

October E-Newsletter

Over a Century of Service!

TOURISM SAVES YOU MONEY

The year of 2015 was a good one for tourism in Tennessee and Hamblen County. In late August Governor Haslam and Department of Tourist Development Commissioner Kevin Triplett announced tourism had a direct economic impact of \$18.4 billion in Tennessee for 2015. This was an increase of 3.7% for the state's second largest industry. Tourism sales tax revenue increased 7% to \$1.6 billion. All 95 counties appreciated at least \$1 million in direct economic impact with the top five (Davidson, Hamilton, Knox, Shelby, and Sevier) all seeing at least \$1 billion in direct impact. Tennessee continues to be a top 10 destination for both domestic and international travelers. In a recent study conducted by the Tennessee Department of Tourist Development and the Center for Sustainable Business and Development at the University of Tennessee, 99% of those visiting Tennessee stated they would visit again.

Morristown/Hamblen County is ranked 20th in the state with a direct economic impact of \$90.87 million for 2015, a 4.2% increase over 2014. Visitors to Hamblen County created \$2.04 million in local sales tax revenue and \$5.65 million in state tax revenue, up 6.7% and 9.6% respectively. Contributing to that 4.2% increase were six events the Chamber's tourism department supported financially. Those events had a direct impact of \$424,759 on the local economy and generated a 19:1 return on investment. Events must meet certain criteria for hotel room nights in order to receive financial support from the Chamber.

What do all of these figures mean for you? It means that each Hamblen County household pays \$83.60 **LESS** in local taxes and \$231.54 **LESS** in state taxes. In other words, were it not for taxes generated by tourism, each Hamblen County household would pay **\$315.15 MORE** in state and local taxes.

Legislative Luncheon with Senator Lamar Alexander



Wednesday, October 19
11:45 a.m.

Walters State Community College--Morristown Campus
Victor F. Duggins Foundation Room

\$15 Per Person

Reservations should be made by calling or e-mailing

Debra Williams at 423-586-6382 or
manager@morristownchamber.com



Hosted by




destination MORRISTOWN
Tennessee's Best Golf Capital

- Variety of Lodging and Dining Options
- Spectacular Scenic Views
- Golf, Disc Golf, Hiking, Bicycling, Fishing along Cherokee Lake
- Pioneer Creek State Park
- Live Theatre with Encore Theatre Company and Theatre Guild
- Crockett Tavern Museum
- General Longstreet Museum
- Rightmore Manor Screencamp

2016 Morristown Events

- Water Angel Car Show & Show Head**
David Grady Mountain Edge Center
October 1-2, 2016
www.morristownchamber.com
- Best Western Plus**
Morristown Conference Center Hotel
130 Doctor Road
Morristown, TN 37801
For reservations: 800.USA.Morristown.com
Tel: 931.333.3000
- The BIG Challenge**
The Kentucky, Cherokee Park
Roundy Lake Golf Course
April 23-25, 2016
www.morristownchamber.com
- 2016 Morristown Strawberry Festival**
Morristown Strawberry Festival
Morristown, TN 37801
www.morristownchamber.com
- Tennessee One Golf Championship**
Cherokee, TN 37615, Wayne Paddock & Parks
August 1-3, 2016
www.morristownchamber.com
- Field Day Party in the Park**
Morristown, TN 37801
www.morristownchamber.com
- Darryl Crockett's Birthday Celebration**
Crockett Tavern Museum
Morristown, TN 37801
www.morristownchamber.com
- Wally Chalk Cook-off**
Free admission
www.morristownchamber.com
- Morristown Oktober Festival**
Rosa Center & Entertainment
www.morristownchamber.com
- Run to the Hills Car Show**
Cherokee Park
Morristown, TN 37801
www.morristownchamber.com
- Christmas at the Theater**
General Longstreet Museum
Morristown, TN 37801
www.morristownchamber.com

Free hot breakfast, friendly service, and the 100% Hampton Guarantee

3770 W. Andrew Johnson Highway
Morristown, TN 37801
morristownhamilton.com | 423.587.6952

Toll-Free 877-586-6382 VisitMorristownTN.com



From the President's Desk

--Marshall Ramsey

The Word is *PARTNERSHIPS*!

