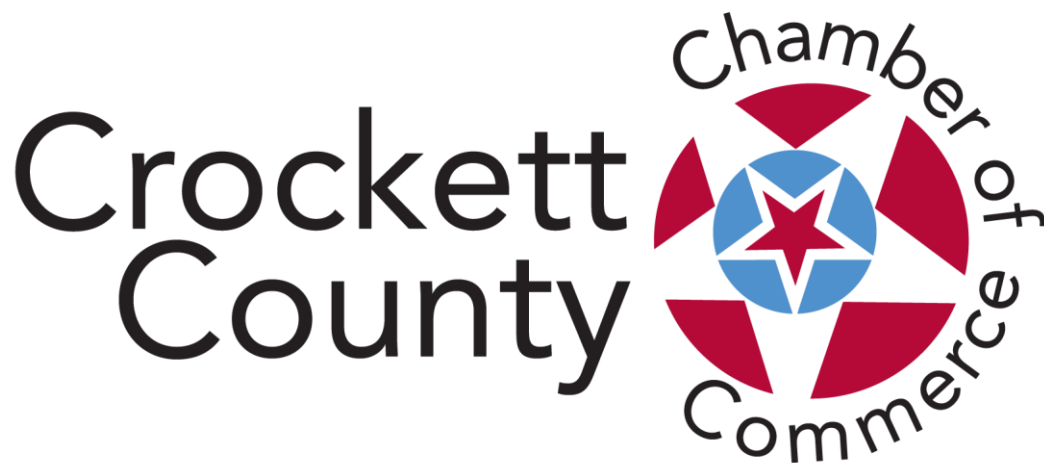


2016-2017 Annual Report



Our Mission

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

2 Year Strategic Goals Adopted 2016/2017 FY

#1 Membership Advocacy – Educate and equip to achieve greater success in the marketplace and community.

Measurable goals:

- **Increase membership by 10% in Two Years To date Increased 4.4%**
- **Increase Sales/Exposure by 1% in Two Years To date Increased by 1.1%**

#2 Growth Focused – Promote Business and Industrial Development in Crockett County and Housing Growth.

Measurable goals:

- **Decrease Retail leakage by 1%**
- **Increase number of households by 10 in two years (2010-5800 households; 2016-5884 households). Increase of 84 households.**

#3 Community Minded – Foster a thriving Community Spirit.

Measurable goals:

- **Increase Retail Sales by 1% in Two Years To Date Increased By 1.1%**
- **Decrease Inactivity Rate by 2%. 2015 rate: 34%. 2017 rate: 32%**

Crockett County Economical Snap Shot

Crockett County has been titled a Tier 2 Community with State Of TN ECD since 2016. Crockett County Shares this designation with Dyer County and Madison County.

Crockett County is economically ranked 40th in the State out of 95 Counties. (Based off of Unemployment Rates, Per Capita Income and Poverty Rate)

2015 Economic Impact of Tourism in Crockett County

Crockett County Generated \$8.93 Million in Direct Tourism Expenditures

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 locally with **Chamber Bucks Program**. Distributed over \$32,000 to be spent with our Chamber retailers.
 - Chair **Retail Committee**.
 - Maintain and distribute **Chamber Monthly Newsletter**.
- Hosted the **Annual Business Expo**. This year's theme was '**Monopoly: It's Your Move**' where 26 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 third annual **Crockett County Merchants Open Houses**, (Christmas and Spring) 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*, *State Gazette* (Dyersburg), 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 Nashville, TN 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.
- Graduated **Retail Academy** led by Retail Strategies from Birmingham, Alabama.

INDUSTRIAL DEVELOPMENT

- Updated community data sheets for posting on the Chamber, **TVA**, and **West Tennessee Industrial Association web sites**.
- Continued to collect resumes for the Job Referral Program.
- Worked closely with **Jackson Regional Partnership (JRP)** for recruitment of potential industries and **TN Site Select program**.
- Submitted **RFIs** and **RFPs**.
- Graduated from **TVA Rural Leadership Institute**, Class of 2017.
- Attended **USDA/ Rural Development Conference**
- **DRA Economic Dev. Strategies Certificate July 16'**



- Hosted the **26th Annual Business & Industry Appreciation Golf Tournament & Lunch** at Crockett Golf & Country Club. 20 two-person teams participated.

EDUCATIONAL DEVELOPMENT

- Helped promote **career and college access mentoring programs** at CCHS.
- \$1,000 raised at last year's Silent Auction rewarded two \$500 **Crockett County Chamber of Commerce Scholarships**—Katelyn Wilson and Tara Robbins. A big thank you to businesses and individuals.
- Worked closely with **ACT Work Ready**; Crockett County continues to be certified 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, new Heritage Festival, a Taste of Crockett and much more.
- 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**.
- The Ambassadors spent hours promoting the county, attending Ribbon Cuttings, Business After Hours, 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**. We continued to work closely to decrease obesity and inactivity rates with **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, 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 & SquareCrow contest around the square**.
- Acted as an information hub for businesses and non-profit organizations in the community.



- Seven participants graduated from Leadership Crockett County Class of 2016/2017.



- Nineteen participants graduated from Crockett Youth Leadership Class of 2017—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.
- Crockett County Community Profile for VIP Magazine—“Crockett County: Big Things Come in Small Packages.”
- 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 **26th 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.
- Worked closely with **TSBDC** to help new entrepreneurs. Three new business startups resulted from this collaboration. Continue to offer **TSBDC** office space at the Chamber for counselling new and existing business owners.



- 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 **17 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 3 **Business After Hours.**



Crockett County
Chamber of
Commerce

@crockettchamber

- Maintain social media with over 1,500 followers.