



## 2009 ANNUAL REPORT

Even with a weak national economy the Bartlett Area saw an impressive amount of activity for both business expansions and new companies. Economic development numbers improved in 2009 over the previous year with over 1700 new jobs and capital investments that exceeded \$100 million.

Chamber membership saw an overall decline in 2009 with new memberships unable to keep up with attritions. Active membership at year end was just over 600 compared to 650 in 2008. Major Chamber events such as the EXPO, Golf Tournament and Gala actually saw improvements in attendance and revenues.

The Chamber launched some new products in 2009 as well as revamping existing programs. The %Staying Ahead of the Curve+ series, facilitated by Natasha Bowen of the Growth Coach, was reinitiated in October with positive results. First South Credit Union, along with our restaurant members, stepped forward to ignite the BACC Business after Hours events which proved to be a big success drawing crowds of 150 members and more. %Travel with the Chamber+ was kicked-off in 2009 and offers the general public discounted trips to international locations.

New venues were added in 2009 for Chamber events including the new Holiday Inn & Suites . Wolfchase as the site for the fall segment of the General Membership Meetings. It also served as the site for the 2009 Gala.

The Bartlett Chamber Ambassadors Club grew to its largest size ever in 2009 to over 30 active members. The Club met monthly at member locations to discuss ways to improve exposure of the BACC and its members. Over 30 Ribbon Cuttings were conducted by the Ambassadors during the year.

The BACC helped with the creation of the Bartlett Association of Retailers (BAR) which initiated the %Buy Bartlett+ campaign in conjunction with the City of Bartlett. The campaign's aim is to educate citizens of Bartlett of how best to keep property taxes low by contributing to the local sales tax through the purchase of products in Bartlett.



## **2009 PROGRAM OF WORK HIGHLIGHTS**

- **The creation of 1700 new jobs and over \$100 million dollars in new capital investments for Northeast Shelby County**
- **Conducted over 100 Existing Business calls**
- **New Membership activity remained steady despite a down economy**
- **EXPO sellout – Improved quality attendance**
- **Conducted a retail real estate opportunity gap analysis for Bartlett**
- **Established Patterson Graham Design Group as advertising agency of record for Economic Development initiative**
- **Initiated a new Business After Hours format with outstanding results**
- **Launched new format for “Staying Ahead of the Curve” series**
- **Shelby County Chambers of Commerce Alliance held two major public events: “Breakfast with Senator Corker” and “Pros & Cons of Consolidation”**
- **“Travel with the Chamber” kicked-off in late 2009**
- **Bartlett Chamber Foundation receives its first donations**
- **Bartlett Association of Retailers assisted by the Chamber to educate citizens of the importance of sales tax revenues**

# ARTMENTS

## MEMBER SERVICES:

### Membership Development

**Chamber Website** . The official website of the Bartlett Area Chamber provides current and useful information about the local business community.

- ❖ *The new website is fully functional and most changes and entries can be made in-house*
- ❖ *InternetOne, continuing the Center Stage Sponsorship, set up separate web pages for Expo, Golf, Gala and Travel (i.e.: [www.bartlettchamber.org/gala](http://www.bartlettchamber.org/gala))*

**Chamber Newsletter** - The Chamber's official newsletter distributed to all BACC members and over 20,000 households in NE Shelby County.

- ❖ *The bi-monthly BACC News in the Bartlett Cordova Appeal ran 4 times and circulation was reduced to 24,000 in 2009*
- ❖ *We have had numerous meetings with the CA and have agreed to change the format in 2010*

**Chamber e-Newsletter** - Weekly email to our members with Chamber news and events, community news and paid advertisements.

- ❖ *Continued the weekly e-newsletters*
- ❖ *Explored Constant Contact and other formats to change the look*

**Monthly Chamber Meetings** . Official monthly meeting of the general membership from January through October. Guest speakers address issues of interest to the local business community.

