MIDDLETOWN AREA CHAMBER OF COMMERCE



WWW.MACCDE.COM



December 2024 Issue A YEAR IN REVIEW



Our Chamber's Growth & Success in 2024

As we prepare to enter the new year, we are thrilled to announce that our Chamber has experienced significant growth and success in 2024!

Our hardworking team has successfully implemented new strategies and projects, resulting in an increase in membership, engagement, resources, and opportunities.

Top News

- NEW MEMBERS
- NEW LOCATION!
- SAME GREAT MISSION!

Quarterly Publications are Back! Step inside for member celebrations, community connection, and more!



NEW CHAMBER OFFICE 651 N. Broad St., Middletown



Building a Stonger Community Together

2024 has been a year of Building Partnerships and new Collaborations with key Stakeholders, Industry leaders, Resource Partners, Chambers, and other Community Organizations to better serve you and your businesses. We are Focused on bringing you expanded networking opportunities, access to enhanced resources and services, and increased visibility.

Inside The Issue

- WELCOMING 84 NEW MEMBERS
- MEET THE CHAMBER TEAM
- MIDDLETOWN BUSINESS INCUBATOR & COLLABORATIVE WORKSPACE (MBI)
- A YEAR OF EVENTS IN REVIEW
- COMMUNITY & CHAMBER COLLABORATIONS

We are pleased to announce that we have completed our transition to our new location and have added more ways to serve and support your business through increased Member Benefits, Visibility, Resources and Business Solutions!

02

Welcome New Board Members!









Ladies and gentlemen, our MACC Chamber and Foundation Board of irectors have welcomed 5 NEW



incredible Directors to our Chamber! We are thrilled with the addition of John Eldridge, Karolyn Nagel, Dr. Flavee Banfield, Katryna Cera-Proux, and Lindsay Myers to our team!



WELCOME 2024 NEW MEMBERS

We are excited to welcome these businesses and individuals to our diverse group working together here in the Middletown, Odessa, and Townsend Areas!

Insperity Delaware Valley Medigap Cedar See Vision Center, LLC Quality Care Cleaning Services LLC Air Temp Solutions ARK Systems Fratelli's Italian Specialty Screen Masters Ballast Financial Advisors LLC Ducklings ELC Middletown Hoffman's Exterminating Paint Doctor Inc. Thyme Real Estate Co. Kreativ Diamond State Recruiting Inc. Free to Be Yoga & Movement Trident Electrical services LLC Local Life Marketing Group Comcast Nicksquisite Auto Detailing LLC Vantage Unified Communications Herbal Discovery LLC Strategic Security Solutions Group LLC (S3G) Datwyler SSW Moving & Junk Removal Brilliance Landscaping Posality LLC Reliable Financial Solutions, LLC Floor Coverings International of Middletown, DE Done Done Fitness The Peoples Bank The Money Store TR Fit Clubs Spray Less Wraps & Graphics Steel City Fitness B-Safe Security The Parker Group Signal Security of Wilmington, DE Pretzel Plug LLC DBA Philly Pretzel Factory Keep Finding You - Life Coaching In Jest Events & Catering e-Beach Wagon Outback Steakhouse, Middletown

Johnson Controls Team G Transforming - Health Coaches with Optavia Moments By Bella Monroe, LLC DDS Cleaning LLC (DBA Delaware Cleaning Service) Pierce Fence Company CT Ledger LLC That 1 Painter Middletown Bailey's Lawn & Landscape LLC Swag360 Ent LLC Lou Lou in Middletown LLC Activ Pest Solutions Titan Legacy Group Anne Scharp Insurance Inc Fleetwood Insurance Group First State Ballet Theatre iMarketeur Middletown Veterinary Hospital Clarks Plumbing Ducklings Early Learning Center Middletown South HELLINGS KITCHENS & BATHS Advanced Family Care Kent Sussex Industries The Edge 18 Neoteric Vitality Primary Care and Aesthetics Metro Diner Blood Bank of Delmarva **Central Movement Martial Arts RMR** Restoration Evolution Gymnastics, LLC Cafe Delight featuring JJs Coffeehouse Affordable Business Systems, Inc. Pithari Admire Medical Family Help Inc. **Rolling Fields Tree Farm** AKA Advisory, LLC **Refresh Aesthetics** Service Unlimited, Inc. Jackson House Town of Odessa Surf Bagel Mr. Mulch



YOUR CHAMBER TEAM!





