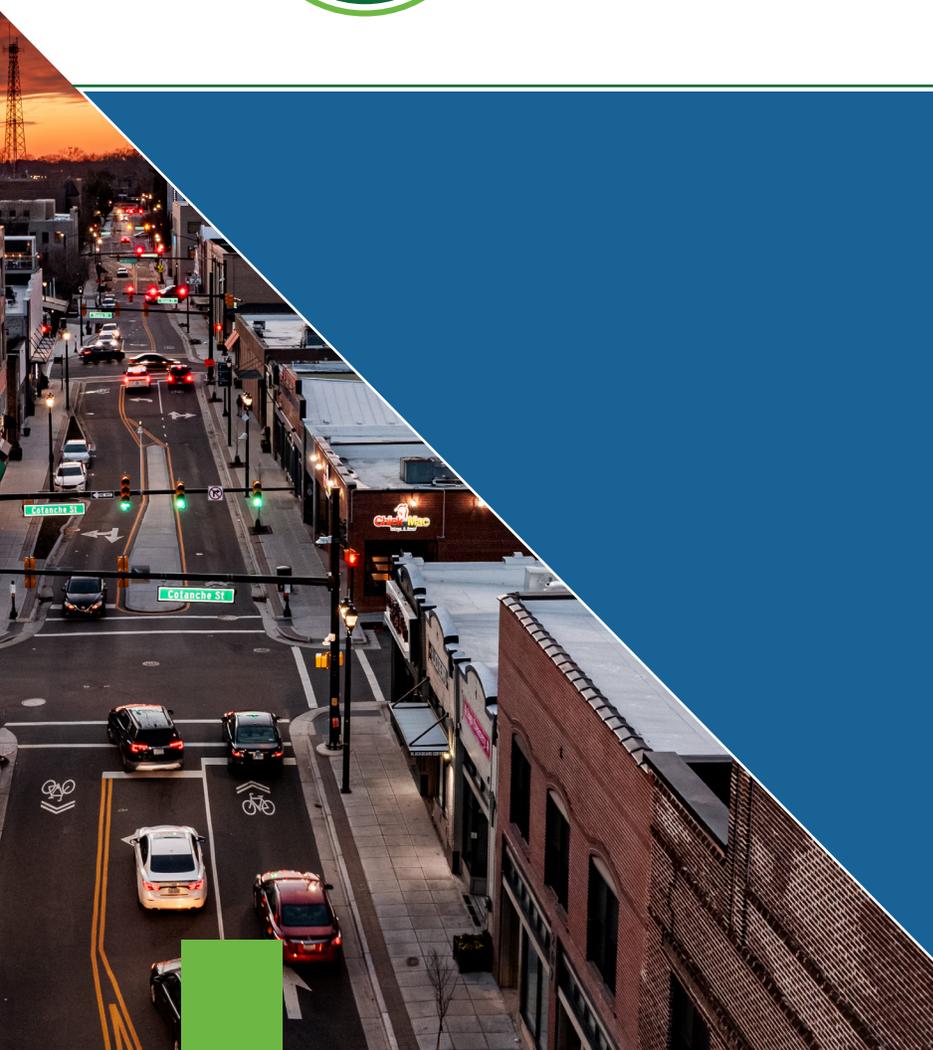


2025

ANNUAL REPORT



GREATER
GREENVILLE
CHAMBER



YOUR CHAMBER **STAFF**



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CHAIRWOMAN'S MESSAGE



Greenville-Pitt County is a community that knows how to work together. Over the past year, I had the privilege of seeing that spirit of collaboration again and again, as business leaders shared ideas, entrepreneurs found support, and community partners stepped forward to strengthen our region.

Serving as Chairwoman of the Greater Greenville Chamber in 2025 gave me a front-row seat to that momentum. Time and again, I was reminded that the strength of this community comes from people who are willing to show up, lean in, and invest in something bigger than themselves.

That spirit of partnership is what makes the Chamber so important to our region. By bringing people together, the Chamber helps businesses connect, collaborate, and grow, turning relationships into meaningful partnerships that move Greenville-Pitt County forward.

