



2017 Annual Report

Did you know our Chamber accomplished the following:

- Hosted multiple conferences resulting in over 2,500 room nights. Hosted travel writers/bloggers and participated in sales PR Samplers with TDTD resulting in at least 8 articles.
- Completed first year as a RetireTN Community with 3,000 leads and 27 relocations.
- New presence for Johnson City on TNVacation.com and held seminar for local hospitality businesses to create partner pages.
- Created new videos for advertising at ETSU sporting events, visitjohnsoncitytn.com and event bidding. Received 2 Pinnacle Awards.
- Held Geico Hot Bike Tour, resulting in more than 2,000 room nights. Johnson City and Southern Dozen branding used in promotions reached over 5 million in social audience, 452,500 in print and resulted in articles on the event and the Southern Dozen in national publications. Southern Dozen 2-page ad was recognized by "Ads of the World"
- Welcomed over 60 athletic events city-wide. Hosted NAIA Indoor Track & Field Championship, Future Stars of Sports, Dynamic Volleyball's Rail City Rumble and PDGA US Women's Disc Golf
- Completed usage counts on Tweetsie Trail which will position the region to qualify for State and Federal grants for future improvements.
- Coordinated two Legislative Meetings for our membership and co-hosted one regional breakfast with Bristol and Kingsport.
- Organized State of the City/County/Town Luncheon with updates from the three Mayors.
- Attended Small Business ACCESS Summit in Washington - met with Alexander, Corker, Roe, and their field staff.
- Provided networking activities - Membership Breakfasts, Business After Hours, Membership Meeting, State of the City-County-Town Luncheon, Golf Tournament, Taste of Johnson City, and Faith in the Future Awards Luncheon.
- Continued design and publication of Source Book, chamber weekly e-newsletter, and website.
- Assisted with 41 ribbon cuttings.
- Showcased members to ETSU students and faculty during Fall welcome week. Participated in student/parent orientation sessions.
- Assisted with Washington County Agricultural & Business Appreciation Dinner.
- Promoted Founders After 5, First Friday's, Small Business Saturday, and Downtown in December holiday festivities.
- Coordinated Leadership 2020 and Youth Leadership 2020 Programs. Began discussion to create Youth Leadership Program for at-risk students.
- Hosted 9 Lunch & Learns. Introduced and held 6 Women's Power Hour Lunch & Learns.
- Coordinated "Appreciating A Multi-Generational Workforce" seminar.
- Supported TN Promise, TN Scholar, TN Reconnect, and TN Achieves Programs in addition to new initiatives of FTDD and the Workforce Investment Board.
- Convened Capital Campaign Steering Committee to develop strategy for future Chamber location.
- Supported MSHA/Wellmont Hospital merger.
- Applied for ACCE Chamber of the Year based on achieving 5 of the 5 criteria required.
- Received 25th year of an unmodified opinion audit in response to our fiscal procedures; our 8th consecutive year with no audit adjustments. Chamber Foundation has received unmodified opinion audits since 2005.
- Chamber and CVB are active on social media - Chamber has 2,200 FaceBook followers, Visit Johnson City has 2,286 FaceBook followers.