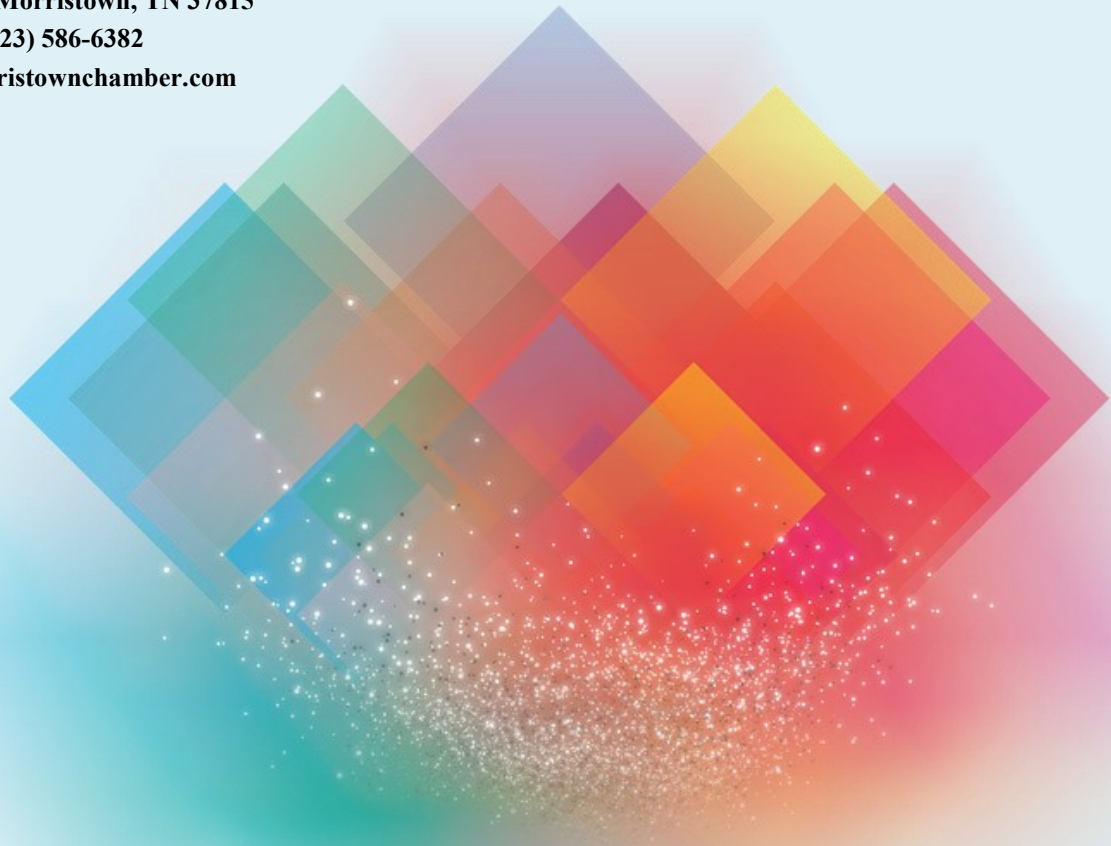




825 W. 1st N. Street, Morristown, TN 37814
P.O. Box 9 Morristown, TN 37815
(423) 586-6382
www.morristownchamber.com

2023 Business Plan



Including Volunteer and Marketing Opportunities

John McClellan, Chairman of the Board
Marshall Ramsey, President

The mission of the Morristown Area Chamber of Commerce is to create, nurture and expand diverse economic growth, and be an advocate for business in Hamblen County and the Lakeway region.



Welcome to 2023! It promises to be a busy and exciting year for the Chamber. Some of your favorite activities and events are on the agenda again, and we are planning some relevant new things to add to the mix. We hope you will be there with us. Take a look at the programs listed on the next few pages and decide which ones are the best fit for you and your company. We look forward to working with you!

When you find the areas in which you wish to participate and/or sponsor please complete the forms on pages 5 (to serve) and/or 12 (to sponsor) and return them to the Chamber per the instructions on page 12.

