



**TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT COMMITTEE MEETING
TOWN HALL BOARD ROOM
Wednesday, October 2, 2013
8 AM**

1. Call to order
2. Approval of Minutes
 - a. September 4, 2013
3. Discussion of Economic Development Committee Work Program for FY2014
4. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
5. Any other Business
6. Adjournment



Minutes
Economic Development Committee
September 4, 2013
8:00 AM
Town Hall Board Room

Committee Members Present

David Purvis, Phil Dangel, Naoko Blue, Ron Pinchok, R. Knick Myers, Bob Markli, Ginny McLain-Tate, Jim Holladay, Jim Nixon

Staff Present

Valerie Millsapps and Gary Palmer

Other

Tim Williams with the Farragut/West Knox Chamber of Commerce
Sue Stuhl, Parks and Leisure Services Director

Approval of the Minutes

Mr. Dangel moved to approve the August 7, 2013 minutes. Mr. Purvis seconded the motion. All voted in favor, but Mr. Nixon.

Charter Discussion: Number of Members

Mr. Myers moved to increase the committee members and change the wording from up to 8 to up to 14. Mr. Markli seconded the motion. All voted in favor, except Mr. Markli voted no.

Strategic Planning Update

Mr. Pinchok challenged the group to look at the Strategic Plan update on the Town's website. Mr. Pinchok stated the goal for the October meeting will include the EDC setting new goals that's aligned with the Town's strategic plan. Mr. Pinchok stated Mr. Smoak was updating the EDC Punch List.

Ms. Stuhl discussed branding and how everyone has a different idea on what branding is. A bullet point list will be turned in for review on September 15 to the Town Administrator. Ms. Stuhl stated the goal is to focus on branding and then go from there.

Status Updates

- a. **Farragut Business Alliance:** Mr. Purvis stated the Red, White, and Blues event lost money, but the attendance was good despite the weather. Taste of Farragut will be held Friday, September 27 with 20-25 restaurants. Tickets will be sold for \$20 online presale and \$25 the day of the event. Shop Farragut will kick-off after the Taste of Farragut event.
- b. **Town of Farragut:** The fourth annual "Picnic on the Pike" scheduled for Sunday, Sept. 29, 2013, from 1 to 5 p.m. on the lawn of the historic house at 11863 Kingston Pike (home of the Farragut press newspaper).
- c. **Farragut/West Knox Chamber:** Mr. Williams stated Dr. Bass will be speaking at Fox Den on September 24 beginning at 7:30am. Mr. Williams stated the Chamber membership is up and lots of activity is taking place.

Any other Business

Mr. Pinchok challenged the EDC members while out in the business community to introduce their self and bring any feedback back to the meeting.

Mr. Dangel moved to adjourn at 9:35 AM. Ms. McLain-Tate seconded the motion. All voted in favor.

Next meeting Wednesday, October 2, 2013 at 8 AM.

X

Ron Pinchok
Chairman

ECONOMIC DEVELOPMENT COMMITTEE

PREPARED BY: David Smoak, Town Administrator

SUBJECT: Discussion of Economic Development Committee Work Program for FY2014

INTRODUCTION: The purpose of this agenda item is to review the EDC Work Program for FY2014

DISCUSSION: The EDC completed an initial strategic plan in 2011. Since that time the EDC and Town staff has been working toward implementation of those action items. In reviewing the previous plan, there are still a number of items that have yet to be completed, as well as new items that have become priorities for the Board of Mayor and Aldermen through their strategic planning process.

Attached is a list of work program items for your consideration to begin implementation or complete in the current fiscal year which ends June 30, 2014. The EDC will need to discuss these items at its meeting on October 2, 2013 and decide whether to modify these existing items or add new ones.

The goal at the meeting will be to rank each of these items so that we can develop a list of the committee's top priorities to get accomplished.

