



# 2007 Business Plan

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Dr. Dwight Hedge, Dyer County Schools Superintendent  
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## Economic Development

*David Taylor, Vice Chair*

### Develop a Marketing Plan for Industrial Recruitment.

**Goal:** Continue to put forth a first class, aggressive effort to recruit new jobs and capital investments in Dyer County.

#### PRIORITY ACTIONS:

- Create a Superfund for Economic Development using Building Bridges Phase II funds as a starting point.
- Conduct a targeted industry study to determine the best opportunities for future economic development.
- Establish benchmarks against peer cities in the region.
- Create a new set of marketing materials based on the results of the targeted industry survey and peer city comparisons.

#### ACTIONS:

- Promote the completion of I-69 and the Port at Cates Landing as separate projects, with emphasis on the faster completion of the Port as a working project.
- Attend more consultant forums around the country to get face-to-face meetings with consultants.
- Continue participation in the Tennessee Economic Partnership for purpose of marketing West Tennessee as a business location.
- Continue advertising in selected publications, including *Site Selection*, *Expansion Management*, *Area Development*, *Business Facilities*, *Memphis Business Journal*, *Tennessee Economic & Community Development Guide*.
- Continue outdoor advertising campaign with billboards promoting the unique tourism opportunities and quality of life in Dyer County.
- Continue to use the results of the Retail Trade Area Study done by Buxton, Inc., to attract national chain retailers stores and restaurants.

- Upgrade the tourism display at the West Tennessee Heritage Center in Brownsville.

### Complete North Industrial Park

**Goal:** Invest in strategically located industrial park land, buildings and infrastructure that will attract national and international corporations to Dyer County.

#### PRIORITY ACTIONS:

- Begin planning for construction of a new Expect Building.
- Construct the entrance to the new park.
- Promote disposition of the trailer park adjacent to the Fort Hudson Road entrance of the North Industrial Park.
- Develop identification and signage for the North Industrial Park and the Expect Buildings.
- Have long-range plans in place to extend water, sewer, gas and electric service to all areas within the park.

#### ACTIONS:

- When I-69 route in front of North Industrial park is confirmed:
- Aggressively promote rerouting US Highway 78 to tie into the I-69/I-155 Interchange west of existing Exit 13.
  - Promote annexation plans by the city of those areas between the existing city limits and the new road location.

## Existing Industry Development

*Wendell West, Vice Chair*

**GOALS:** Improve the competitiveness and cohesiveness of Dyer County industries.

#### PRIORITY ACTIONS:

- Continue involvement with Workers' Comp issues.
- Increase our involvement with political issues pertaining to existing industries.
- Encourage more Industrial Roundtable participation from our local industries.

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- Make Dyersburg/Dyer County the most business-friendly area in West Tennessee.
- Plan industry roundtable meetings at different plants to include tours for attendees.

#### **ACTIONS:**

Investigate new ways to assist existing industries to cut operating costs:

- Workers' Compensation
- Utility Costs
- Transportation Expense

## **Educational Development**

*Dr. Karen Bowyer, Vice Chair*

*Goal: To enhance our local workforce through educational programs in an effort to provide high-tech, high-wage career opportunities.*

#### **PRIORITY ACTIONS:**

- Promote the Dual Enrollment program in high school. This will enable students to earn at least 12 hours of college credit as juniors and seniors while in high school.
- Encourage City and County officials to continue to fund the Dyer County Promise Scholarships for all high school and qualified GED graduates in Dyer County. Expand this opportunity for all GED graduates.
- Schedule Community Leaders to make presentations to 9<sup>th</sup> graders (including the 75 students in the E Academy at Dyersburg High School) to encourage their participation in the Tennessee Scholars Program.
- Promote the use of Explore for 8<sup>th</sup> graders and Plan for 10<sup>th</sup> graders from the American College Testing Program.
- Continue to pursue the feasibility of a Boys and Girls Club.
- Promote the Adult Education Program in Dyer County to encourage adults to complete their GED.

Motivate 8 - 12 graders to participate in the TN Scholars program.

## **Downtown Development**

*Joe Yates, Vice Chair*

*Goal: Create a sense of place in downtown Dyersburg by using the master design plan to develop a landscape and streetscape plan, bring businesses to revitalize the central business district and promote downtown as a place to live, work, shop, and play.*

#### **PRIORITY ACTIONS:**

- Execute the Master Plan designed by Looney Ricks Kiss.
  - With the Master Plan concept completed, the top priority is to seek funding from any and all available sources (excluding City and County taxes).
  - Obtain commitments for implementation of the proposed Downtown Streetscape and Riverfront Park.
- Establish a Farmer's Market to draw people back downtown.
- Security grant money to purchase equipment for the Farmer's Market.

