

A G E N D A

FARRAGUT BOARD OF MAYOR AND ALDERMEN

March 22, 2012

WORKSHOP

6:00 PM

FY2013 CIP & Equipment Replacement

BMA MEETING

7:00 PM

- I. Silent Prayer, Pledge of Allegiance, Roll Call**
- II. Approval of Agenda**
- III. Mayor's Report**
- IV. Citizens Forum**
- V. Approval of Minutes**
 - A. February 23, 2012
- VI. Business Items**
 - A. Approval of FY2012 Mid-Year Committee Appointments to the Economic Development Committee
 - B. Report by the Farragut Business Alliance and presentation of its 2012 annual work program
- VII. Town Administrator's Report**
- VIII. Attorney's Report**

A G E N D A

FARRAGUT BOARD OF MAYOR AND ALDERMEN

February 23, 2012

WORKSHOP

6:00 PM

FY2013 Departmental Budget Presentations
Comprehensive Land Use Plan Information

BMA MEETING

7:00 PM

- I. Silent Prayer, Pledge of Allegiance, Roll Call**
- II. Approval of Agenda**
- III. Mayor's Report**
- IV. Citizens Forum**
- V. Approval of Minutes**
 - A. February 9, 2012
 - B. February 15, 2012
- VI. Business Items**
 - A. Approval of a Supplement for Acquisition Services on Watt Road/Old Stage Road Project
 - B. Approval of the Comprehensive Land Use Plan Contract
- VII. Ordinances**
 - A. Public Notice and Second Reading**
 - 1. **Ordinance 12-02**, ordinance to amend the Farragut Zoning Ordinance, Chapter 3. Section XII. General Commercial District (C-1) and Section XV. Regional Commercial District (C-2), to clarify similar uses established by the Board of Zoning Appeals
 - 2. **Ordinance 12-03**, ordinance to amend the Farragut Zoning Ordinance, Chapter 3. Specific District Regulations, to clarify entrance pillars are considered subdivision walls as established by the Board of Zoning Appeals
 - 3. **Ordinance 12-04**, ordinance to amend Title 20. Miscellaneous, Chapter 2. Celebratory Gatherings, Concerts, Parades, Races, Demonstrations, Public Assemblies, Block Parties and Picketing, of the Farragut Municipal Code, to add Community Events and to Clarify Sign Requirements, Review Time Line, Exemptions and Applicability
- VIII. Town Administrator's Report**
- IX. Attorney's Report**

The Farragut Board of Mayor and Aldermen met in a regular session on Thursday, February 23, 2012 at 7:00 p.m.

Present were Mayor McGill, Aldermen Elliott, Honken, LaMarche and Markli.

Approval of Agenda

Motion was made to approve the agenda as presented. Moved by Alderman Elliott, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Elliott, Honken, LaMarche and Markli; no nays; motion passed.

Mayor's Report

Alderman Honken addressed comments reported in the Farragut Press.

Approval of Minutes

Motion was made to approve the minutes of February 9, 2012 as presented. Moved by Alderman LaMarche, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Elliott, LaMarche and Markli; no nays; Alderman Honken abstained; motion passed.

Motion was made to approve the minutes of February 15, 2012 as presented. Moved by Alderman LaMarche, seconded by Alderman Honken; voting yes, Mayor McGill, Aldermen Elliott, Honken and LaMarche; no nays; Alderman Markli abstained; motion passed.

Business Items

Approval of a Supplement for Acquisition Services on Watt Road/Old Stage Road Project

Motion was made to approve the Supplement for Acquisition Services on Watt Road/Old Stage Road Project in the amount of \$2,200. Moved by Alderman Honken, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Elliott, Honken, LaMarche and Markli; no nays; motion passed.

Approval of the Comprehensive Land Use Plan Contract

Motion was made to award the Land Use Plan contract to Winston Associates, Inc. in the amount not to exceed \$108,000. Moved by Alderman Honken, seconded by Alderman Elliott; voting yes, Mayor McGill, Aldermen Elliott, Honken, LaMarche and Markli; no nays; motion passed.