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2023 Officers & Professional Staff

John McClellan, Commercial Bank, Chairman of the Board

David Slack, First Bank & Trust, Chair-elect

Dr. Tony Miksa, Walters State., Immediate Past Chair

Paul Lynch, CPA, Purkey, Carter, Compton, Swann & Carter, PLLC, Treasurer

Marshall J. Ramsey, President

Debra F. Williams, General Manager

Jodi Barnard, Director of Business Development

Anne G. Ross, Director of Tourism

Pat Seaver, Director of Sales & Marketing

Rogie Bebbber, Customer Service Specialist

Heather Blackmon-Brooks, Director of Downtown Development



Spring 2023

Dear Chamber Members,

2023 is off and running! We kicked off the year in January with a ribbon cutting celebrating the grand opening of Greenworks' Morristown manufacturing facility and since then have had four additional ribbon cuttings, one expansion celebration for OTICS USA and our first Membership Breakfast of the year with over 100 people in attendance.

We are having great interest from new businesses joining the Chamber so far this year. These new members are taking advantage of the Chamber's New Member Orientations held each month and they are quickly learning about how to become involved in the community and different ways their Chamber membership can be beneficial to their business. The Chamber makes a real effort to help its members integrate into all programs of the Chamber so they get the true value from their investment.

From the economic development side of things, the west side of Morristown has experienced significant traffic and retail growth and this will only increase with the completion of Morristown Landing and new medical developments. Additional west development will likely include big box retail, more food offerings and a hotel. The value of this retail growth brings a regional draw as visitors spend their money in Morristown but reside in a surrounding county, thus capturing their sales tax that could have been spent elsewhere. Another positive of this continued commercial growth has been our housing growth which allows us to not only capture sales tax from retail growth but we also will begin to capitalize on increased collections of property taxes to allow more spending on quality of life items for our community.

Lastly, I am honored and excited to be this year's Chairman of such an enthusiastic and involved Board of Directors. They truly care about the wonderful community in which we live and work. We started off the year with a Board planning workshop that brought about different ideas and ways to keep strengthening the Chamber and its membership. There are several Chamber sponsored events already scheduled throughout 2023. I ask you to take full advantage of your Chamber membership and get involved attending and volunteering at these and other events. Be proud of your Chamber of Commerce and tell others about the benefits of being a member!

Respectfully,

John C. McClellan, III
Chairman of the Board of Directors

IN THE MOUNTAINS BETWEEN THE LAKES

825 W. First North Street • P.O. Box 9 • Morristown, TN 37815
423-586-6382 • fax: 423-586-6576
www.morristownchamber.com

Economic Development

**Kris Yarlett, Edward Jones Investments
Vice Chair**

- Industrial and retail marketing programs work with the city & county and developers to bring in new industries and retail and commercial businesses to our community.
- Industrial services team offers assistance to current industries seeking to expand and recognizes and thanks our existing industries for what they do for our economy by providing jobs and capital investment.
- We work with our strategic partners including Walters State, TCAT, the Hamblen County Schools and HC*Excell on workforce development programs to provide quality workers for our business and industry.
- We recognize our tourism development efforts as a significant contribution to the local economy. By promoting the recreational and historical assets of our area, as well as capitalizing on our scenic beauty and shopping and cultural opportunities, we work to attract both visitors and retirees to our community.
- Focus on Downtown Morristown, taking on the responsibility for maintaining the Main Street designation and creating an atmosphere that will encourage economic activity and development in our downtown.

Quality Business Climate

**Justin Cook, First Horizon Bank
Vice Chair**

- Work to assure our community has the infrastructure and amenities needed to cultivate and grow successful businesses. These include good roads and transportation routes that are crucial to moving goods and people. By continuing to monitor the progress on road construction projects and studying and evaluating future transportation needs, we can keep our community's needs in the forefront at the Tennessee Department of Transportation.
- Maintaining open dialogue and good relationships with local, state and federal officials is key to keeping the membership updated on issues of interest to the business community. Through meetings with elected officials and candidate forums, open to the public, we can contribute to the development of an informed electorate.
- Establishing programs to make the community an appealing place for young professionals to live and work is vital. Addressing concerns of young talent, including housing, entertainment, shopping, dining and employment are an important element addressed by this division.