Michelle Hummel Chief Executive Officer

Outside of work, Michelle has a zest for life, with passions that range from photography and biking to pursuing new travel adventures. Full of energy, she embraces every opportunity with enthusiasm and a heart for service.

Chrissy O'Grady Office Manager

Chrissy is a lifelong member of the Middletown community and spends her free time as a volunteer for Rescue for the Misunderstood (dog rescue) as well as at St. Joseph's, and spending as much time as possible with her grandson Grady





Stephanie Dawkins Membership Engagement Coordinator

Stephanie is the founder of "Black Girls Hike Too" and has been recognized as one of Delaware's "40 under 40" for her contributions to innovation, business excellence, and community involvement. She also serves as an incredible rolemodel to her 2 beautiful daughters.

- 04



Foundation Board President Rich Mazzio



Our goal for the Foundation is to expand participation and maximize our facility to provide resources for businesses and entrepreneurs.

FOUNDATION BOARD OF DIRECTORS

The MACC Foundation operates the Middletown Business Incubator (MBI), facilitates education and training seminars through the Middletown Enterprises Career Accelerator (MECA), and hosts events to raise funds for annual scholarships and entrepreneurial grants.



BOARD OF DIRECTORS

The Middletown Area Chamber of Commerce is dedicated to promoting business and enhancing the quality of life in the Southern New Castle County area. Chamber members take leading roles in important community and business programs, working to enhance and preserve the special lifestyle that is unique to Middletown, Odessa, and Townsend (MOT) communities. We are actively involved in fostering economic development and community spirit for the MOT and surrounding areas.

Board President Josh Wilson



With a proven track record of leadership and a deep commitment to our mission, Josh brings a wealth of experience and a passion for excellence to our organization. As Board President, Josh plays a pivotal role in shaping the strategic direction and ensuring the continued growth and success of our initiatives. His ability to foster collaboration, drive innovation, and maintain a clear vision for the future has been invaluable in steering our board and leadership team.

<image>

MBI

- Mailbox / Business Mailing
- Address Event Space Rentals
- Conference Room Rentals
- Printing Services
- Private Office Space
- Drop In Professional Space

The Business incubator is located in a 5,600 square foot facility designed to accommodate approximately 18 to 25 businesses and provide as a business center for our Chamber community.



The Middletown Business Incubator (MBI) serves as an enterprise business center that provides resources for businesses and entrepreneurs to grow and be successful.

MISSION: To inspire entrepreneurship through opportunity **VISION:** Supporting business and economic growth through entrepreneurship for the MOT (Middletown, Odessa, Townsend) Area

The MBI is unique for our area as it is anchored through the Middletown Area Chamber of Commerce (MACC) and supported through the Middletown Area Chamber of Commerce Foundation, a 501 (c) 3 nonprofit organization dedicated to scholarship, education and economic development. It also offers a collaborative environment for entrepreneurs and existing businesses with a variety of rental space opportunities, in addition to networking, seminars, workshops and mentorship.

06



Located inside the NEW CHAMBER OFFICE 651 N. Broad St., Middletown



JANUARY 2024





On January 29th, Senator Tom Carper and his team stopped by our MACC offices to share his efforts toward bipartisan relationships with the greater good of our state and small business at the core. In an ongoing conversation around the challenges facing our businesses, we heard from several local businesses about their experiences and were able to define several areas of assistance that will help to address the growing needs of our community here in Southern New Castle County.

Through partner relationships, we continue to pursue innovative ways to provide support to our Chamber businesses.

Launch of Premier Memberships!

To accommodate businesses looking for more visibility, the MACC launched the NEW Premier Member Program. For \$125 annually, you can now receive the following in addition to the vast benefits of your standard membership:

- Preferred Directory Listing
- Publication of news, hot deals, events, and job postings in weekly newsletters
- A business highlight on social media and in the Chamber newsletter
- Opportunity to provide your information to new members and be featured on our Swag Wall



Grand Opening of Birdie's Links & Drinks Indoor Entertainment Center 320 Auto Park Drive, Middletown



Hosted a Lunch & Learn centered around Self-Care with tips and tricks on how to balance responsibilites with properly caring for ourselves.