Ordinances

Public Notice and Second Reading

Ordinance 12-02, ordinance to amend the Farragut Zoning Ordinance, Chapter 3. Section XII. General Commercial District (C-1) and Section XV. Regional Commercial District (C-2), to clarify similar uses established by the Board of Zoning Appeals

Motion was made to approve Ordinance 12-02 on second and final reading. Moved by Alderman Honken, seconded by Alderman LaMarche; voting yes, Mayor McGill, Aldermen Elliott, Honken, LaMarche and Markli; no nays; motion passed.

Ordinance 12-03, ordinance to amend the Farragut Zoning Ordinance, Chapter 3. Specific District Regulations, to clarify entrance pillars are considered subdivision walls as established by the Board of Zoning Appeals

Motion was made to approve Ordinance 12-03 on second and final reading. Moved by Alderman Honken, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Elliott, Honken, LaMarche and Markli; no nays; motion passed.

Ordinance 12-04, ordinance to amend Title 20. Miscellaneous, Chapter 2. Celebratory Gatherings, Concerts, Parades, Races, Demonstrations, Public Assemblies, Block Parties and Picketing, of the Farragut Municipal Code, to add Community Events and to Clarify Sign Requirements, Review Time Line, Exemptions and Applicability

Motion was made to approve Ordinance 12-04 on second and final reading. Moved by Alderman LaMarche, seconded by Alderman Elliott; voting yes, Mayor McGill, Aldermen Elliott, Honken, LaMarche and Markli; no nays; motion passed.

Town Administrator's Report

David Smoak, Town Administrator, reported that there will be a McFee Park master plan meeting Tuesday February 28 at 5:30 PM. He also reported that the Board of Mayor and Aldermen would have their second strategic planning meeting on Saturday, March 3 beginning at 8:00 AM.

Attorney's Report

Tom Hale, Town Attorney, reported that he has heard from one of the three parties involved in the Farm at Willow Creek litigation.

Meeting adjourned at 7:45 PM.

Ralph McGill, Mayor

Allison Myers, Town Recorder

AGENDA NUMBER VI. A MEETING DATE March 22, 2012

REPORT TO THE BOARD OF MAYOR AND ALDERMEN

PREPARED BY: Valerie Millsapps, Executive Assistant on behalf of David Smoak, Town Administrator

SUBJECT: Approval of FY2012 Mid-Year Committee Appointments to the Economic Development Committee

INTRODUCTION: The purpose of this business item is to appoint a member to the Economic Development Committee for the remainder of Mr. Ram Suga's term. The term expires June 2013.

BACKGROUND: The committee consists of one (1) member of the Board of Mayor and Aldermen appointed by the Board of Mayor and Aldermen, and up to eight (8) at-large members. The Economic Development Committee members are expected to attend 75% of scheduled meetings. The term of any member shall expire following the third absence. Members may seek reappointment by the Board of Mayor and Aldermen.

DISCUSSION: Former Committee member Mr. Ram Suga missed three (3) consecutive meetings without a valid reason and has not requested reappointment. His term was to expire June 2013. The Economic Development Committee has one (1) at-large member to appoint at the discretion of the Board of Mayor and Aldermen.

Enclosed in your Board packet were two (2) applications to be considered for the remainder of Mr. Suga's term.

Applicants:

- Mr. Ron Pinchok
- Mr. Michael Such

The at-large members shall be a resident of the Town of Farragut and/or have business interests (business interests are to be defined by the Committee) within the Town of Farragut.

PROPOSED MOTION: To appoint one (1) of the applicants to serve for the remainder of the June 2013 term.

BOARD ACTION:

MOTION BY: _____ **SECONDED BY:** _____

<u>VOTE/TOTAL</u>	<u>ELLIOTT</u>	<u>LAMARCHE</u>	<u>MARKLI</u>	<u>HONKEN</u>	<u>MCGILL</u>
YES	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____

FY2012 Mid-Year Committee Appointment

Economic Development

9-members

4-year terms

Ron Pinchok

Michael Such

1 _____

Must be Town Residents and/or have business interest within
the Town

Must attend 70% of scheduled meetings



TOWN OF FARRAGUT CITIZEN BOARD/COMMITTEE APPLICATION

Name RON PINCHOK

Address 12618 RED CANYON RD KNOXVILLE, TN Zip 37934

Home Phone (865) 675-6135 Business Phone _____

Fax _____ E-mail RPINCH1@TDS.NET

Occupation RETIRED

Education BA MATHEMATICS FROM WVC

Why would you like to serve on a Town of Farragut committee (attach resume or additional information if desired):

