

# 2008 Annual Report

- Continued to work with regional organizations to bring programs to the community.

- Held a canoe trip to explore the Forked Deer River as it progresses through downtown.

- Continued to support the Port Project.

- Supported the value of the two Interstates I-69/I-55 and additional regional road projects.



*Canoe trip on the Forked Deer River.*

- Attended the Groundbreaking of the Discovery America Park in Union City.

- Helped organize a photography club to highlight community assets.

- Continued efforts with the Mississippi River Corridor.

- Outreached to other communities through the Dyer County Historical Society.

## TRANSPORTATION

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

- Going to resurface four lane from Dyersburg to Newbern.
- Going to resurface four lane to Dyer/Lauderdale line from Dyersburg.
- Going to widen Finley Highway two feet on each side from Dyersburg to Great River Road.

## MEMBERSHIP DEVELOPMENT

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

- We are currently working on the testimonials for 2008 that will include Dyersburg State Community College, Thunder Country, MedSouth, and Sweet Pepper's Deli.

- Commercials will air during September.

- Held the annual membership banquet in January with 178 in attendance.

- Held the Annual Membership Meeting in August with Keynote Speaker Jeff Beals.

- Held 6 12 @ 12 Luncheons with 42 members attending.

- Produced and distributed 12 *At Work* News Briefs.

- Held the Annual Business Expo with 47 exhibitors.

- Held two After Hours networking events with a total of 78 members attending.

- Held 20 ribbon cuttings for new or existing businesses.

- We are currently investigating tiered membership dues for 2009.

- Made 30 PR visits to members and prospects.

- The membership committee has met to discuss delinquent accounts and is developing an exit questionnaire.

- Recruited 26 new members

## RETAIL DEVELOPMENT

**Goal:** *To promote a community-wide effort to attract, retain and grow our regional retail and restaurant base.*

- Attended the ICSC KY/TN Idea Exchange in Nashville, July 17<sup>th</sup> – 18<sup>th</sup> as a part of the WTIA Retail Alliance
- Updated retail marketing materials; CD's, flash drives, highlighters, etc.
- Attending 2008 Mid-South Fall Retailer Kickoff in Tunica, MS on September 10<sup>th</sup> and 11<sup>th</sup>
- Attending ICSC Southeast Conference in Atlanta, GA October 5<sup>th</sup> – 7<sup>th</sup>



## Progress Report

## Annual Meeting “Membership Matters”

**August 25, 2008**

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## ECONOMIC DEVELOPMENT

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

### 2008 Accomplishments:

Dyersburg/Dyer County:

- Has been ranked in the Top 100 Micropolitan Areas in the U.S. for Economic Development (*Site Selection* magazine, January 2008).

- Ranked #4 on the list of "Ten Small Towns That Deserve A Second Look" (*Southern Business & Development* magazine, May 2008).

- Chamber of Commerce received Honorable Mention on the 2007 list of Best North American Economic Development Groups, including chambers of all sizes across the U.S. and Canada (*Site Selection* magazine, May 2008).

- Was listed in *The 50 Best Small Southern Towns*, published by Peachtree Press in Atlanta (2008).

- Was listed among the Top Small Markets in the American South, listed at number 81 of 117 total markets (*Southern Business & Development*).

• NSK Steering Systems America, Inc. held their Grand Opening Ceremony on May 8, 2008 with Gov. Phil Bredesen attending, along with top Japanese officials from the company headquarters in Tokyo.



The Grand Opening of NSK Steering Systems.

• TVA awarded one of three grants given in 2007 to Dyersburg/Dyer County for a Targeted and Prepared Community assessment by Atlanta-based consulting firm Boyette Levy. This study was presented in April and will guide economic development efforts for the next three years. Primary targets include Japanese-owned auto suppliers, high end food processing, and metal fabrication. Secondary targets include the plastics industry and Canadian-owned companies.

- The Industrial Spec Building "Expect II" was approved and is now moving forward. The building will be 100,000 sq. ft. and is located in the Dyersburg Commerce Park.

