

October 29, 2009: Prince William Regional and Prince William County-Greater Manassas Chamber Boards of Directors vote unanimously to approve the Letter of Intent to explore a merger



*One Community, One Chamber, One Voice
More Opportunities*

Projected Merger Process

- Membership Information Sessions (*Completed*)
- Boards vote; if “yes” vote, a 30-day due diligence period begins
- Due Diligence completed. Boards vote to form One Chamber and special General Membership Meetings are called.
- Membership Meetings Held; if “Yes” vote, Articles of Merger are filed with State Corporation Commission

***Spring 2010: Merger Becomes Effective
Upon Approval by State Corporation Commission***

***One Community, One Chamber, One Voice
More Opportunities***

Member-Driven Process

- Dialog over 2 years included Chamber Leadership-Chairmen, Chairs Elect, Immediate Past Chairmen and Chamber Presidents plus others
- Held Focus Groups
- Established a Steering Committee
- Formed 5 Task Forces

Governance

Finance

Programs

Staffing

Communication

- Create Transitional Team
- Membership Involvement

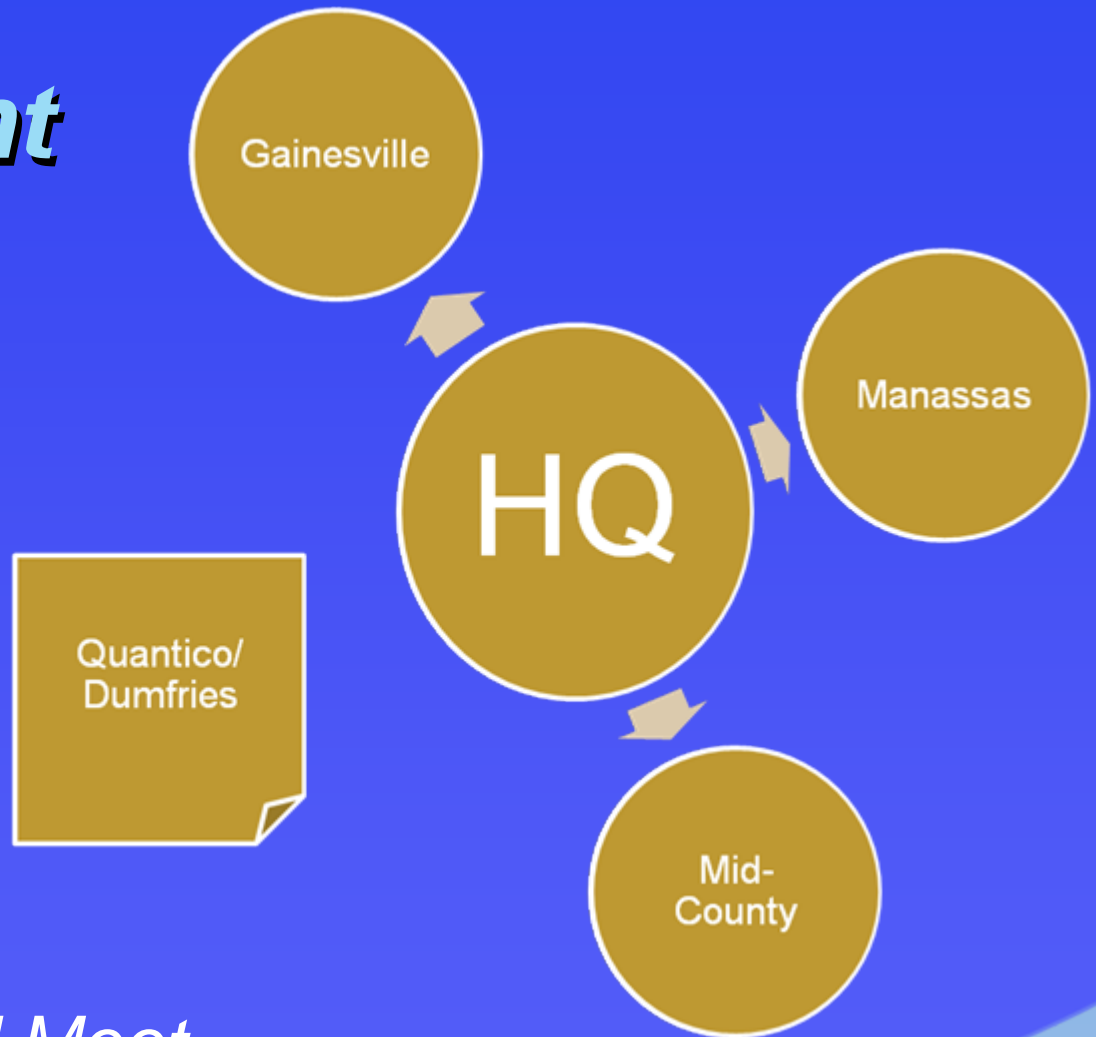
*One Community, One Chamber, One Voice
More Opportunities*

