



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL COMMUNITY ROOM
WEDNESDAY, AUGUST 2, 2017
8 AM

1. Call to order
2. Introduction of New Members
3. Approval of Minutes
 - a. June 7, 2017
4. Election of Officers
 - a. Chairman
 - b. Vice Chairman
5. Discussion of Town of Farragut Tourism Program
6. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
7. Any other Business
8. Adjournment

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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
JUNE 7, 2017
8:00 AM

Committee Members Present:

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

Staff Present:

Gary Palmer, Jenn Hatmaker

Other:

Alderman Ron Williams

Julie Blaylock, Farragut/West Knox Chamber

Steve Krempasky, Farragut Business Alliance

Phil Dangle

Members of the Greater Knoxville Hospitality Association

Kim Bumpas, Visit Knoxville

Tim Williams, Farragut/West Knox Chamber

Alan Sloan, farragutpress

Bob Hill

Call to Order

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

Approval of the Minutes

Mr. Brit moved to approve the May 3, 2017 minutes. Mr. Myers seconded the motion. Chair Hackett, Vice Chair Milliken, Ms. Blue, Mr. Britt, Mr. Holladay, Mr. French, and Mr. Myers voted in favor; Vice Mayor Pinchok abstained. Motion passed.

Chair Hackett thanked the four members rolling off the committee for their service on the committee: Mr. Holladay, Ms. Blue, Mr. Dangle and Mr. Myers.

Visit Knoxville Presentation

Kim Bumpas presented a PowerPoint to the committee about Visit Knoxville and tourism.

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Mr. Krempasky asked Ms. Bumpas how big the Visit Knoxville Board and staff is. Ms. Bumpas stated that Visit Knoxville has a staff of 22 fulltime people and a board of 11 people: six appointed by the county, three appointed by the city, and two independents. Vice Mayor Pinchok asked Ms. Bumpas what the staffing was when Visit Knoxville first started. Ms. Bumpas stated that it was probably bigger.

Farragut Business Alliance Memorandum of Understanding

Mr. Smoak stated that the Farragut Business Alliance (FBA) is requesting the same amount as previous years of \$70,000. Vice Mayor Pinchok stated that last year the organizational sponsorship goal was \$35,000 and this year it is listed as \$25,000. Vice Mayor Pinchok asked Mr. Krempasky if the FBA is having trouble securing sponsorships. Mr. Krempasky stated that he wanted to set a goal that was very achievable and thinks \$25,000 is a solid number. Chair Hackett asked how much the FBA received in organization funding last year. Mr. Krempasky stated that they received approximately \$25,000.

Mr. Britt moved to approve the Memorandum of Understanding between the Town of Farragut and the Farragut Business Alliance. Ms. Milliken seconded the motion. Mr. Holladay, Mr. Hackett, Mr. Myers, Ms. Blue, Ms. Milliken, Mr. Britt, and Vice Mayor Pinchok voted in favor; Mr. French was absent from the room at the time of the vote.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. 60 new residential building permits through May 2016; average of \$178k / permit
 - ii. \$8.2m in new commercial permits
 - iii. Overlook Apartments working on grading plan
 - iv. 37,000 people attended the ICSC conference. Had very good meetings with a lot of developers at the conference. Talked about the Downtown Center, Watt Road, and Kingston Pike. The reception at the Horne Properties booth was successful.
 - v. The first reading of the Town Budget will be tomorrow night; second reading will be at the June 22, 2017 Board meeting.
- b. **Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. The Chamber Auction was on May 12, 2017; approximately 225 people attended
 - ii. 13 new members in May – 5 of those are in the Town
 - iii. 2 networking events in May – both were in the Town
 - iv. 4 ribbon cuttings in May – 3 of those were in the Town
 - v. The Chamber is now fully staffed

- vi. 5 networking events (none in the Town) and 4 ribbon cuttings (2 in the Town) scheduled so far in June
- c. **Farragut Business Alliance:** Presented by Mr. Krempasky
 - i. Working on a treasure hunt type of Facebook contest – identify three or four businesses and have people take a photo when they visit and post it to Facebook
 - ii. Approximately 7% increase in followers on social media