A word that comes to mind often when I think of Hamblen County and the Lakeway Region is PARTNERSHIP.

Our area is blessed with partners at the State of Tennessee, USDA Rural Development, TVA and the Regional Industrial Development Association. Over the years, these partnerships have led to the location of multiple new industries and more than half of our existing industries growing through expansion.

This partnership is clear through our guest speaker at our Industrial Appreciation Event, State of Tennessee Commissioner of Economic and Community Development, Randy Boyd. Commissioner Boyd's department is involved in a majority of our recruitment and expansion efforts and also helps to incentivize many of these projects.

TVA is another strong partner with over 15 companies in Hamblen County receiving incentives in the past year.

Our RIDA is another less talked about group that allows Morristown/Hamblen County to market ourselves around the world, and most recently in Germany and the Netherlands.

Many of these meetings focused not only on recruitment, but how to better train and equip our workforce and learn from best practices in workforce development around the world. These partnerships strengthen our community's competitiveness and our ability to recruit and retain our industries that employ over 25% of our population.



Annual Meeting Tickets
On Sale Now
See Page 3 for details



You're Invited...

106th Annual Meeting, Thursday, November 17

Doors Open at 5:30 p.m.; Meeting begins at 6:00 p.m.

Walters State Community College Gymnasium

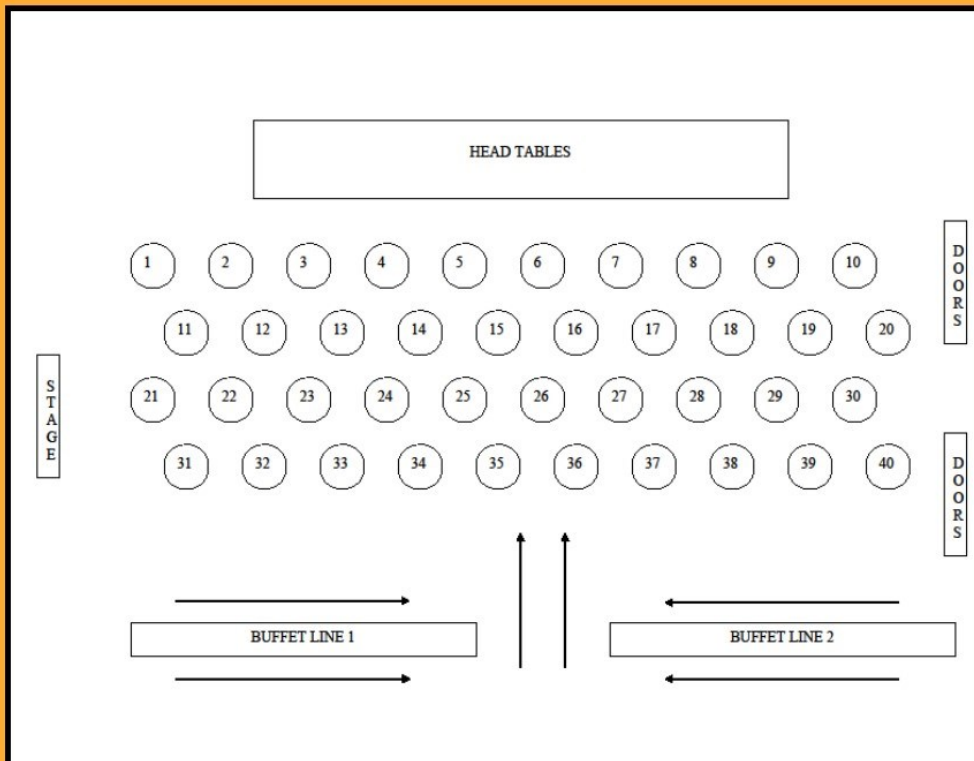


**Featured speaker will be William D. Johnson,
President & CEO of the Tennessee Valley Authority**

Tickets are on sale now—\$55 per person.