Investor Relations

**Kaissen Carr, ReVIDA Recovery Center
Vice Chair**

- Working to provide numerous opportunities for our members to interact with each other to share information and get the word out about their businesses is key, whether it be the Golf Tournament in June, a Membership Breakfast, Business After Hours or the Business Showcase in September, the Chamber brings members together.
- The April Small Business Awards of Excellence Luncheon is one of the most popular Chamber events that gives us a chance to salute our successful members in the retail, healthcare, service, non-profit, finance-insurance-real estate and hospitality leisure sectors.
- One of the most visible Chamber groups—our Ambassadors Club consists of dedicated volunteers serve as the face of the Chamber at Ribbon Cuttings and other networking events, keeping busy and sharing the Chamber story wherever they go.
- Our highly successful Women In Business program provides information and networking opportunities to women business leaders each month.

Organizational Development

**David Slack, First Bank & Trust
Vice Chair**

- The involvement of many experienced volunteers enables the Chamber to continue to rest on solid financial ground with broad financial support from our strong membership base.
- A working strategic plan will keep the organization on track to achieve the goals set by each administration.
- To assure continued strength of leadership in the Chamber and the community, the Leadership Morristown Program will be planned and executed by outstanding alumni of the program who will recruit participants from the membership and give them the opportunity to achieve and excel in leadership roles. "Graduate Sessions" will be held quarterly to allow our Leadership Alumni stay updated and informed about community issues.
- Our Annual Meeting at the end of our Chamber year, provide excellent opportunities for the membership to celebrate the successes of the year.
- The Chamber coordinates and produces the highly anticipated annual Christmas Parade to kick off the holiday shopping season in Morristown.

2023 Opportunities to Serve

Based on the descriptions of the Divisions on the previous page, we have the following opportunities for you to serve. Please return this page along with your completed contact information on page 12

- ☐ Assisting in the planning and execution of the Industrial Appreciation Event
- ☐ Having a booth at the Future Ready Expo
- ☐ Working with our Tourism Crew to help promote events and welcome visitors
- ☐ Assisting with the Tennessee State Disc Golf Championships
- ☐ Hosting new residents and retirees relocating to the community
- ☐ Assisting in our Downtown Development activities
- ☐ Serving on the Transportation Committee
- ☐ Participating in legislative events/organizing and attending candidate forums
- ☐ Re-energizing HYPE (Helping Young Professionals Excel) activities
- ☐ Serving as a Mentor for someone starting a new business
- ☐ Working with a Mentor to help me with my business
- ☐ Helping organize the Golf Tournament
- ☐ Playing in the Golf Tournament (individual or team)
- ☐ Hosting a Membership Breakfast
- ☐ Hosting a Business After Hours
- ☐ Serving as a Chamber Ambassador
- ☐ Attending Ribbon Cuttings
- ☐ Working on the Small Business Awards of Excellence
- ☐ Working on the Business Showcase
- ☐ Having a booth display in the Business Showcase
- ☐ Participating in Women In Business
- ☐ Planning a Leadership Morristown session (alumni only)
- ☐ Participating in Leadership Morristown (tuition required)
- ☐ Working on the Annual Meeting
- ☐ Attending the Annual Meeting
- ☐ Working on the Christmas Parade (Planning and/or Day of the Event)



2023 Opportunities to Sponsor

Let us help you market your business through the Chamber!

On the following pages you will read about events and activities that are on-going throughout the year involving our Chamber members. These events are open to all Chamber members and include a diverse range of interests. By lending your financial support, you can help the Chamber produce quality programming as well as put the name of your business in front of hundreds of prospective clients, customers and suppliers.

We encourage you to review these options and choose those that will best serve your needs and your budget. When you've made your decision, please complete the form on page 12 and return it to the Chamber.

We look forward to hearing from you.

Industrial Appreciation Breakfast

Major Sponsor \$500 12 Available

- Your name and/or logo in color on Event Signage and Program
- Exclusive invitation for 2 company representatives
- Recognition during the remarks
- Special sponsor nametags for company representatives
- Picture will be taken with one of the recognized industries for publication in the Citizen Tribune
- Recognition in the Morristimes E-newsletter

Corporate Sponsor \$250 20 Available

- Your name on Event Signage and Program
- Recognition during remarks
- Exclusive invitation for one company representative
- Special nametag for company representatives identifying him/her as a sponsor
- Recognition in the Morristimes E-newsletter

Tennessee State Disc Golf Championship

Morristown will host this tournament for over 500 Disc Golfers. Participants will be visiting our community from across the United States and several foreign countries. Part of the festivities include a Player Party for all participants. If you would like to provide support for the Purse and/or the Player Party please contact Anne Ross, Director of Tourism, tourism@morristownchamber.com or 423-586-6382.

