**

The Chamber also introduced a 401(k) Multiple Employer Aggregation Program (MEAP) with industry leaders Merrill Lynch Wealth Management and Lincoln Financial. MEAP is a retirement plan solution that lets employers offer a competitive employee benefit that can also help reduce fiduciary and administrative responsibilities. This unique program leverages the strengths of group participation and a dedicated team of experts to implement a turnkey 401(K) program.



Chamber Foundation

12 Days of Bidding

Our much anticipated in-person Holiday Gala was unfortunately cancelled only three days prior to the event due to a rising concern for the overall safety of attendees, as Connecticut began to see a spike in COVID-19 positivity rates.

Despite short notice, bidders and donors alike showed their overwhelming support throughout the month. Board Chair Lou Ziegler, Chamber staff, and Holiday Gala volunteers were integral to this effort.

\$66,000

RAISED

23

SPONSORS

168

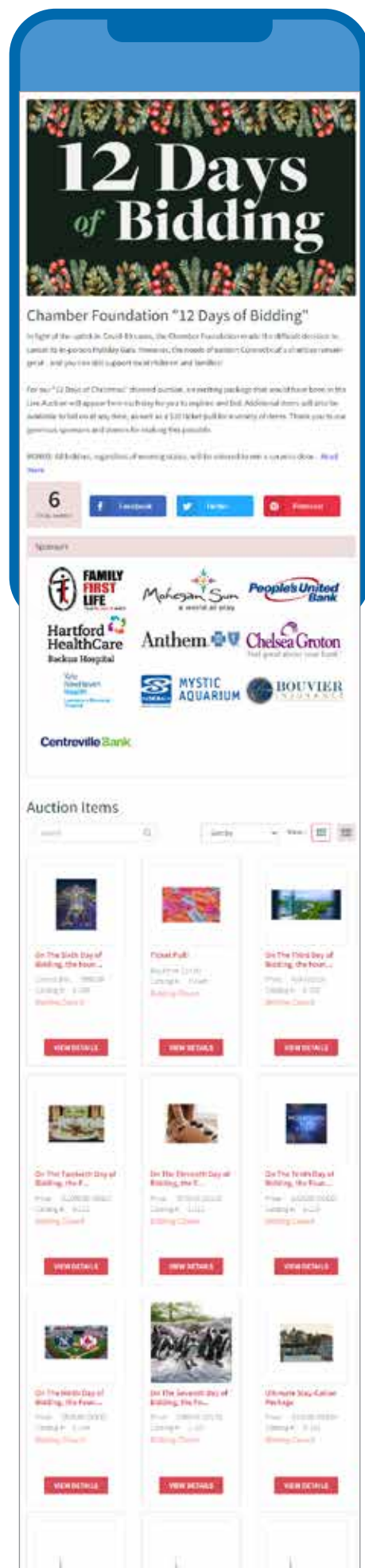
BIDS

53

DONATED ITEMS & PACKAGES

Every Month is a Holiday

Due to the pandemic the 2020 Holiday Gala could not occur. However, the heart and the spirit of the Gala continue; despite the lack of our typical lively event, dedicated sponsors and donors stepped up to ensure that at-risk children and families are supported when it mattered most. Miranda Creative and Eighty Six Media helped to conceptualize and launch this unique campaign throughout 2020 and 2021.



Grant Recipients

Tommy Toy Fund	\$15,000
Eastern Connecticut Workforce Investment Board, Inc.	\$5,000
St. Vincent de Paul Place, Norwich, Inc.	\$5,000
UCFS Healthcare	\$5,000
United Way of Southeastern Connecticut	\$5,000
The Last Green Valley	\$4,500
Child and Family Agency of Southeastern CT, Inc.	\$3,500
Madonna Place, Inc.	\$3,500
Waterford Country School	\$3,000
Eastern CT Community Gardens Association	\$2,700
Always Home, Inc.	\$2,500
Higher Edge, Inc.	\$2,500
New England Science and Sailing (NESS)	\$2,500
New London Youth Affairs	\$2,500
Safe Futures, Inc.	\$2,500
Sea Research Foundation, Inc.	\$2,500
Thames River Community Service, Inc.	\$2,500
The Riverfront Children's Center, Inc.	\$2,500
High Hopes Therapeutic Riding	\$2,000
Jewish Federation of Eastern CT	\$2,000
Thames Valley Council for Community Action, Inc.	\$2,000
Interdistrict Committee for Project Oceanology	\$1,500
Norwich Community Backpack Program	\$1,500
Pregnancy Support Center, Inc.	\$1,500
Niantic Children's Museum	\$1,000
Norwich Rotary Foundation	\$1,000
Public Library of New London	\$1,000
S.T.E.P.S	\$1,000
Catholic Charities, Diocese of Norwich, Inc.	\$1,000

\$87,700
AWARDED



Scholarship Recipients

Justin Lamoureux

Science and Technology Magnet
High School of Southeastern
Connecticut '21
University of Connecticut