FEBRUARY 2024

52ND ANNUAL AWARDS GALA



A night of recognizing those in business, entrepreneurs, and community members with a focus on promoting business and enhancing the quality of life in our community. Thank you Event Sponsors: Betts Garage Towing & Hauling, Encompass Health, Dover Federal

Credit Union, Viamark Advertising, Chesapeake Utilities, Diamond State Financial Group, M&T Bank, Lupoli Home Improvement, Fred Drake Automotive, ONUS Merchant Services, Mass Mutual, Happy Place Childcare, River Rock Contracting, and AireServ Heating and Cooling.

Congratulations to our 2023 Award Recipients: Katie Falkowski, Celeste Bevans, Josh Wilson, Ceil DeFazio, Avi Gold, Beth Oliphant, Susan Yocum,

Sea Horse Adventure, Bright Home Delaware, and our 2023 Business of the Year, the Megan Aitken Team

BREAKING NEWS

Middletown Business Incubator & Collaborative Workspace



CONSTRUCTION BEGAN ON OUR NEW OFFICE AND MBI SPACE!

80

MORE EVENTS

Our Partners at the Fairfield Inn Middletown graciously hosted our Coffee with the Chamber events during our office transition.



Bevans Home Improvement Leap Day Mixer!



MARCH 2024

Celebrated the 15th Annual Spring EXPO!



March Mixer! Bob Gosselin Photography & CNU Fit



Business Mixers play a valuable part in helping to build and support our business community creating

opportunities to collaborate and develop connections.





More than 1700 guests visited us to meet over 100 of our local businesses and community partners!

Special thanks to our Top Sponsors: Bright Light Design Center, Dover Federal Credit Union, Bendler Heating and Cooling, Corbit-Calloway Memorial Library, Patterson Schwartz Real Estate, & Pike Creek Mortgage.



In March, we proudly welcomed our new office Manager, Chrissy O'Grady!





Himalayan Salt Of The Earth Cave opened on Main Steet bringing a new trend to the health and wellness community with Halotherapy also known as Dry Salt Therapy. Their mission is to empower individuals to initiate, expand, & maintain physical & spiritual wellness through Halotherapy sessions.



Quarterly Member Breakfasts are a great way to leverage your membership!

APRIL 2024





Our Chamber Spring Luncheon presenting sponsors included Encompass Health, Corbit-Calloway and the Appoquinimink School District.





Proudly Sponsored By: Dover Federal Credit Union, Viamark Advertising, Morris James LLP, Jan-Pro, Happy Place Child Care, Megan Aitken Team, Betts Garage, Aireserv, and Andres Stahl Photography

On April 17th, MACC held our Annual Spring Luncheon. With over 180 local business owners and community leaders in

attendance, we were delighted to hear from Encompass Health and the Corbit-Calloway Memorial Library about their current impact on our Southern New Castle County communities and their plans for growth to service and provide even more in the coming years.

The MACC Annual Business Luncheons are where business leaders, entrepreneurs, and community members come together for an afternoon of networking, learning, and collaboration with a focus on building a stronger community!





Viamark Advertising Celebrates 10 years!!!



Viamark Advertising 's evening mixer took place at the lovely and historic Cantwell's Tavern in Odessa.

In addition to celebrating 10 YEARS in business - Katie Falkowski gave a special thank you to the MOT community during this engaging and delicious event.

Viamark focuses on local advertising and support for all your business marketing needs. Services include: Media Placement, Brand Development, Mass Advertising, Digital Marketing, Web Development, and more!



MAY 2024



We're excited to announce that today May 1st 2024 we have moved...

MACC AMBASSADORS

WE'VE MOVED



Our 1st Ambassador meeting in our new space. We are gearing up for some awesome summer mixers and our annual events. Thankful for business owners who see the value in not only being Chamber members but volunteering their time to support the Chamber and their peers as well. NEW PARTNERSHIP



The Independent newspaper has come to Middletown! Look for your monthly publications in your mailbox or stop by the Chamber to pick up a copy of the Middletown Smyrna Independent paper featuring Chamber members each month!

Special Thanks



Moving is tough work, even if you are just changing floors. Special thanks to our Friends at Delaware Moving & Storage for helping us through the process and delivering our office with care!

