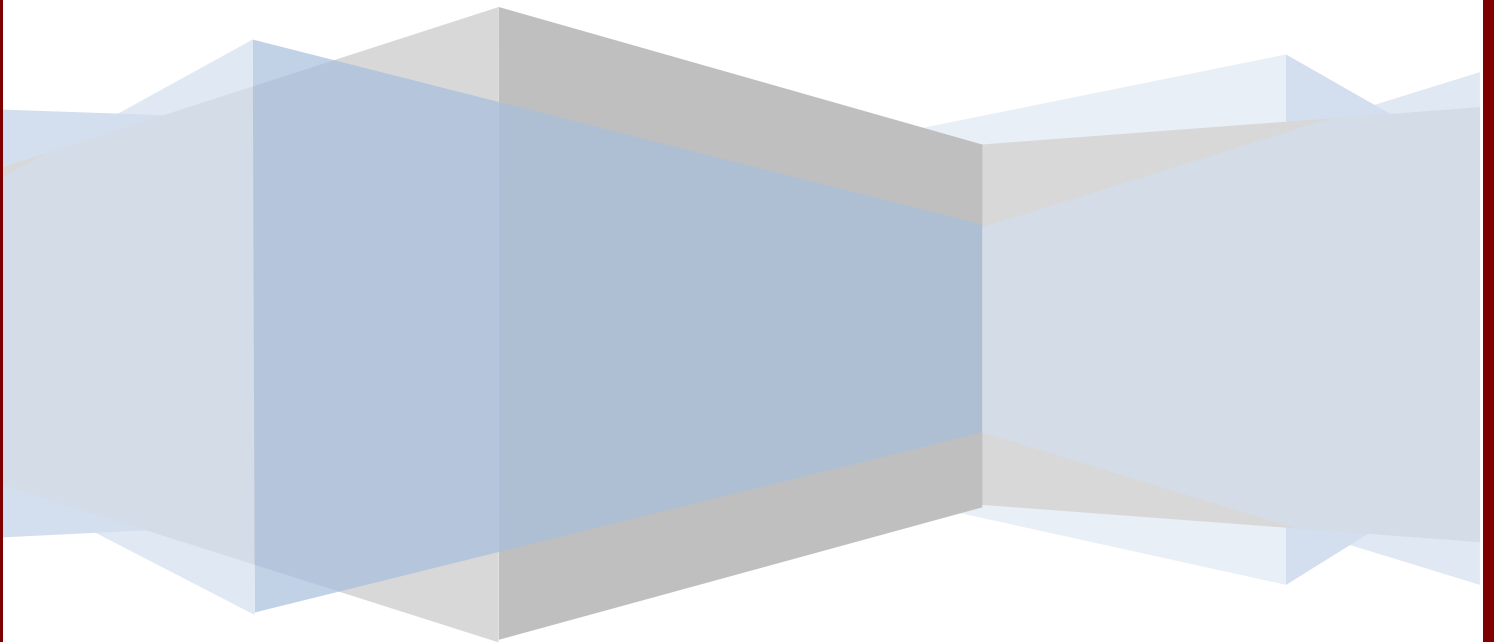


# 2010 Annual Report



## *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.
- Provided monthly business counseling services at the Chamber to members through Tennessee Small Business Development Centers.
- Promoted shopping at home with Chamber Bucks Program.
- The Chamber Board of Directors held an annual retreat to discuss strategic planning for the 2009-2010 fiscal year.



- Hosted the Annual Business Expo. This year's theme was 'Explore the Possibilities.' 50 various businesses and organizations showcased their products and services to the community.

## RETAIL DEVELOPMENT

- The retail committee researched and contacted potential franchises.
- Coordinated Pre-Sales Tax Free Weekend with local merchants to encourage shopping in Crockett.
- Attended West TN Retail Alliance meetings to discuss retail recruitment strategies for West TN.
- Attended the ICSC TN/KY Idea Exchange in Louisville, KY for potential retail recruitment.
- Updated retail market area data sheets for prospect disbursement.

## INDUSTRIAL DEVELOPMENT

- Updated community data sheets for posting on the Chamber, Tennessee Prospector, and West Tennessee Industrial Association web sites.
- Worked closely with Crockett County Industrial Board.
- Continued to collect resumes for the Job Referral Program.
- Assisted Industry with receiving on-site and worker incumbent training.
- Worked with TN Dept. of Labor & Workforce to promote Workforce Employer Outreach Committee quarterly meetings for HR and plant managers.
- Conducted industrial visits to provide resources to assist in plant retention and/or expansion.



