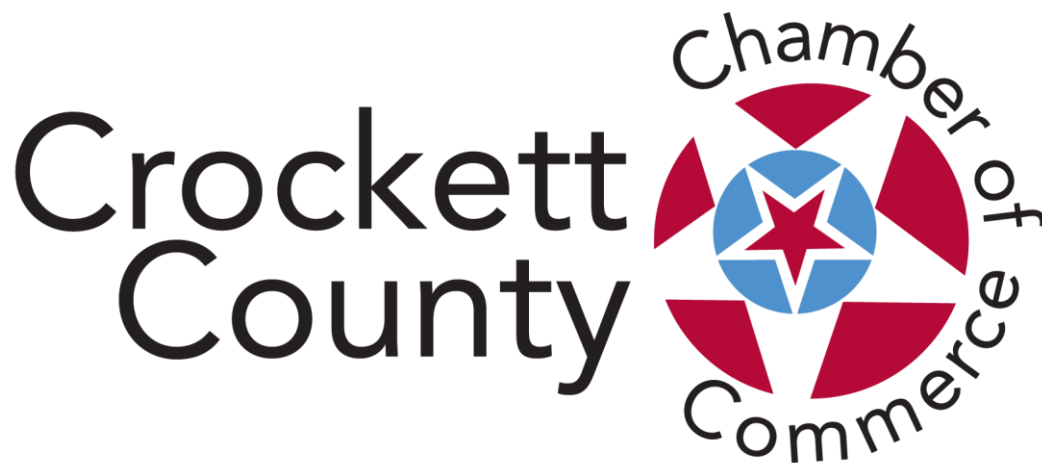


2015-2016 Annual Report



Our Mission

Establishing Crockett County as the destination of choice in West Tennessee to live, work and play.

Strategic Goals

- #1 Membership Advocacy – Educate and equip to achieve greater success in the marketplace and community.**
- #2 Growth Focused – Promote Business and Industrial Development in Crockett County.**
- #3 Community Minded – Foster a thriving Community Spirit.**

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.
- Chair **Retail Committee**.
- Maintain and distribute **Chamber Monthly Newsletter**.
- **Business After Hours** gives the community an opportunity to ask questions and browse through the business.



- Hosted the **Annual Business Expo**. This year's theme was 'Live, Work & Play in Crockett County & Fun Day' where 32 various businesses and organizations showcased their products and services to the community.

RETAIL DEVELOPMENT

- The retail committee researched and contacted 20 **potential national retailers/franchisees**.
- Coordinated the second annual **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, *The Jackson Sun*, and radio advertisement. Other retail events include Black Friday Shopping, the Spring Easter Egg Hunt, and Mother's Day promotion 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.
- Appointed to new **Regional Retail Committee** led by West Tennessee Retail Alliance.
- Attended the **ICSC TN/KY Idea Exchange** in Louisville, KY for potential retail recruitment and plan to attend in Nashville this year.
- 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.
- Graduated **Retail Academy** led by Retail Strategies from Birmingham, Alabama.
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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 TVA's **Industrial Site Marketing** seminar.
- Attended **USDA/ Rural Development Conference**



- Hosted the **25th Annual Business & Industry Appreciation Golf Tournament & Lunch** at Crockett Golf & Country Club. 24 two-person teams participated.

EDUCATIONAL DEVELOPMENT

- Helped promote **career and college access mentoring programs** at CCHS.
- \$1,500 raised at last year's Silent Auction rewarded three \$500 **Crockett County Chamber of Commerce Scholarships**—Robert Rowe, Cayley Williams and Mattanah DeWitt. A big thank you to businesses and individuals.
- Worked closely with **ACT Work Ready**; Crockett County is now a **Work Ready Community**.
- Worked with UT Extension with multiple programs including Community Day and Crockett Smiles.
- Supported literacy program for Crockett County children—Imagination Library.
- Supported and promoted Adult Education Programs.

COMMUNITY DEVELOPMENT

- Member of the **Arts Council of Crockett Tennessee (ACCT)**—wonderful plays and even a Tea Party with more to come.
- Director Charlie Moore represented the Chamber and Crockett County at the **Governor's Conference Three-Star Award Presentation** in Nashville.
- Director Moore attended **West TN Strawberry Festival Governor's luncheon**.
- Director Moore and the Ambassadors entered 2 cars in the **Friendship Christmas Parade**.
- The Ambassadors also spent hours promoting the county, attending ribbon cuttings, Business After Hours, volunteering at Chamber events, and packing food boxes for Northwest Development's distribution. Joe Jones retired from being an active ambassador to honorary status. He was given a plaque and celebration after 30 years.
- 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 all summer on Wednesdays—promoting a healthier workforce.
- 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 800 students participating
- Crockett County was recertified as a **2016 Keep TN Beautiful** participant.
- 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 Office on Aging dinner, Carl Perkins' Gospel Explosion, Twentieth Century Club, and Save the Bells Theatre.
- Coordinated the **annual Harvest Highway Yard Sale**.
- Worked at non-profit events throughout the county.
- Worked closely with **WBBJ TV and local newspapers** to promote the great things going on in Crockett County.
- Participated in the Relay for Life **Elf Ride**.
- Promoted **Trick or Treat around the square**.
- Act as an information hub for businesses and non-profit organizations in the community.



- Seven participants graduated from Leadership Crockett County Class of 2015/2016.



- Twenty-eight participants graduated from Crockett Youth Leadership Class of 2016—outstanding youth.

TOURISM DEVELOPMENT

- 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.
- **Civil War Trails** location added in Crockett County.
- Crockett County Community Profile for VIP Magazine—“Come spend the day in Crockett County shopping and visiting our attractions.”
- Organized a tourism question and answer session with Commissioner Triplett here in Crockett County.
- 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 **25th 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** and became a two-year graduate.
- Received “**Mapping the Way**” **Champion of the Year Award from TSBDC** (Tennessee Small Business Development Center).



- Maintain county chamber web site (www.crockettchamber.com)

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.
- Held **10 Ribbon Cutting Ceremonies** for new businesses and existing businesses celebrating milestones.
- Visited and contacted members and prospects and offered support.
- 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 **Chamber Coffees** each month with guest speakers.
- **Legislative Updates** to membership.
- Held **5 Business After Hours**.



- Maintain social media with over 1,400 followers.