

The seal of the State of Tennessee is a circular emblem. It features a central figure of George Washington on a horse, holding a plow and a sheaf of wheat. The words "AGRICULTURE" and "COMMERCE" are inscribed on either side of the figure. The outer ring of the seal contains the text "THE GREAT SEAL OF THE STATE OF TENNESSEE" and "1796".

**Weakley County, Tennessee**

*Five Year Asset Based  
Strategic Economic Development Plan  
2009 – 2013*

*(6/1/09)*

**Weakley County, Tennessee**  
*2008-2009 Three-Star Program*



SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	Effectively manage growth in Weakley County
<b>OBJECTIVE</b>	Work with neighboring counties on infrastructure needs to achieve more economic development to positively impact W.C.
<b>HOW</b> (Action Strategy)	W.C. Government & City of Martin partner with Obion County government for Everett Stewart Airport runway extension . City of Martin & W.C. & Obion County Commission and Legislators through out the state work to develop & construct I I-69 corridor to Martin.
<b>WHO</b> (Owner)	W.C. Government ; Obion Co. Government City of Martin; W.C.E.D.B. State & Local Legislators
<b>WHEN</b> (Milestones)	Ongoing projects with State & Federal Government agree & obtain funding.
<b>MEASURES</b> (How will you know?)	When all documents are signed.
<b>RESOURCES</b> (What will you need?)	State, Federal ; Regional & Local funding
✓ (Do you have?)	

**Weakley County  
Five Year Strategic Plan**

Community Development	Goal: To be a strong, vibrant community					
	2009	2010	2011	2012	2013	Responsibility
<p><b><u>OBJECTIVE:</u></b> Revitalize community downtowns.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Establish a TIF District in Martin</li> <li>• Maintain beautification programs in Dresden, Gleason, Greenfield, Martin and Sharon.</li> </ul> <p><b><u>OBJECTIVE:</u></b> Promote community pride in our towns.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Increase attendance to the community festivals.</li> <li>• Increase volunteer participation in the community festivals.</li> <li>• Pass ordinances to promote a cleaner community.</li> </ul>	<p>X X</p> <p>X X X</p>	<p>X X</p> <p>X X X</p>	<p>X</p> <p>X X X</p>	<p>X</p> <p>X X X</p>	<p>X</p> <p>X X X</p>	<p>Weakley County Government; City of Martin ; Dresden, Gleason, Greenfield, &amp; Sharon</p> <p>Each Town ; Weakley County Chamber :</p>

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	To be a strong, vibrant community
<b>OBJECTIVE</b>	Continue to revitalize each downtown area and promote beautification programs.
<b>HOW</b> (Action Strategy)	Work to establish TIF district for retail area Martin. Recruit businesses. Better promote programs for beautification in each town.
<b>WHO</b> (Owner)	City of Martin & County Government for TIF Each City: Dresden, Martin, Gleason, Greenfield; Martin & Sharon.
<b>WHEN</b> (Milestones)	Ongoing
<b>MEASURES</b> (How will you know?)	When TIF is granted for Martin and for other requesting entities.
<b>RESOURCES</b> (What will you need?)	Co-operation from County & City Governments, funding & marketing tools.
✓ (Do you have?)	

**Weakley County  
Five Year Strategic Plan**

Leadership Development	Goal: Provide education/training opportunities for current and future leaders in Weakley County					
	2009	2010	2011	2012	2013	Responsibility
<p><b><u>OBJECTIVE:</u></b> Keep the Leadership Weakley County program current.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Director to attend training opportunities through TACL, etc. regarding implementation of leadership programs</li> <li>• Survey participants to get ideas on changes or innovative ways to keep the program fresh.</li> <li>• Meet 1 or 2 times a year with alumni to focus on continuous improvement.</li> </ul>	X	X	X	X	X	Barbara Virgin, Chamber Director Coordinator of particular sessions Chamber Leadership committee

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	Provide education/training opportunities for current and future leaders in Weakley County.
<b>OBJECTIVE</b>	Keep the Leadership Weakley County program current.
<b>HOW</b> (Action Strategy)	Director to attend training opportunities through TACL, etc. regarding implementation of leadership programs
<b>WHO</b> (Owner)	Barbara Virgin, Chamber Director
<b>WHEN</b> (Milestones)	Fall of 2009
<b>MEASURES</b> (How will you know?)	Implementation of new ideas.
<b>RESOURCES</b> (What will you need?)	Grant opportunities to attend conference.
✓ (Do you have?)	