SEE ATTACHED

Indicate which Committee you are interested in serving:

- ☐ Arts Council
- ☐ Board of Plumbing & Gas/Mechanical Examiners
- ☐ Board of Zoning Appeals (BZA)
- ☐ Beautification Committee
- ☒ Economic Development Committee
- ☐ Folklife Museum Committee
- ☐ Knox County Schools Education Relations Committee
- ☐ Parks & Athletics Council
- ☐ Personnel Committee
- ☐ Stormwater Advisory Committee
- ☐ Visual Resources Review Board (VRRB)

I give my permission to the Town of Farragut to use my likeness on the web and/or Town publications. I have read and understand the Code of Ethics Ordinance and the applicable committee charter, ordinance or and/or by-laws.

Signature Ron Pinchok Date 2/27/12

Please sign, date and return to:
Farragut Town Hall, 11408 Municipal Center Drive, Farragut, TN 37934
Fax: 675-2096 or scan/e-mail to pam.hall@townoffarragut.org

Ron Pinchok

Economic Development Committee Application

2/27/2012

I have lived in Farragut for the past 24 years and would like to contribute back to the town. I am currently on the Parks and Athletics Council. I worked for Xerox for two years and Hallmark Cards for 35 years, all in sales and marketing. I spent most of my career in the area of retail sales and was a Market Development Manager for four years and have had experience with ICSC functions. I am currently retired and with my experience I can be a good fit to work on the Economic Development Committee.

Allison Myers

From: support@civicplus.com
Sent: Saturday, February 04, 2012 2:17 PM
To: Pam Hall; Valerie Millsapps; Allison Myers
Subject: Online Form Submittal: Board and Committee Application

If you are having problems viewing this HTML email, click to view a [Text version](#).

Board and Committee Application

Please fill out the online form. You can find each individual committee charter, ordinance, and/or by-laws under the Government tab and then select Boards & Committees.

Name:* Michael Such
Address:* 12947 Buckley Road
Zip Code:* 37934
Home Phone:* 8656710817
Business Phone:* 8656755865
Fax Number: 8653810481
E-Mail:* msuch@junkbeegone.biz
Occupation:* Owner - Junk Bee Gone LLC
Education:* University of Iowa - Bachelors - Business/Finance
Why would you like to serve on a Town of Farragut committee:* A resident of Farragut for the past 17 years and a small business owner, I feel my experience in the business world and active member of our community, my experience could be a great asset to the Economic Development Committee. My experience includes: - Small Business owner - Junk Bee Gone LLC - 2005- present - Member of the Farragut West Knox Chamber - 2005 to present - Past Chairman of the Board - Farragut West Knox Chamber - 2008 - 2011 Thank you for the consideration. Mike Such

Attach resume or additional information if desired: [Copy of Mike Such - Resume 2012.doc](#)

Indicate which committee you are interested in serving:*	☐ Arts Council	☐ Knox County Schools Education Relations Committee
	☐ Board of Plumbing & Gas/Mechanical Examiners	☐ Parks & Athletics Council
	☐ Board of Zoning Appeals (BZA)	☐ Personnel Committee
	☐ Beautification Committee	☐ Stormwater Advisory Committee
	☒ Economic Development Committee	☐ Visual Resources Review Board (VRRB)
	☐ Folklife Museum Committee	

I give my permission to the Town of Farragut to use my likeness on the web and/or Town publications. I have read and understand the Code of Ethics Ordinance and the applicable committee charter, ordinance and/or by-laws.

Michael Such

Name:*
Date:* 2/4/2012

* indicates required fields.

The following form was submitted via your website: Board and Committee Application

Name:: Michael Such

Address:: 12947 Buckley Road

Zip Code:: 37934

Home Phone:: 8656710817

Business Phone:: 8656755865

Fax Number:: 8653810481

E-Mail:: msuch@junkbeegone.biz

Occupation:: Owner - Junk Bee Gone LLC

Education:: University of Iowa - Bachelors - Business/Finance

Why would you like to serve on a Town of Farragut committee:: A resident of Farragut for the past 17 years and a small business owner, I feel my experience in the business world and active member of our community, my experience could be a great asset to the Economic Development Committee. My experience includes:

- Small Business owner - Junk Bee Gone LLC - 2005- present
- Member of the Farragut West Knox Chamber - 2005 to present
- Past Chairman of the Board - Farragut West Knox Chamber - 2008 - 2011

Thank you for the consideration.

