

2012 Business Plan



2012 Board of Directors

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Economic Development

David Taylor, Vice Chair

John Lannom, Jimmy Williamson, David Hayes, Don Crews, Allen Hester, Ray Lowrance, York Walker, Eddie Burks, Steve Lane

GOAL: *Continue to put forth a first class, aggressive effort to attract, grow and retain jobs and capital investments in Dyer County.*

PRIORITY ACTIONS:

- ◆ Pursue goals for the 2012-2014 phase of Vision 2020.
- ◆ Support the new Northwest TN Regional Strategic Plan for business recruitment.
- ◆ Utilize the Jobs4TN plan recommendations to determine the best opportunities for future economic development.
- ◆ Aggressively pursue targeted industry groups for location in the EXPECT II facility.
- ◆ Continue to use the resources by Buxton, Inc., the Shopping Center Group, Retail Lease Trade to attract national chain retail stores and restaurants.
- ◆ Continue promoting unique tourism opportunities and quality of life in Dyer County. (ie. Duck Fest, Duck Blast, Big Deal, etc.)
- ◆ Aggressively market industrial proximity to soon-to-be completed Port at Cates Landing including its' Foreign Trade Zone advantages.
- ◆ Increase efforts to enhance development of area workforce.

ACTIONS:

- ◆ Establish, monitor and evaluate benchmarks against peer cities in the region.
- ◆ Promote the completion of I-69 with emphasis on the faster completion of segment from KY to Dyersburg. (Upgrade Hwy 51)
- ◆ Promote long-range planning for enhanced utility infrastructure services and flood control measures in industrial and commercial development areas.
- ◆ Continue efforts to retain and grow existing industry by visiting corporate headquarters.

- ◆ Attend more consultant forums around the country to get face-to-face meetings with consultants.
- ◆ Continue participation in the Tennessee Economic Partnership for the 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, and the Tennessee Economic & Community Development Guide.*
- ◆ Continue and upgrade the tourism display at the West Tennessee Heritage Center, I-155 Welcome Center and Dyersburg Airport.
- ◆ Post calendar of annual events on our website with a link to the appropriate area.
- ◆ Continue cooperation with Agribusiness including the utilization of undeveloped industrial park areas by the Young Farmers and Ranchers Program
- ◆ Study and promote opportunities to align our economic development efforts with the West Tennessee Megasite in Haywood County.
- ◆ Continue efforts to upgrade community livability and local amenities.
- ◆ Continue pursuit of significant recognition opportunities (i.e. Top 100 Metropolitan Area)

Existing Industry Development

Aaron Tiede, Vice Chair

Wendell West, York Walker, Brian Collins, Bob Kirk, Bill Reffert, Steve Bullard, Scott Shipferling, Kurt Walker, Ricky Torain, Rhonda Lee

GOAL: *Improve the competitiveness and cohesiveness of Dyer County industries and remain Union Free.*

PRIORITY ACTIONS:

- ◆ Work with the NWTN Regional group on industry outreach.
- ◆ Raise local awareness of products made and technologies used in Dyer County.
- ◆ Facilitate group tours of plants
- ◆ 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.
- ◆ Continue to encourage plant tours of local industry as a component of Roundtable meetings.
- ◆ Work with The Tennessee Chamber on PAC issues.
- ◆ Conduct an assessment of local industries to better understand their present issues and determine how we can assist them.

ACTIONS:

- ◆ Bring in speakers to address business issues that affect local industry.
- ◆ Continue Annual Wage and Benefit Survey with guidance from HR Managers.
- ◆ Encourage participation in local SHRM meetings.
- ◆ Be available to assist all local industries whenever issues arise.
- ◆ Plan optional interactive industry meeting to share ideas for surviving in harsh economic times.
- ◆ Presentation of state programs available with focus of helping existing industry.
- ◆ Discuss impact and management approach to EFCA during industry round table meeting.

