



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL BOARD ROOM
WEDNESDAY, JUNE 7, 2017
8 AM

1. Call to order
2. Approval of Minutes
 - a. May 3, 2017
3. Visit Knoxville Presentation – Kim Bumpas
4. Farragut Business Alliance Memorandum of Understanding
5. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
6. Any other Business
7. Adjournment

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WWW.TOWNOFFARRAGUT.ORG

It is the policy of the Town of Farragut not to discriminate on the basis of race, color, national origin, age, sex, or disability pursuant to Title VI of the Civil Rights Act of 1964, Public Law 93-112 and 101-336 in its hiring, employment practices and programs. To request accommodations due to disabilities, please call 865-966-7057 in advance of the meeting.



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
MAY 3, 2017
8:00 AM

Committee Members Present:

Brandon Hackett, Pamela Milliken, Will Britt, Knick Myers, Naoko Blue, Jim Holladay, Samuel French, Carson Scott, David Smoak

Committee Members Absent:

Phil Dangel, Vice Mayor Ron Pinchok

Staff Present:

Sue Stuhl, Julia Barham, Wendy Smith, Jenn Hatmaker

Other:

Alderman Louise Povlin	Alderman Ron Williams
Julie Blaylock, Farragut/West Knox Chamber	Tim Williams, Farragut/West Knox Chamber
Steve Krempasky, Farragut Business Alliance	Carol Reeve, Girl on the Roof
Kevin Reeve, Girl on the Roof	Alan Sloan, farragutpress
Sherry Gardner-Howell, KnoxTNToday.com	

Call to Order

Chair Hackett called the meeting to order. A quorum was declared.

Approval of the Minutes

Mr. Holladay moved to approve the April 5, 2017 minutes. Mr. Myers seconded the motion. All voted in favor; motion passed.

Town Marketing Strategy Report and Recommendations presented by Girl on the Roof

Carol Reeve and Kevin Reeve with Girl on the Roof presented a PowerPoint detailing the Phase II Strategy Report and Recommendations.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. ICSC conference will be May 20-25, 2017
 - ii. Through the end of April, the Town had 43 residential permits, an average of \$386,000/home
 - iii. Sales tax through January 2017 went up 2.4% for the month and up 3.2% year-to-date
 - iv. Town's value through the end of 2016 is \$3.2 billion
- b. **Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. The Chamber Auction will be on May 12, 2017; Butterfly Fund is the charity the auction will support
 - ii. Four new Chamber members in April 2017 – three of those are in the Town
 - iii. Four networking events in April 2017 – two of those were in the Town
 - iv. Five ribbon cuttings in April 2017 – three of those were in the Town
 - v. Farragut Museum volunteers have been visiting Chamber events. The museum hosted a networking and secured the first Corporate Friends of the Museum as a result of the networking
 - vi. Working on a 30th Anniversary Print Directory; farragutpress will print the directory
- c. **Farragut Business Alliance:** Presented by Mr. Krempasky
 - i. Attended the Chamber networking events at SouthEast Bank and His Security
 - ii. Submitted the event application for the Red, White, and Blues Jam which will be on July 8
 - iii. Will be voting on the FBA budget to submit to the Town
 - iv. Over 311 businesses on the online Business Directory
 - v. Social media has grown exponentially
 - vi. VIB tickets to the Farragut Food and Wine festival are sold out

Any Other Business

Mr. Myers talked about the project that Myers Brothers Holdings will be working on next to the post office on Municipal Center Drive. Mr. Smoak asked if the building will be mixed used. Mr. Myers stated that they have the flexibility to do that within the constraints of code and finances, but thinks it is unlikely.

Mr. Holladay moved to adjourn.

Next meeting Wednesday, June 7, 2017 at 8 AM in the Town Hall Board Room.

**Report to the Town of Farragut
Farragut Business Alliance
May 12, 2017**

The start of 2017 has been a very active period for the Farragut Business Alliance starting with the wrap up of the 2016 SHOP FARRAGUT Holiday program. This report will include activity up through the conclusion of the May 5, 2017 Farragut Food & Wine Festival.