*Goal: Determine budget needs from the City and County to support the Master Plan.*

#### **ACTIONS:**

- Request matching funds for grants from the City and County before their final budgets are approved.
- Request funds for incremental implementation of the Master Plan from the City and County before their final budgets are approved.

*Goal: Keep South Main engaged*

#### **ACTIONS:**

- With Downtown Development taking priority is it imperative not to

neglect the South Main Avenue entrance to Dyersburg.

- Secure funding for streetscape and lighting of South Main Avenue.
- Encourage Main Street Board participation by South Dyersburg members.
- Seek continued input from South Dyersburg property owners and residents.
- Implement Greenways and Trails on the North Forked Deer River as described in the Master Plan.

*Goal: Seek funding for implementation*

#### **ACTIONS:**

- Secure the services of Community Development Partners, LLC to pursue grant funding through LPRF and TEP funding Cycles.
- Assist Dyersburg City Beautiful so that the City of Dyersburg can become a Tree City and qualify to request maximum funding from Urban Forestry grants.

## **Transportation**

*John Ford, Vice Chair*

*Goal: Aggressively promote our transportation corridors and continue to work towards improvements*

#### **PRIORITY ACTIONS:**

- Continue to advocate for the following transportation improvements:
  - Promotion of I-69
  - Improve access to the Port at Cates Landing by improving State Road 22, widening of Highway 211, and widening of US Highway 78
    - Seek confirmation of I-69 exit along US Highway 78 and I-155
- Continue to seek ways of strengthening local airport services
  - Licensed mechanic services
  - Additional hangar space

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- Continue to participate in Regional Infrastructure Assessment study
- Continue to identify all available funding sources for transportation related improvements, including streetscapes & parks
- Investigate alternative transportation issues such as Nwthra for free rides to work
- Continue to stay in direct contact with local and state representatives regarding transportation issues and funding

## Business Development

*Don Crews, Vice Chair*

*GOALS: Provide assistance in the development of new and existing small business through training and resources.*

### **PRIORITY ACTIONS:**

- Continue to enhance efforts to make Dyer County a more “developer friendly” community.
- Provide regular business enhancing workshops.
- Provide additional members only opportunities on the Chamber’s web site with password access.
- Enhance communications with the membership

### **ACTIONS:**

- Partner with Dyersburg State Community College for more workshops and seminars.
- Identify the Best Practices of other Chambers in serving small business members.
- Help promote and market the more unique businesses in the community.
- E-mail members regularly on items relevant to their business interests.

## Community Development

*Paul Carson, Vice Chair*

*GOALS: Continue to enhance the community’s quality of life through active participation and leadership.*

### **PRIORITY ACTIONS:**

- Organize a vice chair speakers’ bureau.
- Encourage Leadership graduates to move into community service and the political process.
- Continue efforts for the indoor aquatic center.
- Bring the Vision XXI leadership together to assess the program and the current leadership
- Schedule an annual strategic planning session to assist us in maintaining our Level III Three-Star Status utilizing the services of Dr. David Kolzow from the Tennessee Leadership Center.

### **ACTIONS:**

- Investigate the needs of persons outside the mainstream of economic vitality in Dyer County.

## Agribusiness

*Eddie Anderson, Vice Chair*

*GOALS: Participate in efforts to promote West Tennessee agriculture and serve as a voice for the farming community.*

### **PRIORITY ACTIONS:**

- Promote the Ag Commission
- Promote the Chamber and the Agribusiness Council and the Grain Conference in early February.
- Allow farmers to join the Chamber at a discounted rate.
- Work to connect the 2 buildings at the Dyer County Fairgrounds providing a large arena for future events.
- Stage an outdoor hunting/fishing event surrounding the local Rough Country brand and others in the area. Engage the TWRA, Buck & Bass, Ducks Unlimited, etc. in the effort.

- Perform an ag impact study of Dyer County.

### **ACTIONS:**

- Promote renewable fuels.
- Promote the Mississippi River Corridor project for Agritourism.
- Encourage other counties to form an Agribusiness Council of their own.
- Closely monitor the new US Farm Bill and understand changes in subsidies, etc.
- Continue the Young Farmers and Ranchers program at the new industrial park
- Build and fill the Agribusiness display in the Lannom Center.

