

2015 Noteworthy Accomplishments:

- Centennial Celebration - honored our 100th year of operation all year; opened the 75th Anniversary time capsule at a press conference on the actual 100th date; celebrated with a grand party at the Johnson City Country Club with 400+ people in attendance; and highlighted each decade during our monthly breakfasts.
- Provided networking activities for the membership, hosting 10 Membership Breakfasts with an average of 200 in attendance and 16 Business After Hours with an average of 50 in attendance.
- Received 23rd year of an unmodified opinion audit in response to our fiscal procedures; our 6th consecutive year with no audit adjustments. Chamber Foundation has received unmodified opinion audits since 2005.
- Showcased members to ETSU and Milligan students and faculty: 43 members to over 2,000 ETSU students and faculty during the Community Showcase for the 15th year; 27 members to over 350 Milligan students and faculty during the Buffalo Business Showcase for the 4th year.
- Coordinated Chamber Events for the Membership: Networking Expo with 44 business participating, 2 seminars provided, and a blood drive; Annual Golf Tournament with 114 golfers; 33rd Annual Taste of Johnson City with 292 ticketholders and 27 participants; 6th Annual CenturyLink “Faith in the Future” Awards Luncheon with 33 nominees, 8 award recipients, and 132 in attendance.
- Coordinated 2nd Annual Agricultural & Business Appreciation Dinner with 400 in attendance to support the agricultural community of Washington County.
- Continued communication with members through weekly e-newsletter received by 2,097 members. 26% open rate weekly.
- Chamber and CVB are active on FaceBook and Twitter, posting ribbon cuttings and information on upcoming events. Chamber has 1,839 FaceBook likes. CVB has 1,104 FaceBook likes.
- Economic impact of the visitor industry in Washington County for 2014 was \$235.5 million
- Continued joint membership with the U.S. Chamber of Commerce, offering business-related information and national discounts to our membership. Participated in Small Business Saturday initiative with National American Express support.. Continued a Shop Small-Shop Local push throughout holiday season / year round.
- Attended 11th Small Business ACCESS Summit in Washington in collaboration with U.S. Chamber; included meetings with field staff for Senator Alexander, Senator Corker, and Congressman Roe.
- Partnered with WCEDC to provide information to potential Eastman employees during recruit lunches. Assisted with coordination of Coca-Cola mural unveiling in conjunction with the WCEDC. Partnered on the successful Founder’s After 5 concert series and ongoing activities downtown and city-wide.
- Continued ongoing intergovernmental relations, addressing issues of importance to business. Provided opportunities for our members to interact with legislators and field staff at breakfast meetings.
- Continued collaboration with key partners in the community and region on issues of importance.

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.

Workforce Education Council – Tembrea Aldridge, Council Vice Chair

- Conducted Leadership 2020 Program with 25 business leaders participating. Total of 874 participants since program inception in 1985.
- Continued Leadership 2020 Alumni Program with 458 past participants involved.
- Awarded City Manager Pete Peterson with the Distinguished Leadership Award by the Association of Leadership Professionals.
- Hosted 2 Lunch and Learn events for L-2020 participants, graduates and other Chamber members.
- Attended Governor Haslam’s lunch on TN Reconnect. Supported AB&T’s grant application for TN Reconnect funding.
- Promoted TN Achieves Program, encouraging business leaders to become mentors to students.
- Continued work with AB&T, SCORE, WIB, TSBDC, and FTDD regarding workforce issues, training, etc.
- Coordinated Career Fair with ETSU, Northeast State, and TN Technology Center at The Mall for middle and high schools in the city/county with 38 businesses participating and 300 attending.

