

# Weakley County Strategic Plan 2011-2015



## 12/14/2010 Participants

- Barbara Virgin, Weakley County Chamber of Commerce
- Ronnie Price, Martin Economic Development Corp.
- John Bucy, NWTDD
- Hollie Holt, REED Center
- Tyler Hayes, USDA Rural Development
- Brenda Horner, USDA Rural Development
- Van Wylie, USDA Rural Development
- Houston Patrick, Mayor of Weakley County
- Monroe Ary, Mayor of Sharon
- Jack Dunning, Mayor of Gleason
- Randy Frazier, Weakley Co. Schools
- Danny Forrester, Mayor of Dresden
- Eddie Joe McKelvey, Mayor of Greenfield
- Randy Brundige, Mayor of Martin

### **Definition of terms:**

**Goal:** The key long term outcomes the community wants to achieve

**Objectives:** The specific results that need to be achieved over the next 5 years

**Strategic Actions:** The ways the community, working with its partners, will achieve the objectives.

**Responsibility:** Entity that is logically responsible for making the objective happen

**Champion:** Who will follow up throughout the year to ensure objectives are being met

---

## **Planning and Infrastructure Development**

**Goal: Effectively manage growth in Weakley County**

---

**OBJECTIVE: Determine the appropriateness of a land use plan for Weakley County**

**Responsibility: Weakley County Commission**

**CHAMPION: Weakley County Commission, WCEDB, & W.C. Chamber**

**Strategic Action Steps:**

- **2011** Review studies regarding Land Use Plan

**OBJECTIVE: Work with neighboring counties on infrastructure needs to achieve more development that will positively impact Weakley County**

**Responsibility: Weakley County Commission, W. C. Economic Development Board, City of Martin.**

**CHAMPION: WCEDB**

**Strategic Action Steps:**

- **2011** Work with Obion and Weakley County's local, state and federal legislative bodies to further the development of I-69
- **2012** Work with federal highway administration and TDOT to ensure the designation of I-69 on State Highway 22 beginning on the eastern boundaries
- **2012** Work with Martin and Union City officials to expand the Everett-Stewart Airport

---

## **Community Development**

**Goal: To be a strong, vibrant community**

---

**OBJECTIVE: Revitalize individual community downtowns**

**Responsibility: Individual cities**

**CHAMPION: Mayors of each city**

**Strategic Action Steps:**

- **2011** Have all legal work in place to establish a TIF District in areas needed/wanted
- **2011** Greenfield applies for store front improvement grants
- **2011** Dresden working on community revitalization and downtown clean up projects.
- **2011** Martin will complete the 18 month Tennessee Downtowns Program
- **2011** Martin will complete Phase II of downtown improvements from the T21 Grant from TDOT
- **2012** Martin will begin Phase III of downtown improvements from the T21 Grant from TDOT
- **2013** Martin will complete Phase III
- **2012** Martin will complete Tennessee Downtowns Programs Grant project

**OBJECTIVE: Promote community pride in Weakley County towns**

**Responsibility: Individual towns and County**

**CHAMPION: Mayors**

**Strategic Action Steps:**

- **2011** Community festival committees focus on ways to increase attendance at events
- **2011** Community festival committees work to increase volunteer participation
- **2012** Pass ordinances to promote a cleaner community
- **2012** Encourage recycling efforts

---

## **Leadership Development**

**Goal: Enhance existing leadership programs and  
develop leaders to make future policy decision**

---

**OBJECTIVE:** Provide educational opportunities and information to elected officials and future leaders in Weakley County

**Responsibility:** W.C. Chamber of Commerce  
**CHAMPION:** W.C. Chamber Director

**Strategic Action Steps:**

- **2011** Promote educational opportunities for local elected officials
- **2011** Encourage elected officials to attend MTAS and CTAS training by taking advantage of the grants provided by USDA Rural development
- **2011** Weakley County Youth Leadership is received Accreditation by the State Board of Regents and Board of Education in cooperation with the Weakley County School System and will continue to follow guidelines for accreditation.

---

## Economic Development

**Goal: Increase per capita income through job retention and creation**

---

**OBJECTIVE: Market community in an effort to attract new business and industry**

**RESPONSIBILITY: Weakley County Economic Development Board**

**CHAMPION: WCEDB**

**Strategic Action Steps:**

- **2011-2015** Use available funding to fund capital items needed to attract and retain business and industry
- **2011** Market the existing spec building and other available buildings
- **2011** Market railroad as a Class A railroad system
- **2012** Develop plans for construction of another spec building upon occupancy of current building

**OBJECTIVE: Aggressively recruit retail businesses**

**RESPONSIBILITY: Weakley County Economic Development Board & W.C. Chamber of Commerce**

**CHAMPION: WCEDB & Chamber**

**Strategic Action Steps:**

- **2011** Membership to ICSC and attend the Idea Exchange
- **2011-2015** Work with existing businesses on expansion efforts
- **2011** Market railroad as a Class A railroad system
- **2012** Develop plans for construction of another spec building upon occupancy of current building