Annual Meeting

Event Sponsor \$500 10 available

- 2 Complimentary tickets to the event (estimated attendance—300-350) with seating at premier tables
- Company name/logo included on promotional materials, table tent cards and in the Power Point presentation shown on the Chamber Website
- Recognition from the event emcee multiple times during the event

Christmas Parade

Presenting Sponsor 3,500 1 available

- Name on all advertising & marketing
- Exclusive right to livestream the Parade on Facebook
- Opportunity for on-camera interview at Parade Kick-off

SOLD
Morristown
Pediatric Dentistry

Commercial Float Sponsor \$1,300 10 available

- Rental of Professional Commercial Float with company signage and lighting; float can accommodate up to 12 people; drivers and music provided
- Recognition in advertising and marketing

Leadership Morristown

The purpose of the Leadership Morristown program is to identify individuals who have been put in positions of leadership or who have the potential to become community leaders and provide them with the contacts, training, and encouragement to achieve and excel in leadership roles. The classes begin in August and conclude in November. Sessions include both classroom style, interactive, and visits to various locations throughout Hamblen County.

The program is tuition based as follows:

\$750 for Chamber Members

\$675 for Gold Star Members

\$425 for Chamber Member Not-for-Profit Organizations

Membership Breakfasts & Business After Hours

Membership Breakfast \$300 (plus cost of food) 8 Available

Business After Hours \$300 (plus cost of food) 8 Available

- Invitation with logo will be published in the Morristimes
- E-mail blasts with company logo sent to the entire membership
- RSVPs will be taken and nametags will be distributed at the event (estimated 70 -100 people will attend)
- Sponsors receive a 15-20 minute time frame during the event to promote their business to the attendees
- A listing of all attendees can be provided to your business for optional follow-up business contact.

Before the event, the Chamber staff will help you determine room set up and provide you with a list of Chamber members who have expressed an interest in catering these events. The Chamber will also supply a sound system, nametags and registration assistance during the event.

Small Business Awards of Excellence

Presenting Sponsor \$1500 1 Available

- Opportunity to be guest speaker at luncheon
- Bio insert in program
- Sponsor name/logo prominently displayed on all promotional material
- Onstage thank you and introduction
- Special nametags for company representatives
- Media Exposure in Citizen Tribune and Morristimes E-newsletter.
- Two complimentary tickets to the event

SOLD
First Horizon

Media Sponsor \$1500 1 Available

- Sponsor name/logo prominently displayed on all promotional material
- Onstage thank you and introduction
- Special nametags for company representatives
- Media Exposure in Citizen Tribune and Morristimes E-newsletter.
- Two complimentary tickets to the event

SOLD
Citizen Tribune

Event Sponsor \$750 4 Available

- Sponsor name/logo prominently displayed on all promotional material
- Sponsor name/logo displayed on table tent card and program
- Onstage thank you and introduction
- Special nametags for company representatives
- Media Exposure in Citizen Tribune and Morristimes E-newsletter—Event Sponsor representative will be included in media photos of ALL award winners
- Two complimentary tickets to the event

Theme Sponsor \$400 1 Available

- Name and/or logo will be displayed on appropriate theme merchandise
- Your name/logo will be displayed on table tent card and in program
- Media Exposure in the Morristimes E-newsletter
- Special nametag for company representatives
- Onstage recognition
- Two complimentary tickets to the event

SOLD
GAINS

Award Sponsors \$350 8 Available

- Sponsor name/logo will be displayed on table tent card and in program
- Media Exposure and photo with award recipient in Citizen Tribune, Morristimes E-newsletter and the Chamber Facebook Page
- Special nametag for company representatives
- Onstage recognition
- One complimentary ticket to the event

Membership Golf Tournament

Title Sponsor \$1,500 (plus cost of player gift) 3 available

- Name and logo listed/announced on all tournament promotional materials, advertising, PSA's and on registration form
- Exclusive right to provide player gift with sponsor name and/or logo to all players and have company representative on site to present the gift to the golfers.
- Headlined in all advertising and marketing, pre and post tournament
- Two banners displayed at the Tournament
- Free registration fee for one team (4 players)
- Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament.