Tables of 8 available. All seating is reserved

Seating Chart Below
(Gold Star Members receive 10% discount)



**Thanks to the
following**



To make reservations, contact Debra Williams at 423-586-6382 or
manager@morristownchamber.com.

Membership Breakfast

Sponsored by



**Thursday, October 13
7:30 a.m.**

*Fibernet Training Facility
919 Jarnigan Avenue*

**Please reply to macc@morristownchamber.com
or call 423-586-6382**





Annual Golf Tournament

Presented by



&



Friday, October 14
12:00 noon tee time
The Country Club, Inc.

Lunch begins at 11:00 a.m. sponsored by



&



Sign Up Now for Team or Individual Registrations

\$135 per player; \$540 per team

10% Discount for Gold Star Members!!!!

Registration includes snacks & beverages on the course

sponsored by



SPONSORSHIPS STILL AVAILABLE

Contact Debra Williams at 423-586-6382 or
manager@morristownchamber.com for more details



Presented by

**Emily Macbeth, Senior Account
Executive &
Julie Pierson-Fields, Digital Media
& SEO Specialist**

Getting Your Business Found in the Digital World *Learn how to:*

- Utilize Search Engine Marketing
- Improve your market strategy
- Stretch your marketing budget
- Optimize marketing decisions for better outcomes
- Target your ideal audience
- Increase conversation rates
- Take Advantage of audience metrics
- Maintain a better digital media budget

Monday, October 17 at 12:00 noon

at

**Morristown Area Chamber of Commerce
Board Room**

Lunch - \$15

Call 423-586-6382 or

**Email to macc@morristownchamber.com
to RSVP!**

Lunch catered by Redbud Deli!

Business After Hours

Sponsored By



Thursday, October 25, 2016 at 5:00 p.m.

901 W. Fourth North Street

**EVENT WILL BE IN THE MORRISTOWN
REGIONAL DIAGNOSTIC CENTER**

DIRECTLY ACROSS W. FOURTH NORTH STREET FROM THE HOSPITAL

Please RSVP to

macc@morristownchamber.com

or call 423-586-6382



The Chamber is so thankful for our supportive membership base. We recognize that our organization and our community benefit from the investment made by the 600+ businesses who see the value of a membership in the Morristown Area Chamber of Commerce. When you are seeking products or services, we encourage you to shop with those businesses who are members of the Chamber.



For your convenience, we are starting a series in the *Morristimes* that present our members in specific business categories. We are presenting the categories in random order and eventually will feature categories that will include all our members. Please refer to this list as you shop. You may find our full membership listing at our website, www.morristownchamber.com.

Computer Repair

- Hospitality Retail Solutions
- LogOn Computer Services
- PDS Consulting
- Pittman Computer Services

Contractors/Construction

- Andrews Construction
- Blaine Construction Co.
- Burke Ailey Construction Co. Inc.
- C & C Millwright Maintenance
- Cherokee Millwright
- Comer Electric Company
- Creative Contracting
- Foust Metal Works, Inc.
- Gust Construction Co, LLC
- ★ • Hale Construction Inc.
- McSpadden, Inc.
- Michael Brady, Inc. (MBI)
- ★ • Precision Millwrights & Consultants, Inc.
- Renfrow Brothers, Inc.
- J. A. Street & Associates, Inc.
- Wild Building Contractors, Inc.
- J. A. Wilder Builders Inc.

Physical Therapy & Rehab

- Benchmark Physical Therapy
- The Heritage Center
- Jefferson City Health & Rehabilitation Center
- Life Care Center of Morristown
- Rehab Group of Morristown
- St. Luke's & East Tennessee Rehab Center



Indicates Gold Star Member

Welcome New Members!

Bojangles' Famous Chicken N' Biscuits

OPENING SOON

5254 S. Davy Crockett Parkway
Morristown, TN 37813

www.BoFanatics.com

Ms. Michelle Parparian
Marketing Coordinator
Restaurant

Hamblen County Substance Abuse Coalition, Inc.

