



Industrial Development Board

AGENDA

Meeting Date: April 26, 2022

Meeting Location/time: Hartsville Court House Main courtroom @ 7pm.

Officers:

Chair - Bryan King

Vice-Chair-Scott Graves

Treasurer –

Secretary-Leah Petty

Board members: Craig Moreland, Heather Bay, Seth Thurman

Agenda:

1. Quorum Confirmed
2. Meeting called to order
3. Pledge of Allegiance
4. Approve the Minutes from last meeting Feb.24, 2022
5. Treasurer's report
6. PILOT Program status update
7. Notate Resignation of Robert Thurman
8. Welcome new board member Tracy Belcher
9. Elect new Treasurer
10. Other business: Mayor (Pivot and Recover Grant)
11. Public Comments
12. Adjournment

Hartsville/Trousdale County

Industrial Development Board

Minutes

January 25, 2022

7:00 p.m.

The meeting of the Hartsville/Trousdale County Industrial Development Board was called to order by Chairman Bryan King at the Hartsville/Trousdale County Courthouse in the upper courtroom. A quorum was confirmed and the Pledge of Allegiance was recited. Members present either live or virtually were: Bryan King, Scott Graves, Craig Moreland, Leah Petty, Heather Bay, Robert Thurman and Seth Thurman. Also in attendance were Mayor Stephen Chambers and County Commission Chairman Dwight Jewell.

The minutes were submitted by Petty. Graves made the motion to approve the minutes and seconded by Seth Thurman. The motion passed with none opposed.

The treasurer's report was submitted by Thurman. With there having been no activity, Moreland made the motion to approve the treasurer's report with Graves seconding. The motion passed with none opposed.

Items 6- PILOT Policies and Procedures Document- Chairman King invited the board to comment and ask questions regarding the document. The board was presented the PILOT Policies and Procedures document, a resolution titled- Resolution of the Hartsville/Trousdale County Industrial Development Board Adopting and Approving Payment in Lieu of Taxes Policies and Procedures and Authorizing the Submission of the same to the Trousdale County Commission for Consideration and Implementation. They were also presented with a Hartsville/Trousdale County Metropolitan Government Resolution to be presented to the full County Commission for approval. Such resolution is defined in Tennessee Code Annotated 7-53-305.

Chairman King informed the Board of the process for approval. The document will first be presented to the Steering Committee, then to Budget and Finance before presentation to the full Hartsville/Trousdale County Commission.

The eligibility matrix will be used as a guide for potential industry in the community and will be scored by Younger and Associates with the board only acting as a steward of the project. Property will be transferred to the Industrial Development Board for the period of time the entity is entitled to PILOT and when complete that real property is transferred back to the property owner.

Seth Thurman made the motion to approve the document and supporting resolutions with Graves seconding the motion. The motion carried with none opposed.

Item 7- Other Business- Mayor Chambers gave an update on recent retail and industrial activity in the community.

Item 8- Public Comment- Commission Chairman Jewell gave his support for the PILOT document(s) and told the Board he would work to help those on the County Commission that have questions or concerns with the PILOT program to find answers.

Item 9- Adjournment- Graves makes the motion to adjourn.

Respectfully submitted by:

Leah Petty

Secretary

| QUESTION | ANSWER |
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| <p>Description (Provide a one to three sentence general project description)</p> | <p>Through Retail Strategies' Pivot & Recover program, our community will receive a 24-month customized training program for our local businesses with a focus on retail, restaurant, and service businesses with less than 20 employees. Customized training will focus on existing small business owners to maximize operations, sales, and profit through a series of group training and one-on-one consultation. Programs include online sales, restaurant recovery, shop local, funding resources, market research, and more. The program will incorporate virtual training with deliverables and learning workbooks, 1:1 coaching for select businesses, real estate research, and property owner training and accountability.</p> |
| <p>Project Need (This is where you are starting):</p> <p>How and why did you choose the proposed project? Why is this project important for the community? Can you demonstrate existing demand for the project (Use specific data if available)? How will this project assist your current plan of work to support or grow entrepreneurship? How is this an innovative approach?</p> | <p>Early Bird Cafe and the Chinese Buffet closed due to COVID-19. Local restaurants had to adapt to a curbside and delivery service. Some acclimated better than others. In Trowsdale County, restaurant sales in 2020 were \$326,617 less than 2019. In a community with only two fast food restaurants and a hand full of local restaurants, that drop is substantial. The 10-year failure for startup businesses remains around 10%. According to business owners, reasons for failure include money running out, being in the wrong market, a lack of research, bad partnerships, ineffective marketing, and not being an expert in the industry. 2022 is a record year for new start up businesses nationwide. Investing in technical assistance for their success over the next two years will increase odds of beating small business failure trends. The Industrial Development Board members including myself, Bryan King and Scott Graves plus the Downtown steering committee members, Amber Reyes, John Oliver, Linda Marshall, Mark Presley and Natalie Knudson will approach the small business owners and hold them accountable for participating in this training. We have invested in Downtown Hartsville and now need the businesses open there to thrive for sustainability.</p> |

