

# Collierville Chamber of Commerce

## Grant Progress Report

December 31, 2008



### *Employer Identification Number (EIN) 58-1587002*

Since 1968, The Collierville Chamber of Commerce has helped businesses grow and prosper. Today, the Chamber is one of the most solid and aggressive business organizations in the area.

The Collierville Chamber is a private, non-profit 501 (C) (6) organization that represents businesses area wide. The Chamber is a business association and volunteer organization supported by many volunteers from among over 600 member firms. The staff at the Chamber has over 29 years of chamber experience and is strongly committed to helping our members succeed. The Chamber is governed by a Board of Directors and observes all local, state, federal laws, which apply to a nonprofit organization as defined in Section 501 (C) (6) of the Internal Revenue Code.

Membership is diverse, with representation from manufacturing, retail, service and corporate businesses ranging in size from sole proprietors up to 2,000 employees. They share a common notion that commerce will function at its best when business relationships are forged and resources are utilized to their fullest potential creating a partnership for prosperity. Membership in the Collierville Chamber of Commerce is an investment in Collierville and supports the economic development of Collierville.

### **Purpose:**

The Collierville Chamber of Commerce is organized to advance the general welfare and prosperity of the Collierville area so that its citizens and all areas of its business community shall prosper. All necessary means of promotion shall be provided and particular attention and emphasis shall be given to the economic, civic, commercial, industrial and educational interests of the area.

### **Mission Statement:**

The mission of the Collierville Chamber of Commerce is to provide quality services and programs to its membership and to provide business leadership for the entire community in the vital areas of economic prosperity, education, and quality of life.

Leadership requires knowledge, talent, skill, vitality and the ability to make a difference. In the Chamber environment, that translates into a solid track record of contributing to the success of programs, fundraising, strategic planning and visioning, events or projects. Our Chamber board, Town administration and elected officials, ambassadors, committee volunteers, Chamber members and our dedicated staff demonstrated their commitment beyond compare this past year and below are some of our accomplishments:

**COLLIERVILLE CHAMBER OF COMMERCE**  
**2008 PROGRAM OF WORK (REPORT THROUGH 12/08)**

1. MEMBERSHIP/COMMUNITY SERVICES FOCUS	EXPECTED RESULTS	STATUS/ TIME FRAME	PERFORMANCE MEASURES ( ) = through 12/08
<p>A. Chamber Membership Recruitment and Awareness Program</p> <p>Hire Membership Sales Rep</p> <p>“Just One” Ambassador Program</p>	<p>An increased awareness of benefits of being a Chamber member; and a stronger revenue base.</p> <p>Independent contractor to market Chamber memberships on a commission basis throughout Memphis and Shelby County</p> <p>Ambassadors are encouraged to recruit at least one new member per year.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>62new members <b>(71)</b></p> <p>50 new members <b>(87)</b></p> <p>25 new members <b>(1)</b></p>
<p>B. Membership Retention/Maintenance Program</p>	<p>Method by which members are contacted on a regular basis to strengthen existing relationships, reduce non-renewals, and resolve local business problems.</p>	<p>Ongoing</p>	<p>Make 200 member contacts. <b>(300)</b></p> <p>Member retention rate of 88%</p>
<p>C. Business After Hours (BAH)</p>	<p>Provide vehicle for Chamber member businesses to establish contact with other chamber members and to encourage companies to do business with other Chamber member businesses.</p>	<p>2008</p>	<p>3 BAH annually Attendance of at least 40 at each <b>(May-Sep-Dec)</b></p>
<p>D. Groundbreaking/Ribbon Cutting Services</p>	<p>Marketing tool to encourage Chamber membership and to actively show support for new and expanding business and industry.</p>	<p>Ongoing</p>	<p>36 <b>(41)</b></p>
<p>E. Monthly Membership Luncheons and Business Before Lunch Networking</p>	<p>Offer a consistent forum where member-to-member networking can transpire. Chamber provides dynamic and objective speakers who are informative, educational and objective to meet the high exposure of the Chamber audience.</p>	<p>Ongoing</p>	<p><b>11 Annually</b> <b>(11)</b> Projected annual attendance of 1,900 <b>(1,969)</b></p>