The Footprint

A Signature
Headquarters

Retain Presence
in Manassas

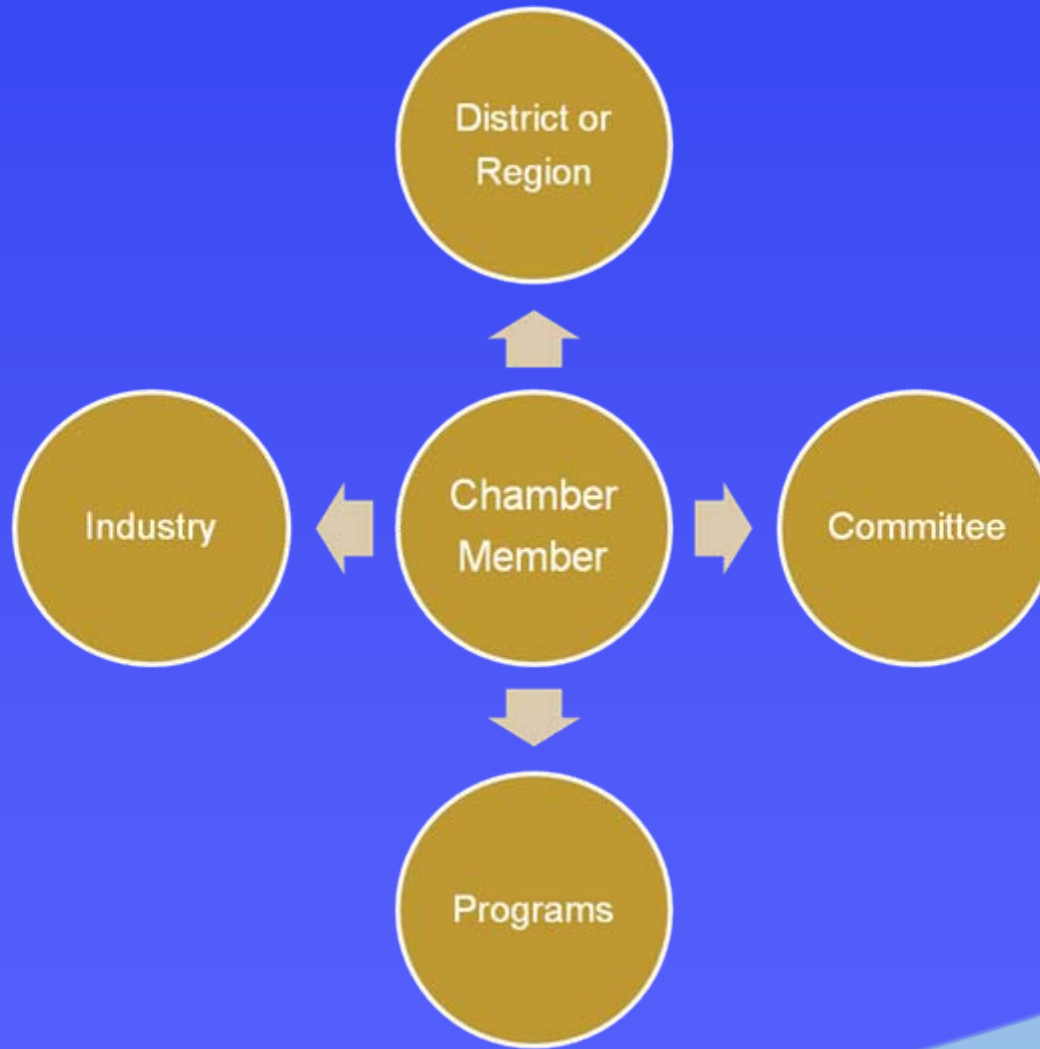
Envisioned
District Offices



*Multiple Sites Will Meet
Needs throughout Area*

*One Community, One Chamber, One Voice
More Opportunities*

Multiple Networking Options



*One Community, One Chamber, One Voice
More Opportunities*

Goal of Headquarters

- Establish a Business Hub
 - Partnerships for a one-stop resource center
 - Economic Development
 - Business and Workforce Development
 - Leadership Training
 - Tourism and Community Information

*Providing Business and Entrepreneurial Assistance
For Our Members*

*One Community, One Chamber, One Voice
More Opportunities*

Goal of District Offices

- Provide Access for Members
 - Addressing the Specific Needs of a Diverse Community
 - Localized Networking
 - Convenient Business Support
 - Member Needs Drive District Services
 - Small Chamber Feel-Large Chamber Impact

*One Community, One Chamber, One Voice
More Opportunities*

Events

*The best in events from both chambers plus. . .
New opportunities*

- Signature Events
 - Connections/Trade Show
 - Valor Awards/Public Service Awards
 - Business Awards
- Region-Wide Luncheons on Diverse Topics
- networking, Networking, NETWORKING