This report will once again refer to the 2016 Program of Work Document. The overall goal which is to positively impact the amount of sales tax dollars collected in the Town of Farragut.

Create, market and implement at least two location-centered mini-events to bring consumers directly to the doors of businesses.

- A special event application has been submitted for a July 8, event at the West End Center. Tentatively named "Red, White & Blues Jam," merchants are excited to host this one-day project. Several planning meetings have taken place so far, with additional meetings and committee assignments continue as the beer permit area and site plan are refined.

Visit a minimum of 30 businesses per month in a business advocate capacity and document input collected.

Visitations continued vigorously during this period. Some of the businesses that received FBA information and Steve's business card include; Farrell Paint, Hana Sushi, Greatness Fitness, Nutrition One, Knoxville Academy of Martial Arts, Farragut Men's Barber Shop, Marco's, Rice King, China Pearl, Firehouse, Papa Murphy, Big Kahuna, Steve's Kitchen, Don Delfis Pancake, Hibachi Potrillos, Jets, Fruition, Spero Coffee, Concord Cleaners, UPS Store, Concord Watch Clock & Jewelry, Results Physiotherapy, Weichert Realty, Kiddie Cottage Learning Centers, Chesney Dental, The Goddard School, Bank of America/Merrill Lynch, Pinnacle Financial, Hickory Hardscapes, Pure Magic Carwash, Vannland LTD., EXIT Real Estate Network, College Hunks Hauling, Salon 1551, Aurora Pools, Spa & Billiards, Knoxville Teachers Credit Union, Studio 135, Edward Jones/Jim Dickerson, Echelon Bicycles, Spine & Sport Physical Therapy, AC BAND Lounge, McEntire & Mayes Interiors, Publix, Juice Bar, Gigi Cupcakes, Potbelly, Buttermilk Sky, Red Robin, Wild Wings, Chilis, V&G Bakery, Benefit Your Life, Water Into Wine, Mellow Mushroom, Vision Best Eyecare, Snooty Anti-Aging & Wellness, Massage Envy, Roosters, 31:30 Boutique, Farragut Mini Mart, Painting with A Twist, Sherriff's Office, Saffire Vapor, Sports Clip, The Painted Perch, FISH Window Cleaning, Prime Medical Training, Dyer Agency Nationwide Ins., Farragut Cleaners, US Cleaners, Elliotts, Bahia Tans, Silo Cigars, Campbell Station Wine & Spirits, Allstate, Holiday Inn Express, Fairfield Inn & Suites, Amish Excellence, Low T Center, Creative Hair, Medic, Drayer Physical Therapy, TN Footcare/Dr. Steven Davis,

Short Sheet Fabrics, State Farm/Todd Henderson, The Cottage Door, TNBank, Reliant Title, C3 Industrial/Kelly Baker Properties, Integrity Taxes, Exodus Chiropractic, Snooty PaTootie, Goin' Postal, CH Interiors, Knox Graphics and Designs, Clean EatZ, The French Market, Shrimp Dock, Big O Tires, etc.

Steve also attended many Chamber Networking Events and Ribbon Cutting Ceremonies.

<u>Networking</u>	<u>Ribbon Cuttings</u>
Clarity Pointe	Bank of America
Hampton Inn	Big O Tires
Holy Cross Church	The Voice Tank
Anytime Fitness	Max Potential
Y12 Fed Credit Union	Osteostrong
SouthEast Bank	Don Delphi's Pancakes
HIS Security	DW Designs – Zaxby's – Keller Williams

Many businesses were visited multiple times during this period due to their participation in the 8th Farragut Food & Wine Festival and their upcoming involvement with the "Red, Whites & Blues Jam @ West End Center."

Add at least 5 businesses per month to the online Business Directory/Shop Farragut mobile app.

- Over three dozen additions have been made to the online business directory on the FBA website since January. <http://www.farragutbusiness.com/business-directory.html> . There are now over 310 business listings, up from 260 in January.

Secure Shop Farragut involvement/exposure (coupons, events, co-op advertising participation, social media, app links, etc.) for/from at least 20 businesses per month.