F.	Collierville Magazine	Positive/effective marketing tool for new and existing businesses and residents. Contains articles and editorials, messages from the Mayor and Chairman of the Board and categorical and alphabetical chamber member listings.	May 2008	<b>Distribution 15,000</b> Projected income generated \$9,000 <b>(\$8,410)</b>
G.	Chamber Newsletter	Positive and factual information addressing pertinent business and town issues, community events and Chamber committee updates for Chamber membership. Also offers members marketing opportunities.	Monthly	<b>12 issues annually</b> <b>Distribution 10,200 annually</b> Projected income \$2,000 <b>(\$950) (10 issues)</b>
H.	Small Business of the Year Award	Develop eligibility requirements and guidelines for this award. The award will be presented yearly at the Chamber Annual Meeting in recognition of outstanding examples of business and professional achievement and also as a means of demonstrating the importance of small business and professional entrepreneurs to the area's overall economy.	Proposed	Award given 2009 Annual Meeting <b>(Feb 20, 2009)</b>
I.	Golf Tournament	Major fund raising event and networking opportunity.	May 2008	Projected income \$19,000 <b>(\$23,383)</b>
J.	Collierville Map	Marketing tool promoting Collierville and Chamber businesses to residents/newcomers.	Jan 2009 <b>In process of proofing for approval</b>	Distribution 6,250 Projected Income \$5,000
K.	Annual Chamber Person of the Year	The most prestigious recognition award that the Chamber and its board of directors can bestow upon a member.	2008	<b>Announcement made at Annual Meeting 2/20/09</b>
L.	Promote and coordinate professional development and education for members in support of workforce development.	Develop membership survey to be posted online in order to ascertain the educational and training needs of our member businesses. Host training opportunities to fulfil needs based on results of the membership survey.	<b>Summer 2008</b> Rise & Shine Business Breakfast Series 1-Day M.B.A.	<b>Aug-Sep-Oct-Nov</b>
M.	Form Member Services Committee	This committee will serve in an advisory capacity to review membership issues as needed.	<b>Ongoing.</b>	<b>Ongoing</b>
N.	Develop new membership marketing materials	Create greater awareness of benefits and programs offered by Chamber to prospective members and area media.	In Development Process.	Jun 2008 <b>(Deferred because of budget cut)</b>

O. Business Expo & Building Business Breakfast	Annual business-to-business trade show held at the Cox Community Center provides businesses the opportunity to show and sell to the public, provide visibility through Chamber marketing of the event, Town co-hosts event and gains a greater awareness of the amenities and quality of life of the community. Dedicated web site creating greater awareness of the Chamber and Town. www.ColliervilleExpo.com	October 2008	110 Vendors increase from 86 in 2007  Projected income \$20,000 <b>(\$30,974)</b>
P. <a href="http://www.ColliervilleChamber.com">www.ColliervilleChamber.com</a> website	Update Information Design web sponsorship packages	In Development Process	Generate sponsorship income
Q. Community Development          R. Non-Profit Organizations	Position Chamber as a pro-active, credible community leader through the work and coordination of community groups and civic organizations in improving the quality of life in Collierville. Coordinate a community calendar of events. Encourage & support higher education (UofM) Support and market our umbrella organizations Collierville Education Foundation and Leadership Collierville as well as other local non-profit organizations. <b>Blood Drive</b> Staff and board member representation on town boards, commissions and non-profit organizations; and, town and non-profit advisory boards.	Ongoing          Ongoing	PR - awareness Hits & Visits  PR – awareness  <b>20 units Collected</b>
S. Government Relations	Host legislative forum for local citizens to meet, question and express concerns to state legislators. Staff and board member representation on town boards, commissions and non-profit organizations; and, town and non-profit advisory boards. Sponsor political debate/interviews for local candidates seeking Board of Mayor and Aldermen positions.(Info on YouTube/Chan19) Host reception for current and newly elected officials.	Spring 08       Oct 14, 2008	Track attendance <b>(160)</b>       <b>(650)</b>
T. Chamber Headquarters	Two meeting rooms available to Chamber members and community. Building is wireless internet accessible. Kitchen Facilities Large patio; Large room – state-of-the-art A/V sound equipment capacity 40-50 Small room – capability of PPT presentations capacity 10-12	Ongoing	Track Users <b>(2,390 users)</b>