*One Community, One Chamber, One Voice
More Opportunities*

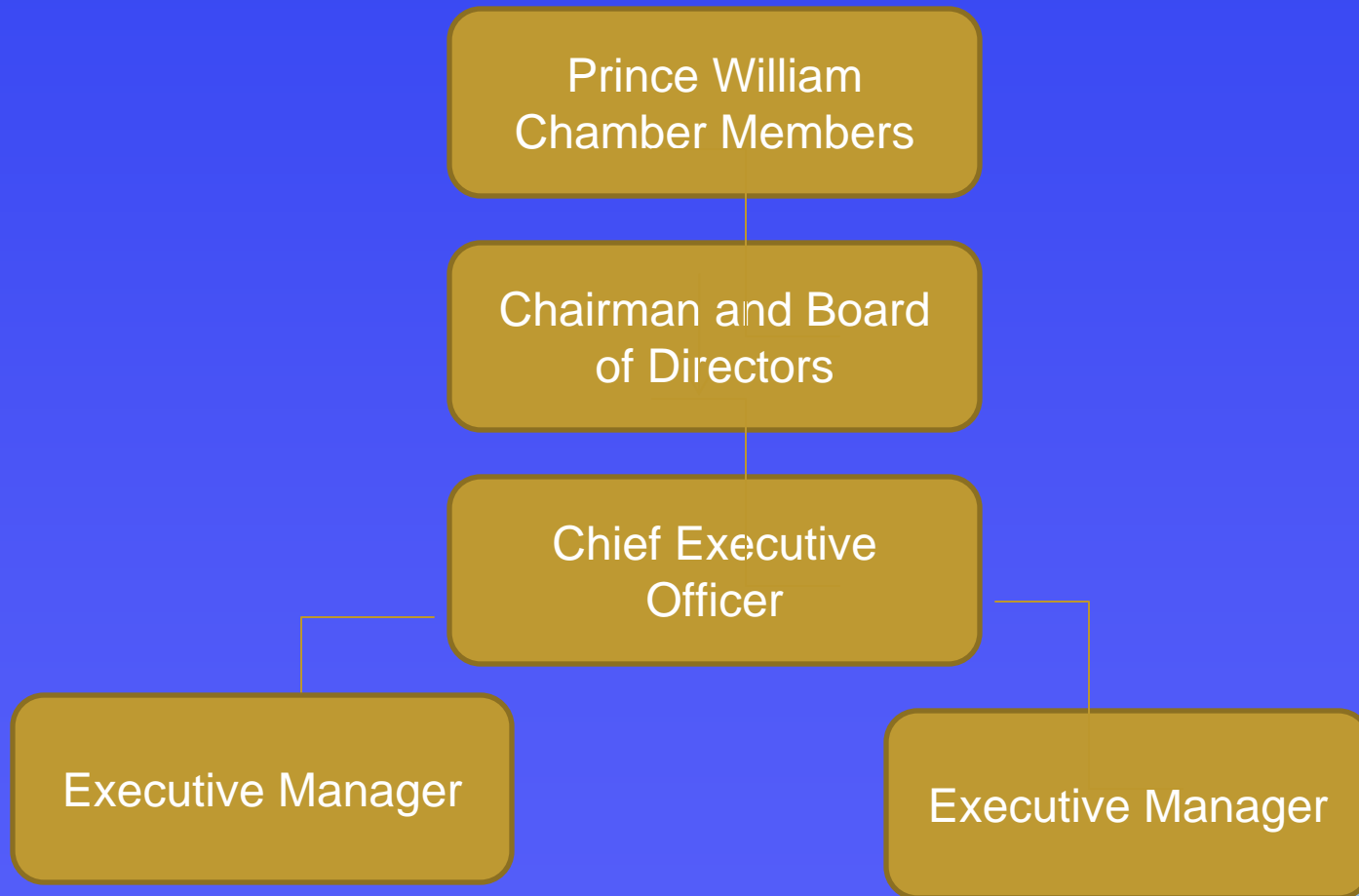
Programs

*The best in programs from both chambers plus. . .
New activities*

- Small Business Services
- Legislative Connections
- Community Outreach

*One Community, One Chamber, One Voice
More Opportunities*

Leadership of New Chamber



*One Community, One Chamber, One Voice
More Opportunities*

Balanced Budget Required

- Both Chambers are financially strong
- New Chamber budget is conservative and based on current Chamber budgets
- Pro Forma revenues achieved by combining existing budgets and removing duplications
- Budget reflects realistic attrition
- Letter of Intent mandates a balanced budget
- New organization is an investment in member businesses - Not a cost saving venture

*One Community, One Chamber, One Voice
More Opportunities*

Revenue Components

- We are committed to fair and equitable solutions for all members
- Existing dues structure will drive new dues structure
- Expanded Marketing Opportunities
 - Premium Visibility Packages
 - Individual Event Sponsorships
 - Naming Opportunities
 - Sponsorship Levels for All
- Experience of other merged Chambers: Membership Growth

*One Community, One Chamber, One Voice
More Opportunities*

Expense Components

- Both Chambers enjoy record of responsible financial management
- Staffing budget includes:
 - Retaining Existing Staff
 - New CEO
 - Government Relations Position
- Existing offices will be maintained – new office decisions will be budget-driven