Our region continues to grow in exciting ways. New businesses are opening their doors, existing companies are expanding, and important conversations around workforce development and economic opportunity are gaining real momentum. When businesses succeed, our entire community benefits.

One of the highlights of the year was earning another 5-Star Accreditation from the U.S. Chamber of Commerce. This recognition places the Greater Greenville Chamber among an elite group of chambers nationwide and reflects the strong leadership, engagement, and commitment of our members, board, and staff. It is something our entire business community can take pride in.

Most importantly, I want to thank our Chamber members. Your engagement, leadership, and willingness to invest in this community are what make the Chamber strong. The progress we see across Greenville-Pitt County happens because people continue to show up, lean in, and work together to move our region forward.

It has been a privilege to serve alongside so many dedicated leaders this year. I'm grateful for the opportunity and look forward to the continued growth and opportunity ahead for our Greenville-Pitt County community.

With gratitude,

Marianne K. Cox
2025 Chairwoman
Greater Greenville Chamber Board of Directors

2025 BOARD OF DIRECTORS

Executive Committee - Officers

Marianne K. Cox, Chairwoman
Pitt Community College

Paul Anderson, Chair-Elect
Southern Bank

Phillip R. Dixon, Sr., Legal Counsel
Greenville Utilities Commission

Myers Chandler, Treasurer
First Citizens Bank

Kelly Barnhill, Jr., Vice Chair
Hendrix-Barnhill Co.

Emmett Floyd, Ed.D., Vice Chair
Retired - ECU

Charlie Wells, Vice Chair
Retired - Southern Bank

Trent McGee, President & CEO
Greater Greenville Chamber

Board of Directors

Nichole Alley
Orthopaedics East & Sports Medicine Center

Kelly Andrews
Pitt County Economic Development

Michelle Bowers
ENC Pirate Realty-Howard Hanna

Sid Bradsher
Heart For ENC

Tony Cannon
Greenville Utilities Commission

Eric Clark
First Citizens Bank

Felicia Collins
ECU Health Medical Center

Dwain Cooper
United Way of Pitt County

Michael Cowin
City of Greenville

Denny Donaldson
Intrepid Network Group

Brian Floyd
ECU Health

Janis Gallagher
Pitt County

Holly Garriott
Emerge Gallery & Art Center

Jon Gavigan
The Gavigan Agency

Bill Hopper
Pitt-Greenville Airport Authority

David Horn
Greenville-ENC Alliance

KaSheta Jackson
ECU Health

Bryan Jenkins
East Carolina University

Dr. Steve Lassiter, Jr.
Pitt County Schools

Sandra Meyerhoeffer
Hyster-Yale Materials Handling, Inc.

H.B. Moore
Piedmont Service Group

Dr. Maria Pharr
Pitt Community College

Trey Quinn
TowneBank

Dr. Philip Rogers
East Carolina University

Andrew Schmidt
Visit Greenville, NC

Beth Ulfers
Pitt County Schools

Michael Waldrum, MD
ECU Health/ECU BSOM

Meghan Woolard
East Carolina University

EXECUTIVE SUMMARY

The Greater Greenville Chamber's 2025 Annual Report showcases a year defined by momentum, measurable progress, and meaningful impact. Throughout 2025, the Chamber advanced strategic initiatives that strengthened our business community, elevated regional competitiveness, and reinforced our commitment to economic vitality.

Our Mission

The Greater Greenville Chamber is dedicated to promoting business success and community prosperity by providing resources, support, and opportunities for businesses to thrive.

Our Vision

To be the catalyst for business growth, the convener of leaders and innovators, and a champion for a strong community.

Core Priorities

BUSINESS PROSPERITY

Create an environment where businesses of all sizes can start, grow, and thrive by supporting entrepreneurship, advocating for pro-business policies, and connecting members to the resources, workforce, and networks they need to succeed.