<b>2. BUSINESS RETENTION &amp; EXPANSION (BRE)</b>  FOCUS	EXPECTED RESULTS	STATUS/ TIME FRAME	PERFORMANCE MEASURES
A. Business Retention Survey	<p>Gain an understanding of the business community's view of the local economy.</p> <p>Determine future business plans of companies and set up an early warning system for local action.</p> <p>Acquaint business leaders with assistance available through various economic development programs.</p> <p>Improve the communications bridge between local/county government, chamber and the business community.</p> <p>Identify specific concerns and problems of the local businesses and provide swift effective solutions.</p> <p>Recognize local employers through publications, media information and other means</p>	<p><b>Developed Survey</b></p> <p><b>Ongoing compilation</b></p>	<p>Summary Chart</p> <p>Reporting methodology</p>
B. Small Business Assistance Program	<p>Aid entrepreneurs and existing business owners and operators in the process of establishing a business.</p>	<p><b>Ongoing</b></p>	<p>SBDC visits four times monthly.</p>
C. Reference Center	<p>Development of a reference library and guidance center that would provide potential and existing industry business and location information (ie: State government publications, Collierville and Memphis Chamber publications, Census data, Town publications, maps, etc.).</p>	<p><b>Ongoing</b></p>	<p>Ongoing</p>
D. Local Business Appreciation Events (Co-host with Town Industry Appreciation Luncheon, sponsor Leadership Collierville Business & Economics Day)	<p>To recognize local business achievement and encourage face-to-face contact with local business owners and operators.</p>	<p><b>Ongoing</b></p>	<p>Scheduled for Dec 08.</p>
E. Exporting Industry Assistance	<p>To provide local exporting industries a source for Certificates of Origin.</p>	<p><b>Ongoing</b></p>	<p>Ongoing</p>
F. Merchant/Professional Committee	<p>An increased awareness of existing retail and professional establishments; and a way in which residents are encouraged to buy local products.</p> <p><b>Approval from BMA of sidewalk sales twice a year.</b></p>	<p><b>In process of forming committee</b></p>	<p><b>Working with BERO to host retail seminar in Collierville 1<sup>st</sup> quarter of 09.</b></p>
G. Industry Roundtable Discussions	<p>Re-energize this program in which business owners and operators can discuss common concerns.</p>	<p>Proposed</p>	<p>Nurture relationships with our business and industry leaders.</p>

			Track participation.
H. Seminar Series	"How To" seminars to assist business owners. <b>1 Day M.B.A.</b>	<b>Ongoing</b>	<b>Featured in MBQ</b>
I. Marketing Materials	To promote existing commercial, retail and residential developments.	Proposed	2008 ( <b>Deferred due to budget cuts</b> )
J. Job training/Recruitment	Serve as a liaison between state government and local industry for state training program funds. Collaborate with local schools to create job placement opportunities in Collierville.	Proposed	Ongoing workforce development efforts.
K. E-Synchronist System	Oversee and maintain the E-Synchronist System existing industry tracking software in partnership with the Tennessee Valley Authority	<b>Ongoing</b>	Increased ability to track existing industry.
L. Form Existing Business Visit Team	Have a dedicated team available to make visits to existing business and industry in Collierville to ascertain the health and welfare of the businesses create greater awareness of Chamber's role as a resource for them.	<b>Ongoing</b>	Track visits <b>(15)</b>
M. Collaborate with local, state and regional economic development allies	Continue lines of communication whose marketing responsibilities include the surrounding Collierville area	<b>Ongoing</b>	Track contacts <b>(30)</b>
N. Inventory of public and private commercial properties	Through investment with Co-Star, Chamber will have access to entire inventory of private properties. Work with town staff/ public commercial properties.	<b>Ongoing</b>	Ongoing
O. Form New Business Team	Team would be ready on short notice to meet with prospects (rep from Town, Chamber, Memphis Chamber, ECD, TVA, MLG&W)	<b>Ongoing</b>	Ongoing
P. Update ColliervilleChamber.Com	Having an effective web site is the most important marketing tool. Areas of update: content is high quality, up-to-date and relevant; structure is easy to navigate and retrieve information; logos, graphics and colors convey character of community; and, contain recent news about project announcements, discussion boards and links to other web sites	<b>Ongoing</b>	End of 2008/1 <sup>st</sup> quarter of 2009

### 3. SPECIAL COUNCILS

PROGRAM	EXPECTED RESULTS	ACTIVITY PARTICIPATION	ORGANIZATIONAL LINKAGES	STATUS/ TIME FRAME
<p>A. Collierville Chamber Advisory Board</p>	<p>To involve community leaders who have two of the following qualifications:</p> <ol style="list-style-type: none"> <li>1. Have lived or worked in Collierville for at least five years.</li> <li>2. Knowledge of the history of the Town</li> <li>3. Past Chamber board member</li> </ol> <p>Members will serve as a resource for Chamber decisions. Give feedback on the community's opinion about current issues.</p>	<p>Committee</p>	<p>Chamber</p>	<p>Semi-Annual.</p>
<p>B. Shelby County Chambers of Commerce Alliance</p>	<p>To serve as a voice for businesses regarding legislation and policy that affect business efficiency and profitability. Seek solutions to complex issues by working closely with elected officials and governmental agencies. Serve as a forum where elected officials and governmental agencies can meet with business leaders to discuss and address pertinent issues.</p>	<p>Association</p>	<p>Six Suburban Chambers (Arlington, Bartlett, Collierville, Germantown, Lakeland, Millington)</p>	<p>Quarterly meetings.</p>