Governmental Relations – Steve Darden, Council Vice Chair

- Hosted 2 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.
- Introduced State of the City Luncheon, providing an update on the City of Johnson City from City Manager Pete Peterson.
- Continued involvement with local, state, and federal delegation to discuss legislation that impacts small business, including frequent trips to Nashville and Washington DC.
- Partnered with Bristol and Kingsport Chambers to present US Chamber Spirit of Enterprise Award to Senator Alexander. Partnered to bring Senator Corker to General Shale for a legislative update.
- Partnered with Regional Chambers, the TN Chamber, and others to host the TN Valley Corridor Summit at ETSU.
- Attended 11th Small Business ACCESS Summit in DC in collaboration with U.S. Chamber; included meetings with field staff for Senator Alexander, Senator Corker, and Congressman Roe.
- Continued involvement with TN State Chamber of Commerce, 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., in collaboration with our legislators, Governor Haslam, Lt. Gov. Ramsey, and Speaker Harwell.
- Continued collaboration with City, County, Board, and WCEDC re economic development and other issues of business.
- Facilitated TN Infrastructure Meeting to bring awareness to unfunded transportation projects in our county and state with 50 in attendance.
- Worked with Connected Community Engagement and JC Power Board to become 4th certified Connected Community in TN and 54th in nation.
- Kept apprised of the ongoing situation with TVA and the Boone Lake development.

Non-Profit Development - Dave McAuley, Council Vice Chair

- Continued meetings with the Non-Profits to determine key focus areas, as well as discuss topics of interest to their mission and impact on the community.
- Provided opportunities for other non-profits to learn about various topics of interest, i.e. Governance, Networking, etc.
- Created calendar of events for non-profit events and activities.

Convention & Visitors Bureau - Trina Dugger and Steve Lewis, Council Vice Chairs

Meetings & Conferences: Appalachian Studies Conference—613 room nights; Florida National Guard—310 room nights; C OPTIC—280 room nights; Miata—496 room nights; Spanish Jehovah's Witness— 1329 room nights; Bristol Spring Race—2002 room nights as reported by hotels; Bristol Fall Race—1953 room nights as reported by hotels; ETSU Football—509 room nights.

Southern Dozen: Southern Dozen trademark completed. Southern Dozen campaign photo received American Road Magazine Photo of the Month for March 2015. Displayed in print, online, and mobile. Web Banner Ad ran on American Road online/mobile.

Continued delivery of Southern Dozen Brochures and information packets to Harley Davidson Dealerships and Welcome Centers in Tennessee, North Carolina and Virginia.

Sports Development: Assisted with the ETSU Track and Field Invitational/KYA Indoor Track Classic—Generated an estimated \$48,000 in direct visitor spending; Assisted with KYA Tri-Cities Track Classic—generated and estimated \$78,000 in direct visitor spending; Assisted with the Tri-Cities Road Club Omnium cycle race—generated an estimated \$475,000 in direct visitor spending; Assisted with Future Stars of Sports World Series-Generated an estimated \$769,000 in direct visitor spending.

Attended NASC National Symposium, Connect Sports Marketplace, and SPORTS Relationship Conference; Met with more than 50 rights holders. Secured two events with a possible third event.

Tracked more than thirty sporting events with an estimated \$4.5 Million in direct visitor spending; Assisted with SoCon Men's Soccer Championship; Assisted in securing the return of NAIA Indoor Track to ETSU beginning March, 2016.

Marketing & Promotions: Developed new look & feel to visitjohnsoncitytn.com and vacation guide. Currently finalizing advertising sales and review of vacation guide. 80,000 will be printed for distribution. Website changes are in progress. Videos created for specific topics are on current website "kiosk."

Brewly Noted Beer Trail – Partnered with Kingsport and Bristol CVB's along with Superfly Fabulous Events to create the trail. Trail includes nine breweries at this time. T-Shirts, Hand-blown glass beer mug, koozie and trail logs are available for purchase. Website is www.brewlynotedbeertrail.com. Hosted local and out of town media day/FAM tour to promote the trail.

Sponsored Founder's After Five concert series in support of WCEDC and Downtown development.

Tales & Trails Mobile Site and App – Initiative through NETTA to highlight attractions, shopping and dining in the region. Johnson City was built around Gray Fossil Site and Rocky Mount Historic Site. Local shops and restaurants are recommended.

Created and printed Fan Experience Card providing local recommendations to sports participants, families and fans. Two versions were created taking both NAIA and SoCon schools into consideration. 5,000 were printed and nearly 1,000 have been distribution through local hotels and ETSU events. Cards will also be used as collateral in sales calls to schools with teams who travel to Johnson City to play ETSU or Milligan College or participate in larger sports events hosted by the City.