Compass Real Estate hosts our May Mixer at Mulligans!





MY SALON Suite celebrated their Grand Opening in style. Networking, door prizes and a tour of the facility.

My Salon Suite offers the MOT community a plethora of beauty professionals waiting to serve you and have you feeling your best.

Welcome Free to Be YOGA & Movement to Middletown and to our Chamber Community!



Pictured: Owner & Founder Danielle Bukowski





A MONTH OF CELEBRATIONS!

MACCs 2nd Annual Car Show & Family Day with Willey Farms was a huge success!!!

Over 90 cars participated and came to show off their custom, classic, and stylish rides!

Thanks to our Sponsors: Fred Drake Automotive, Dover Federal Credit Union, Companion Animal Veterinary Associates, and WSFS Bank

















Coffee with the Chamber was hosted at the NEW Middletown YMCA! Featuring a delicious spread from the Metro Diner!



Kicked off our First Summer Training Series offering Small Business support all summer long in partnership with SC Associates.



Our June Evening Mixer was hosted by Stanley Properites at Mulligans in collaboration with Burgers by Wildwich Food Truck service!



JUNE Continued...

NEW COLLABORATION EVENT!

On June 11th we co-hosted the first Multi-Chamber mixer with Kent County MD Chamber of Commerce at the scenic Deep Blue at Kitty Night!

A beautiful Friday afternoon of meeting new business owners and sharing ideas, experiences and door prizes!







Summer Members Breakfast included Welcoming New Members and discussing ways to leverage member benefits! As always, thank you to MOT Jean Birch Senior Center for your hospitality.



Congratulations to our Premier Members, Freedom Center for Independent Living on your new facility!

Thank you for having us be a part of your special day and thank you for providing a space for everyone to live free and independently!



M. O. T. Community Night At the Blue Rocks



On behalf of our Board of Directors, MACC Staff, and MACC Foundation -A GREAT BIG Congratulations to our scholarship recipients: Tyler Bolden, Tage Harrison, and Madison Fabian



Best wishes to you as you continue your academic journey.

Thank you MACC family and friends for joining in on the fun and celebrating with our award winners.

This event wouldn't be possible without the support of our sponsors Xfinity, Fred Drake Automotive and WSFS



Business Celebrations!

Done Done Fitness

celebrates 10 years in Business & a new State-of-the-Art location! After 20+ years in the fitness industry, owner Missy Muller wanted to create a client focused experience and had



the vision for a place where everyone knows your name and cares for your success. Congratulations to the team at Done Done Fitness!

The Parker Group



Middletown welcomes The Parker Group to 108 Patriot Drive. The Parker Group has offices in Georgetown, Milford, Lewes, and now Middletown! With a focus on helping individuals and families find their happy

place faster, easier, and with personalized care. Welcome to Middletown!

Outback Steakhouse

The opening of Outback Steakhouse marks an exciting milestone for our area. This establishment not only brings a unique and delicious dining experience to our community but also provides new job opport



but also provides new job opportunities and contributes to our local economy.



19th Annual Golf Tournament

With proceeds benefiting the MACC Foundation Scholarship Program, the Annual Golf Tournament is always one to sell out! Fun, Networking, and Community Connection is what it is all about!

Thank you Sponsors!

Title Sponsor - Betts Garage Hauling and Towing Lunch Sponsor - Fred Drake Automotive Golf Ball Sponsor - AC Tax Group, LLC Cart Sponsor - Belfor Property Restoration Beverage Cart Sponsor - State Farm, Chuck Montgomery Agency

19th Hole Sponsors Middletown Kitchen and Bath, & DSM Commercial

Snack Sponsor - AireServ Heating & Cooling Souvenir Sponsor - Becker's Chimney & Roofing Putting Contest Sponsor - Fred Drake Automotive Specialty Hole Sponsors - Dover Federal Credit Union, Excel Business Systems, Pike Creek Mortgage Services, and the DMI Group Other Sponsors: The Paint Doctor, Premier Dermatology & Cosmetic Surgery, Screen Masters, FILEC Services, Bright Electrical Solutions, Stephano Slack LLC, Betts Garage Towing & Hauling, Law Offices of Long & Greenberg, PNC, Bright Home, COMPASS RE, Stanley Properties, Daniels & Hutchinson Funeral Home, Dover Federal Credit Union, Viamark Advertising, The Money Store, Paint Doctor, and Wolfe & Associates.

