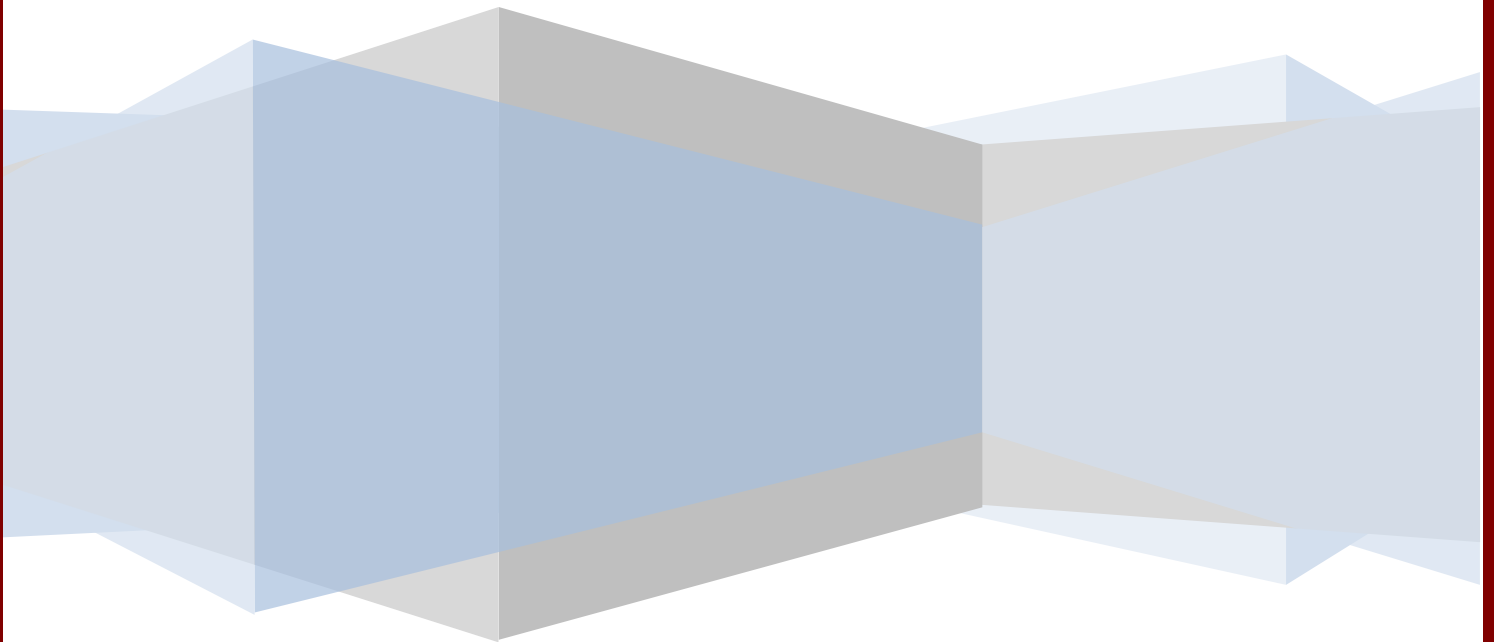


2014-2015 Annual Report



Mission

To enhance the quality of life in Crockett County by promoting its economic, educational and social resources.

BUSINESS/COMMERCIAL DEVELOPMENT

- Worked with existing businesses on marketing and customer retention.
- Conducted business seminars for Chamber members.
- Monthly business counseling services available at the Tennessee Small Business Development Center's office at the Chamber.
- Promoted shopping at home **with Chamber Bucks Program**. Distributed over \$32,000 to be spent with our Chamber retailers.
- Active **Retail Committee**.
- Maintain and Distribute **Chamber Monthly Newsletter**.



- Hosted the **Annual Business Expo**. This year's theme was '**Discover Crockett County Businesses**' 30 various businesses and organizations showcased their products and services to the community.

RETAIL DEVELOPMENT

- The retail committee researched and contacted **potential franchises**.
- Coordinated the first **Crockett County Merchants Open House**, previously known as Alamo Merchants Open House, with local merchants to encourage shopping in Crockett County by publishing group ads in our local newspapers and The Jackson Sun and radio advertisement. Other retail events include Black Friday Shopping and the spring Easter Egg Hunt with Chamber retailers.
- Attended **West TN Retail Alliance** meetings to discuss retail recruitment strategies for West TN and had West TN Retail Alliance attend our retail meetings.
- Attended **the ICSC TN/KY Idea Exchange** in Louisville, KY for potential retail recruitment.
- Updated retail market area data sheets and major existing properties for prospect disbursement.
- Inventoried, with help from each City Hall, all open buildings and land for retail development.

INDUSTRIAL DEVELOPMENT

- Updated community data sheets for posting on the Chamber, **TVA, and West Tennessee Industrial Association web sites**.
- Worked closely with Crockett County **Industrial Board**.
- Continued to collect resumes for the Job Referral Program.
- Worked closely with **Jackson Regional Partnership (JRP)** on our Labor Market Assessments for different potential industries and **TN Site Select program**.
- Submitted **RFIs and RFPs**.
- Attended **USDA/ Rural Development Conference**
- **NADO Innovation Awards 2014**- Recognizing innovative approaches to regional economic and community dev. Presented to the **NWTDD**.



- Hosted the **24th Annual Business & Industry Appreciation Golf Tournament & Dinner** at Crockett Golf & Country Club.
- 28 2-person teams.

