



ACCE CONVENTION 2008

**INNOVATE**

July 30-August 2

Pittsburgh, Pennsylvania

# **Economic Development 101**

Friday, August 1, 2008

9:30 AM

Convention Center Room 305



---

---

---

---

---

---

---

---

**Existing Business Development  
Department**

- A key component of the Chattanooga Area Chamber of Commerce
- Implements strategies to retain existing business and to support their expansion.
- 80% of the job growth occurs through expansion of existing business



---

---

---

---

---

---

---

---

**Chamber resources for existing  
business and industry**

- Serves as liaison with local governmental agencies
- Coordinates economic development incentives from the city, county, state & federal governments



---

---

---

---

---

---

---

---



**Chamber resources for existing business and industry**

- Makes business aware of potential training grant programs
- Identifies workforce training events
- Introduces businesses to state, local and federal tax incentive programs
- Secures state infrastructure and training grants for new and expanding businesses



---

---

---

---

---

---

---

---



**Business Retention and Expansion Visitation Program (BREV)**

- Large-scale business retention and expansion effort based on collaborative partnerships with 10 local organizations whose missions include economic development



---

---

---

---

---

---

---

---



**Business Retention and Expansion Visitation Program**

- Underscores the vitality existing business offers to local economy and quality of life
- Provides expertise, resources, contacts and custom services that support business expansion on a case-by-case basis
- Helps local businesses identify solutions to problems that might prohibit or show their growth



---

---

---


---

---

---


---

---



### How the BREV Program Works

- Every 18 months the Chamber publishes BREV Reports based on standardized surveys from 100+ local businesses
- The survey data identifies the business leaders' perception of the city's strengths and challenges
- Puts Chamber in direct contact with business leaders who can discuss areas of concern and take advantage of the Chamber's connections to resources or expertise




---

---

---

---

---

---

---

---



### How the BREV Program Works

- A report summarizes survey results providing a snapshot of the community's economic vitality





---

---

---


---

---

---

---


---



### How the BREV Program Works

Data on businesses expansions provides information on:

- Percentage of interviewed companies planning expansions
- Number of jobs that will be created
- Amount of new investment




---

---

---

---

---

---

---

---



**BREV Accomplishments**

- In 2007 the Chamber was recognized by Blane Canada, Ltd. for excellence in the design, execution and impact of its Business Retention and Expansion Visitation Program.



---

---

---

---

---

---

---

---



**BREV Accomplishments**

- In 2006 the Chamber was presented with the Award of Excellence by Business Retention, Expansion, International for the outstanding BREV program for communities of over 50,000.



---

---

---

---

---

---

---

---



**Mayors' Business and Industry Appreciation Breakfast**

- City and County Mayors annually express gratitude to local businesses for employing area citizens, creating new jobs and keeping the local economy thriving.
- Over 500 business leaders attend the event.
- The event is sponsored by the Chamber and our economic development partners.



---

---

---

---

---

---

---

---

**Mayors' Business and Industry Appreciation Breakfast**





---

---

---

---

---

---

---

---

**Mayors' Business and Industry Appreciation Breakfast**





---

---

---

---

---

---

---

---

**Testimonial: LJT Tennessee**

"LJT Tennessee Steel Warehouse has participated in the Chamber's BREV Program and has found the published survey report informative and helpful as we plan to grow our business in Chattanooga

Without the Chamber's visitation program we would not have been aware of the various incentives available for expansions. The company would likely have relocated in another state had it not been for the relationship fostered between the Chamber and LJT."

Rick Quinn, Vice President, LJT




---

---

---

---

---

---

---

---



**Testimonial: East Tech**

“The Chamber’s interest in the strength of existing business is abundantly clear from the many services of the Existing Business Development Department. East Tech has benefitted from the expertise provided by the department and much of our success is attributable to the Chamber.”

Roger Layne, President, East Tech




---

---

---

---

---

---

---

---



**Testimonial: Chattanooga Labeling Systems**

“We have taken advantage of the federal tax savings provided through our relocation to a Community Renewal Zone. The Chamber, along with the Renewal Community office, made us aware of all the advantages to rehabilitating an idle industrial structure in the zone and to hiring individuals who live in the zone.”

Marvin Smith, President, Chattanooga Labeling Systems




---

---

---


---

---

---

---


---



**Testimonial: Southern Champion Tray, LP**

“The enclosed is sent as a donation to the Chamber in appreciation for the assistance of Steve Hiatt during the last year. He has represented the Chamber well as a responsive and valuable resource to us in supporting our expansion plans in Chattanooga. We appreciate the service the Chamber provides through Steve and his team.”

John Zeiser, President & CEO




---

---

---

---

---

---

---

---



### Alstom Power Turbomachines Group






---

---

---

---

---

---

---

---



### BlueCross BlueShield of Tennessee



BlueCross BlueShield of Tennessee  
Chattanooga  
Cameron Hill Campus Project  
1400




---

---

---

---

---

---

---

---



### Existing Business Partners

- Chamber's Business Development Center
- Chattanooga Manufacturers Association
- Chattanooga State Community College
- Country Inns and Suites
- Families First Career Development
- Manpower
- Randstad, USA
- Tennessee Department of Economic & Community Development
- TVA Community Development Department
- The Chattanooga Hotel

- Steve Hiatt, Director of Existing Business,  
Chair of the BREV Committee,  
Chattanooga Chamber of Commerce




---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---