



Clarksville JOHNSON COUNTY CHAMBER

2019 Program of Work

Come Together.
Work Together.

Stay Together.

Message from Kris:

It has been an honor and privilege serving on the Chamber Board. Thank you all for giving me the opportunity to serve our business community.

As President of the Board and a member of the Joint Executive Committee, these last two years have not been a cake-walk. Throughout my tenure, we always made decisions with the general membership as our top priority.

I would like to personally thank Jessica Gunn for all her hard staff work to keep the organization alive and well during her time at the Chamber. Her commitment to excellence and perseverance to seeing projects and events come to fruition have served us all well.

I would also like to thank all the other members of the Board that have served with me. Working with them allowed us to remain strong and tackle the tough decisions.

As you all know, in August, we hired Brian Eisele to replace the outgoing CEO. His unique background in government and small business made him qualified to leading our organization into the future.

This past Fall, we have added three new committees from the Chamber Board: Merchant/Small Business, Government Affairs, and Membership Services. We believe this will help better serve our members and make the Chamber more productive as a whole.

Next year, I will no longer be the President of the Board, but I intend to be deeply involved in our Chamber and our community. Having been born and raised in Johnson County, I am familiar with all our challenges but I believe our greatest work is yet to be done. I am optimistic about our community's future. We have built a foundation that with the right leadership and execution our economic future can be prosperous for everyone in Johnson County.

Let's make it happen!

Kris Muldoon
2018 President
Clarksville-Johnson County Chamber of Commerce

Organizational Information

2019 CREDO Board Members:

Chris Allen, Wade Black, Armil Curran, Julie Dickerson, Rich Dunsworth, John Lester, Margot McLeod, Kris Muldoon, John Payne, Roylene Slaughter, Harve Taylor, Freeman Wish, Matt Wylie

2019 Chamber Board Members:

Kris Muldoon, Jason James, Larry Isch, Nikki Dorn, Don Chappell, Estelle Jimenez, Jason Shook, Mike Dorsey, Bill King, Dulce Baeza, Jacob Gould,

Staff:

Brian Eisele, Jessica Gunn, Karlee Henson

2018 Annual Report

Business Resources

Held 5 workshops to improve businesses, non-profits & the workforce

Held 6 New Member Orientations to inform members of how to utilize the chamber to help businesses

Hosted 41 events for building connections, relationships & promoting businesses

Celebrated ribbon cuttings with 23 businesses and organizations

Promoted nearly 90 community events and fundraisers
(eNews alone to calculate data)

A centralized location for organizations to gather and collect information
- Toys for Tots, Parade's, 5K's, etc.

Improved our communication efforts by growing the audience on Facebook by 467 people following the Chamber page.
- This assists us with spreading information regarding chamber members promotions & events.

Made numerous connections to partner businesses to help both organizations.

2019 Goals:

- Add another platform to connect with a different demographics
- Increase number of people subscribed to eNews
- Host 8 workshops: 4 Business & 4 Workforce Development

2018 Annual Report

Community Development

Assisted the city of Lamar in writing a grant to receive funding for tornado sirens.

Working with property owners for grants to improve the façades of buildings downtown.

Hosting events like Farm to Table & Red, Blue & You using local vendors to improve the quality of life.

The Christmas Parade & High School Season Sport Passes for chamber members & community to improve comradery.

Participated in events with other organizations such as the Peach Festival & Safe Treat.

Attended 3 different trainings to identify resources & solutions to bring back to the community.

2019 Goals:

- Assist a city in the county in receiving FUN park grants or Recreational Grants
- Assist people in receiving HOME grants to clean up blight in the community.

2018 Annual Report

Tourism

Responded to over 1500 phone calls requesting information about local businesses and the area.

Mailed over 15 relocation packets with additional business cards for the interested industries, including education, real estate, insurance, construction, tradesmen, restaurants, boutiques, etc.

Created an area guide to promote Johnson County & its chamber members.

Worked with the 13 travel centers across the state to provide the area guides and promotional materials created in house.

Hosted Holiday Open House promoting local businesses in surrounding counties including Logan, Franklin & Pope, to bring income for businesses as well as tax revenue.

Created a brochure with directions to 14 of the waterfalls in Johnson County & 18 in the surrounding area.

2019 Goals:

- Get local events published in all of the State Parks & Tourism products including Arkansas.com
- Identify & implement a project to give people a reason to visit Johnson County.