Currently there are more than 2 dozen postings on the Shop Farragut "Deals" & "Events" tabs of the website which is linked to the mobile app. 10 discounts and promotions are bounce-back offers from vendors of the Farragut Food & Wine Festival.

- Steve periodically sends out email reminders to businesses noting the advantage of this free listing service, however, it is much more likely that the FBA office "re-posts" and "shares" Facebook, email and Twitter postings by the businesses and Town of Farragut who are using their own social media pages. This activity is performed daily and Steve (acting as an Admin for the FBA & Shop Farragut pages), will "LIKE" our Farragut area business sites to aid with the cross-promotion.

Involve and train at least 5 business volunteers to mentor new businesses.

- This is an item under review with FBA Board Members. 2400 SHOP FARRAGUT BUSINESS AMBASSADOR cards have been produced and are starting to be distributed. They direct business questions back to the FBA, with contact information. However, not only do we need to cultivate volunteers as Mentors, we need a community of business folks to help us on many levels.

- A SHOP FARRAGUT (FBA) Brochure is still in development. Several examples have been created and distributed to FBA Board & EDC members for review and comment. A version will be sent out with representatives attending the 2017 RECON|ICSC in May.

Collect and share Shop Farragut redemption data from businesses with the technology to track it.

- Still under investigation.
- FBA President, Herc Ligdis has created a Communications Committee under the Chair of Tony Cox, to review the IT, Social Media, and APP effectiveness. Committee members are being assembled now.

Increase Facebook and Twitter followers by at least 20% annually (baseline = 1469).

- Currently FBA hosts 3 Facebook Pages that have shown a small gain in followers since the arrival of the new Director.
 - Farragut Business Alliance now has 640 – up from 587 followers.
 - Shop Farragut has 120 – up from 104 followers.
 - Farragut Food & Wine Festival has 834 – up from 579 followers.
- FBA’s Twitter account currently has 648 – up from 618 followers.
- Shop Farragut FB Page has had 15% growth since January. During that same timeframe, Shop Farragut has had a total reach of 4,655 persons. The most popular exposure items are posts that are related to Farragut Business openings and ribbon cuttings.
- Farragut Business Alliance posts during that same time-period had a total reach of 18,462 with similar popularity among posts related to Farragut Business openings and sales events. FBA Facebook page experienced a 10% growth.
- Farragut Food and Wine Festival had a 44.3% increase in page likes and was the busiest of all the Facebook pages. It had a total reach of 26,051 persons.
- The @ShopFarragut Instagram account gained 97 followers during the period. This is the newest Social media outlet in use and has the potential to be the fastest growth medium. The visual element lends itself to creatively promote the #ShopFarragut message while promoting local businesses.
- This brings the total of all social media contacts to 2380, up from 1888 as of May 1, 2017, a 21% increase.

Increase unique web site visits by 10% per month (baseline = 7200 annually).

- During the period of April 13 through May 9, there were over 3000 website page visits. Just under 50% of the visitors went to the Shop Farragut page(s) – Deals & Events. 1104 unique visitors went to the Farragut Food & Wine Festival page. The major of visitors came to the FBA website from Google

searches and Facebook posts. A small, but noticeable group were directed to the FBA site through the Town of Farragut's website.

Generate an average of at least 35 Shop Farragut app downloads per month.

- An on-going effort to be determined. (See new Communications Committee charge).

Place Farragut-related "earned media" stories/appearances at least semi-monthly.

- Articles on FBA activity have appeared weekly in the Farragut Press and monthly in The Shopper Guide. The Farragut Food & Wine Festival was covered by the Knoxville News Sentinel, The Shopper Guide, Everything Knoxville Magazine, and Farragut Life. Promotions for the Festival were found on WBIR TV's "Alive at 5 at 4," and WOKI – NewsTalk Radio.

Distribute e-newsletter at least monthly.

- Since early November, Steve has sent out a half dozen targeted emails to business lists and one Holiday Mail Chimp to the existing FBA general list spotlighting the LIGHT THE PRK EVENT and announcing the arrival of the SHOP FARRAGUT program. Steve will utilize this avenue more as he becomes accustomed to the Mail Chimp service.