Agribusiness

Eddie Anderson, Vice Chair

Debbie Bradshaw Hart, Richard Hill, Allen Hester

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

PRIORITY ACTIONS:

- ◆ Expand to a regional agribusiness group.
- ◆ Encourage local farmers to join the Chamber at a discounted rate.
- ◆ Work to connect the two buildings at the Dyer County Fairgrounds providing a large arena for future events.
- ◆ Bring Commissioner Julius Johnson in for a meeting.
- ◆ Promote the “Farm to Table” plan in the region.

ACTIONS:

- ◆ Promote renewable fuels.(et Renewable fuel plant in Obion County in operation.)
- ◆ 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
- ◆ Promote agriculture in the high schools and at Dyersburg State Community College.
- ◆ Build and fill the Agribusiness display in the Lannom Center.
- ◆ Promote and encourage a food processing company to locate in Dyer County.
- ◆ Promote waterfowl hunting in the area.
- ◆ Promote Sorghum Valley as preserving our agricultural heritage of the past.

Business Development

Don Crews, Vice Chair

Cathy Strawbridge, Walt Bradshaw, Eddie Burks, Ben Edwards, Penny Guthrie

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

ACTIONS

- ◆ Promote Small Business Week in May
- ◆ Offer workshops and training via the TSBDC events.
- ◆ Continue to enhance efforts to make Dyer County a more “developer friendly” community.
- ◆ Continue to provide regular business enhancing workshops.
- ◆ Continue to partner with TN Small Business Development Center, Baker Donelson, The Centre Group, Dyersburg State Community College, and The Reed Center.
- ◆ Survey members to determine their needs in small business development.
- ◆ Develop focus groups of various business entities.

Community Development

Paul T. Carson, Vice Chair

Eddie Anderson, Joe Emery, Pollyanna McClure, Joe Yates, Danny Watson, Vince Haymon

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

PRIORITY ACTIONS:

- ◆ Coordinate and implement the Three Star Plan
- ◆ Continue the vice chair speaker's bureau.

- ◆ Facilitate an annual meeting with both City and County elected officials to provide an overview of the Chamber's program of work and economic development initiatives.
- ◆ Encourage Adult & Youth Leadership graduates to move into community service and the political process and provide listing of volunteer opportunities with local civic organizations.
- ◆ Explore grant opportunities for community enhancement projects.
- ◆ Promote advanced medical resources available through local medical facilities and service providers.
- ◆ Continue 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.
- ◆ Continue to support and promote the Vision XXI program.

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.
- ◆ Determine feasibility for enhancement of the pool facilities at Okeena Park with the addition of new water features that provide a "water park" theme.
- ◆ Continue efforts for indoor aquatic center.

Downtown Development

Joe Yates, Vice Chair

Mike Pennington, David Hayes, David Taylor, John Lannom, Jeff Agee, Don Crews, Whitney Allmon, Carol Harris

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 the central business district and promote downtown as a place to live, work, shop and play.*

PRIORITY ACTIONS:

- ◆ Complete Phase 2 and 3 of Courthouse Square Renovation Plan
- ◆ Layout, fund, and construct a 1 mile walking track at the River Park.
- ◆ Assist YMCA with large trails grant to cross the River Park.
- ◆ Lease approximately 16.5 acres of City property to operate the River Park and the Western Trail.
- ◆ Seek funding for a restroom facility next to the Market Building.
- ◆ Continue efforts to develop Riverfront park.
- ◆ Create an annual historical walking and/or bus tour with the Dyer County Historical Society/ Photography Club and Main Street including lectures on the history of Dyer County and tours of the Museum.
- ◆ Initiate a driving tour of historic sites in Minglewood, Blues Moss Island and the Mississippi River areas including promoting unique local bird watching opportunities

Educational Development

Dr. Karen Bowyer, Vice Chair

Neel Durbin, Dwight Hedge, Jeff Agee, Bill Reffert, Brian Collins, Wendell West, Larry White, Joe Yates,

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

PRIORITY ACTIONS:

- ◆ Assist in implementation of Regional Strategic Plan for incubator
- ◆ Continue to implement advanced manufacturing study
- ◆ Support elements of Regional Plan for education.
- ◆ 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 9th graders (including the 75 students in the E Academy at Dyersburg High School) to encourage their participation in the Tennessee Scholars 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 8th-12th graders to participate in the TN Scholars program.
- ◆ Continue to advocate to local, state, and federal government for higher levers 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.
- ◆ Support the implementation of the more stringent set of requirements for high school graduation in the TN Diploma Project.