Any Other Business

Vice Mayor Pinchok presented a rendering of the McFee Park Expansion done by consultant Ross Fowler Architects. Vice Mayor Pinchok stated that this rendering is not set in stone, but it shows the proposed six tennis courts and four pickle ball courts. Vice Mayor Pinchok stated that this will hopefully be a revenue stream. Chair Hackett stated that at one point there was talk about making sports fields as a revenue driver for the Town and does not see this plan being geared toward that. Vice Mayor Pinchok stated that he thinks it is a start and the plan shows six tennis courts which would allow a regional type tournament. Mr. Myers stated that six tennis courts would not be enough and that he believes at least twelve would be needed with places for people to watch the tournament. Vice Mayor Pinchok stated that if pickle ball becomes bigger than tennis, then the tennis courts can be converted into pickle ball courts and if tennis is the big draw then the pickle ball courts can be converted to tennis courts allowing for room to grow. Mr. Britt asked how many the amphitheater can seat. Vice Mayor Pinchok stated that it is currently tiered seating for 200 plus people.

Vice Mayor Pinchok stated that there are three things in the budget for Economic Development partnerships: Dogwood Arts Festival, News Sentinel Golf Tournament, and Innovation Valley. Dogwood Arts Festival and News Sentinel Golf Tournament have requested a community grant and the Town budgets \$10,000 for Innovation Valley. Vice Mayor Pinchok asked if the committee has any comments on the \$10,000 partnership with Innovation Valley. Mr. Smoak briefly explained the purpose of the Innovation Valley partnership. Mr. Britt moved to recommend approval of the \$10,000 partnership with Innovation Valley. Ms. Milliken seconded the motion. All voted in favor.

Ms. Milliken moved to adjourn. Ms. Blue seconded.

REPORT TO THE ECONOMIC DEVELOPMENT COMMITTEE

PREPARED BY: David Smoak, Town Administrator

SUBJECT: Discussion of Town of Farragut Tourism Program

INTRODUCTION: The purpose of this agenda item is to review a preliminary outline, budget and funding plan for the implementation of a Town of Farragut tourism program.

DISCUSSION: The Town of Farragut has been reviewing our marketing plan to visitors, residents and businesses over the past year with consultant Girl on the Roof. As part of that plan, they have provided a list of priorities that will assist in formalizing an ongoing communications and marketing strategy to promote the town and drive more people to shop and visit our community. Included in the plan are cost estimates for several items to help develop an overall budget for the program.

In order to accomplish and develop a tourism program it will also need to be staffed properly. I will be recommending the Town hire a part-time tourism coordinator to oversee the tourism program and develop an overall marketing strategy that can be successfully accomplished with continued efforts and resources in this area. An overall proposed budget is attached for your review.

Another issue that will need to be discussed is how to pay for the tourism program long-term. There are a couple of options to look at regarding revenues. First, the Town could utilize current General Fund Reserves to fund operations in this area. One of the downsides to this approach is that the Town will be losing over \$1 million/year in revenue generated by the Hall Income Tax by the year 2021, which will severely limit our ability to provide new services and programs in the Town. A second approach would be to fund the program with a new dedicated funding source from a Hotel/Motel Tax. Currently in Knox County, the County has a 5% tax and the City of Knoxville has a 3% tax on lodging. Estimated revenues from a potential Hotel/Motel tax are also attached for your review.

Staff will be seeking feedback from the EDAC on the parameters of the program, next steps, and potential funding options for tourism development in our community at the meeting.