814 W. Main Street
Morristown, TN 37814
Phone: 423-748-7494

Fax: 973-254-1188

www.hcsacinc.org

Mr. Paul Hyde, Executive Director
Mr. Tom Griffith, Coalition Coordinator
Substance Abuse Prevention
Youth Building Skills
KASA—Latino Outreach
Non-Profit

Healthy Food Herb Vitamin Wellness Center

203 E. Economy Road
Morristown, TN 37814
Phone: 423-586-2061

Fax: 423-307-5200

Ms. Linda Garrison, Co-Owner
Mrs. Heather Hajek
Mr. Clint Hajek

Health & Wellness Products
Health Food Store

Unity Tech

5850 Chestnut Oak Drive
Morristown, TN 37814
Phone: 855-864-8948

www.unitytech.us

Mr. Robert Bailey, Executive Director
Mrs. Jessica Bailey, Team Mgr./Director
Electronics Recycling
Consultants
Computer Services



YOUR CLIENT/CUSTOMER/SUPPLIER'S NAME HERE

If you know someone whose name should appear in this listing next month, please let us know.

Call Pat Seaver

Director of Sales and Marketing

(423) 586-6382

membership@morristownchamber.com

Looking for a product or service??

*Support the businesses who support
our community through their Cham-
ber investment. Don't forget to use
our on line Membership Directory at*

www.morristownchamber.com

“Like Us On Facebook!”



www.facebook.com/MorristownChamber

Congratulations

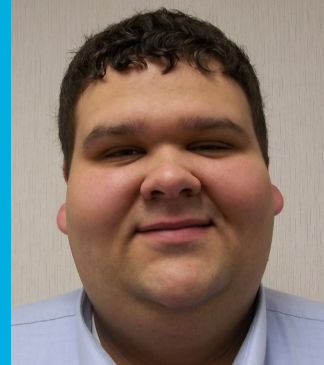
October
Ambassador of the Month!



Bonnie Burchfield
Sam Neill Insurance Agency

Congratulations

3rd QTR.
Ambassador of the Quarter!



Landree Brotherton
Best Western PLUS Morristown Conference
Center Hotel

Featured Gold Star Members

The Chamber boasts over 40 member businesses designated as Gold Star Members. Each month we are proud to feature, on a rotating basis, three of these special investors in our Chamber!



www.claytonhomes.com



www.danielpaulchairs.com



www.concretematerialsinc.com

Welcome to our newest Gold Star Member!



The Gold Star designation is for members who support the Mission and Program of Work of the Chamber through increased financial investment. Gold Star Members receive special recognitions and benefits throughout the year in return for their increased investment.

If your company would like more information on becoming a Gold Star Member, please contact Pat Seaver, 423.586.6382 or membership@morristownchamber.com

MARK YOUR CALENDARS!

Wednesday, October 5 3:00 p.m. – 5:00 p.m.
Ribbon Cutting & 10th Anniversary Celebration –
HealthStar Physical & Occupational Therapy
420 W. Morris Blvd, Suite 170
Ceremony will begin at 4:00 p.m.

Thursday, October 13 7:30 a.m.
Membership Breakfast – MUS FiberNET
FiberNet Training Facility, 919 Jarnigan Ave.

Friday, October 14 12 Noon Tee Time
Chamber Annual Golf Tournament
The Country Club, Inc., 1635 Doyal Drive

Monday, October 17 12 Noon
Lunch & Learn — Getting Your Business Found in the Digital World
Presented by Absolute Communications, Inc.
Chamber Board Room

Thursday, October 20 10:00 a.m.
Grand Opening/Ribbon Cutting – Farmers Insurance – Jake Stokely Agency
1203 W. 3rd North Street

Tuesday, October 25 5:00 p.m.
Business After Hours – Morristown Regional Diagnostic Center
901 W. Fourth North St.

Thursday, October 27 10:00 a.m.
25th Anniversary Celebration and Ribbon Cutting – Sam Neill Insurance
910 W. Main St.

Friday, October 28 8:30 a.m.
New Member Orientation
Chamber Board Room



Aundrea Wilcox, MBA
KOSBE Executive Director

Times Available for Counseling Sessions
at the Morristown Area Chamber of Commerce