- ❖ *Average attendance exceeded 80 in 2009*
- ❖ *"The Chamber Advantage" segment featuring Bob Furniss, Touchpoint Associates, was well received*

**Chamber Golf Tournament** - The official Annual BACC Golf Tournament held in the spring.

- ❖ *Had three "Celebrity" players - from New England Patriots, Mississippi RiverKings and 94.1KQK-FM. Dana Kirk was to play but sprained his ankle the day before*
- ❖ *Added Tent Sponsorships - those who participated were very happy with results*

**Annual Chamber Gala** - The Chamber's premier annual social event and a major fundraiser.

- ❖ *Moved event to Friday evening: less formal, less food, more dancing, lower ticket price*
- ❖ *Silent Auction did much better*
- ❖ *Net income was by far the best ever!*

steer representatives of the Bartlett Chamber  
advantages and benefits associated with being

- ❖ *Largest number of Ambassadors on the books*
- ❖ *Communication was enhanced to keep them in the loop*
- ❖ *Averaged 25 Ambassadors at each monthly meeting*
- ❖ *Created excitement when receiving gift certificates for cashing in points*

**Annual Membership Campaign** - The Chamber's major membership drive utilizing member volunteers to increase the support base of area businesses.

- ❖ *Form a committee to design and implement the 2009 strategy for a productive and fun campaign*
- ❖ *35 volunteers from the chamber membership brought in an additional \$11,000 in new memberships.*

**New Member Orientation** – Morning coffee orientations are offered on the third Wednesday of the first month of the quarter. Orientations are designed to provide new and existing members a concise overview of the function of a chamber of commerce, the mission of the Bartlett Chamber and the benefits that members derive in affiliating with the largest business membership organization in Northeast Shelby County.

- ❖ *Member testimonial included in each orientation*
- ❖ *Member to member introductions for business growth*

**New Member Recognition** - A multifaceted program where new members gain membership wide exposure to include new member promotion table and verbal recognition at a monthly membership meeting, listing in BACC newsletter, website listing, acknowledgement by the Board of Directors and ribbon cuttings with press coverage.

- ❖ *Developed collateral material that promotes these benefits to new members*

## **Business Development**

**Bartlett Business Expo** - Primary venue for businesses in Northeast Shelby County to showcase their products and services.

- ❖ *Sold out all booths two weeks prior*
- ❖ *Marketed the Expo as a premier event for Northeast Shelby County*
- ❖ *Vendors remarked that a good quality of potential customers attended*

**Tourism Guide for the Northeast Corridor** . The Bartlett Area Chamber plans to develop a marketing strategy that highlights Northeast Shelby County as "The Choice Location" for tourists and people visiting Memphis and the Mid-South.

- ❖ *Kelley & Associates Advertising has begun to develop a brand for the area*

**Business After Hours** - Networking event open to the membership and guests. Promote and enhance the Mixer as the businessperson's Go-To event in Northeast Shelby County

- ❖ *Initiated a new format in 2009 with positive results*
- ❖ *Held four events in 2009 with average attendance of 120*

- ❖ Increased number of vendors for guest to sample
- ❖ Improved décor by using Behind the Scenes

**Business Networking Coffees** – Morning networking events hosted by member businesses.

- ❖ Program not active in 2009

**Ribbon Cuttings** - Official ceremony to celebrate new member businesses opening in the community. ownership/management.

- ❖ Improved Ambassador participation
- ❖ Improved visibility in local media outlets

**Sponsorship Opportunities** - Sponsorships are a cost effective way for members to promote and advertise to fellow members

- ❖ Although the economy began to infringe on business' monies, the Chamber realized very little attrition on sponsorships

**“Staying Ahead of the Curve” Business Series** - Scheduled morning presentations featuring a range of business related topics.

- ❖ BACC Sustaining Member Natasha Bowen, *The Growth Coach*, accepted role as facilitator for the monthly seminars at the Chamber office.
- ❖ Program kicked off in October 2009 with attendance in the 10 -20 range.