Governmental & Legislative

*Bob Kirk, Vice Chair
Richard Hill, K.W. Dennison, Paul Carson, John Holden, James Davis, Joe Enoch, Dwight Hedge, Karen Bowyer, John Ford, Debbie Bradshaw Hart, Rhonda Lee, Neel Durbin*

PRIORITY ACTIONS:

- ◆ Adapt to new redistricting of state and federal government
- ◆ Present a “State of the City and County” event
- ◆ Coordinate with State and US Chambers on issues
- ◆ Explore possible trips to Nashville and/or Washington

ACTIONS:

- ◆ Schedule monthly meetings with state representatives.
- ◆ Be more aggressive in pursuing legislation.
- ◆ Urge Chamber members to contact elected officials.
- ◆ Continue efforts with other organizations that engage in legislative affairs.
- ◆ Hold Legislative Candidate Forum for Primary and General Elections

Healthcare Industry Committee

*Russell Pigg, Vice Chair
Allen Hester, Walt Bradshaw, Andrew Harrington, Paul Carson, Larry White, Ricky Torain,*

ACTIONS:

- ◆ Inventory of health care assets and their impact
- ◆ Conduct an economic impact study of the above to determine the total impact of our health care sector in the county and region.

- ◆ Recognize new health care professionals within the area
- ◆ Corporate Wellness - emphasize the importance of it to local industries and businesses.
- ◆ Promote Dyersburg as a medical center.

Membership Development

*Danny Watson, Vice Chair
Andrew Harrington, Ben Edwards, Vince Haymon, Joe Enoch, Joe Emery*

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

PRIORITY ACTIONS:

- ◆ Assign at risk accounts and review
- ◆ Perform regular surveys to determine the needs and expectations of our members.
- ◆ Utilize testimonials from the Board of Directors and Chamber members in marketing and promoting membership in all available media outlets:
 - State Gazette
 - Member Radio Stations
 - Television
 - “At Work” News Briefs

ACTIONS:

- ◆ Continue promoting and referring Chamber members through the Chamber’s web site, membership directory, and specific publications.
- ◆ Hold events to update investors on the Chamber’s accomplishments:
 - Annual Membership Banquet
 - Annual Membership Matters Luncheon

- ◆ Monthly 12 @ 12
- ◆ Provide maximum marketing and networking opportunities:
 - Business Expo
 - Quarterly After Hours Networking
 - Ribbon Cuttings & Grand Openings
- ◆ Encourage more Member-To Member broadcast e-mail and faxes.
- ◆ Involve more at-risk members at monthly events.
- ◆ Conduct a membership campaign involving board members and diplomats.
- ◆ Update the membership software to provide more opportunities for members to interact, update their business information, register and pay on-line for events, receive automatic e-mail reminders for event registration, etc.

Regional Development

*David Hayes, Vice Chair
Wendell West, Jimmy Williamson, Mike Pennington, Ray Lowrance, John Ford, Carol Harris*

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.
- ◆ Implement NWTN Regional Plan
- ◆ Assist with creating a regional website and marketing tools
- ◆ Support efforts to promote regional tourism assets

- ◆ Work with regional organizations to bring programs to the community.
- ◆ Work with Governor, ECD, and regional partner counties on development of a Regional Marketing and Recruitment planning and implementation.

