



The Chamber of Commerce serving
Johnson City • Jonesborough • Washington County

2011 Performance Report

“Enriching Our Business, Enriching Our Community”

Enriching Accomplishments for 2011:

- Co-hosted TN Chamber of Commerce Executives Annual Conference with Bristol and Kingsport Chambers.
- Coordinated 9th Annual Chamber Business Showcase with 40 businesses participating at The Mall at Johnson City.
- Provided networking activities for the membership, hosting 10 Membership Breakfasts with an average of 200 in attendance, 21 Business After Hours with an average of 50 in attendance, and 3 Business Before Hours with an average of 40 in attendance.
- Received 19th year of an unqualified opinion audit in response to our fiscal procedures; our 2nd consecutive year with no audit adjustments.
- Showcased 34 businesses to over 2,000 ETSU students and faculty during the Community Showcase, a key event during ETSU Pride Week activities for the 12th year.
- Hosted Lauren Plunk, TN Small Business Advocate, for a visit with the membership.
- Continued communication with members through weekly e-newsletter received by 1650 members.
- Served on Northeast State Community College’s Advisory Board to determine viability of downtown Johnson City location. The Downtown Centre was approved.
- Chamber and CVB are active on FaceBook and Twitter, posting ribbon cuttings and information on upcoming events. Chamber has 819 FaceBook friends. CVB has 685 FaceBook friends.
- Economic impact of the visitor industry in Washington County for 2010 was \$194 million
- Continued joint membership with the U.S. Chamber of Commerce, offering business-related information and national discounts to our membership.
- Attended 8th Small Business ACCESS Summit in Washington in collaboration with U.S. Chamber, attended by 7 regional business leaders; included meetings with Senator Alexander, Senator Corker, and Congressman Roe.
- Continued ongoing intergovernmental relations, addressing issues of importance to business.
- Continued “Foundation for the Future” Capital Campaign, with an additional \$51,000 pledged this year.
- Continued promotion of TN Scholar Program in the Johnson City and Washington County School Systems with 380 students graduating in 2011 for a total of 2,360 students graduating since program inception in 2002.
- Coordinated Youth Expo at Mall at Johnson City in conjunction with SHHS “meet and greet” night with 48 businesses participating and approximately 800 students and parents attending.
- Received James Farrell ASA Award of Excellence for having the Highest Rated ASA National Championship in 2011. Received a 100% rating from the ASA National office.
- Hosted the Second Annual Bluegrass Half Marathon. 300 kids participated in the Itty Bitty Bites portion and 679 ran the Half Marathon, 85% were from the region, the remaining were from 18 states. Over 100 volunteers helped the make the event a huge success.
- Worked with City of Johnson City, Washington County Economic Development Council, local governments, and others to secure Benchmark 3 Designation through the Governor’s 3-Star Program, in addition to coordination of Johnson City Economic Summit.
- Achieved Level 2 Tennessee Center for Performance Excellence status, one of only two counties.

Chamber Foundation - Jane Myron, Chair

- Continued efforts to develop General Mills site, including meetings with potential developer/partners.
- Received an additional \$51,000 in pledges in 2011 from TruPoint Bank, Firehouse Restaurant & Catering, Appalachian Community Federal Credit Union, Spherion, Atmos Energy, and SunTrust Bank.
- Held focus group meetings with potential investors for General Mills development, with Jerry Petzoldt, TCI Group, on the development team. Established levels of participation.
- Continued Youth Leadership Program with 31 high school students participating; total of 351 participants since program inception in 1998.

Workforce Education Council – Dr. Linda Garceau, Council Vice Chair

Purpose: Promote educational programs to strengthen and expand the community and business.

- Conducted Leadership 2015 Program with 27 business leaders participating. Celebrated 25th Anniversary of Leadership 2015 program with luncheon event, featured speaker was Vance Cheek Jr. Total of 652 participants since program inception.
- Continued Leadership 2015 Alumni Program with 406 past participants involved.
- Co-sponsored Chick-Fil-A Leadercast, with 14 Leadership-2015 current and past participants attending.
- Hosted 3 Lunch and Learn events for L-2015 participants, graduates and other Chamber members.
- Looked into possibilities of coordinating the Young Entrepreneurs Academy Program through the U.S. Chamber - will revisit and reengage in early 2012.
- Continued work with AB&T, WIB, and FTDD regarding workforce issues, training, etc.
- Served on the Race to The Top Advisory Board to continue raising bar for academic rigor.
- Collaborated with Expect More / Achieve More statewide conference to ensure optimum flow of information regarding education reform.
- Participated in U.S. Chamber's BizLeads workshops on higher education in DC and New Orleans.
- Surveyed area high school students on career needs and ideas.

Governmental Relations – Debbie Caso, Council Vice Chair

Purpose: Educate the community about The Chamber's views regarding political issues which affect the business community.

- Hosted three Legislative Meetings for the membership, with state, federal, and local delegations invited to attend and provide update on issues of importance. Co-hosted one regional legislative breakfast with Bristol and Kingsport Chambers.
- Co-hosted Congressman Roe Procurement Conference with Bristol and Kingsport Chambers.
- Co-hosted Healthcare Legislation and Small Business seminar with ETSU College of Business & Technology, Blackburn Childers & Steagall, Hunter Smith & Davis, and U.S. Chamber of Commerce.
- Co-hosted 9th Annual Johnson City Economic Summit with nearly 300 participants.
- Surveyed candidates for City Commission and JC School Board, sharing responses with members and general public.
- Continued involvement with local, state, and federal delegation to discuss legislation that impacts small business, including frequent trips to Nashville and Washington DC.
- Continued involvement with TN State Chamber of Commerce, TN Business Roundtable, First Tennessee Development District, and U.S. Chamber of Commerce, serving on committees and Boards.
- Monitored legislation, taking positions and engaging in the overall discussions, development of final bills, acts, etc.