- Print advertising was purchased in *Site Selection* magazine, *Area Development* magazine, *Southern Business & Development* magazine, *Tennessee Economic Development Guide* and *Business Tennessee* magazine.

### Partnerships

The Chamber maintains partnerships with the following organizations:

#### Local

- City of Dyersburg
- Dyer County
- Dyersburg City Schools
- Dyer County Schools
- Dyersburg State Community College
- Newbern Vocational Training Center
- Dyer County Industrial Development Board
- Dyersburg Electric System

#### State

- State of Tennessee
- TN Department of Economic & Community Development
- Tennessee Main Street
- TN Department of Transportation
- Tennessee Valley Authority
- Tennessee Economic Development Council
- Tennessee Economic Partnership
- Tennessee Chamber of Commerce & Industry
- Tennessee Chamber of Commerce Executives
  - Japan-America Society of Tennessee

#### Regional

- Northwest Tennessee Regional Port Authority
- West Tennessee Chamber of Commerce Executives
- West Tennessee Industrial Association
- Northwest Tennessee Development District
- Local Workforce Board - Area 12
- Memphis Regional Chamber
- Mississippi River Corridor Project
- Southern Economic Development Council
- West Tennessee Retail Alliance

#### National/International

- C2ER (Council for Community Economic Research)
- American Chamber of Commerce Executives
- U.S. Chamber of Commerce
- International Council of Shopping Centers

We have worked on the following industrial projects in 2008:

- Project Console
- Project Pine
- Project A
- Project Volunteer
- Project Turquoise
- Project Tower



Dyer County received the 26th consecutive 3-Star Award.

- We have completed the cleanup and painting of the Market Building. The Farmers Market is operating and setting vendor and attendance records.

- Filed a Storm Water Pollution Prevention Plan for dirt work on the River Park.

- Main Street is looking for further grant funding to develop the Farmers Market through the Tennessee Agricultural Enhancement Program. (Ag Tag)

- Finalized selections for lighting and traffic signals, benches, trash receptacles, planters, banners, flags and all facets of streetscape design for the Historical District. We are currently developing the wording for ordinances to protect those design elements.

- Numerous property owners downtown have completed facade improvements, removed aluminum siding, applied historical paint colors, and restored windows in the upper stories. Specifically, General Appliance on both sides of Court. City Drug on Mill at Court, Dyer County on Market, the Smitheal property on Court and Jeff Rummell's Green Garden Deli next to it.

- Advocating local, state, and federal governments for higher levels of funding for education for P-16.

- Assess workforce needs of food processing, metal fabrication, and auto supplier manufacturers in the area and develop more training programs for their workers. (1,000 workers come into Dyer County)

- Support the implementation of the more stringent set of requirements for high school graduation – Tennessee Diploma Project, Dr. Gary Nixon and John Morgan, Comptroller.

- Build and promote our health care sector as the best opportunity we have to transition into more service sector jobs with good pay and benefits.

- Meet with Existing Industry to determine the middle group

## GOVERNMENTAL & LEGISLATIVE

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



Chamber members met with elected officials and candidates for office.

- Held a Legislative Coffee with all of our district house of representatives candidates and the local judicial candidates invited to speak

- Continue to have Vice Chair update reports presented to city and county board meetings

- Staying on top of legislative issues and contacting legislators whenever necessary

## REGIONAL DEVELOPMENT

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

- Attended P-16 Conference.

## EXISTING INDUSTRY

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

- The Chamber scheduled PML training to be held again this year on Nov 17<sup>th</sup> – 19<sup>th</sup> in Dyersburg.

• We continue to hold quarterly Industrial Roundtable Meetings.

• 1st Qtr.

Meeting was held March 13th at Quebecor World Dyersburg and included a plant tour.

• 2nd Qtr.

Meeting was held June 10th at the Chamber with a PAC (Political Action Committee) Presentation by The Tennessee Chamber of Commerce.

- We are continuing to encourage Existing Industry Members to participate in PAC through the Tennessee Chamber.

- Held the Industry Appreciation Awards Cookout on May 8<sup>th</sup>, 2008 with larger crowd than previous years.

- Held Industry Appreciation Golf Tournament on May 16<sup>th</sup>, 2008 with large turnout.