Mike Such

Attach resume or additional information if desired:: [Copy of Mike Such - Resume 2012.doc](#)

Indicate which committee you are interested in serving:: Economic Development Committee

Name:: Michael Such

Date:: 2/4/2012

Additional Information:

Form submitted on: 2/4/2012 1:17:06 PM

Submitted from IP Address: 75.76.213.49

Referrer Page: <http://www.townoffarragut.org/index.aspx?NID=348>

Form Address: <http://www.townoffarragut.org/Forms.aspx?FID=120>

MICHAEL J. SUCH

12947 Buckley Road
Knoxville, TN 37934

(865) 671-0817 (home)
(865) 806-7461 (cell)
mjsuch51@aol.com

Summary

A successful executive with over 25 years of Management experience.

Professional Experience

Junk Bee Gone LLC

Owner/Entrepreneur

2005 – Present

- Professional removal of unwanted items from homes and businesses
- Discovered a niche that was not filled in marketplace
- Posted profit within 6 months.
- Networking includes Farragut West Knox Chamber (Past Chairman of the Board), Business Networking International, 8 on 8 Club, Knoxville Apartment Association, Knoxville Real Estate Association, Legacy Group

Kelsan, Inc.

2003 – 2005

Vice President of Sales and Marketing

- Responsible for all Sales, Marketing and Customer Service activities for a \$50,000,000 Janitorial, Packaging and Equipment Distributor primarily servicing the Medical, Industrial and Contract Cleaning Industries.
- Supervising 10 direct reports and 50 indirect reports.
- Successfully recruited 18 new sales managers/Territory Managers over a 2 year period.
- Posted first sales increase in over 4 years for Kelsan while increasing profit margin.
- Launched the first national branded product in Kelsan's 50 year history
- Implemented a quarterly customer marketing program that as resulted increased sales and profit
- Responsible for all department operating budgets.

Bush Brothers & Company: Knoxville Tennessee (Bush's Best Baked Beans)

1993 – 2003

Senior Manager – Business Development

2001 - 2003

- Supervised seven employees in the area of Trade Marketing and Category Management.
- Responsible for the development of trade spending strategies (\$53MM budget) required to deliver Bush's volume and profit commitments for all product lines.
- Led the category management efforts (internal and broker) to provide consumer information in a partnership with our sales department to maximize sales & profits.
- Coordinating our relationships and negotiated contracts with outside vendors, to include Nielsen and Vista, which resulted in over \$300,000 in annual savings.
- Held responsible for department operating budget of \$3MM.
- Project/Team experience at Bush Brothers:

Customer Relationship Management
UCCNet
Broker Regionalization/ Sales Restructure
Broker Advisory Council
RSM Category Management Development
Advanced Planning & Scheduling

Customer Profitability Reports
Trade Promotion Development
VISTA Trade Promotion Software
Strategic Planning
New Product Development Team
Sales Material Development

Team Leader – National Accounts**1999 - 2001**

- Responsible for the business activities at Kroger(\$40MM), Ahold(\$6.3MM), Fleming(\$4MM) and Super Valu(\$5.6MM).
 - Kroger's business grew by 21% due to the accomplishment of Bush's first Big Buy Big Sell
 - SuperValu's business was + 5% in spite of losing K-Mart & other retailers
 - Ahold's business was + 7%
- Worked in a team environment with 9 Region Sales Managers, 3 Category Managers and 2 Food Brokers (regionalized) across the entire United States.
- Held responsible for total P/L to include volume, margin and trade spending goals/objectives.

Zone Sales Manager - Eastern Division**1994 - 1999**

- Directed the business activities of up to 7 Region Managers, 2 Category Manager and multiple Food Brokers in 23 Eastern States.
- All available resources were utilized in a team approach according to Bush's corporate strategies, objectives and values.
- Guided team to exceed budgeted volume, margin and profit growth in a \$150 million division.
Team Leader: Winn Dixie, Ahold, Kroger, HEB, Super Valu
Key accounts: Stop & Shop, Wakefern, Pathmark, A&P, Kroger, Super Valu, Fleming, Meijer, Penn Traffic, Jewel, Dominicks, Cub Foods, Hy-Vee, Rich Foods, Giant Foods, Food Lion, Publix, Winn Dixie, Ahold, HEB, Albertson's and Giant Eagle.