*One Community, One Chamber, One Voice
More Opportunities*

Prince William Chamber Development

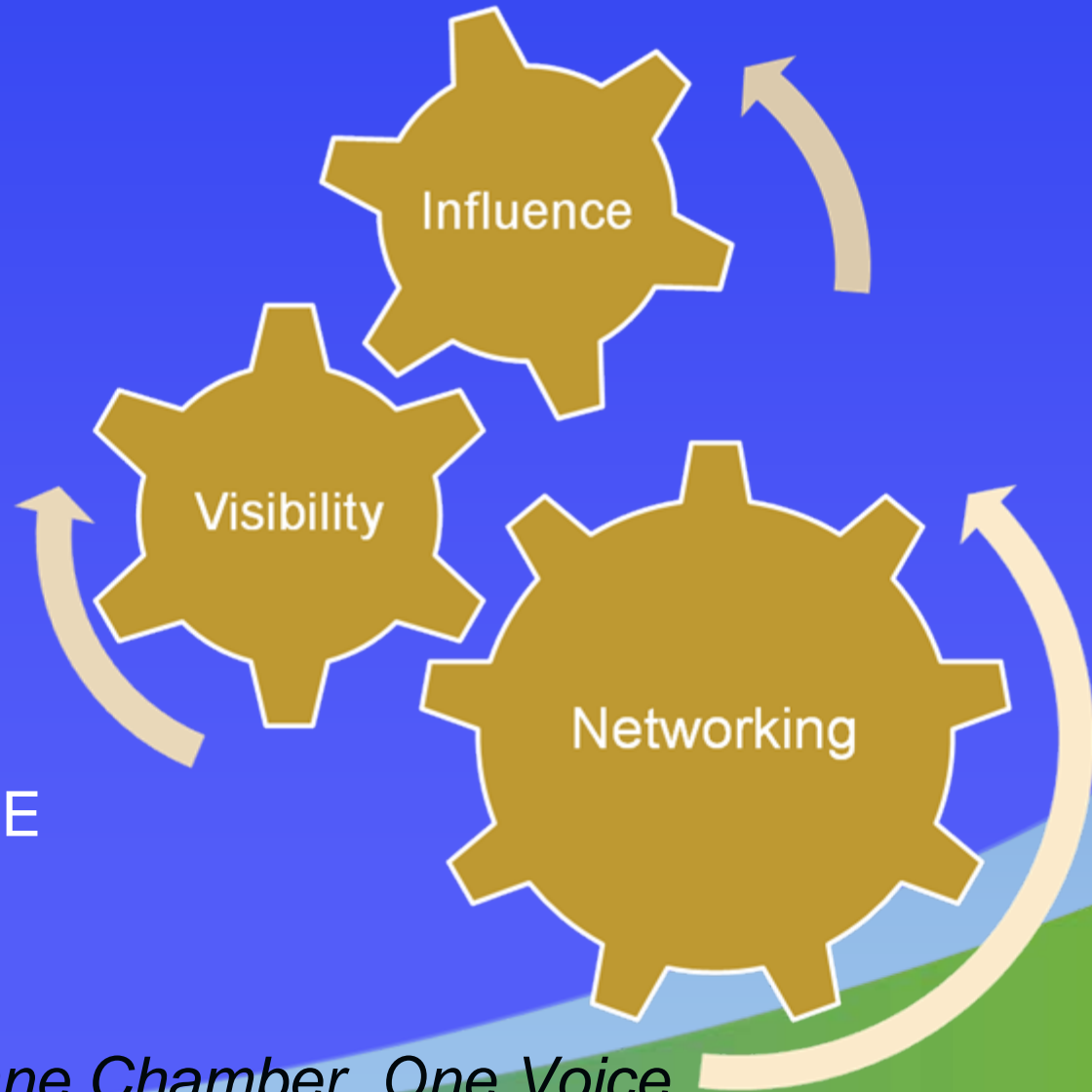
- **Year One:** Existing Chamber Offices Maintained
- **Year Two:** Headquarters Building Established
- **Years Three-Five:** District Offices Added

*Organization Expansion will be Phased Based on
Achievement of Financial Goals*

*One Community, One Chamber, One Voice
More Opportunities*

Large Step Forward – Expanded Benefits

- More Networking
- More Events
- More Marketing Tools
- More Contacts
- More Choices
- More Exposure
- More Visibility
- More Influence
- more . . . More . . . MORE