- We distribute important industry information regularly through emails as deemed appropriate and informational for plants.

- Provided support to all existing industry by means of electronic polls, and respond to requests for statistical data.

- Continuing to conduct the annual wage and benefits survey.

- Continue regular visits to plants.



Quebecor World representatives received the 2007 Industry of the Year Award.

## BUSINESS DEVELOPMENT

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

- The Chamber recognized Dr. Randy Prince as outstanding business of the year for 2007 at the Annual Banquet in January.
- The Chamber held the following free workshops for Chamber member businesses:

- Avoiding Liability in Wage & Hour Claims – 12 in attendance
- Designing a Disaster Plan - 8 in attendance
- Federal Reserve workshop – 15 in attendance

- We began Operation Jump Start, a 6 week, 36 hour intensive training session on starting a small business. The program takes attendees through all phases of developing a business plan. Those with viable business plans will be eligible to receive a grant for start-up costs from the Delta Regional Authority. Classes are conducted by Dr. Jamie Frakes, Director of the Tennessee Small Business Development Center.



Participants in Operation Jump-Start

- Held the Annual Business Expo with a record 47 exhibitors

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

- Construction of Sorghum Valley at the Fairgrounds.
- Promoting the Mississippi River Corridor Project.
- Held quarterly Agribusiness committee meetings.
- Assisted Young Farmers & Ranchers with additional acreage at industrial park.
- Promoting the Ag Commission.
- Working towards a new Farm Bill.
- Promoting the use of renewable fuels.

## COMMUNITY DEVELOPMENT

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

### PRIORITY ACTIONS:

- Continuing the vice chair speaker's bureau
- Helped organize a photography club to highlight community assets.

Sub-Committees that have made presentations to date include:

- a. Economic Development
- b. Community Development
- c. Remaining committees have been scheduled out through November 2008



Members of the 2008 Adult Leadership Program work on their project at the Field of Dreams at Dyersburg Middle School.

with local civic organizations.

- Completed 2007-2008 Adult & Youth Leadership Program.
- Applications are currently being accepted for the 2008-2009 year.
- Secured a \$10,000 USDA Grant that will assist in providing scholarships for Adult Leadership applicants.
- Seeking opportunities for enhancement of the pool facilities at Okeene Park with the addition of new water features that provide a "water park" theme.
- Exploring grant opportunities for community enhancement projects.
- Year-to-date the Chamber/Foundation has secured over \$35,000 in community enhancement grants.
- Promoting advanced medical resources available through local medical facilities and service providers.

- Continuing to promote the importance of community leadership participation in the Governor's Three-Star Program with emphasis on benchmark incentives and needed requirements to achieve each benchmark.

• Participated in Three-Star Strategic Planning Workshop that was facilitated by Frankie McCord of the TN Department of ECD.

- Updated and completed 2008 Priority Action Plan.
- Updated 5-Year Asset Based Strategic Plan.
- The 5-Year Strategic Plan and Title VI was presented to, and accepted by the Dyer County Commission.
- Completion of all Benchmark I criteria.

• Submitted Three-Star Annual Report, 5-Year Strategic Plan, and 2008 Priorities to Regional Economic Development Specialist

- Chamber representatives will be presented with the 26th Annual 3-Star Award at the Governor's Conference in Nashville September 15th.

- Bring the Vision XXI leadership together to assess the program and the current leadership.
- Continue efforts for indoor aquatic center.

### ACTIONS:

- Investigate the needs of persons outside the mainstream of economic vitality in Dyer County.
- Continue efforts to connect the two existing buildings at the Fairgrounds for use as an enclosed multi-use facility for year around events that will provide both local and regional economic benefits.

## DOWNTOWN DEVELOPMENT

**GOALS:** Create a sense of place in downtown Dyersburg by using the Master design plan to develop a landscape and



The new Farmer's Market opened in 2008.

### PRIORITY ACTIONS:

- We executed the Sub-Master Plan in the Transportation Enhancement Program Grants we coordinated for the City and County.

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## DOWNTOWN DEVELOPMENT

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



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### PRIORITY ACTIONS:

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