**“Discover Bartlett” Radio Campaign** . A program tailored especially for the Bartlett Chamber allows our members to advertise on all local Citadel Radio stations at a much reduced cost rather than done independently.

- ❖ Continued existing program

**Images of Bartlett & NE Shelby County Magazine** - Yearly publication that highlights Bartlett and Northeast Shelby County.

- ❖ Enhanced the content, relevance and distribution
- ❖ Worked with the photographers to get more relevant shots of the image we would like to convey of Bartlett
- ❖ This is last year of contract with Journal Communications

## ECONOMIC DEVELOPMENT:

**Life Science Initiative** - Promote the area as a viable Life Science Corridor and work with existing Life Science companies to identify industry enhancement opportunities.

- ❖ Identified 23 life-science related companies in the Bartlett Area
- ❖ Conducted meetings with 6 life-science companies to discuss life science initiative
- ❖ 3 new companies have announced new operations in the Bartlett Area in 2009
  1. Surface Dynamics was granted a PILOT for a \$5 million/ 60 new jobs operation
  2. Smith and Nephew announced its HC relocation to Goodlett Farms
  3. American Esoteric Labs announced its HC relocation to Goodlett Farms
- ❖ Conducted meetings with educational programs to address workforce concerns made by companies.
- ❖ Began marketing program in coordination with Paterson Graham Design Group
- ❖ Continued relationships and identified new potential organizations that focus on Life Science Development in the Memphis Region

**Investors** – Continue to develop a public / private partnership and visions for the region and work in a cooperative manner

- ❖ Worked to search and recruit new Strategic Partners and Economic Investors
- ❖ 2 new Economic Investors were added in 2009: West TN Home Health and Impact Logistics
- ❖ Worked to solidify relationships with current investors and stress importance of their involvement
- ❖ Conducted two meetings of the Strategic Partners and a Real Estate Forum of which all were invited to attend
- ❖ Worked with public sector to insure involvement would be continued

**New Business Development** – Continue to develop a business recruitment strategy for the Northeast Corridor market that targets specific industries conducive for the Bartlett Area. Market to key cluster industries and define synergies. Continue to promote Bartlett to retail/commercial opportunities.

- ❖ Worked 53 new business prospects to relocate or expand in the Bartlett Area
- ❖ 10 companies choose to relocate or expand here in the Bartlett Area in 2009
- ❖ Worked to recruit more retail commercial prospects to reduce vacancy rates and increase sales tax collection
- ❖ Identified 600+ retail and commercial businesses to recruit to the area
- ❖ Sent out Retail Brochure to 600+ pre qualified businesses
- ❖ Helped facilitate PILOT incentive for Surface Dynamics an Italian based Life Science company
- ❖ Went to International Council of Shopping Centers Conference to attract and recruit new retail/commercial development to the Bartlett Area

**Existing Business Program** – Continue current existing business program and maintain an accurate database of consultations. Play an active role in Shelby County's Existing Business Team. Coordinate appointments with local businesses (Chamber members and non-members) to address business concerns and offer assistance and incentives to encourage growth and development.

- ❖ Continued active membership in the Shelby County Existing Business Team
- ❖ Maintain a current database of meetings and consultations of existing businesses
- ❖ Combined with John Cox's consultations, over 100 meetings were conducted in 2009

**Business Inventory** – Continue to Develop and maintain a database of primary industries within Northeast Shelby County by industry classifications, employees, market size, etc. Enhance the database already begun and manage effectively

- ❖ Update Largest Employers List in 2009
- ❖ Update Corporate Park information in greater Bartlett Area
- ❖ Conducted one in-leakage vs. out-leakage opportunity gap analysis
- ❖ Archived press clippings about area businesses and future developments
- ❖ Conducted quarterly evaluations of vital stats including vacancy rates and unemployment

**Workforce Development** – Work with area agencies and business to address the concerns related to the local workforce. Conduct strategy meetings with Southwest Tennessee Community College, National College, area High Schools and other educational institutions.