*One Community, One Chamber, One Voice
More Opportunities*

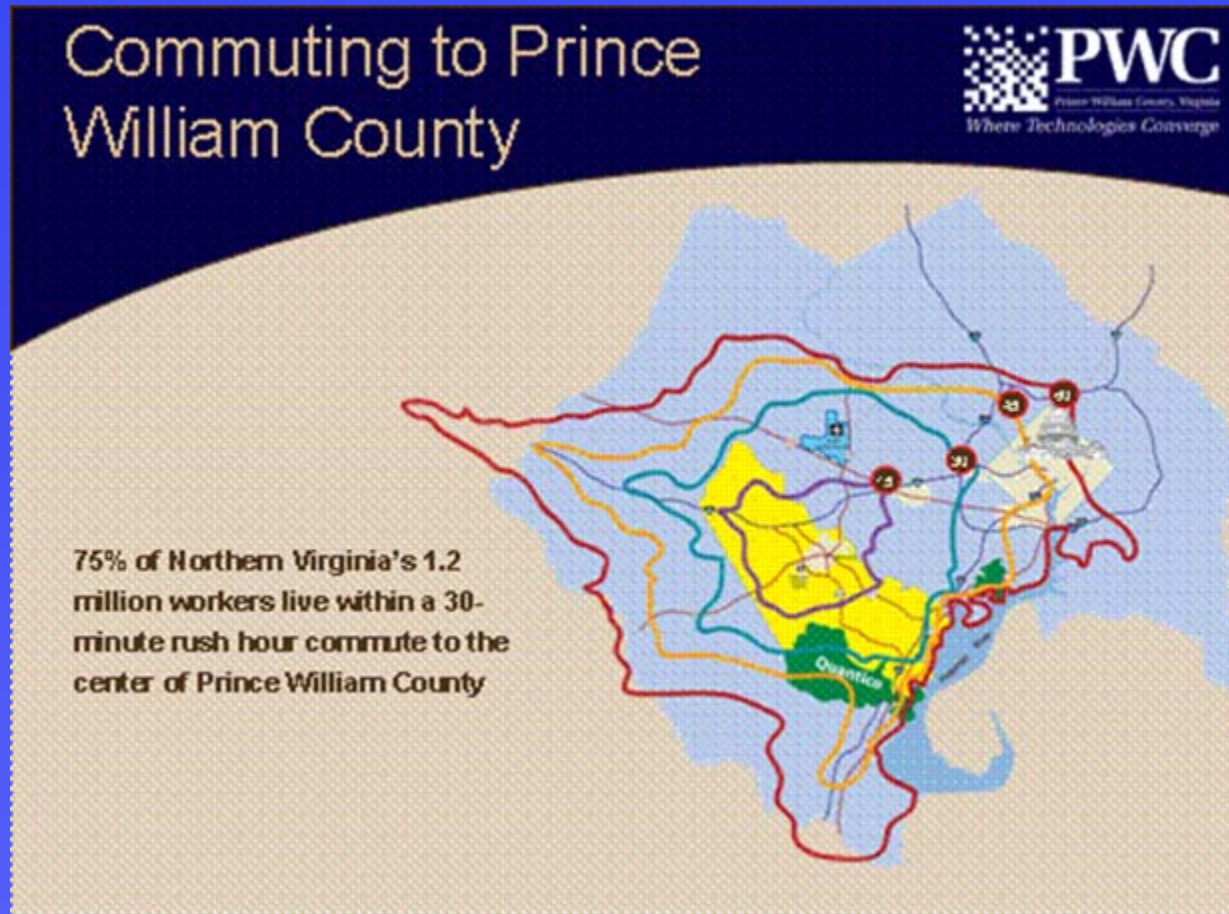
Business Influence

- Stronger business voice
- Expanded access to decision-makers
- Ability to influence our community's future and quality of life
- Increased recognition for local businesses

*Involve Small Business in Grass Roots Advocacy
to Improve Our Business Environment*

*One Community, One Chamber, One Voice
More Opportunities*

The New Center of NOVA



*One Community, One Chamber, One Voice
More Opportunities*

The New Center of NOVA

The new Chamber will allow the business community to unite and work to:

- Enhance the image and reputation of the communities we serve
- Be recognized as the vibrant business community we are!
- Create a magnet for economic opportunities

***One Community, One Chamber, One Voice
More Opportunities***

Stronger Prince William Community

- The “Go To” Place for Business
- Alliances with Other Community Organizations and Jurisdictions
 - Enhanced Arts
 - Stronger Not For Profits

*One Community, One Chamber, One Voice
More Opportunities*

Opportunity is great NOW!

- The Prince William area increasingly is regarded as one community
- Our community's assets – University, colleges, public schools, parks, arts, history – service our entire community
- Transportation improvements make our community accessible – east to west, north to south
- Other community groups are uniting – ex. Northern Virginia Community College, News & Messenger
- NOW is time to prepare – Be Ready When Economy Returns Full Speed

*One Community, One Chamber, One Voice
More Opportunities*

The New Chamber starts with... YOU!

*View the full Executive Summary to learn more, and look for regular member updates including opportunities to be part of the
“One Chamber” process.*

*One Community, One Chamber, One Voice
More Opportunities*