Region Sales Manager – New York**1993 - 1994**

- Broker Management: New York Metro, Philadelphia, Harrisburg, Baltimore, Buffalo, Albany, Syracuse and Boston.
- Successfully launched Bush's Baked Beans to the northeast corridor.
- Built annual sales to \$12 million in the first year.
- Bush's Best became the #1 Baked Bean in Baltimore, Harrisburg and Philadelphia.

Nestle Foods (Carnation Company)**1985 - 1993****Region Sales Manager - New York****1990 – 1993**

Nestle Refrigerated Food Company (Contadina Pasta, Sauces, Coffee-Mate Liquid)

- Broker Management: New York Metro, Philadelphia, Buffalo, Albany, and Syracuse.
Annual Sales - \$23 Million

District Sales Manager - New York, New York**1987 - 1990**

Carnation Company - Grocery Department (Friskies Pet Care, Coffee-Mate, Contadina Tomato products)

- Supervised and motivated 6 direct Territory Sales Managers.
Direct Account Responsibility - Supermarkets General Corp.
Annual Sales - \$23 Million

Sales Management Trainee - Cleveland, Ohio**1985 - 1987**

Carnation Company - Grocery Department

Annual Sales - \$1.5 Million

Education

Bachelor of Business Administration - Finance (May 1985)

University of Iowa; Iowa City, Iowa

Kellogg Graduate School of Management: Sizing and Structuring a Sales Force

The Partnering Group Category Management Seminar – Basic & Advanced

Behavioral Interviewing

Teambuilding 101



HIGHLIGHTS REPORT TO FBMA

(October 2011 – March 2012)

Organization

- Development, approval and implementation of annual Program of Work/goals
- Branding of FBA & Shop Farragut
- Regular board meetings (4th Tuesday of each month, 11:30am-1:00pm)
- Board composition/expanded representation
- Board resources/notebooks
- Membership in Farragut/West Knox Chamber of Commerce
- One-to-one meetings with key stakeholders
- Strategic planning prep

Public Relations

- Organization brochure
- Monthly e-newsletter (distribution of 290)
- Monthly column in *farragutpress*
- Media exposure
- Social media utilization
- “Buffer” role

Economic Development/Membership

- Shop Farragut campaign
- Meetings to leverage Town’s News Sentinel Open Golf Tournament sponsorship
- Involvement in EDC
- ICSC Convention planning
- West End Center Merchants’ Association start-up/Easter Festival
- Regional presence development
- Adding 1-3 members a week to web site
- Website expansion
- Shop Farragut web site & mobile app development
- Media co-op program development
- Cross-promotion of member businesses via social media
- Active committees
- Mingle & Meets (bi-monthly)
- Member forums/workshops regarding Town issues



Community Events

- Light the Park! completed
- Farragut Art in the Park in process; 35% increase in artists; added musical component
- Sponsorship structure & progress

Education

- Farragut High School Education Foundation
- Farragut/Knox County Schools Education Relations Committee to strengthen business/schools relationships

Other partnering with Town

- Shadowing/processes/ordinances
- Safety/fire prevention communications
- Special event permit applications
- Involvement in revised special events ordinance, celebratory gatherings ordinance and building façade ordinance

Farragut Business Alliance

2012 Program of Work

Organization Development

Goal: Ensure compliance with Town of Farragut Memorandum of Understanding

ACTION STEPS:

1. Prepare, approve and submit to Town by January 1st FBA's 2012 Program of Work as its short-term action plan.
2. Provide quarterly progress updates to Town, as outlined in MOU.
3. Engage in ongoing communications, brainstorming and planning regarding "Engagement" items outlined in MOU.
4. Begin formal strategic planning process by the third quarter of 2012, with the intention of submitting a draft Strategic Plan to the Town by (calendar) year-end.