2018 Annual Report

Economic Development

Hosted a job fair to assist over 200 people to get connected with 35 local businesses looking to hire

Visited with over 15 manufactures to identify expansion possibilities

Shop Local cards (now keychains) to save money and promote staying local to spend money

As a member of the CATS board, worked to select a director for the program

2019 Goals:

- Host a job fair for students and a job fair for the Community
- Start a One Million Cups Entrepreneurship Program
- Host a "Shark Tank" or "Idea Fame" with ideas being pitched for a chance to win as well as to possible investors

If you were represented by one of the statistics above, thank you for investing in the chamber and allowing us to serve you and Johnson County. We would also like to give a special thanks to those who are not represented by these statistics for your role in giving back, assisting others & the community to thrive.

Economic Development

Members:

Van Alan Hill, Century 21; Wade Black, Retired; Rich Dunsworth, UofO; John Payne, Retired; Matt Wylie, First Security; Julie Dickerson, Whitson-Morgan Auto Dealers; John Lester, CLW; Freeman Wish, City of Clarksville; Margot McLeod, Retired; Chris Allen, Retired; Armil Curran, Curran's Abstract and Title

The Clarksville Johnson-County Regional Economic Development Organization (CREDO) is a separate non-profit housed with the Chamber, allowing the two groups to share resources and expenses. CREDO, as the economic development entity for Johnson County, is committed to expand and diversify the economy, to retain employers and attract higher paying jobs, to increase incomes and investment, and to generate and maintain positive growth throughout Johnson County for all its citizens.

The CREDO Board is made up of dedicated community leaders who use their time and resources to promote and market the available economic benefits of living and doing business in Johnson County. They all have extensive backgrounds of public service with a focus on preserving and improving the quality of place in our community for everyone. CREDO is historically funded with a mix of private and public funds. As such, under its obligations to taxpayers, it meets under the Arkansas Open Meetings Act.

CREDO serves as the point of contact for RFI's from the Arkansas Economic Development Commission, site selection consultants, or directly from companies looking for potential sites for economic development. It is the caretaker of the City's I-40 business/industrial park and continuously markets and promotes this property for the City.

Overall, CREDO pledges that existing businesses and industry are provided the appropriate available manpower, resources, and skills of the Clarksville-Johnson County Chamber to allow for a sustainable and improved economic landscape in our region. In addition, it is obligated to discover and assist new business and industrial development in Clarksville.

Clarksville is an outstanding community, with great people and wonderful assets. To ensure economic success, communities must be proactive in developing themselves in a way that will be attractive to residents, existing companies, and companies looking for a new location to invest and grow. The most likely path toward success is to establish a focal point in the community and provide it with the funding and skills required.

Economic Development

2019 Agenda

BR&E

Workforce Development and Education

Maintain and Update Demographic
Information

Market and Promote Clarksville and
Johnson County

Partner with State and Local Officials to
Advance Priorities

Support Creation of Private Sector
Job Opportunities

Government Affairs Committee

Members:

Larry Isch, University of the Ozarks; Mike Dorsey, JRMC; Don Chappell, Retired; Kris Muldoon, Farm Bureau Insurance

Mission:

To create a positive and stable business climate for our members by promoting and supporting business-friendly policies at all levels of government, working and communicating with government officials and agencies to enhance economic prosperity and make Johnson County a more attractive place to live, work, learn, and play.

We formed this committee to develop a program in order to raise awareness of specific issues to help promote the greater Johnson County business community.

Government Affairs Committee

2019 Agenda:

Maintain dialogue with all government agencies that have developmental, regulatory, and advisory responsibilities on a federal, state, and local level.

Invite state agencies and their key members to hold meetings and speak in Johnson County.

Keep business community apprised of legislative issues and policies during legislative session. This will keep everyone informed of the latest developments in Clarksville and Little Rock.

Join Arkansas River Valley Economic Development Association for AR legislative reception in LR.

Attend 2019 Governor's Conference on Tourism.

Attend city council meetings, CLW commission meetings, and County court meetings to stay informed of local government issues.

Hold local officials accountable. We need to convey our positions as strongly as possible to our elected officials at all levels and hold them accountable.

Government Affairs Committee



2019 Key Local Issues

Code Enforcement

Sign Ordinances

Tourism Marketing

2020 Census Participation

2019 Key State Issues

Education and Workforce
Legislation

ATV Reform

Minimum Wage

Tax Reform

2019 Federal Issues

Infrastructure Spending

Education and Workforce Initiatives

Manufacturing Taxes

Maintaining Diverse Workforce

Small Business Committee

Members:

Estelle Jimenez, Clarksville Light & Water; Nikki Dorn, Johnson Regional Medical Center;; Bill King, 24 Hour Fitness; Dulce Baeza, La Michoacana

Mission:

To support and promote the small business community with all available means in Johnson County.