Conduct at least one business and residential survey annually.

- An on-going effort to be determined.

Increase involvement of business community by adding at least three new businesses (sponsors, vendors, etc.) to each event per year.

- There are many businesses that make any of the FBA | Shop Farragut events possible and they are counted on each year. However, the Farragut Food & Wine Festival generated new sponsorship dollars from EXIT Realty, Eyecare Optical, Smart Home Fix, Josh Hemphill State Farm and Courtyard |Marriott. Also, new in-kind contributions came from Hampton Inn, McEntire & Mays, Costco and The Bingham Group.

Increase business exposure by securing volunteering from at least 5 Farragut businesses per event.

- The FF&WF Leadership Team included new participation from McEntire & Mays Interiors, Hampton Inn, First Watch Café, Bank of America, BB&T Bank, Costco and The Bingham Group. Festival stalwarts include Farragut Wine & Spirits, SouthEast Bank,

Weather allowing, increase attendance of special events by at least 10% (baseline averages are 600 for Art in the Park for Kids; 900 for Farragut Food Festival; and 600 for Light the Park).

- Weather is the key word.

<u>2017 ATTENDANCE</u>		
<u>PAID</u>		
Knoxville Tickets	Adult	106
Knoxville Tickets	Child	1
Knoxville Tickets	VIB	43
FBA	VIB	8
Snooty	Adult	3
CH Interior	Adult	14
Goin Postal	Adult	30
Goin Postal	Child	1
FBA Door	Adult	27
FBA Door	Child	2
SUB -TOTAL:		235
<u>Complimentary</u>		
FBA Sponsor	VIB	18
Vendors		108
Volunteers		50
TOTAL:		411

Partner with hotels for mechanism of tying increase in room night to specific events and/or promotions.

- Steve has been working with Darren Tallent of the Hampton Inn and secured a few rooms for artists playing with the Smoky Mountain Blues Society, when performing in the Knoxville Area.

Continue increasing the amount of sponsorship dollars (direct and in-kind) obtained from private entities, with an initial target of \$35,000 in 2016.

- Although the FBA |Shop Farragut is not an event producing organization, the Events offer the best opportunities to offer benefits to participating businesses. An additional \$3000.00 in sponsorship was achieved with the FF&WF,

Aim for representation of a minimum of 80% at Farragut Board of Mayor and Aldermen, Municipal Planning Committee, Economic Development Committee, and other relevant meetings.

- An on-going effort to be determined with the Board. Steve has attended 100% of the EOC meetings since his arrival.

Ensure 100% on-time filings for relevant IRS and State of Tennessee forms and reports.

- Completed.

Plan and execute at least three community events annually in the Town of Farragut.

- ART IN THE PARK will take place on Sunday September 24, 2017 at Founders Park along Campbell Station Road.
- LIGHT THE PARK will take place at Founders Park along Campbell Station Road on Monday November 27, 2017 beginning at 6pm.

- The SHOP FARRAGUT Holiday promotion will be kicked-off on Saturday November 18, 2017 and continue through Monday January 1, 2018.
- THE 9th FARRAGUT FOOD AND WINE FESTIVAL will take place on Friday May 4, 2018.

OTHER ACTIVITY

- Represented FBA at Betty Sisco Retirement Celebration.
- Planning meetings with Knoxville Track Club regarding October 28, Farragut Half Marathon event.
- Planning meetings with Dogwood Arts regarding ART IN THE PARK.
- TN Annual Report Filed.

SUBMITTED BY:



Herc Ligdis, President
Board of Directors



Stephen F. Krempasky
Executive Director

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("MOU") entered into as of the _____ day of _____, 2017 by and between Farragut Business Alliance, a 501(c)6 corporation filed under the laws of the State of Tennessee ("FBA") and The Town of Farragut, a municipal corporation created under the laws of the state of Tennessee (the "Town").