- ❖ Determined high demand occupations
- ❖ Worked with local educational programs and organizations to facilitate programs that address concerns of the local business community
- ❖ Worked to get local companies involved in discussions and programs geared to promote workforce development
- ❖ Initiated and developed Oppcity.com a web portal to connect local talent to local companies interested in hiring or expanding

assistance and educational opportunities for area  
/or importing.  
Foreign Trade Zone Opportunity and met with qualified

- ❖ *Worked closely with US Foreign Commercial Service*
- ❖ *Maintained active membership in Japan American Society of Tennessee*
- ❖ *Established identity with Japan Consulates in the Southeast US*
- ❖ *Hosted a Trade Mission for Iraqi Chamber of Commerce*

**Real Estate Database** – Maintain a complete inventory of existing and potential land, buildings and infrastructure in market area. Keep records of vacancy rates and absorption rates for retail, office and industrial properties.

Assist in updating commercial and industrial properties throughout Bartlett and the Northeast Market. Utilize Co-Star as the definitive source of commercial properties within the I-40 Corridor.

- ❖ *Maintained service with Co-Star and became more familiar with the program*
- ❖ *Conducted an informational summit on real estate assets in N.E. Shelby County*
- ❖ *Conducted study of retail and industrial vacancy rates vs. absorption*
- ❖ *Identified over 900 developable acres of commercial or industrial property in Bartlett*

**Marketing Materials** – Initiate a new inventory of promotional materials (print & electronic) that enhances the image of the Bartlett Area as an exceptional place to live, work, shop & play. Continue to make upgrades and enhancements to the Economic Development portion of the chambers website. ([www.bartlettchamber.org](http://www.bartlettchamber.org))

- ❖ *Work in progress to develop Economic Development Marketing collateral*
- ❖ *Worked to develop a marketing strategy for Life Science Industry*
- ❖ *Coordinated all marketing efforts with City, Strategic Partners and Ad agency of record*
- ❖ *Further developed social networking sites, ie: Facebook Twitter and Linked In*
- ❖ *Developed website to promote Bartlett Station Historic District*
- ❖ *Developed [www.buybartlett.org](http://www.buybartlett.org) to stress importance of Shopping locally*
- ❖ *Utilized ImagesBartlett website with Chambers website\*
- ❖ *Began discussions with SEO firm to further enhance the chambers rank on internet Searches*
- ❖ *Organized city-wide sidewalk sale in conjunction with Bartlett Station commission*

**Industry Appreciation Picnic** – Continue annual event to celebrate the economic contributions made by the primary industry sector with an event aimed at the businesses of Bartlett Corporate Park and the surrounding area.

- ❖ *Hosted an industry appreciation picnic in June at Brother sponsored by Strategic Partners*

**Bartlett Station Historic District** - Work on branding and marketing the Bartlett Stations Historic District for revitalization. Build relationships with property owners and tenants. Help with recruitment of new retailers to the area.

- ❖ *Completed website ([www.bartlettstation.org](http://www.bartlettstation.org))*
- ❖ *Worked on marketing and branding website and district*
- ❖ *Helped coordinate events that attract people to the area: ie Sidewalk Sale and Catfish and Jazz festival*
- ❖ *Worked to develop a plan for 84 lumber site: Currently working with a company close to making offer*
- ❖ *Encouraged property owners to get involved*
- ❖ *Strategize with Bartlett Station Commission and property owners*
- ❖ *Strategize with Bartlett High School*

work on further developing and branding the Primary Industry

Annual Picnic

- ❖ *Entered a seminar on Government-Small business healthcare options*
- ❖ *Established a calendar of events and "Staying Ahead of the Curve" seminars that cater to the needs of the PIC*

**Commercial Real Estate Summit** – Conduct at least one Commercial Real Estate Summit to introduce area brokers, developers, and agents to the assets and services of the area.

- ❖ *Hosted one meeting in March for real estate professionals in the area to better coordinate efforts to promote the properties available.*

**Intern Program** – Continue a curriculum for students interested in pursuing a career in economic development and related activities. Use the program as a tool in furthering the resources of the chamber.

