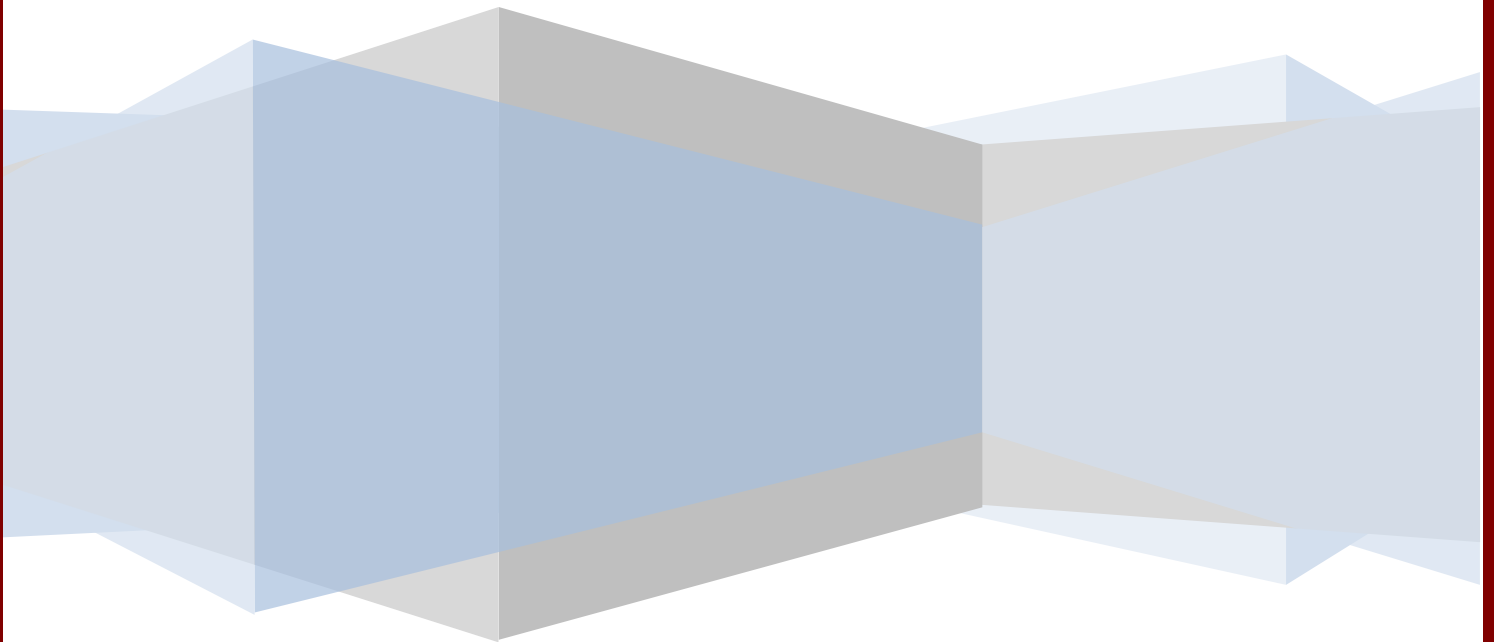


2012 Annual Report



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.



- Hosted the Annual Business Expo. This year's theme was 'Broadcast Your Business.' 45 various businesses and organizations showcased their products and services to the community.

RETAIL DEVELOPMENT

- The retail committee researched and contacted potential franchises.
- 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.
- 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.
- Served on Advisory Board for Jackson Regional Partnership.



- Hosted the 21st Annual Business & Industry Appreciation Golf Tournament & Dinner at Crockett Golf & Country Club.

EDUCATIONAL DEVELOPMENT

- Net proceeds from the Cruise In Crockett Car Show went to the Chamber of Commerce Scholarship Fund which provided a \$500 scholarship to J D Thompson.
- Met with existing industry to establish skills needed for a prepared, educated workforce in conjunction with Crockett County Higher Education.
- Served on Crockett County Higher Education Committee to help promote the adult higher education program and assist with fundraising and awareness of the future.
- Served on Crockett County Higher Education Business Systems Technology Occupational Advisory Committee to promote and enhance area workforce development.

COMMUNITY DEVELOPMENT

- The Crockett County Ambassadors represented the Chamber at the Friendship 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 2012 Keep TN Beautiful participant.
- Promoted the Family Fall Festival at Green Frog Village.
- Promoted the West TN Cotton Festival.
- Served on the Crockett County Health Council, Crockett County Community Advisory Board.
- Created visitor/request for information packet.




- Eight participants graduated from Crockett Youth Leadership Class of 2012.
- Participated in Crockett County Community Health Assessment in conjunction with West Tennessee Health Care.

TOURISM DEVELOPMENT


- Current member of Southwest Tennessee Tourism Development District for additional tourism exposure (online & printed materials) and discounted marketing opportunities.
- 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.

ECONOMIC DEVELOPMENT

- Fulfilled requirements for Crockett County to receive its 23rd consecutive Three-Star certification.
- 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.
- Maintained relationships with city, county, state and federal government.
- Attended Gibson EMC Annual Meeting.
- Created Crockett County Chamber of Commerce monthly electronic newsletter.




Chamber News and Updates for July 2012




You are invited to the
2012 Annual Membership Banquet
Saturday, August 4, 6:00 p.m.
Crockett County High School
2014 Hwy. 88 - Alamo, TN


Tickets are \$15 per person.
For more information, contact the Chamber of Commerce at 731-696-5120.



Crockett County and Jackson Area Chambers Celebrate Winery's 5th Year Anniversary



On June 21, 2012, a joint 5th Year Anniversary Ribbon Cutting Ceremony was held for Century Farm Winery by Crockett County Chamber of Commerce and The Jackson Area Chamber of Commerce. The County Chamber of Commerce held a most successful Business After Hours at Century Farm Winery located at 1548 Lower Brownsville Rd. Jackson, TN. Business After Hours is a program of the Crockett County Chamber of Commerce designed to gather business people in a social environment.



MEMBERSHIP DEVELOPMENT

- From July 1, 2012 to June 30, 2012, fifty-eight members joined the Crockett County Chamber of Commerce.
- The Chamber coordinated a membership drive along with Crockett County Chamber of Commerce Ambassadors. Ninety-nine prospects were visited.



- There were three Business After Hours. They were hosted by: Tillman's Auto Body Shop, The Crockett Room, and Century Farm Winery.
- Chamber staff and Ambassadors resolved to visit every chamber member within Crockett County.



- From July 1, 2012 to June 30, 2012, ten ribbon cuttings were held: Misty & Company/ Resale Therapy, El Molcajete, Zokenz, Alamo Donuts, Merle Norman, Anita's Designs, Lions & Lollipops, The Crockett Room, Eric Stavely's Photography, and Century Farm Winery.