---

## Economic Development

**Goal: Increase per capita income through job retention and creation**

---

**OBJECTIVE: Cultivate relationship with existing industry**

**RESPONSIBILITY: Weakley County Economic Development Board & W.C. Chamber**

**CHAMPION: WCEDB**

**Strategic Action Steps:**

- **2011-2015** Conduct quarterly visits with existing industry
- **2011** Address needs of industry in a timely manner
- **2011-2015** Contact corporate headquarters to strengthen relationships to retain their local businesses
- **2012** Develop plans for construction of another spec building upon occupancy of current building

**OBJECTIVE: Use Ken-Tenn Alliance (Obion and Lake, TN & Hickman, Fulton, KY) to promote area as quadra-modal**

**RESPONSIBILITY: Weakley County Economic Development Board**

**CHAMPION: Leadership in Obion & Lake Counties in TN and Hickman and Fulton Counties in KY**

**Strategic Action Steps:**

- **2011** Develop legal structure for Ken-Tenn Alliance
- **2011** Research viable projects to target
- **2011** Utilize the \$687,000 HUD Grant and the \$20,000 USDA Rural Development Grant to develop brand

---

## Economic Development

**Goal: Increase per capita income through job retention and creation**

---

**OBJECTIVE: Promote small business development and entrepreneurship**

**RESPONSIBILITY: Weakley County Economic Development Board & W.C. Chamber of Commerce**

**CHAMPION: WCEDB & W.C. Chamber Director**

**Strategic Action Steps:**

- **2011** Take advantage of the following programs offered by CREST, TSBDC, the REED Center, Global Entrepreneurship Week
- **2011** Work with the designated agencies to provide assistance to those who are interested in starting a new business and also to existing business

**OBJECTIVE: Market Weakley County as a Retiree Destination**

**RESPONSIBILITY: Weakley County Economic Development Board & Weakley County Chamber of Commerce**

**CHAMPION: WCEDB**

**Strategic Action Steps:**

- **2011** Update website to include information that is of interest to retirees
- **2011** Develop a task force to study the feasibility of Weakley County becoming a Retiree Community
- **2012** Address housing issues that would effect active senior citizens

---

## Economic Development

**Goal: Increase per capita income through job retention and creation**

---

**OBJECTIVE: Marketing study for the Everett-Stewart Airport**

**RESPONSIBILITY: Weakley County Economic Development Board**

**CHAMPION: WCEDB -CEO**

**Strategic Action Steps:**

- **2011** Receive grant money from TVA
- **2011** Conduct the marketing study
- **2013** Implement the findings from the study

---

## Education/Workforce Development

**Goal: To provide Weakley County citizens the opportunity to become productive employees**

**OBJECTIVE: Increase participation in the Tennessee Scholars Program**

**RESPONSIBILITY:** Weakley County School System

**CHAMPION:** Superintendent of Schools

**Strategic Action Steps:**

- **2011** Educate the community on the importance of the Tennessee Scholars Program
- **2011** Emphasize to middle school students the importance of taking more rigorous courses to be better prepared for technical schools, college, military and the workplace

**OBJECTIVE: Participate in the Tennessee P-16 Program**

**RESPONSIBILITY:** Weakley County Board of Education

**CHAMPION:** Superintendent of Schools

**Strategic Action Steps:**

- **2011** Partner with Dyer County Schools, Dyersburg State Community College, Weakley County Schools and UTM to develop a local P-16 Council
- **2012** Implement a county wide career and college access program to include training for parents on how to apply for post-secondary education and financial aid

---

## **Education/Workforce Development**

**Goal: To provide Weakley County citizens the opportunity to become productive employees**

**OBJECTIVE: Increase participation in the Tennessee Scholars Program**

**OBJECTIVE: Exceed the state average ACT scores**

**RESPONSIBILITY: Weakley County School System**

**CHAMPION: Superintendent of schools**

**Strategic Action Steps:**

- **2011** Expand ACT prep course work
- **2011** By participating in the TN Diploma Project, students are required to take additional math and science courses that could in turn raise the ACT score

## **2010 ACCOMPLISHMENTS**

**The Accomplishments listed are based on the 2010 Strategic Plan**

### **2011-Resolution for I-69 corridor expansion**

**Everett Stewart Airport Runway Expansion –efforts by the Weakley & Obion County Officials form successful regional partnership for expansion.**

**Leadership Grant awarded for reimbursement for participation in the TN, Association of Community Leaders Conf, and Leadership programs.**

**First State Youth Leadership approved by the TN. State Board of Education for past five years. FSYL now qualified and established as curriculum accredited course for a W.C. High School ½ credit.**

**Local P-16/ TN. Scholars is a Weakley County program meeting criteria under the W.C. Education Committee & Foundation programs**

**E.D.C. Grant awarded for funding of the Martin Downtown Development Program**