Special thanks to Odessa National Golf Course and Photographer Kiel Drake.

AUGUST 2024

On Thursday, August 1st we unveiled our NEW Middletown Area Chamber of Commerce facility along with our expanded Business Incubator and Collaborative Workspace at our GRAND OPENING and Ribbon cutting celebration!

Sending heartfelt gratitude to our community members, state and local leaders, and industry partners for your unwavering support.

This space will serve as a catalyst for innovation, a forum for idea exchange, and a resource hub that empowers entrepreneurs at every stage of their journey.



Sea Horse Adventure Lunch Mixer with a Pinch of Pirate

Dover Federal Credit Union Evening Mixer



<u>Dover Federal Credit Union</u>'s Evening Mixer was the perfect way to meet others and learn something we may not have known.



Banking based trivia, dinner AND dessert provided along with amazing door prizes. Thank you to our members and soon to be members for you enthusiastic engagement and attendance.



Such a great time! Thank you Captain Lynda and First Mate Charlie for thoroughly entertaining your guests with a brilliant "pirate themed" lunch mixer complete with a wonderful spread and engaging atmosphere to network and enjoy a beautiful day!

Multi-Chamber Summer Mixer

Over 200 members of The Middletown Area Chamber, the Cecil County Chamber, and the New Castle County Chamber of Commerce came together for an afternoon of summer celebration and collaborative networking at the Chesapeake INN Restaurant and Marina.

Special Thanks to Chuck Montgomery - State Farm Insurance Agent for helping to make this event possible!







SEPTEMBER 2024



A Day of Business Brilliance & Powerful Connections Join us for conversations around funding, resources, and support available to you from:

ConnectED Minds

SBDC

CONFERENCE

- Small Business Administration **Delaware Division of Small Business**
- Small Business Development Center
- Women's Development Center

SBA US Small Business Delaware SWBC

- SCOPE
- Middletown Area Chamber of Commerce

Guest Speaker

Markevis Gideon - Founder of NERDIT NOW - Activist - Speaker

On September 26th 2024 we had the privilege of hearing from our state resource partners from the SBA, Division of Small Business, SBDC, SCORE, and WDC at our 1st ConnectFD Minds Conference.

Each of our resource partners shared their knowledge through enriching discussions, perspectives, and presented practical tools to move your business forward. We're excited about the positive momentum that's been created and believe that the connections and ideas sparked during the conference will have a lasting impact on our Chamber and its members.



Delaware EARNS Lunch & Learn

EARNS is a new retirement savings program. Delaware businesses with 5 or more employees are required to register for the program if they do not already offer a tax qualified retirement plan to any employees. This lunch & learn provided steps and resources for employers to better understand the program and its requirements.

Welcome to Middletown!



Believing in the power of fitness to combat anxiety, depression and sickness Anthony and Doug are passionate about building a healthier and happier community and are proud to provide that service at Steel City Fitness.

MOT Rotary Club hosts Coffee with the Chamber and shares about their efforts to provide for our MOT Community through service.









The September Quarterly Member's Breakfast was a delightful experience filled with our new member's faces!

At every breakfast, each member has a moment to introduce themselves which gives us all the opportunity to hear exactly who is in the room. Connecting is extremely important to us and these breakfasts help achieve that goal!







MACCDE had the pleasure of welcoming Senator Tom Carper and Middletown Mayor Kenneth Branner to our new office space. It was a great opportunity to share the exciting new programs and efforts we are implementing to support and strengthen our Chamber community.

OCTOBER 2024



Our Annual Fall Luncheon was filled with new energy and excitement as we welcomed new board members for both the MACC Chamber and the MACC Foundation.



Keynote Presentation provided by Robert Johnston & Angela Jo Colella of Dale Carnegie.

If you want the opportunity to host a Mixer THIS is the event to attend!





Laughs, Great food, wonderful businesses, and of course... WINNING!



Philly Pretzel Factory Opens on Main St!



Positive vibes were felt all throughout Main Street with the Grand Opening of Philly Pretzel Factory!

