

## Annual Report “Re-Engaging For Our Future” - Tammy Gorzka, 2021 Board Chair

### Business Development – Chaired by Ashley Grindstaff

- Launched Co-Starters Program to help young entrepreneurs design a business plan.
- Participated in opportunities to learn the latest news on COVID and the American Rescue Act, sharing same with our members and community.
- Introduced “Do You Feel Lucky?” St. Patrick’s Day promotion.
- Supported Small Business Week, Small Business Saturday and a Shop Local holiday approach, with special offers/discounts promoted.
- Promoted two seminar series, presented by Eastman Credit Union and The Social Brand.
- Supported design and promotion of Minority Business Week.
- Participated on the Washington County Agricultural Partnership to coordinate events and activities supporting the agricultural sector of our economy.

### Governmental Relations – Chaired by Steve Darden

- Co-hosted a virtual Regional Legislative Breakfast with the Kingsport Chamber.
- Partnered with the Kingsport Chamber and Greene County Partnership on weekly zoom calls with our Nashville delegation and federal field reps.
- Coordinated a Legislative Breakfast Update with Senator Crowe, Representative Alexander and Representative Hicks attending.
- Promoted regional initiatives - Coffee With Your Congresswoman, Business Roundtable Lunch with Senator Blackburn, and Regional Luncheon with Congresswoman Harshbarger.
- Maintained relationships with our Federal legislators through their local field representatives.
- Continued to monitor and advocate for legislation that impacts business with letters of support as needed.

### Membership Services – Chaired by Scott Ledford

- Provided networking events for the membership – 4 Membership Breakfasts and 6 Business After Hours. Partnered with the Elizabethton Chamber on the May Milligan breakfast.
- Our first virtual Annual Membership Meeting video was a success!
- The Annual Golf Tournament was another well-attended outing!
- Hosted a Coffee Chat discussing “Attributes of Effective Women Leaders.”
- Partnered with NewsChannel 11 to promote a new member monthly on Daytime Tri-Cities.
- Celebrated 32 new businesses in the community with a ribbon cutting and/or ground breaking.
- Added 64 new businesses to our membership!
- The Model Member Program was supported by 91 members who voluntarily doubled their annual membership investment. Model Members were treated to a luncheon and tour of the Model Mill progress and design.
- Developed a new City/County/Town map for the membership and general citizens.
- Showcased members to ETSU and Milligan students and faculty during welcome week events.
- Promoted events in our community and region through our social media and community calendar.

### **Workforce Development – Chaired by Jenn Owen**

- Held Youth Leadership Program with 27 participants and Adult Leadership with 25 participants.
- Designed the “Intro JC” program, with a test run of the program presented to ETSU students.
- Partnered with the American Job Center to provide and promote a Virtual Job Fair.
- Continued TN Scholar recognitions with 39 area high school students participating.
- Participated in conversations on child care issues with Tennesseans for Quality Early Education.

### **Young Professional Development – Chaired by John Goetz**

- Hired a Director of Young Professional Development, McKenzie Templeton
- Welcomed potential and current YPs during a kick-off event and downtown tree celebration.
- Hosted Phi Beta Lambda mixer to match students with local businesses to encourage interaction and internships. 35 students and 10 businesses participated.

### **General Support and Involvement**

- Played an active role in the Regionalism conversation, working with our partners.
- Continued our role as an active participant in RegionAHEAD.
- Supported downtown initiatives – Fridays After 5, Candyland Christmas, and Annual Christmas Parade.
- Staff participated in virtual and in-person continuing education opportunities through the TN Chamber and TN Chamber of Commerce Executives.
- Won Tennessee Press Association “Best of Show” Award for our partnership with the Johnson City Press on the EXPLORE Membership Directory & Relocation Guide.
- Received unmodified opinion audits for both the Chamber and Foundation