Town of Farragut Economic Development Committee

Work Program (FY2014)

1. Determine metrics for investment partners and fund qualified groups
 - Manage implementation of strategic plan
 - Measure success
2. Conduct annual survey on Town of Farragut business/economic development climate
 - Qualitative and quantitative research and annual trend data analysis
3. Annual group meetings and determining the message to each of these groups
 - Developers (Spring)
 - Retailers (Summer)
 - Realtors (Fall)
4. Have booths at major events in promotion of Town
 - Jointly with Farragut/West Knox Chamber of Commerce, Farragut Business Alliance, etc
5. Tourism Master Plan and expansion of Economic Development marketing efforts
6. Determine scripts, venues, settings, branding/messaging of video shoots
7. Prepare for ICSC Recon tradeshow and recruit business to Farragut
8. Develop monthly visits/feedback with developers, retailers, and realtors
9. Implement a plan to fill vacant “big box” buildings and empty commercial space
10. “Doing Business in the Town of Farragut” guide
 - Inputs from Farragut Economic Development, Farragut/West Knox Chamber of Commerce, Farragut Business Alliance, Municipal Planning Commission, staff, etc.
11. Direction of future development of Outlet Drive Corridor

Town of Farragut

Strategic Plan



Summary

2013

Town of Farragut Vision 2025

Farragut 2025 a Distinctive Residential Community

It's our: History ^(A)

Beauty: Natural and Built ^(B)

High Quality Residential Choices ^(C)

Multiple Activity Centers ^(D)

Convenient Living ^(E)

**Outstanding Recreational
Opportunities ^(F)**

Community Spirit ^(G)

that makes us distinctive.

Town of Farragut Goals 2018

**Maintain Financially Sound Town Providing
Excellent Services**

Strengthen the Local Economy

Develop the Town's Historic Assets

**Facilitate Future Growth, Development
and Redevelopment**

Expand Leisure Amenities (Venues and Programs)

GOAL 1

**MAINTAIN FINANCIALLY SOUND TOWN
PROVIDING EXCELLENT SERVICES**

► **Objectives**

- Objective 1** Responsible use of debt by Town Government
- Objective 2** Town services provided in the most cost effective manner
- Objective 3** Adequate revenues to support defined Town services, programs and facilities
- Objective 4** Competitive compensation and benefits for Town employees
- Objective 5** High customer satisfaction rating for Town services
- Objective 6** Reliable delivery of Town services
- Objective 7** Well planned and well maintained Town facilities and infrastructure

► **Short-Term Challenges and Opportunities**

1. Uncertain national economy and its impact on Town revenues
2. Employee expectations for compensation and retirement system
3. Defining and prioritizing the Town's services and responsibilities
4. State potential attack on state shared revenues, Hall income tax and grants
5. Citizen understanding of Town revenues and finances

MAINTAIN FINANCIALLY SOUND TOWN PROVIDING EXCELLENT SERVICES

Goal 1 **Actions 2013**

	Priority
1. Establish Hotel/Motel Tax	5
2. Make Union Road a priority in CIP	5
3. Re-codification of the municipal code, zoning ordinance, and subdivision regulations	4
4. Develop a Youth Master Plan, and get youth involved in decision making	2
5. Provide public relations training for Town staff	2
6. Research wireless field inspection solutions to integrate into building inspection services	2

GOAL 2

STRENGTHEN THE LOCAL ECONOMY

► Objectives

- Objective 1** Increase number of visitors coming to Farragut
- Objective 2** Residents shopping local – Keeping sales tax revenues in the Town
- Objective 3** Increase number of retail businesses in Farragut
- Objective 4** Expand number of successful small businesses
- Objective 5** Have a reputation as positive climate for business – people want to have a business here

► Short-Term Challenges and Opportunities

1. Competition from Knoxville, Harden Valley, Lenoir City
2. National recession and business access to the capital market
3. Perception: Town government unfriendly to businesses
4. State policy and process on urban growth boundary and annexations
5. Streamlining development process
6. Calling visitors attention to Farragut – tourism assets (Museum)

STRENGTHEN THE LOCAL ECONOMY

Goal 2 Actions 2013

	Priority
1. Completion of the Town's entry signs	5
2. Recruit major businesses to Farragut	5
3. Implement a plan to fill vacant buildings & empty commercial space	5
4. Expand our Tourism and Economic Development marketing efforts	5
5. Recruit major businesses to Farragut	5

GOAL 3

DEVELOP THE TOWN'S HISTORIC ASSETS

► Objectives

- Objective 1** Expand areas for Museum displays
- Objective 2** Relocate and preserve Russell House
- Objective 3** Annex and develop “Concord Village” as a historic area
- Objective 4** Develop Campbell Station Park as a historic area
- Objective 5** Develop architectural standards and lighting throughout the Town with a theme
- Objective 6** Develop a reputation as a historic destination
- Objective 7** Preserve historic Pleasant Forest Cemetery