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| | <p>Partnering with Retail Strategies and Proof Incubators to provide market data, technical assistance and training to business owners and property owners, and 1:1 consulting will set our businesses up for success, allow them to modernize and move forward, which provides a stronger business eco-system downtown and throughout our community. The primary focus will be training for businesses claiming their online presence enhancing marketing and sales.</p> |
| <p>Project Impact (This is where you are going): Describe how additional funds will be leveraged to increase the impact of this project? Provide the expected outcomes for the project. What is the target area, number of participants, and demographics of participants your project will serve? Will other partners participate? What will their role be? Describe how this project is scalable and replicable.</p> | <p>All community retailers and restaurants will be invited to participate in this virtual training program with a targeted approach on main street businesses who I personally know. Select restaurants and property owners will be invited to participate in intensive training in addition. Partnering with Retail Strategies to provide market data, technical assistance and training, and a 1:1 training will set our businesses up for success and allow them to modernize, which provides a stronger business eco-system downtown and throughout our community.</p> <p>The targeted area is county-wide with a focus on Downtown Hartsville. All businesses are open to participate. Approximately 10-15 businesses are expected to participate. Partners to participate include the City of Hartsville, Trousdale County, Hartsville Trousdale County Industrial Development Board, and Downtown Hartsville Steering Committee.</p> <p>The content received from this program can be used for new start-up businesses and has a self-life far beyond the contract term with Retail Strategies.</p> |
| <p>Project Plan (This is how you will get there): What does success look like for this project? What metrics will you use to determine success (qualitative and quantitative)? How many jobs do you predict will be created with this project (Provide a conservative and best-case scenario)? What is your</p> | <p>I personally know most of the owners. I will work on engagement and tracking of success. Participation, engagement, and successful completion of training programs will provide metrics for success. Metrics used will include the number of businesses engaged, new social media followers on each businesses' accounts, new online shopping outlets set up</p> |

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| <p>recruitment plan for participation in your program?</p> | <p>(Shopify, Facebook marketplace, etc.), jobs created or retained, and annual sales increase.</p> <p>I will visit with the participants personally regarding the metrics. Also, a follow-up questionnaire will be provided to us by Retail Strategies to distribute bi-annually to participating businesses to monitor implementation of strategies and techniques provided through technical training and assistance.</p> <p>An estimate would be 5-10 jobs created or retained over 24 months.</p> |
| <p>Describe how your target businesses and/or clients have been impacted by COVID-19.</p> | <p>In Trousdale County, there have been approximately 4,250 COVID cases with 45 deaths.</p> <p>Retailers and restaurants were forced to close their doors and limit capacity having a substantial impact on sales. Hardship includes supply chain, employment and enforcement of CDC Guidelines. Clearly communicating to customers revisions in operations for their safety and promoting products for sale online, curbside pickup and drive through is critical to survival.</p> <p>According to Main Street America, 65% of Tennessee small businesses did not have an online presence prior to the COVID-19 pandemic, making it extremely difficult for them to connect with customers in the midst of restrictions and mandatory shut-downs.</p> <p>In Tennessee, small businesses make up 95% of all businesses state-wide. They are the heart of communities and represent character and resiliency.</p> <p>A total of 81 PPP loans were distributed to Trousdale County, TN leading to a reported 457 jobs being retained. Based on the data, between \$3.1M - \$4.6M has been loaned through the Payroll Protection Program to businesses in Trousdale County, TN. The one-on-one consulting through Retail Strategies will help businesses navigate the relief dollars allocated to small businesses due to COVID-</p> |

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| | 19 pandemic. |
| <p>Feasibility and Sustainability (This is how you will maintain the project and impacts):</p> <p>What is the timeline for execution of this project/program?</p> <p>Describe the qualifications of the person(s) administering the program, providing the training, and managing the finances. How will the project be sustained after the funding period concludes? What challenges or barriers do you expect?</p> | <p>Retail Strategies will begin market research within 30 days of successful funding of this program.</p> <p>YEAR 1</p> <ul style="list-style-type: none"> • Omni-channel Retail Training & Deliverables • Custom Demographics • Modernizing your Business Operations • Real Estate Analysis • Restaurant Recovery Training & Deliverables • Custom Demographics 5 local restaurants will also receive access to PROOF's 12-week intensive program for restaurants. • Real Estate Research • 1:1 Coaching <p>YEAR 2</p> <ul style="list-style-type: none"> • Holiday Trends & Outlook Training & Shop Local Deliverables • 1:1 Coaching • Property Owner Training • Accountability • Reporting & Grant Close-out <p>Technical assistance will be provided through an online recorded session, live virtual training, tutorials, templates, how to guides and one on one coaching. Beyond the two years, recordings and materials can be saved and used as businesses experience turn over in staff or new start up businesses emerge and have need. I will update the materials every 2-3 years to keep them current.</p> <p>Retail Strategies has a longstanding successful partnership with TNECD as well as many communities in Tennessee. Their team are industry experts and leaders in supporting small businesses and are currently providing similar services in 9 states across the country.</p> <p>A follow-up questionnaire will be provided to</p> |

us by Retail Strategies to distribute bi-annually to participating businesses to monitor implementation of strategies and techniques provided through technical training and assistance.