WHEREAS, the Town has secured the efforts of the FBA in the past to assist it in the development and implementation of a strategic action plan designed to enhance awareness of local businesses and increase marketing through the use of various marketing avenues and special events for the overall benefit of the Town's citizens and businesses; and

WHEREAS, the Town desires to continue a relationship with FBA to further its economic development objectives of promoting local business through the coordination of the Town's business community to better serve the needs of the business community, to increase retail revenues by attracting the citizens of the greater Knoxville area to shop at the Town's businesses and to support the Town's efforts to retain existing businesses and recruit new ones; and

WHEREAS, FBA possesses the qualifications and desire to develop and implement a Program of Work consisting of a series of defined steps all designed to bolster economic development efforts of the Town to improve the level of business conducted within the Town; and

WHEREAS, the parties desire to memorialize herein the terms and conditions of an agreement whereby the Town commissions the FBA to undertake the process of developing and implementing the Program of Work for the Town.

NOW, THEREFORE, in consideration for the terms, conditions and agreements provided for hereinafter, the sufficiency of which are hereby acknowledged by the parties, the parties do hereby agree as follows:

1. Engagement. The Town hereby engages the FBA to perform the following services and to provide the following support to the Town and its businesses located within the Town's boundaries by implementing the steps and accomplishing the goals set out in the attached Exhibit A entitled "Farragut Business Alliance-Program of Work" (the "Program of Work"). The FBA accepts such engagement and will provide services necessary to accomplish the Program of Work with reasonable assistance of representatives of the Town in providing the FBA with relevant information possessed by the Town.

2. Term. FBA shall commence work hereunder effective July 1, ~~2016~~2017, and shall devote the time and attention it deems appropriate and required in order to accomplish the goals outlined within the Program of Work. The term of this agreement shall be one year from July 1, ~~2016~~2017 through June 30, ~~2017~~2018 except as otherwise provided in paragraph 8 below.

3. Compensation. In full compensation for the FBA's work hereunder, conditioned on approval and adoption of the Town's budget by the Board of Mayor and Alderman during the

applicable fiscal year, the FBA shall receive the sum of \$70,000 for the term of this MOU paid by the Town, to be paid to the FBA in the manner provided in paragraph 4.

4. Manner of Payment. Subject to the provisions of this Agreement, the compensation payable hereunder shall be paid to the FBA in the sum of \$70,000 for the year from July 1, ~~2016-2017~~ through June 30, ~~2017-2018~~ payable in four equal quarterly installments commencing on October 1, ~~2016-2017~~ and continuing for the following three three (3) month intervals (“Quarter” or “Quarters”) conditioned upon the due submission of the progress reports referred to in paragraph 5 below and pending the approval and adoption of the Town’s budget by the Board of Mayor and Alderman in the ~~20162017-2017-2018~~ fiscal year;

5. Progress Reports. FBA shall furnish Town with written progress reports at the end of each Quarter from and after July 1, ~~2016-2017~~ (i.e., September 30, ~~20162017~~, December 31, ~~20162017~~, March 30, ~~20172018~~, June 30, ~~20172018~~, , etc.). The content of the Progress Report should include a summary of the actions taken by the FBA, during the subject Quarter, in furtherance of the Program of Work. If FBA fails to furnish a Progress Report, or if it appears from the report that no progress has been made in the advancement and achievements of the Program of Work since the last Progress Report, the Town shall have the right to withhold the quarterly payment until FBA resumes progress on the work. In addition, the FBA shall, if the Town so requests, confer with representatives of the Town from time to time on matters of substance concerning the efforts that have been and will be taken to advance the goals of the Program of Work.

6. Delays in Completion. In the event contingencies arise that hinder the ability of the FBA from moving forward with the Program of Work through no fault of the FBA, the FBA shall inform the Town Administrator of such circumstances as soon as possible. The Town will take steps within its control to assist the FBA with overcoming said contingencies.

7. Independent Contractor. It is the mutual understanding of the parties that the members of the FBA are undertaking the Program of Work as independent contractors, not as employees of the Town. The FBA shall be solely responsible for reporting for tax purposes the amount received hereunder and for the payment of any taxes of every kind that may be payable on account of the payments provided for herein. The FBA specifically agrees to indemnify, defend and hold the Town harmless from any such taxes and related penalties, and other costs incurred by the Town including, but not limited to, attorneys' fees and costs incurred thereby.