- ❖ *Continued the intern program with Rhodes College. Clark Wise was a successful intern housed in the Fall of 2009*
- ❖ *Discontinued high school intern program with Memphis Catholic because lack of efficiency*

## COMMUNITY DEVELOPMENT:

**Bartlett Chamber Foundation** . The Foundation received its IRS certification as a 501(c) (3) organization in October 2008. This will allow the Foundation to solicit grants and charitable contributions. The Foundation serves as the umbrella for the Leadership programs and other activities that fall under the Community Development heading.

- ❖ *Received first contributions from Corporate donors*

**Leadership Bartlett** - A leadership development program designed to educate citizens about the dynamics involved in making a viable community. Ultimately, its purpose is to develop a core group of individuals interested in being involved in planning and developing programs and projects for the betterment of the Bartlett area.

- ❖ *Enhanced participation per class*
- ❖ *The first year a Leadership Bartlett class completed projects which helped the Bartlett Rotary and Youth Village.*

**Youth Leadership Bartlett** . Based upon the model of Leadership Bartlett, the program is aimed at High School students interested in knowing the mechanics of our community. Sponsorships are available.

- ❖ *Following a hiatus in 2008 YLB came back with over 25 participants*
- ❖ *Recruited Mick Wright as an associate coordinator assisting OW Smith.*

**Holiday Heroes** - The Chamber's primary annual charity program provides Christmas gifts to the children at Youth Villages Boy's Town.

- ❖ *Due to Youth Villages' reallocating children, we helped about 80 children from just the Boys Town Campus*
- ❖ *Was not able to include the new girls dormitory due to regulations mandated from the state*

**Bartlett Festival and Bartlett Catfish & Jazz Festival** . Actively participate in Bartlett's two premier festivals. Promote to members and maintain a presence at each.

- ❖ *Worked with the City of Bartlett to encourage Bartlett businesses to participate in the annual "Sidewalk Sale"*
- ❖ *Worked with the Bartlett Station Commission and Bartlett Historical Society in making the Catfish & Jazz Festival a bigger draw*

aritable organization under the umbrella of the Chamber

ished Alumni Awards, looking at nominations for

- ❖ graduates of Bartlett High and Bolton High
- ❖ Had a second fundraising dinner to honor the two recipients
- ❖ Awarded more than \$11,000 to teachers in the form of grants

## EXECUTIVE :

**Board of Advisors** – Establish goal of 50 Board of Advisors by the end of 2009.

- ❖ *Current Board of Advisors exceeds 60*

**Branding** – Work with BACC Ad Agency Patterson Graham to define the essential assets of Bartlett and Northeast Shelby County by creating a unique and individual identity.

- ❖ *Patterson Graham Design Group has agreed to be the agency of record for the BACC economic development initiative.*
- ❖ *Kelly & Assoc. have joined the BACC to assist in design work for BACC collateral.*

**Center Stage Sponsors** – Enhance Center Stage Sponsor opportunities. Solicit sponsors from new industries.

- ❖ *Kelly & Assoc. joined the BACC has a Center Stage Sponsor*
- ❖ *Maintained previous Center Stage sponsors with the exception of one and recruited two new ones*

**Media Partnerships** – Strengthen the Chamber's relationship with the various mediums in the market. Identify advertising opportunities for Chamber members. Optimize coverage for the Bartlett Chamber.

- ❖ *BACC had over 30 articles and news items listed in the local media in 2009.*

**Communications / Public Relations** – Identify the most cost effective channels for delivering the Chamber's mission and accomplishments to its members and the general public.

- ❖ *Created BACC Facebook & Twitter*
- ❖ *Created 'Text BACC'*
- ❖ *Looked at various ways to improve BACC e-newsletter*

**President's Club** – Solicit the top volunteer producers as a special task force committed to membership development.

- ❖ *Identified the top volunteer producers and have developed a game plan for recruiting more members.*