Received a grant from the TDTD Co-Op Grant, a one-to-one match in marketing dollars to increase tourism in JC and Jonesborough. This will include television, radio, print, digital, mobile and social.

Advertised with Pandora Online/Mobile during March to promote "Our Body; The Universe Within" to promote visitation to Hands On! Museum.

Placed advertisement for National Storytelling Festival in Johnson City Press.

Placed "Come on Down" advertisement in VIP Seen magazine.

Tourism Week – staff served celebration cake at Bristol, Kingsport and Unicoi County Welcome Centers. Provided lunch for hotel housekeeping staffs during November/December.

Hosted a Listening Tour for the Tennessee Department of Tourist Development.

Hosted the Northeast Tennessee Media Tour with 18 travel writers.

Group/Tourism: Attended American Bus Association Marketplace with 42 scheduled appointments.

Attended Travel Connection NTA/UMA, Select Travel and Travel South with more than 90 appointments scheduled.

Membership Services – Dr. McKenzie Calhoun, Council Vice Chair

- Recruited new members and retained existing members for a total of 630 members, employing 41, 000+ people.
- Held annual membership drive with 18 volunteers, contacting over 400 businesses.
- 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.
- Continued promotion of Chamber website, www.johnsoncitytnchamber.com , for the membership and community, offering advertising opportunities.
- Continued design and distribution of weekly e-newsletter to 2,097 business recipients; open rate of 26%
- Provided networking activities for the membership, hosting 10 Membership Breakfasts with an average of 200 in attendance and 16 After Hours with an average of 50 in attendance.
- With the assistance of Absolute Communications, designed and printed 4th Source Book to promote membership and community, with its own website, www.johnsoncitysourcebook.com. This Centennial version was also published in a hard-back version.
- Continued Major Marketing Partnership with 10 members participating in a year-round marketing proposal covering a wide range of Chamber activities and events, in addition to marketing on the website and e-newsletter.
- Coordinated Annual Membership Luncheon at The Millennium Centre with 420 in attendance. Honored Guy Wilson Jr. as the Hall of Fame recipient.
- Held Annual Golf Tournament, sponsored by Champion Chevrolet-Cadillac, at Blackthorn Club with 114 golfers and 57 businesses contributing to the prize packages.
- Coordinated 33rd Annual Taste of Johnson City at Johnson City Country Club with 27 restaurants and distributors participating and 292 ticket holders in attendance.
- Coordinated Chamber Ambassador Program, participating in 39 ribbon cuttings, open houses, and ground breakings, in addition to support of membership breakfasts, business after hours, membership drive, sporting events, and special events. Honored Nichole Stoops, StaffPro, as Ambassador of the Year. Suzy Cloyd with Brookdale Rock Springs served as our Door Prize Chair for the year.

Business Development - Tim Swecker, Council Vice Chair

- Coordinated Chamber Business Networking Expo with 44 businesses participating at the Doubletree Hotel, with 2 seminars provided, and 14 people donating blood.
- Showcased members to ETSU and Milligan students and faculty: 43 members to over 2,000 ETSU students and faculty during the ETSU PRIDE Community Showcase for the 15th year; 27 members to over 350 Milligan students and faculty during the Buffalo Business Showcase for the 4th year.
- Coordinated 6th Annual CenturyLink “Faith in the Future” Awards Luncheon with 33 nominees, 8 award recipients, and 132 in attendance. Lester Lattany, Executive Director of United Way of Washington County was the luncheon speaker.
- Continued coordination of the 2nd Agricultural & Business Appreciation Dinner at Appalachian Fairgrounds with 380 attendees.
- Promoted The Chamber at the Annual NE TN Association of Realtors Trade Show.
- Participated in 4 ETSU Orientation sessions with other Chamber members present.

Chamber Foundation - Vince Hickam, Chair

- Continued working with TCI Group Jerry Petzoldt Agency in eventual purchase of the General Mills site.
- Continued Youth Leadership Program with 27 high school students participating; total of 479 participants since program inception in 1998.
- Continued TN Scholar Program in Johnson City and Washington County Schools Systems with 68 students graduating in 2015 for a total of 3,177 graduating since program inception in 2002.