8. Termination on Convenience of Municipality. For any reason the sufficiency of which the Town shall be the sole judge, the Town may terminate this Agreement, including, but not limited to, the non-approval of the Town’s budget by the Board, ~~of~~ Mayor and Alderman in the applicable fiscal year, refusal of the FBA to comply with any of the provisions of this Agreement or for the convenience of the Town. In such event, the payments FBA has theretofore received, plus a pro rata amount of payment as compensation for the work performed during the Quarter in which the determination to terminate is made, shall constitute the FBA’s full and final compensation, and FBA shall have no further claim with respect thereto.

9. Waiver. The failure of any party hereto at any time to require performance of any of the provisions hereof shall in no manner affect the right to enforce same.

10. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Tennessee, without regard to rules concerning conflicts of law.

11. Further Assurances. The provisions of this Agreement are intended to be self-operative and shall not require further agreement by the parties except as otherwise specifically provided herein. Nevertheless, all parties agree to cooperate fully to execute any and all supplementary documents, and to take all additional actions that are consistent with and which may be necessary or appropriate to give full force and effect to the basic terms and intentions of this Agreement.

12. Severability. Any provision of this Agreement which is prohibited or unenforceable in any jurisdiction shall not invalidate the remaining provisions hereof, and any such prohibition or unenforceability in any jurisdiction shall not invalidate or render unenforceable such provision in any other jurisdiction.

13. Assignment. FBA shall not assign, transfer or otherwise dispose of any of its rights, duties or obligations hereunder without the prior written consent of the Town. Any attempted assignment without such prior written consent shall be void *ab initio*.

14. Binding Effect. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto, their respective personal representatives, successors and assigns.

15. Entire Agreement. This Agreement constitutes the entire agreement of the parties hereto with respect to the transaction contemplated, and supersedes all prior agreements, understandings, negotiations, both written and oral, among the parties with respect thereto.

16. Amendments. This Agreement may be amended only by a written instrument duly executed by all parties or their respective successors, assigns or legal representatives.

This Agreement entered into as of the day and year first above written.

Farragut Business Alliance:

TOWN:

Dr. Ralph McGill, Mayor

As to form:

Thomas M. Hale
Town Attorney

Farragut Business Alliance Program of Work

Mission: Positively impact Farragut's economic growth by assisting new businesses, supporting and promoting existing businesses and, in coordination with the Town of Farragut, aiding in the economic development and promotion of the community.

Business Promotion, Retention and Support

Goal: Positively impact the amount of sales tax dollars collected in the Town of Farragut.

- Create, market and implement at least two location-centered mini-events to bring consumers directly to the doors of businesses (i.e., Village Green, West End Center, Patriot's Corner, etc.).
- Visit a minimum of 30 businesses per month in a business advocate capacity and document input collected.
- Add at least 5 businesses per month to the online Business Directory/Shop Farragut mobile app.
- Secure Shop Farragut involvement/exposure (coupons, events, co-op advertising participation, social media, app links, etc.) for/from at least 20 businesses per month.
- Involve and train at least 5 business volunteers to mentor new businesses.
- Collect and share Shop Farragut redemption data from businesses with the technology to track it.
- Increase Facebook and Twitter followers by at least 20% annually (baseline = 1469).
- Increase unique web site visits by 10% per month (baseline = 7200 annually).
- Generate an average of at least 35 Shop Farragut app downloads per month.
- Place Farragut-related "earned media" stories/appearances at least semi-monthly.
- Distribute e-newsletter at least monthly.
- Conduct at least one business and residential survey annually.

Strategy: Expand reach of the "Shop Farragut" brand to become recognizable in the Farragut community and the region.

ACTION STEPS:

1. Engage in ongoing public relations efforts to help disseminate the stories of unique Farragut businesses; include relevant businesses in proactive editorial coverage and media tours.
2. Ensure communications with business and non-business (churches, civic groups, schools, non-profits, neighborhood associations, etc.) sectors of the Farragut population.
3. Investigate opportunities to serve as "Official Welcoming Host" for visitors at regionally-significant events, in exchange for providing attendees with Farragut-branded promotional materials.