► Short-Term Challenges and Opportunities

1. Funding for historic asset development
2. Deciding on annexation
3. Establishing a “Theme”
4. Determining Town role and resources for supporting development of historic assets

DEVELOP THE TOWN'S HISTORIC ASSETS

Goal 3 **Actions 2013**

	Priority
1. Installation of History Trail Markers in Campbell Station Park	5
2. Decision on acquisition of the Russell House	5

GOAL 4

FACILITATE FUTURE GROWTH, DEVELOPMENT AND REDEVELOPMENT

☐ **Objectives**

- Objective 1** Pursue modifications in the urban growth boundary
- Objective 2** Expand town limits through annexation
- Objective 3** Develop Town infrastructure for future growth and development
- Objective 4** Appropriate land uses for future development
- Objective 5** Future development consistent with Town's plans and standards
- Objective 6** More beautiful corridors and development – signs, storefronts, landscaping

☐ **Short-Term Challenges and Opportunities**

1. Annexing critical areas to protect the interests of Farragut
2. Leases and property owners of commercial centers
3. Prime land available along Kingston Pike
4. Building relations with major retailers and developers
5. Funding to maintain and expand Town infrastructure
6. Willingness to consider “best practices” used by other cities and towns

FACILITATE FUTURE GROWTH, DEVELOPMENT AND REDEVELOPMENT

Goal 4 **Actions 2013**

	Priority
1. Direction of future development of Outlet Drive	5
2. Finalize annexation priorities for remaining areas in Farragut's urban growth boundary	5
3. Develop architectural design standards for commercial development	4
4. Prioritize major road improvements	3
5. Clarify regulations to define requirements for future road improvements	2
6. Development of a concept plan and form based code for a downtown development district	1

GOAL 5

EXPAND LEISURE AMENITIES (VENUES AND PROGRAMS)

☐ **Objectives**

Objective 1 Expand park development

Objective 2 Extend the Greenway System

Objective 3 Develop a community center

Objective 4 Increase pedestrian connectivity within Farragut

Objective 5 Increase sports tourism through more local and regional tournaments

☐ **Short-Term Challenges and Opportunities**

1. Developing trails along creek ways
2. Defining Town's role and funding for leisure services
3. Limited town resources for leisure services
4. Areas for water based leisure activities
5. Changing leisure patterns of each family generation
6. Diverse leisure expectations of Farragut residents

EXPAND LEISURE AMENITIES (VENUES AND PROGRAMS)

Goal 5 Actions 2013

	Priority
1. Develop a plan and construct key sidewalk and greenway connectors	5
2. Install Wi-Fi in Campbell Station Park	4
3. Finalize plans for the outdoor classroom	4
4. Acquisition of additional Admiral Farragut artifacts	4
5. Create theme based events to promote the Farragut community	3
6. Acquire land/building for Community Center	3
7. Identify opportunities for underpass for creek ways along Kingston Pike	3
8. Create Events/Entertainment for all ages	2
9. Change our current policy to allow guns in parks	2
10. Expand the current budget for Arts Programming	1

POLICY AGENDA 2013

TOP PRIORITY

Hotel/Motel Tax: Decision

Russell House Acquisition: Decision

Annexation Priorities: Decision

HIGH PRIORITY

Architectural Standards: Development

Road Improvement Projects: Evaluate, Prioritize, Funding

McFee Park, Phase III: Direction, Funding

Road Development Requirements: Direction

MODERATE PRIORITY

Community Center: Direction

Management Agenda 2013

TOP PRIORITY

Outlet Drive Corridor: Direction
Comprehensive Land Use Plan: Execution
Recodification of Codes: Implementation

HIGH PRIORITY

Business Recruitment & Retention
Vacant Commercial Properties: Evaluation
Community Events Support & Promotion
Greenway/Sidewalk Connection: Development
Admiral Farragut Artifacts: Direction

MODERATE PRIORITY

Youth Master Plan: Development
Recycling Plan: Development
Wireless Field Inspections: Evaluate
Tourism & Economic Development Marketing Plan
Creek ways/Underpass along Kingston Pike: Evaluation