

THE CHAMBER FUNCTION AND IMPORTANCE TO PICKETT COUNTY

A. PURPOSE AND GOALS: Sales Tax VS Property Tax

(A) Promote and get the word out about Who, Where and What we have to offer to promote growth of our sales tax base. By investing in promotion, we can increase our sales tax base. This past March 2018-April 2019 our sales tax revenue for City and County combined was \$2.98 million. Since our sole purpose is to increase revenues through other means besides property tax, this is a valid resource.

(B) Work hand-hand with the City, County, Business and Industry

(C) Have a single point of contact information outlet for all. We also distribute literature to area tourist attractions to further promote Pickett County.

B. BY WHAT MEANS TO ACCOMPLISH GOALS

(A) 3 Major Ad Outlets: Tennessee Vacation Guide, Upper Cumberland Stay and Play and the Dale Hollow Explorer Publications

(B) Website: New update version - Mobile Friendly with easy maintenance: www.dalehollow.com

(C) E-newsletter sent out each week highlighting current events/happenings, maintain a Facebook presence and working towards other social media outlet presence.

(D) In House (Welcome Center) distribution/display of Posters, literature, & schedules of events

(E) Maps and business listings

(F) Personal one on one assistance for patrons

(G) Attend all City & County Council Meetings to give support & report activities of the Chamber

C. CHAMBER DAY TO DAY OPERATIONS-(LABOR INTENSE)

(A) Respond to email inquiries and mail requested information as needed.

(B) Respond to telephone inquiries

(C) Operate the Fingerprint Station that provides our citizens an opportunity to acquire a background check and passport photos locally and maintain our credentials for such.

(D) Assist walk-in patron Inquiries

(E) Operate and maintain public restrooms

(F) Museum operation & displays

(G) Meeting facilities (DAV & ETC)

(H) Farmers Market overseer and schedules for sales & special event use of the facility

(I) Special Events

(1) Dale Hollow Bass Classic (2) 127 Yard Sale (3) Rollercoaster Yard Sale (4) Assist with all other events as requested

D. SPECIAL PROGRAMS THAT GENERATE RETURN OF FUNDS

(A) Attend Governor Conference & USDA Rural Development Conferences – a requirement for Three Star Certification

(B) Three Star Certification benefits:

(1) Certification affords us a 4% increase of funds on all CDBG – all ARC – and all USDA grant/loan requests (On the current County CDBG Grant of \$184,000.00 - 4% of that is due to the Three Star Certification.)

(2) Apply for 3-Star Grants. Over the past five years, Pickett Co. has received (2) \$10,000.00 grants and (3) \$15,000.00 grants. A total of \$65,000.00 in this special purpose grant funding alone.

(3) Hold two special events (Dale Hollow Bass Classic & Rollercoaster Yard Sale), participate in the Independence Day Celebration and Christmas Celebration, assist with the Spring Dale Hollow Bass Classic, and other events as requested.

(C) Serve on: Joint Economic and Community Development Board and the Industrial Development Board – To Promote Economic Development

(D) Serve on Special Groups- Health Council-Healthier Tennessee Community-Friends of Cordell Hull Park- Borderlands Committee-UCHRA-LWB (Local Workforce Board)-UCHRA Local Advisory Board

(E) Members of Upper Cumberland Tourism Association – Upper Cumberland Chamber Executives – Upper Cumberland Museum Alliance.