Strategy: Increase opportunities of exposure for businesses participating in the Shop Farragut initiative.

ACTION STEPS:

1. Seek out ways for businesses to significantly increase visibility and marketability to their potential customers by enabling their participation in marketing and promotional programs that most businesses could not afford on their own (co-op advertising, etc.).
2. Encourage, compile, and market special promotions and sales offered by multiple merchants during Shop Farragut blitz times as a basis for attracting new shoppers; expand the number of participating retail outlets.
3. Investigate adding a Shop Farragut loyalty/discount component.
4. Develop partnerships with hospitality industry to capture visitor spending.
5. Heavily cross-promote member events, specials and milestones.
6. Partner with other tourist-oriented Farragut venues to attract and keep visitor dollars in the Farragut area.
7. Revisit potential opportunities brought about by the location of the Knoxville Open.
8. Continue to develop and leverage local and regional strategic partnerships, especially as they relate to advertising and recruiting (Visit Knoxville, Knoxville Chamber, Legacy Parks Foundation, State of Tennessee Department of Tourism, etc.); increase exposure and identify potential opportunities for retail, restaurant and tourism growth.

Strategy: Increase the number of Farragut businesses involved in, and aware of, the FBA's and the Town's efforts, and deepen their involvement and understanding.

ACTION STEPS:

1. Laser-focus on understanding and helping meet the needs of businesses in Farragut by identifying and training volunteer "Business Advocates" to "take the pulse" of the business community through personal visits; gather ideas, input, concerns and other relevant information and submit for appropriate action.
2. Leverage the FBA's position in the business license process to position the organization as the business start-up resource in Farragut.
3. Finalize and implement the Business Mentor Program to provide counseling and assistance to new and existing businesses.
4. Identify and communicate opportunities for market exposure for businesses (i.e. Small Business Saturday).
5. Ramp up social and digital advertising and cross-promotional efforts.
6. Engage board members to make key visits on behalf of the FBA to build and leverage strategic relationships.
7. Continue to populate online business directory with complimentary, robust listings and links.
8. Continue to distribute business communications through traditional media, social media and e-newsletters; merchandise back to the businesses what they are receiving for the Town's investment.
9. Conduct at least one survey of all Farragut businesses annually.

Strategy: Assist the Town in shaping positive public opinion regarding conducting business in Farragut.

ACTION STEPS:

1. Engage in ongoing public relations efforts to help position Farragut as a business-friendly community.

2. Continue to engage in one-to-one meetings with community and business leaders to build support.
3. Continue to build partnerships with key local and regional organizations.
4. Continue to communicate member feedback regarding processes, ordinances and other issues of mutual importance to the Town and to businesses.

Strategy: Help identify and assist new businesses endeavoring to open in Farragut.

ACTION STEPS:

1. Commit to sending at least one representative to the International Council of Shopping Centers (ICSC) Conference annually.
2. Host reception for developers, retailers, etc. during ICSC conference.
3. Mentor new businesses as needed to support them through pre-startup processes.
4. Advocate with the Town on behalf of new businesses on issues that might arise on a case-by-case basis.
5. Introduce new business owners/managers to other business, civic and governmental contacts that might prove mutually beneficial.
6. Encourage new businesses to join the Farragut/West Knox Chamber, schedule ribbon cuttings, arrange to attend/host networking events, etc.

Community Events

Goal: Plan and execute at least three community events annually in the Town of Farragut.

- Increase involvement of business community by adding at least three new businesses (sponsors, vendors, etc.) to each event per year.
- Increase business exposure by securing volunteering from at least 5 Farragut businesses per event.
- Weather allowing, increase attendance of special events by at least 10% (baseline averages are 600 for Art in the Park for Kids; 900 for Farragut Food Festival; and 600 for Light the Park).
- Partner with hotels for mechanism of tying increase in room night to specific events and/or promotions.