LEADERSHIP & COLLABORATION

Cultivate strong leadership and collaborative partnerships that inspire innovation, strengthen engagement, and advance the region's prosperity.



EDUCATION & WORKFORCE DEVELOPMENT

Partner with educational institutions, industry, and government to build a sustainable talent pipeline for the success of individuals and businesses in a dynamic economy.



2025 MEMBERSHIP OVERVIEW

Membership remains the foundation of the Chamber's work. Over the past year, our diverse network of businesses, nonprofits, and community partners continued to grow, strengthening collaboration across industries and reinforcing our shared commitment to economic vitality.



Active Members



New Members



Retention

TOP 5 BUSINESS SECTORS

- REAL ESTATE & CONSTRUCTION
- LEGAL & FINANCIAL
- FOOD & BEVERAGE
- HEALTHCARE
- EDUCATION

Hosted six (6) Maximize Your Membership Sessions to provide an overview of Chamber benefits, programs, and resources while highlighting ways members can increase their visibility, build connections, and engage in the local business community.

Chairman's Cabinet Members



2025 EVENTS



TOTAL EVENTS

38

7 SIGNATURE EVENTS

- Community Unity Breakfast
- Economic Forecast Luncheon
- Annual Membership Celebration
- Safety Awards
- First Responders Appreciation Dinner
- Women's Leadership Conference
- Small Business Awards



TOTAL ATTENDEES

4,500

97% RSVP RATE

Event attendance increased by 8% compared to 2024—clear evidence that together, the Chamber delivered impactful programming and fostered tremendous member engagement.



RIBBON CUTTINGS

29

13 DIFFERENT BUSINESS TYPES

Ribbon Cuttings remain one of the Chamber's most exciting ways to support our members. Each event brought together community leaders, Chamber members, and supporters to recognize and celebrate the continued growth of our local economy.

2025 PROGRAMS

7

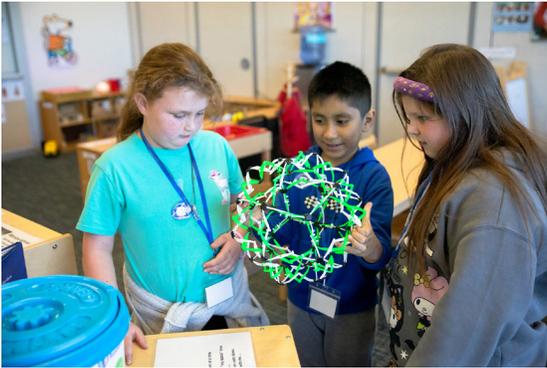
TOTAL PROGRAMS

2,835

PARTICIPANTS



Ambassadors
Bulldog Explorers
Grow Local
Intern Experience
Leadership Institute
Teen Leadership Institute
Young Professionals of Pitt County



2025 HIGHLIGHTS

The Chamber was proud to earn a 5-Star Accreditation from the U.S. Chamber of Commerce, the highest level of recognition awarded to chambers nationwide. This distinction places our Chamber among an elite group of organizations that demonstrate excellence in leadership, governance, advocacy, and member services. Fewer than 2% of chambers in the country achieve 5-Star status, underscoring our commitment to operating at the highest standards and delivering meaningful impact for our business community. This accreditation affirms that the Chamber is not only a trusted voice for local businesses but also a forward-thinking organization dedicated to strengthening the regional economy and supporting our members' success.



Intercity Visit - Chattanooga, TN

Twenty (20) local business and community leaders took part in the Chamber's InterCity Visit to Chattanooga, TN to explore innovative strategies for economic growth, downtown development, and talent attraction.

Through meetings with local leaders, site tours, and collaborative discussions, participants gained valuable insight into how Chattanooga has leveraged public-private partnerships, infrastructure investment, and quality-of-place initiatives to strengthen its regional economy.

The experience provided inspiration and practical ideas that can help shape future progress in Greenville and across Pitt County, reinforcing the Chamber's commitment to bringing back best practices that benefit our entire business community.





GREATER
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CHAMBER

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Greenville, NC 27834-1564

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