We formed this committee to assist local business owners meet their needs and help identify opportunities for them to grow their customer base and give our community more options to buy locally.

We know owning and operating a successful small business is one of the most time-consuming endeavors anyone can take on. From head-cook to chief bottle-washer, the owner-operator is aware of everything in the business process and constantly working to maintain an efficient operation. The

Chamber staff and its Board want to assist our small business members not just achieve the status quo, but pass over the bar and expand their opportunities. Help us help you.

Small Business Committee

2019 Agenda:

Organize and sponsor workshops, seminars, and forums on a wide variety of topics to maintain competitiveness within our business community.

Continue to engage with Main Street, organize Main Street workshop to train us how to offer advice, as well as offer Main Street resources to give first-hand assistance.

Explore opportunities for local retail promotion.

Continuous effort to share facebook posts and help educate the public on what local businesses offer.

Shop Local keychain. Recruit more members to offer discounts to people with memberships.

Ensure members have digital marketing presence. A digital presence is more important than ever. Every business needs a basic digital presence and keep it updated so customers can find them with ease, as well as enable online conversations and engagement.

Identify synergies on what local businesses could team with another local business, expanding their customer bases simultaneously. For instance, a fitness center could team with a sports apparel store.

Membership Services Committee

Members:

Jason James, Centennial Bank; Jason Shook, Arvest Bank; Jacob Gould, West River Valley RSWMD; Kris Muldoon, Farm Bureau Insurance

Mission:

To keep membership stable, to strengthen numbers, and grow the quality of members, building a strong and unified business community.

We formed this committee to conduct a continuous program of membership recruitment and retention, to improve the availability and value of belonging to the Chamber, and build relationships among the public to promote the Chamber and take advantage of opportunities to secure new members.

Membership Services Committee

2019 Agenda:

Recognize and provide benefits to help grow our members.

Attend ribbon cuttings and ground breakings.

Visit and welcome new businesses, as well as existing, in Johnson County.

Take prompt action on members who may relinquish their memberships.

Increase networking functions. These events will help our organization spread the message with publicity, and will keep members informed with the chamber and attract new ones.

Work on membership benefits that best fit each member's needs. Our aim is to ensure each member gains from their membership and finds value in being a Chamber member.

Royals

Members:

Kay Alexander, Hedgeway Church; Chris Asbury, Hanesbrands; Don Chappell, Retired; Jerilyn Channel, Life Bridge Church; Tiffany Cowell, Trinity Home Health; Nikki Dorn, JRMC; Melissa Houston-Coffman, Hanesbrands; Sara Petterson, Coldwell Banker; Blake Schreckhise, Coldwell Banker; Kenny Smith, Jo. Co. Sheriff Office; Cathrine Stephens, Mary Kay Consultant; Natasha Wilson, Wal-Mart DC

We cannot express our appreciation for the volunteers that make up the Royals in words. Their assistance with events and functions have made all the difference between success and failure. Going forward, we need to strengthen the participation in this important group to drive an ambitious program.

2019 Agenda:

Attend ribbon cuttings, visit, and welcome new businesses in Clarksville-Johnson County.

Royals help with personal visits to members, to know their membership is appreciated, and the demand on time for staff at Chamber makes this difficult to accomplish effectively, but it is the most important of membership conservation.

Volunteer for various duties at additional Chamber functions when needed and appropriate.

Strengthen membership of the Royals.

Downtown & Main Street



Clarksville is fortunate to have a compact downtown with historic buildings located two blocks from a prominent 4-year liberal arts university on a 30-acre campus. To many of us, downtown is the face of our community and gateway to the University of the Ozarks, and downtown revitalization is a priority for our organization.

With that said, we have made the commitment to be a member of the Arkansas Main Street Network, a part of the national Main Street America program. This program has been helping revitalize older and historic commercial districts since the late 1970s.

As a member of this network, we have access to grants to help refurbish and update downtown properties. We also have complimentary services from state staff. They conduct training sessions and workshops for public officials, as well as business owners. They help assess and provide advice to communities on potential projects and overall strategies to address the common issues facing small-town downtowns. We plan on continuing this important partnership and focusing resources to revitalize downtown Clarksville.