Lunch Sponsor \$1,500 or in-kind 1 available

- Name listed on tournament promotional materials and on registration form
- Name included in all advertising, pre and post tournament
- Name and logo listed on banner displayed at the Luncheon Area
- Free registration fee for two (2) golfers
- Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament
- Name announced during pre-tournament activities

Flight Sponsor \$1,000 4 available

- Name listed on tournament promotional materials and on registration form
- Name included in all advertising, pre and post tournament
- Name and logo listed on banner displayed at the Leaderboard
- Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament
- Free registration fee for two (2) golfers
- Name announced during tournament awards presentation ceremony

Hole Sponsor \$150 36 available

- Business sign placed on Tee Box
- Discounted entry fee for 1 participating golfer
- Name listed in post-event Morristimes E-Newsletter

Beverage/Snack Cart Sponsor \$500 3 available

- Sign placed on Beverage Cart/Beverage Stations during the tournament
- Business name included in all advertising, pre and post tournament
- Name included in pre-tournament Morristimes E-Newsletters and the post-event Morristimes
- Option of having company representative drive cart
- Free registration for 1 golfer

Player/Team \$100/\$400 120 players/30 Teams limited

- Discounts available for Gold Star members and sponsors

Women In Business

Presenting Sponsor 1,000 2 available

- Name on tent cards at each meeting
- Recognition at each meeting
- Opportunity to provide handouts/promotional gifts at each meeting
- Registration for 1 member

Membership \$135 100 available

- Invitation to nine discussion meetings throughout the year
- Opportunity to network with other business women & distribute collateral
- Breakfast included

Business Showcase

Presenting Sponsor \$2,000

1 Available

- Expanded booth space at the entrance to display company information and promotional items
- Company name and/or logo included in all media and Chamber advertising of the Expo
- 15 complimentary admission tickets to the Expo to be used at sponsor's discretion

Major Sponsor \$1,500

2 Available

- A centrally located and expanded booth space
- Inclusion on media and Chamber advertising of the Expo
- 8 complimentary admission tickets to be used at sponsor discretion

Event Sponsor \$350

15 Available

- Complimentary booth space
- Inclusion on media and Chamber advertising of the Expo
- 4 complimentary admission tickets to the Expo to be used at sponsor's discretion



See more sponsorship
opportunities
for our
Downtown Activities
on the next 2 pages





Chamber of Commerce Downtown Program

EVENT SPONSORSHIP OPPORTUNITIES

MORRISTOWN'S ART & BLUEGRASS FESTIVAL

Saturday, May. 6th

- **Music & Entertainment on Main Street Sponsorship - Two available - \$500 each**
- **Community Art Project Sponsorship - Will be available soon**

This event is taking the place of the Skymart Art & Music Festival, Same event but with a Bluegrass spin on it. The Downtown program is partnering with the City Recreation Department to host this event. It will be held on Main Street and at the Farmer's Market Area. Rain date is set for May 13th. These sponsorship's include a booth space at the event, your logo on all marketing materials including social media There will be a sign displayed at the event stating sponsorship for each section.

DOWNTOWN MORRISTOWN'S CONCERTS ON THE GREEN & NIGHT MARKET

First Fridays May-Sept.

- **Series Sponsorships - Two available - \$2500 each**
- **Band Sponsorships - Five available - \$600 each**
- **Food Truck & Night Market series sponsorship - One available - \$1000**

This is our Summer Concert Series that is held on the first Friday of every month, May – September, 7:00 – 9:00 p.m. at the Downtown Green & Farmers Market Pavilion. Each Friday will feature Live Music, Night Market and Food Truck Court. All sponsorships include a booth space at the event and logo on all marketing materials including Social Media. A banner featuring the Series Sponsors will be displayed at all five concerts; individual concert sponsors will have their logo on a sign displayed at the concert they have sponsored. The Food Truck/Night Market sponsor will have their logo displayed on a banner every concert in the series at the Food Truck Court/Night Market location (Farmers Market Pavilion).