- Hosted the 19<sup>th</sup> Annual Business & Industry Appreciation Golf Tournament & Dinner at Crockett Golf & Country Club.

## EDUCATIONAL DEVELOPMENT

- Establishing career and college access mentoring program for CCHS students.
- Promotes the Partners In Education program and hosts the annual P.I.E. Breakfast in September for schools and their P.I.E partners.
- Net proceeds from the Cruise In Crockett Car Show went to the Chamber of Commerce Scholarship Fund which provided two \$500 scholarships to JoAnna Wilson & Olivia Ingram.
- Met with existing industry to establish skills needed for a prepared, educated workforce.
- Worked with City and County schools to implement the Bringing Up Grades (B.U.G.) program.
- Served on the CCHS Career & Technical Advisory Panel.
- Supports the Distinguished Scholars Program at CCHS.
- Assisted UT Extension with “Own My Own” program to help 8<sup>th</sup> graders at CCMS to understand how to budget money and gain financial responsibility.
- Served on Crockett County Higher Education Committee to help promote the adult higher education program and assist with fundraising and awareness of the future, new building.
- Volunteered at Bells Elementary School during the UT Extension Germ City Program.

## COMMUNITY DEVELOPMENT

- The Crockett County Ambassadors represented the Chamber at the Governor’s Conference Three-Star Award Presentation, West TN Strawberry Festival Parade, and Alamo Christmas Parade. They also spent hours promoting the county, attending ribbon cuttings and volunteering at Chamber events.
- Promoted and organized County Wide Clean Up Month (April) with sponsorship provided by the Crockett County Litter Grant Program.
- Crockett County was recertified as a 2010 Keep TN Beautiful participant.
- Assisted with the Alamo Christmas Parade.
- Presented committee updates to the County Commission.
- Promoted and gave tours for the Family Fall Festival at Green Frog Village.
- Promoted the West TN Cotton Festival.
- Assisted with development of Family Health Fun Day.
- Member of the Alamo Lions Club.
- Served on the Crockett County Health Council, Crockett County Community Advisory Board, on the Board of Directors for the Carl Perkins Center.
- Served as Co-Chair for Crockett Relay for Life.
- Created visitor/request for information packet.



- Eight participants graduated from Leadership Crockett County Class of 2010; the class created Crockett County Yard of the Month to promote beautification as their community project.



- Ten participants graduated from Crockett Youth Leadership Class of 2010.

## TOURISM DEVELOPMENT

- Current member of Southwest Tennessee Tourism Development District for additional tourism exposure (online & printed materials) and discounted marketing opportunities.
- Attended Southwest Tennessee Tourism Development District Annual Meeting.
- Presented the idea of creating a county flag that was approved by the County Commission.
- Developed and distributed a 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.
- Exhibited at Gibson EMC Annual Meeting to promote Crockett County's tourist attractions.

## ECONOMIC DEVELOPMENT

- Fulfilled requirements for Crockett County to receive its 21<sup>st</sup> consecutive Three-Star certification.
- Developed a new chamber logo to represent Crockett County as a Three-Star Community and the Chamber's focus on community and economic development.
- Coordinated with the Economic Strategy Group and City Mayors to include Crockett County in the Regional Economic Development Initiative (REDI) developed by Southwest TN Development District.
- Facilitated the updating of the Crockett County Land Use & Transportation Plan with the Crockett County Planning Commission.
- Created 5-Year Economic Strategic Plan for Crockett County and presented to County Commission.
- Held Strategic Planning Workshop facilitated by the Tennessee Department of Economic and Community Development.
- Maintained relationships with city, county, state and federal government.
- Attended the USDA/Rural Development Conference, Governor's Conference on Economic & Community Development, and Mid-South Economic Development Summit.



- Created new chamber web site ([www.crockettchamber.com](http://www.crockettchamber.com)) and established fiber installation with grant funding and in-kind services provided by USDA/Rural Development, TVA & Gibson EMC.

## MEMBERSHIP DEVELOPMENT

- Sent invoices to members for annual membership renewal.
- Collected membership investment from delinquent accounts.
- Kept membership data current.
- Sought feedback about the Chamber from members and non-renewals during Annual Membership Drive.
- Held 9 ribbon cuttings for new businesses.
- Recruited 16 new members.
- 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.