Convention & Visitors Bureau - Steven Bales, Council Vice Chair

Purpose: Promote and contribute to the overall economic success of Johnson City, by generating overnight stays through conventions, tour, leisure travel and sporting events.

- Hosted a workshop with a tour operator from Academic Travel with 30 participants
- Hosted 321 Corridor development group, with Commissioner Susan Whitaker attending.
- Co-sponsored with the TN Department of Tourism and industry partners from Gatlinburg to participate in the Tennessee Sampler Express. Conducted 10 sales calls on AAA offices and tour operators in Virginia.
- Hosted motorcycle travel writers FAM Tour for Motorcycle Consumer News, Blue Ridge Country and the Traveling Gringo.
- Hosted members of the Gold Wing Motorcycle group and Concours Owners for a site inspection to host their annual rally.
- Rebranded the 12 Pak Ride and created the “Southern Dozen.” New logo, web site, Facebook page and brochure. “Ride the Southern Dozen” contest was driven to our Facebook page with 115 entries. The promotion and rides were featured in local, regional, national and international media.
- Hosted one German, and two French travel writers through the TN Dept of Tourism.
- Received over 600 YTD direct request for information through www.visitjohnsoncitytn.com and 300 from SouthernDozen.com
- Visited Bristol and Unicoi Visitor Centers six times with hotel and attraction partners, hosting lunch for staff and cake for visitors. Cumulative visitor contact of 200 people.
- Hosted the 10:Under Girls USA/ASA Fast-pitch National Championship. We hosted 31 teams with 8 from California and 9 from Texas. Approximately 2000 visitors, 1,082 room nights and an economic impact of \$2M.
- Hosted the 13: Under USSSA Baseball World Series, with 15 teams, representing 8 states, approximately 700 visitors, 414 room nights, with an overall economic impact of \$500,000.
- The 2010 Bluegrass Half Marathon received a Pinnacle Award from the Northeast Tennessee Tourism Association in the Special Events category.

Chamber staff served on the following local, state, and national committees: American Chamber of Commerce, ETSU Centennial, ETSU Pride, JCDA, JC Economic Summit, NETTA, TN Association of CVBs, TN Chamber of Commerce, TN Hotel & Lodging Assn, Tri-Cities TN/VA Travel Connection, and U.S. Chamber of Commerce Board of Directors, including Small Business, Accreditation Board, and Homeland Security.

Chamber Mission: The Chamber of Commerce is organized to promote business, enhance economic and community development, and serve as a catalyst for improving the overall quality of life in the community and region.

Chamber Vision: Our Chamber will be a benchmark for others, emphasize quality delivery of service, and position our members to compete technologically and globally.

Chamber Values: Exceed member expectations, deliver on commitments, promote a regional business economy, perform as a highly skilled professional team, and place Johnson City/Jonesborough/Washington County at the forefront of all objectives.

Membership Services – Jerome Julian, Council Vice Chair

Purpose: Recruit and retain active members and ensure the membership is informed about Chamber activities and services.

- Recruited new members and retained existing members for a total of 637 members, employing 44,943 people.
- Held annual membership drive with 20 volunteers.
- Hosted Annual New Member Reception at Hampton Inn with 15 new members attending.
- Conducted survey of membership to determine their involvement / interest in Chamber activities and services.
- Continued Centennial Advisory Group membership with 8 participants.
- Provided various marketing opportunities to the membership through event sponsorships, goody bag contributions, Member-to-Member offers, monthly door prize donations, and weekly e-newsletter.
- Hosted Membership Appreciation Day with BBH and BAH events at The Chamber, with 46 attendees.
- Redesigned Relocation Guide / Membership Directory, with 3,000 distributed annually. PDF available on our website, www.johnsoncitytnchamber.com, for download.
- Offered “Social Networking For Business” Seminar for the membership with 22 attendees.
- Coordinated Annual Membership Luncheon at The Millennium Centre with 320 in attendance. Honored Odie Major as the Hall of Fame recipient.
- Honored P.C. Snapp as an additional 2011 Hall of Fame recipient and Dr. Don Jeanes as the 2nd Amzi Smith Award recipient.
- Held Annual Golf Tournament at Blackthorn Club at The Ridges with 100 golfers and 56 businesses contributing to the prize packages.
- Coordinated 29th Annual Taste of Johnson City at The Millennium Centre with 30 restaurants and distributors participating and 375 ticket holders in attendance.
- Coordinated Small Business / Non-Profit Breakfast with 16 members participating.
- Coordinated 9th Annual Chamber Business Showcase with 40 businesses participating at The Mall at Johnson City.
- Coordinated 2nd Annual CenturyLink “Faith in the Future” Awards Luncheon for members and non-members with twelve nominees and nine award recipients. Karen Puckett, COO of CenturyLink, was the luncheon speaker.
- Continued meetings with the Non-Profits on topics of interest to their mission and impact on the community.
- Participated in Annual Trick-or-Treat on Walnut Street event
- Continued conversations with Glimcher regarding retail development in Johnson City / Washington County.
- Promoted “Small Business Saturday” initiative to drive shoppers to local, independently-owned merchants on November 26th. Nineteen businesses participated.
- Coordinated Chamber Ambassador Program, participating in 41 ribbon cuttings, open houses, and ground breakings, in addition to support of membership breakfasts, business after hours, membership drive, sporting events, and special events. 2011 marks the 25th Anniversary of the Program. Honored Lisa Tolliver, Courtyard by Marriott Johnson City, as Ambassador of the Year.