BACK TO SCHOOL BASH & FAMILY MOVIE NIGHT ON THE GREEN

Friday, July 28th

- **Family Movie Sponsorship - One available - \$300**
- **Inflatables Sponsorship - One available - \$300**

This event will be hosted at the Farmers Market & the Downtown Green in partnership with the City Recreation Department. They will be hosting a back to school bash with free school supplies, inflatables and games for the kids during the day and we will end the night with a movie on the Green. Sponsorship includes a booth at the event along with your logo on all marketing material and a sign at the event stating your are sponsoring the movie or inflatables.

MORRISTOWN'S CHALKTOBERFEST

Saturday, October 7th

- **Chalk Art Contest Sponsorship's - Six available - \$500 each**

This event will be hosted on Main Street in partnership with the 1907 Brewery Oktoberfest. We will host art vendors and chalk art competitions for this event. These sponsorship's include a booth space at the event along with your logo on all marketing and signage at the event.



Chamber of Commerce Downtown Program

MORE EVENT SPONSORSHIP OPPORTUNITIES

SHOP SMALL HOLIDAY PROMO EVENT

Saturday, November 25th

- Cookies & pictures with Santa Sponsorships - Two available - \$600 each
- Story Time and Pictures with Princess Belle Sponsorship - One available - \$600
- Shop Small Scavenger Hunt Sponsorship - One available - \$ 600

This event will be hosted on Main Street to promote shopping local in downtown Morristown for the holidays. We will host special holiday promotions within the Main Street area to draw people to the downtown for shopping and family holiday fun. Sponsorship's include logos on all marketing material including social media and signage at each station for the event. You can also provide promotional handouts, coupons or other promo items to be put in the shop small bags that are distributed to the customers. at the event. Scavenger Hunt promo sponsor will also have their logo and info on all scavenger hunt flyers at the event, including any marketing for the scavenger hunt as the promoting sponsor.

NEW YEARS EVE CELEBRATION ON MAIN STREET

Sunday, December 31st

- More info and sponsorships coming soon on this event.

For more information about Downtown Sponsorship's please contact Heather Brooks, Director of Downtown Development at the Chamber.

Phone: 423-312-1476

Email: downtown@morristownchamber.com

How Should We Contact You?

Name _____

Company _____

Phone _____ Fax _____

Email address _____

We would like to sponsor the following. If you have questions about any of the events, please feel free to contact us.

____ ***Industrial Appreciation Breakfast Major Sponsor (\$500)***

____ ***Industrial Appreciation Breakfast Corporate Sponsor (\$250)***

____ ***Tennessee State Disc Golf Championship (Anne Ross will contact you for options)***

____ ***Annual Meeting (\$500)***

____ ***Christmas Parade Corporate Float (\$1,200)***

____ ***Leadership Morristown Participant (\$750/\$675/\$425)***

____ ***Membership Breakfast Host (\$300)***

____ ***Business After Hours Host (\$300)***

____ ***Small Business Awards of Excellence Event Sponsor (\$750)***

____ ***Small Business Awards of Excellence Award Sponsor (\$350)***

____ ***Golf Tournament Title Sponsor (\$1,500)***

____ ***Golf Tournament Lunch Sponsor (\$1,500 or in-kind)***

____ ***Golf Tournament Flight Sponsor (\$1,000)***

____ ***Golf Tournament Beverage/Snack Sponsor (\$500)***

____ ***Golf Tournament Hole Sponsor (\$150)***

____ ***Golf Tournament Player/Team (\$100/\$400)***

____ ***Women In Business Presenting Sponsor (\$1,000)***

____ ***Women in Business Membership (\$135)***

____ ***Business Showcase Presenting Sponsor (\$2,000)***

____ ***Business Showcase Major Sponsor (\$1,500)***

____ ***Business Showcase Event Sponsor (\$350)***

____ ***Downtown Sponsor—Please contact Heather Brooks per the information on pages 10-11***

Please return this page to Debra Williams at manager@morristownchamber.com or fax to 423-586-6576

Or mail them to Morristown Area Chamber of Commerce

P.O. Box 9 Morristown, TN 37815

You may also call the Chamber office, 423-586-6382 and we can record your choices.

