



## Anderson County Chamber of Commerce 2008 Annual Report

Active in **Economic Development**, the Chamber received the **State Three Star Economic Incentive Certification** for Anderson County in 2008. This certification qualifies the County and all municipalities within Anderson County for economic incentive points that reduce the local match funding for CDBG and Fast Track economic development grants. The Chamber has qualified Anderson County for this certification since 2001.

In 2001, the Chamber coordinated a Community Leaders Workshop and developed Anderson County's **Five Year Economic Development Plan**. The Chamber coordinates quarterly workshops with countywide representatives to review the established goals, update and prepare the plan for Anderson County Commission's approval.

### **Organizational Development**

- Revised and adopted Chamber By-Laws to meet the demands of a growing Chamber
- Revised and adopted new Policy and Procedures Manual

### **Economic Development –**

- Established the Chamber's **Business/Retail Development Council** to recruit new and promote existing retail business throughout Anderson County.
- The Council developed a Retail package with demographic flyer and CD for retail prospects.
- Promoted Retail Development at the ICSC Kentucky Tennessee Exchange Conference.
- Published a 36 x 44" super map of Anderson County.
- Established a trademark for the Chamber's promotional material, display, map and retail package. Also purchased equipment for retail development presentations.
- Added Retail Development information to our web site which includes a listing of available property and office space for sale or lease.
- Continued our partnership with the City of Clinton and local Merchants to promote business in Historic Downtown Clinton.
- Hosted 8<sup>th</sup> annual Clinch River Antiques Festival with an estimated 10,000 attendees to promote existing businesses and tourism.

### **Education/Workforce**

- The Education/Workforce Council began research on how the Chamber can support the community's need for workforce preparedness.
- Supported the Anderson County Chamber Education Foundation goals and activities.
- Platinum sponsor for Anderson County Exemplary Student's (ACES) Scholarship Program.
- Hosted the 15<sup>th</sup> annual Teacher's Award Banquet honoring teachers from Anderson County and Clinton School Systems.

### **Regional/Community/Government Relations**

- Graduated 20 leaders from the Chamber's 20<sup>th</sup> Leadership Anderson County program
- Partnered with the Anderson County School administration to qualify our Youth Leadership Anderson County Program for State Certification. This certification requires the school offer a leadership training course for credit toward graduation. 23 students graduated in May, 2008.
- Hosted Countywide "Meet Your Elected Officials Reception".
- Hosted the 2008 Clinton Christmas Parade

### **Membership Development and Retention**

- Provided networking opportunities for our members, 26 Chamber coffees and business after hours.
- Added new member benefit, i.e., members free link to our web site.
- Promoted member businesses with 2 ground breakings and 17 ribbon cuttings.
- Recruited 60 new members and maintained a retention rate of 85%.