Leadership Johnson County

Leadership Johnson County prepares emerging leaders of Clarksville and Johnson County who have demonstrated potential to have a positive impact in our community's future. This is a unique opportunity to meet, interact, and learn from existing leaders, businesses, and organizations in the community, as well as enhance personal knowledge and professional skills.

Participants learn about and engage directly in things such as Local/State Government, Economic and Community Development, Healthcare and Community Services, Education, Manufacturing, as well as Recreation and Tourism. Upon completion and graduation, Clarksville and Johnson County will have developed a productive group of motivated men and women to help us work toward a better future in Clarksville and Johnson County.

In 2019, we have 18 participants in Leadership Johnson County from a diverse professional background. We have split them into two groups and they are working on two important community projects: a food truck event/park and an exercise park. We look forward to working with them on these projects and to engage the Leadership classes in the future to better serve the community and create lasting partnerships. In addition to the 18 participants, we have 3 volunteers, that greatly enjoyed the previous year's class, to help with this year's class.

Tourism

Tourism and hospitality services is considered the second largest industry in Arkansas. In Johnson County, this industry could be exploited for more than it currently is.

We are located on Interstate-40, allowing convenient access within a days drive from major cities, and offer many outdoor and recreational opportunities for visitors searching to escape from the bothers of city life.

Johnson County is centrally located between the Ozarks and Quachita Mountains, allowing easy routes to the countless points of interest in the National Forests and State Parks. Depending on the time of year, we have the spaces and areas for hunting, fishing, canoeing/kayaking, motor boating, scenic driving/riding, OHV/ATV riding, hiking, biking, and swimming.

Currently, Clarksville collects a tax for Advertising and Promotion to reinvest in our hospitality sector and grow this industry. We will continue to dedicate resources to promote the hospitality-based businesses in Johnson County, but opportunities exist to improve on our marketing to attract more visitors from around the state and country and establish ourselves as a tourism destination.

We have existing working relationships with AR Parks and Tourism, in conjunction with River Valley Tri-Peaks Association, to advocate for our existing businesses and promote the natural beauty of our area.

Local and state elected officials recognize the huge potential of this industry and it is incumbent upon us to work with these leaders to identify opportunities at a state and local level to support the growth of this sector.

Programs, Events, and Workshops

2019 Tentative Calendar

February

Chamber Awards Dinner
Q1 Business Workshop
Q1 Workforce Workshop

March

Buddy Bass Tourney
Spring Clean Up
Home Showcase - Local Vendors

April

Wing Fest
Spring Greening
Farmers Market Begins
Q2 Business Workshop

May

Job Fair - Student Focus
Relay for Life
Q2 Workforce Workshop

June

Lightning on Ludwig

July

JC Peach Festival
Q3 Business Workshop

August

Johnson Co. Fair
Q3 Workforce Workshop

September

Job Fair - Community Focus
Sonny Smith Memorial Bass
Tourney
Ozark Rape Crisis Center on
Our Way 5K
CASA's Light the Night 5K
Farm to Table

October

Q4 Business Workshop
Halloween Safe Treat
Farmers' Market Ends
Q4 Workforce Workshop

November

Red, Blue, & You
Veteran's Day Parade
Holiday Open House

December

Light up the Square
County Wide Christmas
Parades

Monthly Membership Luncheons - 3rd Wednesday at 12 pm

Thank you!

**Brian, Jessica & Karlee
would like to thank you for
your support and guidance.
We are so grateful and proud
to be able to promote our county
and work towards a better tomorrow.**

**Our doors are open,
please never hesitate to contact us
with any suggestions, concerns or feedback
on how we are doing.
We strive to be as effective as possible.
We can't help what we don't know,
so please contact us to inform
us on how we can serve you!
We work for our membership.
We are servants of the community.**

Thank You!

Brian

brian@clarksvillejocochamber.com

Cell: 479-774-5966

Jessica

jgunn@clarksvillejocochamber.com

Cell: 479-214-3588

Karlee

khenson@clarksvillejocochamber.com

Cell: 479-353-2702

clarksvillejocochamber.com

facebook.com/ClarksvilleChamber/

"To Support and Promote the Business Community in Johnson County, Creating an Attractive and Stable Environment Where Businesses will Grow and Thrive, and all Citizens can Achieve the Highest Quality of Life."

We are the...

Clarksville
JOHNSON COUNTY
CHAMBER

479-754-2340