



MEMO

TO: Weakley County HEED Committee & Commissioners
FROM: Barbara Virgin
DATE: March 1, 2011
SUBJECT: The Weakley County Strategic Plan & 2010 Accomplishments

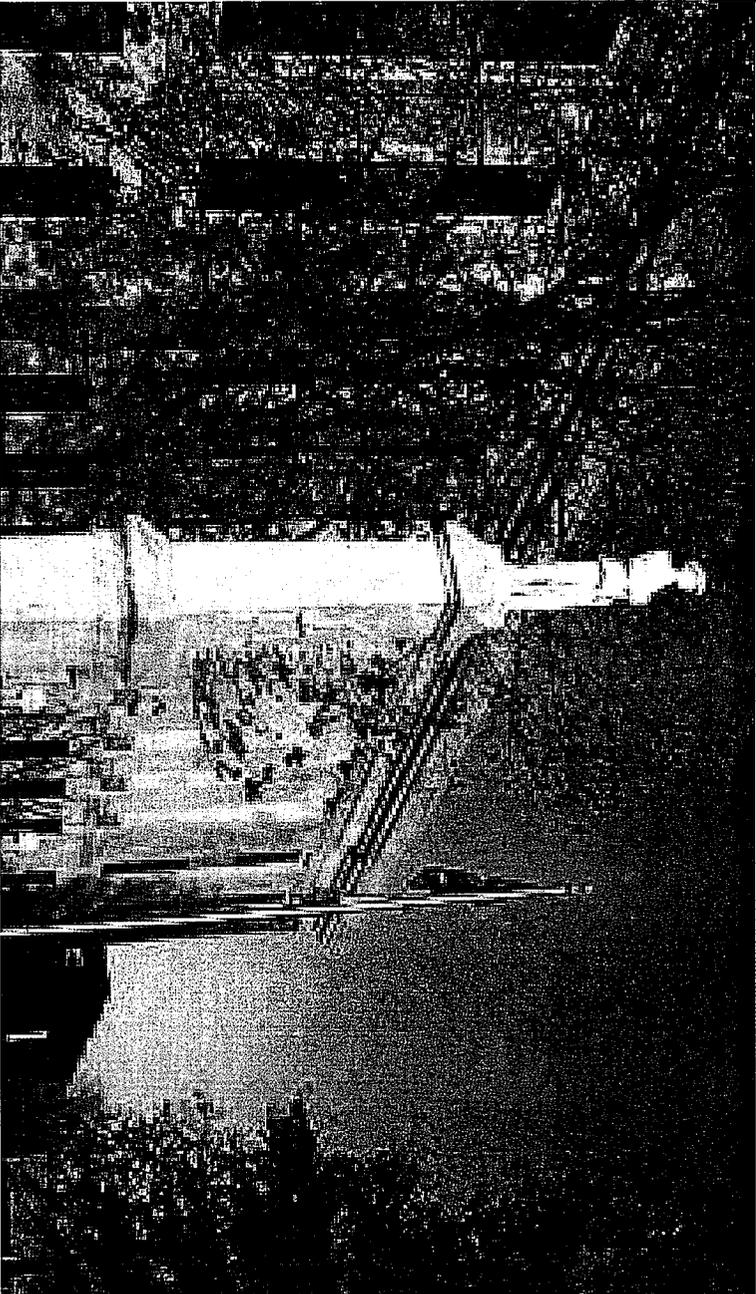
Enclosed you will find a copy of the proposed 2011-2015 Weakley County Strategic Plan. As you know the Economic Community Development Commission and Governor Bill Haslam require participating Three Star counties to annually revise the strategic plan using this new format. By participating in the 3 Star Weakley County & cities all benefit from savings , grants and low interest loans.

The definition of terms: **Goal:** the key long term outcomes the community wants to achieve. **Objective:** The specific results that need to be achieved over the next five years. **Strategic Actions:** The ways the community working with it's partners will achieve the objectives. **Responsibility:** Entity that is logically responsible for making the objective happen. **Champion:** Who will follow up throughout the years to insure objectives are being met.

Please consider voting for the approval of this 2010-2015 Strategic Plan to continue participating in the Governor's Three Star Program for loan & grant savings.

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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 TDOOT 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 IDOT
- 2012 Martin will begin Phase III of downtown improvements from the T21 Grant from IDOT
- 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 Kentenn 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 Kentenn 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

YEAR	GRANTEE	USE	INDUSTRY	SumOfAMOUNT	SOURCE
2003	Greenfield	Water Improvement System		99,244.00	DRA
2004	Sharon	Water System		278,478.00	CDBG
2005	Greenfield	Sewer Plant Improvements		135,454.00	CDBG
2005	Martin	Infrastructure - Drainage/Water/Road	MTD Consumers Group	680,911.00	FIDP
2005	Martin	Sewer System Rehabilitation		500,000.00	CDBG
2005	Martin	Training	MTD Consumers Group	69,089.00	FJTAP
2006	Greenfield	Water System		217,168.00	DRA
2006	Weakley Co	Sewer Line Extension		290,120.00	CDBG
2007	Dresden	Infrastructure - Rail	Calpaco Papers, LLC	408,538.00	FIDP
2007	Dresden	Sewer System		199,839.00	DRA
2007	Dresden	Sewer System Improvements		400,992.00	CDBG
2007	Dresden	Training	Greenfield Products, Inc.	21,075.20	FJTAP
2007	Gleason	Sewer System		200,000.00	DRA
2007	Greenfield	Sewer System Rehabilitation		343,843.00	CDBG
2007	Greenfield	Training	Parker Hannifin	30,776.95	FJTAP
2008	Gleason	Sewer Project		173,300.00	DRA
2008	Martin	Sewer System		500,000.00	CDBG
2008	Sharon	Water Main Replacement		199,522.00	DRA
2008	Weakley Co.	Infrastructure - Drainage	Weakley County	750,000.00	FIDP
2009	Gleason	Water main		212,388.00	DRA
2009	Gleason	Fire Protection		190,217.00	CDBG
2009	Greenfield	Local Government Loan		31,184.00	ENERGY
2009	Sharon	Fire Protection		188,873.00	CDBG R
2009	Weakley Co	Fire Protection		186,168.00	CDBG

Total 6,307,180.15