EDUCATIONAL DEVELOPMENT

- Helped promote **career and college access mentoring programs** at CCHS.
- Net proceeds from the **Crocktober Fest** went to **the Chamber of Commerce Scholarship Fund** which provided two \$500 scholarships to Ali McCallister & Kelly Stewart.
- Worked closely with **ACT Work Ready**.
- Worked with UT Extension with multiple programs including Community Day and Back to School Bash.
- Volunteered at Bells Elementary School for the **Career Day and Farmer's Market** to promote the Chamber of Commerce and Crockett County
- Supported literacy program for Crockett County children- Imagination Library
- Supported and promoted Adult Education Programs

COMMUNITY DEVELOPMENT

- Assisted in forming the **Arts Council of Crockett Tennessee (ACCT)**.
- Director Charlie Moore represented the Chamber and Crockett County at the **Governor's Conference Three-Star Award Presentation** at Nashville.
- Director Moore attended **West TN Strawberry Festival Governor's luncheon**.
- Director Moore and the Ambassadors entered 3 cars in the **Friendship Christmas Parade**. The Ambassadors also spent hours promoting the county, attending ribbon cuttings, volunteering at Chamber events, and packing food boxes for Northwest Development's distribution.
- Target High Obesity rate and High Inactive rate of Crockett County through Three Star and developed with other agencies **the Crockett Smiles Campaign**. The first Initiative was **Walking Wednesdays** held throughout the whole county once a week on Wednesday all summer long this also promotes a healthier workforce.
- Ambassadors **Yard of the Month Program**- 4 homeowner's awarded in 2015
- Promoted and organized **County Wide Clean Up Month** (April) with sponsorship provided by the Crockett County Litter Grant Program.
- Organized the poster contest for Keep TN Beautiful with over 900 students participating
- Crockett County was recertified as a **2015 Keep TN Beautiful** participant.
- Presented committee updates to the County Commission.
- Promoted the **West TN Cotton Festival**.
- Served on the Crockett County Health Council, WTIA Workforce Board, and ACCT Council
- Created visitor/request for information packet.
- Coordinated **911 A Day of Remembrance**
- Spoke at monthly Office on Aging dinner
- Coordinated the **annual Harvest Highway Yard Sale**.
- Worked at Non-profit events throughout the county.
- Worked closely with **WBBJTV and local Newspapers** to promote the great things going on in Crockett County.



- Seven participants graduated from Leadership Crockett County Class of 2015.



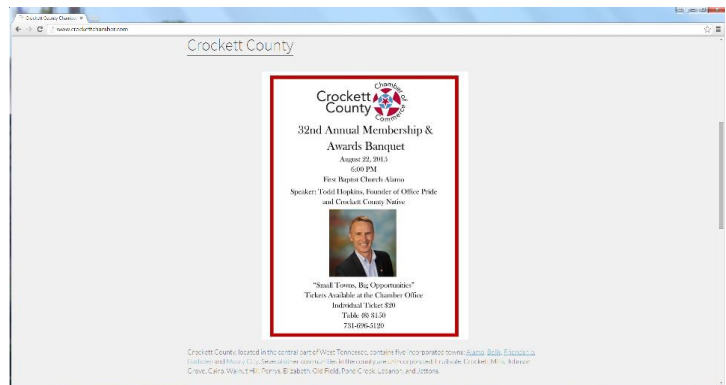
- Nineteen participants graduated from Crockett Youth Leadership Class of 2015.

TOURISM DEVELOPMENT

- Attended **Southwest Tennessee Tourism Development District** listening tour for additional tourism exposure.
- Distributed existing county tourism brochure within the community and at TN Welcome/Rest Areas to recognize and promote available tourist attractions and annual events.
- Coordinated and implemented events that will promote Crockett County and will involve tourism.
- Applied to be a community added to the **Civil War Trails**.
- Promoted the 2014 Tennessee Tour of Honor Motorcycle Ride that stops at the **Veterans Memorial** in Alamo.
- Crockett County Community Profile for VIP Magazine- "Come spend the day in Crockett County shopping and visiting our attractions."
- Placed ad in the **VIP Magazine Crockett County spotlight issue** promoting Crockett County Tourism
- Exhibited at **West TN State Fair** to promote Crockett County's tourist attractions.

ECONOMIC DEVELOPMENT

- Fulfilled requirements for Crockett County to receive its **24th consecutive Three-Star certification**.
- Worked closely with **Tennessee Dept. of Economic and Community Development**.
- Maintained relationships with city, county, state and federal government.
- Attended the **USDA/Rural Development Conference** and **Governor's Conference** on Economic & Community Development, **TCCE Institute** first Year.



- Maintained chamber web site (www.crockettchamber.com) and upgraded Chamber technology with USDA grant

MEMBERSHIP DEVELOPMENT

- Sent invoices, personal letter, and data update form to members for annual membership renewal.
- Kept membership data current.
- Sought feedback about the Chamber from members and non-renewals.
- Held **10 Ribbon Cutting Ceremonies** for new businesses and existing businesses celebrating milestones.
- Visited and contacted members and prospects.
- Provided County and industry data upon request.
- Gave an average of five referrals per day.
- Sent e-mails to members regarding business legislation, meetings, seminars and events.
- Hosted monthly **Chamber Coffee**.
- Held **4 Business After Hours**.