Town of Farragut Marketing Plan

		status	champion	team	GotR est*	outside \$	May	June	July	August	September	October	NOTES
PRIORITY A													
Messaging													
A1	Visitor campaign tagline	complete	Carol	GotR									
A2	Business campaign tagline and positioning	complete	Carol	GotR									
Content Creation and Production													
A3	New resident transition checklist (content and design)	ongoing	Carol	JS, CR, Wendy	810	0							
A4	New resident guide, downloadable (content and design)	ongoing	Carol	JS, CR, Wendy	1320	0							
A5	SEO research (identify keywords for target audiences in order to maximize organic web search results)		Kevin	KR, IC, CR, Wendy	1200	0							
A6	New resident landing page on Town website (content and graphics; does not include coding)		Carol	JS, CR, Wendy	1320	500							
A7	Visitor landing page on Town website (content and graphics; does not include coding)		Carol	JS, CR, Wendy	1410	500							
A8	Other website recommendations for SEO (content tweaks)		Kevin	KR, IC, CR, Wendy	1110	0							
A9	Video series strategy (strategy and development of 3 scripts)		Kevin	KR, CR, Sue	1800	0							
A10	Video series production (pre-production, shooting with professional crew, editing, graphics) of 3 :30 sec videos; includes variety of original footage, catalogued for future applications.		Kevin	KR, CR, JS, Julia, Wendy	24,000	0							production to include splash pad, parks, Knoxville Open, watersports, school activities, football games, fall color, etc.
Social and Affiliate Sites													
A11	Develop social media content calendar (and boost recs)		Carol	JS, CR, Wendy	1650	0							
A12	Develop follower growth and promotional plan		Iris	CR, IC, Wendy	1020	0							
A13	Develop social media posting schedule		Carol	CR, IC, Wendy	810	0							
A14	Develop social media graphic templates		Carol	CR, IC, Wendy	1320	0							
A15	Develop co-op advertising plan		Iris	CR, IC, KR, Wendy	2820	20,000							
A16	Maximize opportunities on Yelp and Trip Advisor		Kevin	KR, Wendy	750	3000							
A17	Maximize opportunities on TNvacation.com		Kevin	KR, CR, Sue	TBD^	3000							
Signage													
A18	Research and recommend locations and sign types		Janette	JS, CR, Sue	630	0							
A19	Produce art for signs		Carol	JS, CR, Sue	540	0							
A20	Print and place signs		TOWN	Sue		20,000							have printed and placed before Knoxville Open 8/15



Town of Farragut Marketing Plan

		status	champion	team	GotR est*	outside \$	May	June	July	August	September	October	NOTES
PRIORITY B													
B1	Step-by-step business guide		Kevin	KR, CR, David	1980	0							
B2	New business landing page on Town website		Kevin	KR, CR, David, Wendy	1440	500							
B3	Google AdWords advertising strategy and pilot campaign (e.g. Knc		Kevin	KR, CR, Sue, Wendy	2010	500							
PRIORITY C													
C1	Develop visitor packages (e.g. Buddy Greg, ProVision...)		Kevin	KR, JS, FBA	TBD^	5000							2018
C2	Develop pedestrian walking tour		Julia	JS, Julia, Wendy	TBD^	20,000							2018
C3	Develop New Business Advocate / Liaison Program		Kevin	KR, CR, FBA	TBD^	0							2018
C4	Google Display Network advertising campaign promoting videos		Iris	IC, KR, CR, Sue	TBD^								2018
PRIORITY D													
D1	Develop more mobile-friendly maps for greenways		Iris	IC, CR, Sue	TBD^	5000							2018
D2	Strengthen greenway connectivity signage/printed maps		Janette	JS, KR, CR, Sue	TBD^	5000							2018
				TOTAL:	47940	83000							

* Estimates are for planning purposes only and are not work bids. Billing will be based on actual services rendered and will deduct from remaining project balance from existing contract.

^ Needs further exploration and discussion before estimate can be provided.

TOURISM / ECONOMIC DEVELOPMENT

INVESTMENT PROGRAM

EXPENDITURES:

Tourism Coordinator (PT)	\$ 41,000
Marketing	\$ 90,000
Economic Development	\$161,000
	<hr/>
	\$292,000

POTENTIAL REVENUE SOURCES:

Option 1

General Fund Reserves

Option 2

Implement Hotel / Motel Tax (Estimated)

1% = \$128,000

2% = \$257,000

3% = \$386,000

4% = \$515,000

5% = \$644,000