Ann'Darhaly Barbot

Norwich Free Academy '21
University of Connecticut

Sherlande Alexandre

Norwich Free Academy '21
Three Rivers Community College

Zoie Gruber

Montville High School '21
University of Maine

Ryan DeCosta

East Lyme High School '21
Mitchell College

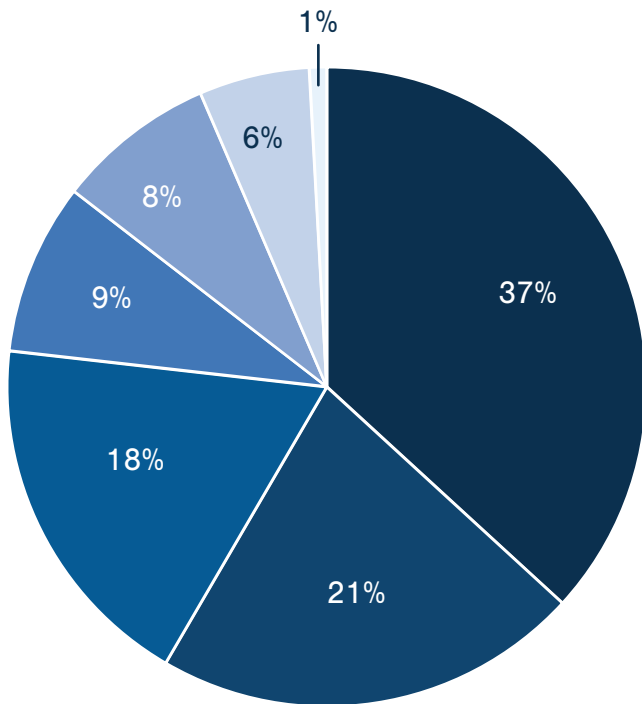
Cierra O'Grady

Fitch High School '21
Worcester Polytechnic Institute

\$7,500
AWARDED

Financials

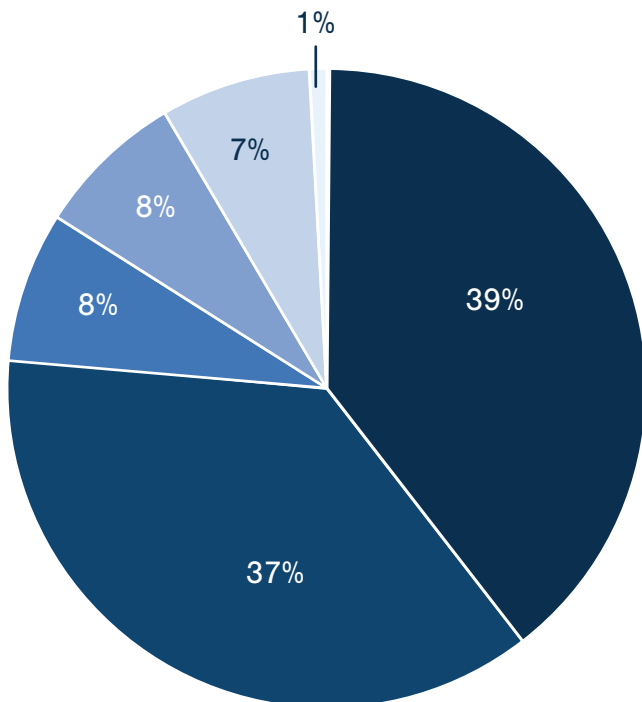
	2021	2020	2019	2018	2017
Assets	\$836,680	\$664,589	\$442,414	\$507,474	\$585,657
Liabilities	\$193,969	\$272,797	\$160,015	\$212,910	\$221,409
Equity	\$642,610	\$391,792	\$282,398	\$294,564	\$364,248
Current Ratio	4:1	2:1	3:1	2:1	2:1



Revenue

Grants	\$643, 775
Regional Benefactor Sponsorship	\$377,543
Membership Dues	\$321,664
Programs & Events	\$151,703
PPP Forgiven Loan	\$140,701
Partnerships	\$97,456
Other Income	\$15,456

\$1,748,645



Expenses

Grants	\$626,386
Operations	\$588,666
Memberships & Marketing	\$121,313
Building & Technology	\$120,812
Programs & Events	\$119,769
Professional & Admin. Fees	\$14,008

\$1,590,936

BUILD THE BEST – BE THE BEST



Proudly Providing Industrial & Commercial Construction Services to Eastern Connecticut



www.mungerconstruction.com



YOUR PIPELINE TO SUCCESS

Eastern CT Manufacturing Pipeline

Provides no-cost training to address the hiring needs of Electric Boat (EB), members of the Eastern Advanced Manufacturing Alliance (EAMA), and other manufacturers. For job seekers, it provides several options: short-term classroom training, online manufacturing training, and job search assistance. This program is free to trainees and designed for unemployed and under-employed individuals.

Youth Manufacturing Pipeline Initiative

Building upon the MPI, the YMPI will raise the baseline of our labor force's competencies while aligning those skills to in-demand needs. The program aims to increase the availability of a manufacturing talent pool through the creation of a manufacturing-based career pathway for high school students after graduation.

To learn more visit EWIB.org.



NPU has been part of the Norwich community since 1904. We are proud to meet the needs of our customers – every minute of every day of the year.



Norwich Public Utilities



www.norwichpublicutilities.com

Our mission is to make Norwich a better place to live, work and do business.



CHAMBER of COMMERCE
EASTERN CONNECTICUT

Connect with your Regional Chamber of Commerce

Gain instant access to community contacts, potential customers, and a host of practical resources that support your big dreams.

ChamberECT.com/join

A special thank you to our Regional Benefactors who contribute significantly to programs in support of the small business community