Goal: Maximize board composition 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. Recruit new directors as needed to further diversify representation and to replace outgoing directors in a timely manner.
2. Compile board notebooks to give directors immediate access to important organizational documentation (budget, minutes, agendas, program of work, bylaws, etc.).
3. Develop process for new director orientation to the board and the organization.
4. Hold regular board meetings the 4th Thursday of each month (currently held from 11:30 am – 1:00 pm at Farragut Town Hall).
5. As organization grows, utilize directors as liaisons between committees and board.

Goal: Protect 501(c)(6) non-profit trade association status by ensuring appropriate on-time filings.

ACTION STEPS:

1. File 990 and/or other IRS forms in a timely manner.
2. Complete and file State of Tennessee Annual Report and other state forms in a timely manner.

Goal: Work with Town to develop an organizational sustainability plan for FBA.

ACTION STEPS:

1. Investigate possible funding avenues, opportunities and structures.
2. Solicit input from members as to cost-benefit expectations.
3. Steadily build support for revenue-generating option(s) selected.

Member Engagement & Participation

Goal: “Brand” FBA to become recognizable in the Farragut community and the region.

ACTION STEPS:

1. Consistently utilize FBA and Shop Farragut logos in all communications and promotional efforts.
2. Develop promotional brochure (traditional and digital) outlining organization’s mission, benefits to involvement and opportunities for participation.
3. Engage in ongoing public relations efforts to help position the FBA as the “go to” organization for Farragut businesses, as well as for residents and organizations seeking information regarding Farragut.
4. Continue to engage in one-to-one meetings with community and business leaders to engage and build support.
5. Build partnerships with key local and regional organizations.
6. Ensure communications with business and non-business (churches, civic groups, schools, non-profits, neighborhood associations, etc.) sectors of the Farragut population.

Goal: Increase the number of Farragut businesses involved in the organization and deepen the involvement of all member businesses.

ACTION STEPS:

1. Identify and communicate opportunities for exposure for member businesses.
2. Identify and train a group of volunteers to make personal visits to Farragut businesses to secure their participation.
3. Continue to populate online member directory with complimentary listings.
4. Heavily cross-promote member events, specials and milestones to provide added value.
5. Host meetings/forums/workshops to “take the pulse” of the business community regarding issues of importance; advocate with Town of Farragut accordingly.
6. Enhance member communications to include traditional media, social media and e-newsletters.

Goal: Involve members in strategic planning process.

ACTION STEPS:

1. Identify volunteers to serve on ad hoc strategic planning subcommittees.
2. Appoint a board member liaison to each subcommittee to educate them about current organizational efforts and to facilitate brainstorming on future goals.
3. Utilize weighted ranking process to prioritize goals.
4. Share prioritized goals with board members for consideration and/or adoption into the strategic plan.

Economic Development

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

ACTION STEPS:

1. Partner with *farragutpress* to publish monthly articles highlighting new businesses that have communicated positive experiences in working with, and starting up, in the Town.

2. Continue to communicate member feedback regarding processes, ordinances and other issues of mutual importance to the Town and to businesses.

Goal: Assist new businesses endeavoring to open in Farragut.

ACTION STEPS:

1. Mentor new businesses to help walk them through pre-startup processes.
2. Advocate on behalf of new businesses on issues that might arise on a case-by-case basis.
3. Introduce new business owners/managers to other business, civic and governmental contacts that might prove mutually beneficial.

Goal: Increase Farragut's retail opportunities to positively impact sales tax collections.

ACTION STEPS:

1. Coordinate and expand Shop Farragut program, to include additional seasonal campaigns and loyalty/discount component.
2. Coordinate Visitors Center booth at Turkey Creek Public Market to promote Farragut businesses.
3. Develop event-centered partnerships with hospitality industry to capture visitor spending.
4. Partner with other tourist-oriented Farragut venues to attract and keep visitor dollars in the Farragut area.
5. Develop other local and regional strategic partnerships to increase exposure and identify potential opportunities for retail growth.

Special Events

Goal: Work with Town to encourage diverse community involvement through events that also benefit member businesses.

ACTION STEPS:

1. Coordinate and execute Dogwood Arts Festival activities and promotional opportunities.
2. Coordinate and execute Red, White and Blues Festival.
3. Coordinate and execute Taste of Farragut.
4. Coordinate and execute Light the Park.
5. Coordinate and execute additional events as identified by Town and FBA board of directors.
6. Develop structure to ensure that each event generates positive net revenues.