Strategy: Design and promote community events in a manner that benefits Farragut businesses, neighborhoods, and its general reputation, while operating in the black.

ACTION STEPS:

1. Look at ways to generate additional funds from events, such as admission rates, increased opportunities for generating funds from concessions and ancillary sales, reaching out to more event-specific sponsors, and positioning events more regionally.
2. Initiate more aggressive promotions and advertising for events, including television coverage, banner advertising, etc.
3. Continue email blasts to database to promote events.
4. Continue listing events in regional online calendars, media calendars, and governmental/organizational calendars in the region.
5. Explore creation of an historic tour highlighting special sites in Farragut.
6. Leverage partnership with Visit Knoxville to expand coverage.
7. Identify existing events that FBA can support/sponsor/partner with in exchange for exposure.

Organization Development

Goal: Position organization to respond to economic and other environmental factors in partnership with the Town of Farragut to ensure continued viability and productivity.

- Continue increasing the amount of sponsorship dollars (direct and in-kind) obtained from private entities, with an initial target of \$35,000 in 2016.
- Aim for representation of a minimum of 80% at Farragut Board of Mayor and Aldermen, Municipal Planning Committee, Economic Development Committee, and other relevant meetings.
- Ensure 100% on-time filings for relevant IRS and State of Tennessee forms and reports.

Strategy: Ensure compliance with the Memorandum of Understanding entered into with the Town of Farragut and an understanding of deliverables and factors impacting them.

ACTION STEPS:

1. Maintain presence on the Town's Economic Development Committee (or other committees as identified by Town) and provide regular updates.
2. Serve on Town's ad hoc committees as requested.
3. Monitor Municipal Planning Commission (the "FMPC") agendas and provide input/updates as needed.
4. Rotate FBA board members to ensure attendance/representation at as many FMBA and FMPC meetings as possible; report back to board.
5. Provide annual progress updates to Town during budgeting process.
6. Work closely with Town administration to ensure ongoing communications and facilitate brainstorming and planning for projects and initiatives.
7. Host annual joint FBA-FBMA planning meeting to review/formulate/endorse following year's goals.

Strategy: Maximize FBA board composition and involvement to reflect a variety of businesses, locations and interests within the Town of Farragut and ensure that board works productively towards stated FBA goals.

ACTION STEPS:

1. Hold relevant economic development-related training/information sessions for board members (i.e., ICSC liaison, developers' meeting, Town department heads, etc.).
2. Recruit new directors to the FBA Board as needed to further diversify representation and to replace outgoing directors in a timely manner.
3. Hold regular FBA board meetings, as outlined in bylaws.
4. Utilize directors as liaisons between working committees and board.

Strategy: Actively identify and secure supplemental funding to leverage Town's investment.

ACTION STEPS:

1. Investigate possible public-private sponsorship programs.
2. Research and leverage grant opportunities to support tourism, main street, small business and other economic development programs.
3. Develop a more robust and broader-based corporate underwriting program; expand opportunities for event sponsorships; create and market program sponsorship opportunities.

Farragut Business Alliance
Proposed Budget
Town of Farragut
July 1, 2017-June 30, 2018
Fiscal Year

Income:

Sponsorships	\$25,000	
Town of Farragut Grant	\$70,000	
Events	\$10,000*	
Total Income		\$105,000

Expenses:

Accounting	\$600	
Advertising/PR	\$30,000	
Bank/Credit Card Fees	\$150	
Cell Phone/MiFi	\$1,320	
Contract Labor	\$52,000	
FBA & Shop Farragut Re-branding	\$3,000	
ICSC Trip	\$4,500	
Insurance	\$1,200	
Legal	\$250	
Memberships	\$1,250	
Misc.	\$500	
Office Supplies	\$800	
Postage/P.O. Box	\$250	
Printing	\$250	
Storage	\$1,750	
Travel	\$250	
Website/App Hosting	\$2,500	
Total Expenses		\$100,570

*Please note, event income is considered net of all expenses, each event is maintained on a separate event profit and loss spreadsheet so that individual event performance can be tracked, thus event expense is not included in the above expense totals.