**Weakley County  
Five Year Strategic Plan**

Economic Development	Goal: Increase per capita income through job retention and creation					
	2009	2010	2011	2012	2013	Responsibility
<p><b><u>OBJECTIVE:</u></b> Market community in an effort to attract new business and industry.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Use available funding to fund capital items needed to attract and retain business and industry.</li> <li>• Market the existing spec building and other available bldgs.</li> <li>• Make plans for construction of another spec building upon occupancy of the existing building.</li> </ul> <p><b><u>OBJECTIVE:</u></b> Aggressively recruit more retail businesses to the county.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Membership to ICSC and attend Idea Exchange.</li> <li>• Work with existing businesses for expansion.</li> </ul> <p><b><u>OBJECTIVE:</u></b> Address needs of existing industry.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Conduct quarterly visits with existing industry.</li> <li>• Contact corporate headquarters to strengthen and retain their business in Weakley County</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		<p>Weakley County Economic Development Board Weakley County Chamber</p> <p>Weakley County Economic Development Board</p> <p>Weakley Co. Chamber and Weakley County Economic Development Board</p> <p>Weakley Co. Economic Development Board</p>

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	Increase per capita income through job retention and creation.
<b>OBJECTIVE</b>	Market and aggressively recruit business, industry and promote entrepreneurship by communication with developers and site searches.
<b>HOW</b> (Action Strategy)	Attend retail exchanges & meetings, contact potential prospects and developers when criteria and qualifications are met. Assure criteria, infrastructure and funding are available to negotiate.
<b>WHO</b> (Owner)	W.C.E.B.D. City Officials W.C.Chamber
<b>WHEN</b> (Milestones)	Retention of business, industry & workforce produce stronger economy and employment rate.
<b>MEASURES</b> (How will you know?)	When deals are completed.
<b>RESOURCES</b> (What will you need?)	Funding, contacts and resources.
✓ (Do you have?)	

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

*Strategic Action Steps:*

- Educate the community on the importance of the TSP
- Encourage all Middle School Students to pursue more rigorous courses in High School to be better prepared for tech schools, military, college or the workplace.

X X X  
X X X

Weakley County Schools,  
Education Edge; W.C. E.D.B. ;  
Weakley County Chamber

**OBJECTIVE:** Participate in the Tennessee P-16 program.

*Strategic Action Steps:*

- Partner with Dyer County, Dyersburg State, Weakley County Schools and UTM to develop a local P-16 council.

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Weakley County Schools,  
Education Edge; W.C. E.D.B. ;  
Weakley County Chamber

**OBJECTIVE:** Meet or exceed the state average ACT score.

*Strategic Action Steps:*

- Implementing A+ Curriculum at all high schools
- Increasing ACT Prep classes at all high schools.
- Emphasize more " rigor and relevance" within high school curriculum
- Increase availability of distance learning, dual enrollment & online opportunities
- Graduation requirements shall increase with 09-2010 school year

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SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	To provide Weakley County citizens the opportunity to become a productive employee.
<b>OBJECTIVE</b>	Increase Stronger Workforce thru intense education of citizens to produce a better educated workforce.
<b>HOW</b> (Action Strategy)	Increase participation in in Diploma Project, P-16, & TN Scholars, through local education system, UTM, Tech Centers & colleges.
<b>WHO</b> (Owner)	W.C. Schools, Education Edge, TN Scholars Steering Committee
<b>WHEN</b> (Milestones)	Educational facilities work together to form a unified program.
<b>MEASURES</b> (How will you know?)	When GPA, Composite scores increase & college drop out rate decreases.
<b>RESOURCES</b> (What will you need?)	Funding to retain & recruit higher skilled educators , dedicated community leaders & citizens to strengthen the workforce.
✓ (Do you have?)	