## Membership Development

*Katie Winchester, Vice Chair*

*GOALS: Communicate the mission of the Chamber, promote the opportunities and benefits for our investors, and provide maximum return on their investment.*

### **PRIORITY ACTIONS:**

- Utilize testimonials from the Board of Directors and Chamber members in marketing and promoting membership.
- Charge members of the Board of Directors with recruiting a minimum of three members annually.

### **ACTIONS:**

- Continue promoting and referring Chamber members through the Chamber’s web site, membership directory, and specific publications.
- Hold events to update Chamber investors on the Chamber’s accomplishments:
  - \* Annual Membership Banquet
  - \* Annual Membership Matters Luncheon
  - \* Monthly 12 @ 12
- Publish & distribute 6 “At Work” newsletters to distribute by mail and

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on the Chamber's web site.

- Conduct the annual membership campaign to recruit new members and increase retention efforts.
- Provide maximum marketing and networking opportunities:
  - \* Annual Business Expo
  - \* Ribbon Cuttings & Grand

Openings

- \* Publication sponsorships
- Continue the Chamber Certificate Gift Certificate program to encourage members to do business with members.

## Governmental & Legislative

*Bob Kirk, Vice Chair*

*GOALS: To improve communications with government leaders regarding the needs and interests of Chamber members and the community.*

### **PRIORITY ACTIONS:**

- Initiate more meeting with elected officials concerning local and area concerns.
- Attend monthly meetings of city and county government officials to educate them on the Chamber's activities and goals for the region.

### **ACTIONS:**

- Schedule quarterly meetings with state representatives.
- Be more aggressive in pursuing legislation.
- Urge Chamber members to contact elected city officials.
- Continue efforts with other organizations that engage in legislative affairs.

## Regional Development

*David Hayes, Vice Chair*

*GOALS: Enhance efforts to position Dyersburg / Dyer County as a regional leader in economic development and develop long-range plans.*

### **PRIORITY ACTIONS:**

- Create and articulate our regional vision to other communities and develop additional partnerships to assist in our efforts.
- Lead the branding efforts for Northwest Tennessee.
- Educate the local government concerning regional efforts.
- Bring regional speakers and programs to the community.

### **ACTIONS:**

- Develop a major outdoor event that embraces the active lifestyle of Dyer County.
- Identify regional legislative issues and take positions that will enhance the growth of Northwest Tennessee.
- Continue to support the Port project.
- Support the I-69 Western route and additional road projects.
- Support the Workforce Board on regional initiatives.
- Participate in regional recreational projects.

# The Value of Your Investment

## A return on your investment

### ***WHAT THE CHAMBER IS NOT***

The Chamber is not a government bureaucracy. Local governments are investors in the Chamber, and the Chamber in turn provides services to local government by planning, funding and delivering specific economic and community development programs with measurable results.

### ***WHAT IS THE CHAMBER'S VALUE PROPOSITION?***

It's simple, really: Directly or indirectly, the work of the Chamber helps everyone in Dyer County by raising the level of economic opportunity for all.

### ***HOW?***

By attracting new industry jobs, keeping existing industry jobs, and helping small business grow. The Chamber keeps payroll dollars and sales tax dollars flowing to local business and government. When a new industry comes to town, those payroll dollars turn over many times as they pass through the local economy. This affects retailers, grocery stores, auto dealers, realtors, and service industries like insurance companies, banks, and law firms.

***Now that's a return on your investment!***

Do you want Dyer County to grow and prosper? Do you want your business to grow? Do you want a better workforce? Better roads? Better schools? More recreational and cultural amenities? A thriving Downtown area that is attractive to visitors? Do you want local and state government to be more responsive to business needs?

***You probably do!***

Do you have time to leave your business every day and work on these things?

***Odds are you probably don't!***

So, the question becomes, who can do that for you in the most efficient manner?

***Your Chamber of Commerce can do that.***

### ***WHAT IS THE CHAMBER?***

The Chamber is a private, not-for-profit business trade organization dedicated to creating new jobs, keeping existing jobs, and creating a favorable business climate for its members. By coordinating the community's efforts to enhance business, the Chamber serves as the most professional, credible and capable agency dedicated to working in partnership with local government to recruit industry, build a better workforce, and create a livable community that is attractive to outside visitors and investors.



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