Budget (This is how much it will cost to get there):
 Provide a budget narrative for the proposed budget including information on how the budget was developed.

Program investment for Retail Strategies' Pivot and Recover program is \$75,000. This provides customized market research, technical assistance and training deliverables to an unlimited number of small businesses during the life of the program, 1:1 consulting calls, property owner training, and real estate analysis.

| Quarter | Installment |
|--------------|-----------------|
| Y1-Q1 | \$15,000 |
| Y1-Q2 | \$15,000 |
| Y1-Q3 | \$15,000 |
| Y1-Q4 | \$15,000 |
| Y2-Q1 | \$5,000 |
| Y2-Q2 | \$5,000 |
| Y2-Q3 & Q4 | \$5,000 |
| Total | \$75,000 |

Describe what services you will offer to businesses to address the impacts of COVID-19 and how you will market these services

- Downloadable Training & Virtual Training:
- Small Business Digital Marketing Guide - How to Get Your Store Online in 9 Steps
 - How To Optimize Your Facebook Page - An Introductory Guide to Facebook & How to Promote Your Small Business
 - Social Media Content Calendar Template
 - Restaurant Resource Toolkit with industry trends, strategies for retooling your restaurant menu, claiming your digital presence, and defining your brand
 - Omni Channel Retail – Get Your

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| | <p>Business Online!</p> <ul style="list-style-type: none">• Modernization guide with best practices and recommendations for integrated point of sale system, inventory, accounting, COGS and pricing. <p>Data & Analytics</p> <ul style="list-style-type: none">• Identification of market trade area using mobile data analysis• Trade area demographics (population, income, housing, etc.)• Market and retail GAP analysis for trade area (i.e., leakage and surplus)• Tapestry lifestyles – psychographic profile of trade area• Consumer Spending Pattern Reports• Commute Patterns Report• Identification of priority business categories for entrepreneurship, recruitment and/or local expansion• Downtown Building Inventory• Downtown Walkability Assessment• Downtown Neighborhood Demographics <p>Real Estate Analysis</p> <ul style="list-style-type: none">• Identification of five (5) most marketable sites to attract new business.• Curation of Flyer for each identified site• Identification of priority business categories for recruitment and/or local expansion <p>An online project management software will be used as a portal to house all the training and documents. It also allows for group chats. I will make sure small business owners know where to find the information throughout the course.</p> <p>I have an email distribution group through MailChimp. We will promote these resources through electronic newsletters. Will promote through social media accounts. Information will be referenced at quarterly meetings.</p> |
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| Describe how the TN Placemakers funding will be spent | We will contract with Retail Strategies to administer the technical assistance program for small businesses owners. Quarterly consultant fees will be paid to Retail Strategies and submitted to TNECD for reimbursement. |
| What will be the reporting requirements for the businesses that receive services? How long will they have to report to your organization or how long will you track the success of the businesses? | Retail Strategies will update us quarterly on the participation from the small business owners when applicable. The term of the program is 2 years. |
| YES/NO Questions to Follow | |
| Will you charge for these services? | No |
| Is the applicant located in a distressed county? | No |
| Is the applicant a Main Street or TN Downtowns community? | YES |
| Will this project reuse vacant or underutilized buildings in a downtown area | Yes |
| Will this project impact or include underserved and underrepresented populations? These may include women, minorities and veterans; individuals with disabilities; previously incarcerated individuals; and areas of low-to-moderate income individuals. | Yes |
| Will this project impact or include low- and moderate-income persons? See HUD's definition of these terms here: https://www.hudexchange.info/programs/acs-low-mod-summary-data/ | Yes |
| Will this program/business seek to promote/provide youth development activities? | Yes |
| Are you currently collaborating with one or more existing entrepreneur support organizations such as LaunchTN, a regional entrepreneur center, TSBDC, SBA, UT-PTAC, an incubator, university program (i.e. a class assisting with legal or patent issues), etc.? If so, explain how. | Yes – NEEDS MORE |
| Have you or your local Main Street participated in an analysis/assessment (i.e. Strategic Planning Program)? | Yes |
| Have you received other grants related to this project from the State? If so, please list them below. | No |
| Please use the budget form from the Summary tab of the | |

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| TN Placemakers website: https://www.tn.gov/economic-development/tn-placemakers.html . | |
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