ACTIONS:

- ◆ Continue to develop a Regional Transportation plan to take benefit of the Mississippi River Bridge, Port at Cates Landing, and I-69.
- ◆ Continue a regional major outdoor event that embraces the active lifestyle of our region and Dyer County.
- ◆ Identify regional legislative issues and take positions that will enhance the growth of Northwest Tennessee.
- ◆ Support the value of the two Interstates, I-69/I-55, and additional regional road projects.
- ◆ Support the Workforce Board on regional initiatives.
- ◆ Participate in regional recreational projects.
- ◆ Continue to develop a Regional Agri-Business Task Force.
- ◆ Provide forums for the Regional Financial Literacy discussion.
- ◆ Support the efforts of the Regional Healthcare Consortium.

Retail Development

*Ben Edwards, Vice Chairman
Bob Kirk, David Hayes, David Taylor,
Don Crews, Cathy Strawbridge,
Pollyanna McClure*

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

ACTIONS:

- ◆ Buxton Group TVA program
- ◆ Shopping Center Group Tools
- ◆ WTIA Retail Alliance and Retail Lease Track tools
- ◆ Work with the Dyersburg Planning commission to identify zoning for desirable sites for commercial activities.
- ◆ Encourage city and county governments to investigate incentives for retail development.
- ◆ Work to streamline the permitting and approval process.
- ◆ Gather, maintain and update relevant retail information on the Chamber website and in printed documents which are readily available for prospects.
- ◆ Create a positive business environment for retail development.
- ◆ Understand retailers' special vocabulary and site evaluation criteria.
- ◆ Continue to participate in International Council of Shopping Centers, TVA Consumer Connection, West Tennessee Retail Alliance, and other regional efforts to attract retail development
- ◆ Notify businesses such as Cracker Barrel about the existing infrastructure in possible locations.
- ◆ Sending letters to mall owners and the prospect list of Fast Casual restaurants.
- ◆ Researching new trends in retail development.

Transportation

*John Ford, Vice Chair
Dwight Hedge, John Holden, James Davis, K.W. Dennison*

GOAL: Aggressively promote our transportation corridors and continue to work towards transportation 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 Route 22, and widening of US Highway 78.
 - 4-lane Highway 104 to Trenton
 - Seek confirmation of I-69 exit along US Highway 78 and I-155
 - Continue to lend support to Southtown entrance and Downtown Square improvements
 - Support widening of Highway 211 (Newbern to Dyersburg)
- ◆ Push for new SAFETEA highway bill
- ◆ Port of Cates Landing Infrastructure
- ◆ Airport promotion and business display in lobby area

ACTIONS:

- ◆ Continue to participate in Regional Infrastructure Assessment study and The Regional Logistics Council
- ◆ Be available to assist other committees in gaining funding for transportation related improvement, including streetscapes & parks.
- ◆ Investigate alternative transportation issues such as NWTHERA for free rides to work.
- ◆ Be a resource for the community with highway signage issues.
- ◆ Work with TDOT to accommodate prospective industry in the Industrial Park.
- ◆ Provide input to the NWTN – Regional Planning Organization.

2012 Board Vice Chairs:



Jeff Agee,
2012 Chairman
of the Board



Paul T. Carson,
Vice Chair of
Community Devel-
opment



Ben Edwards,
Vice Chair of
Retail
Development



Joe Emery, 2012
Foundation Chair



Joe Yates,
Vice Chair of
Downtown
Development



John Ford,
Vice Chair of
Transportation
Development



Larry White
Chairman
Elect



Dr. Karen
Bowyer,
Vice Chair of
Educational
Development



David Taylor,
Vice Chair of
Economic
Development



Bob Kirk,
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Russell Pigg,
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Healthcare
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Committee



Eddie Anderson,
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Agribusiness



Danny Watson,
Vice Chair of
Membership
Development



Don Crews,
Vice Chair of
Business
Development



David Hayes,
Vice Chair of
Regional
Development

CHAMBER STAFF

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CCE, CEcD,
President/CEO

Tammy Hall
Vice President, Finance &
Administration

Ellen Shelton
Director of Membership
Services

Steve Guttery
Director Downtown
Development

Tiffany Pride,
Administrative Assistant

Judy Gregory,
Receptionist

Bart Jowers,
Support Staff

Doris Smith,
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