Benefits of Membership

Currently, there are no dues or fees to join the Farragut Business Alliance. What is requested is your input and feedback on issues of importance to the business community and your involvement in community events through sponsorships and/or participation.

Members benefit via:

- A complimentary listing, business description, logo and link on the heavily-marketed Farragut Business Alliance's website at www.FarragutBusiness.com.
- Free and discounted cooperative marketing, advertising and loyalty opportunities.
- Opportunities for additional period(s) of special events signage.
- Mechanism to disseminate information regarding coupons, specials, sales and special events.
- Electronic newsletters to keep up-to-date on issues of importance to businesses, including those items being considered by Town government.
- Liaison assistance in matters involving business relocations, start-ups, expansions, or other matters requiring navigation of Town guidelines.
- The opportunity to promote your business through *Shop Farragut!* and special events throughout the year (*Farragut Art in the Park*; *Red, White & Blues*; *Taste of Farragut*; *Light the Park*, etc.)
- Engaging with the organization to develop **One Voice** - a consistent, cohesive message - regarding business in Farragut.

www.FarragutBusiness.com

Mission

“To enhance the quality of life of the Town of Farragut’s citizens and assist the Town’s fiscal success by promoting the well-being and success of its business community.”



Farragut, Tennessee
2011 “Most Business-Friendly City”



Proudly partnered with:



www.FarragutBusiness.com



www.FarragutBusiness.com

ORGANIZATION'S GOALS

Member Engagement & Participation:

- Increase number of Farragut businesses involved in the organization and deepen involvement of all business members.
- Take the pulse of the business community to act as a unified voice of business to the Town.
- Involve members in the strategic planning process.
- Continue to broaden member benefits.
- Brand FBA to become recognizable in the Farragut community and throughout the region.

Economic Development:

- Act as liaison between businesses and the Town of Farragut.
- Increase Farragut's retail opportunities to positively impact sales tax collections.
- Assist the Town in shaping positive public opinion regarding business friendliness.

Community Events*:

- Work with the Town to encourage diverse community involvement through events that also benefit member businesses.

Organization Development:

- Maximize board composition to reflect a variety of businesses, locations and interests within the Town of Farragut.
- Work with the Town to develop an organizational sustainability plan for FBA.
- Ensure compliance with Town of Farragut Memorandum of Understanding.

*COMMUNITY EVENT SPONSORSHIP OPPORTUNITIES

Presenting Sponsor Package

*\$10,000 (\$2,500 per event) -
Sole Presenting Sponsor (sponsors all
four special events).*

Value:

- Company logo on event banners and featured signage at event venues.
- Company logo on all event promotions and paid advertising.
- Year-round banner ad on website, highlighted as Presenting Sponsor, with link to company's site.
- 150-word company description with logo on website and in program(s) (where relevant).
- Opportunity to participate in events as emcee/Master of Ceremonies (where relevant).
- 8' table/display at event venues.
- Eight VIP tickets to each event.

Platinum Sponsor Package

*\$6,000 (\$1,500 per event) -
Two Platinum Sponsors (sponsor all four
special events).*

Value:

- Company logo on event banners and featured signage at event venues.
- Company logo on all event promotions and paid advertising.
- Year-round prominent website logo placement.
- 100-word company description with logo on website and in event program (where relevant).
- 8' table/display at event venues.
- Five VIP tickets to each event.



Gold Sponsor Package

*\$4,000 (\$1,000 per event) -
Three Gold Sponsors (sponsor all
four special events).*

Value

- Company logo on featured signage at event venues.
- Company logo on all event promotions and paid advertising.
- 100-word company description with logo on website.
- Prominent website logo placement one month before/after events.
- 8' table/display at event venues.
- Three VIP tickets to each event.

Silver Sponsor Package

*\$2,000 (\$500 per event) -
Five Silver Sponsors (sponsor all four
special events).*

Value

- Company logo on featured signage at event venues.
- Company logo on all event promotions and paid advertising.
- Prominent website logo placement one month before/after events.
- Two VIP tickets to each event.

Contributing Event Sponsorships

*\$250 - Unlimited number of sponsors
(one event of sponsor's choice).*

Value

- Company logo on all event promotions and paid advertising.
- Company logo on website.