Guests were given FREE pretzel coupons, greeted with pom poms and photos ops with the mascot. A fun celebration for the whole family! Welcome to Middletown Philly Pretzel Factory! State of Middletown Provided by Mayor, Kenneth Branner



Thank you to our Sponsors: Appoquinimink School District 302 Media Bob Gosselin Photography Excel Business Systems, Dover Federal Credit Union, Daniels & Hutchinson Funeral Home, Chesapeake Utilities Corporation, and the Middletown Family YCMCA

Target comes to MOT!

We were honored to be invited to join in on the celebration! Target store 2908 means job creation for our area and additional travelers into MOT that will dine and shop in with our small businesses!





MOT Roofing, LLC Custom Carpentry & Framing hosts Coffee with the Chamber and shares more about their company and office within the MACC MBI.



NOVEMBER 2024

2ND ANNUAL LITTLE BLACK DRESS EVENT

Where we're all the Belle of the Ball!



Thank you ladies for joining us for a night out. A night where we were affirmed, laughed a lot and danced even more! Business connections were made and new friends were discovered.

To our venue sponsor **<u>The St Annes Club</u>** Tina, Kate and team we are so grateful for your service!

Thank you Sponsors: Upskill etc, My Salon Suite, Law Office of Heather A. Long, Candice Santoro Compass RE, MOT Roofing LLC, Advanced Family Care, SC Associates, Artisans' Bank, Premier Dermatology & Cosmetic Surgery, Neoteric Vitality Primary Care and Aesthetics, Delaware Integrative, Dover Federal Credit Union, Stam Promotional Marketing, 302 MEDIA, Moments By Bella Monroe, LLC

Vendors: B4 Your Eyes Photography, Delaware Integrative Health, Diamond State Financial Group, and AC Tax Group





November Coffee with the Chamber

DJ: DJ Lyfe

EVOLUTION GYMNASTICS



Congratulations to our new members and neighborhood gymnastics professionals that welcome the WHOLE Family! From Toddler to Senior, there are programs designed just for you! with the Chamber



Chief Executive Officer, Michelle Hummel invites you to stop by our new Chamber Cafe for our monthly networking opportunity!



DECEMBER 2024



Our Daily Bread Mixer

people, they provide over 3600 meals and distribute over 5000 lbs. of food through their Community Fridge with the help of over 300 active, and generous

Congratulations to Hellings Kitchens and Baths on your new Middletown location!!

> December Coffee with the Chamber was hosted by First State Ballet Theatré



Last Member Breakfast of the year! and what a great one it was!





Stam Promotional Marketing and Artisan's Bank cohosted our last

mixer of 2024! Thank you for the fantastic food, company, and Holiday Joy!







Congratulations to our member, Moments by Bella Monroe on curating your 1st MOT Holiday Festival!

The 2 day charity event included ice skating, treats, wine, s'mores, a movie screening and so much more! Can't wait for next year!

MOT Holiday Festival







Thank you to our 2024 Distinguished Partners for making it all possible!!!

Your Support is invaluable to the Middletown Area Chamber of Commerce and our Business community!

Donations, Partnerships, and Sponsorships provide essential funding that supports the Chamber's operations, programs, and events. These financial contributions help cover costs, enabling the MACC to offer a wide range of services and resources to our members and the broader community.

The Board of Directors and Staff would also like to take a moment to thank you. To thank our community members, and our state and local leaders... Your support has been nothing short of extraordinary, and we are truly honored to have you with us on this journey.

Middletown is the fastest growing community in the state, with new development and business opportunities everywhere you look. In this landscape, the role of our Chamber has never been more crucial. With new businesses opening daily, Our Board of Directors, Staff, and State and Local leaders are committed to supporting the growth of our community.

There are many ways to get involved and we invite you to join us:

- As a supporter by attending events.
- As a member
- As an Ambassador or Committee member
- As a tenant of our brand new MBI space
- As a participant in our MBA networking group that meets at the Chamber on Tuesday mornings
- As an industry expert to share your knowledge through lunch and learn training opportunities
- As an event sponsor throughout the year
- Or as a 2025 Distinguished Partner

If you are not a member, We hope that you consider joining us, and if you are, we look forward to new opportunities for us to work together to make Middletown an even better place to live and to work in the years to come.