



Morristimes

September 2022 E-Newsletter Over a Century of Service!

SAVE THE DATE--November 17 for the Annual Meeting!



**Volunteers
Needed**

**Volunteer Opportunities on
Friday afternoon & Saturday
for 2-hour, 4-hour or All-day shifts.**

Contact:

**Debra (manager@morristownchamber.com) or
Jodi (industry@morristownchamber.com) at the
Chamber office to sign up.**

TN Achieves
Changing Lives, Transforming Communities

tnAchieves and the Power of Mentoring

Presented by

Krissy DeAlejandro

- Krissy will provide background on tnAchieves and TN Promise, explaining how the program has grown to serve 83 counties across the state.
- In addition to history on the program, attendees will hear local and statewide data illustrating the program's impact on students and communities.
- The tnAchieves mentoring role will also be discussed in detail, including information related to upcoming changes being made to the volunteer program designed to better serve both mentors and students.



**Monday
September 19
12:00—1:00 p.m.**

**Lunch—\$15
Catered by**



**Reservations
REQUIRED!!
RSVP to**

macc@morristownchamber.com



From the President's Desk

--Marshall Ramsey

The Value of Tourism

What is the value of tourism? I've heard this question a few times in my career, and I usually explain this to groups I speak to, but in our community, the value of tourism is much more significant than many people think or even believe.

A tourist is defined as anyone travelling 50 miles or more for business or leisure according to the US Travel Association. We always think of a tourist as someone who visits the mountains or beach with a family but business travel is a significant piece of the tourism pie as many came to realize during COVID. Hamblen County was blessed with significant business and industry which isn't as susceptible to the ebbs and flows of health and economy as most of our industry is very diverse. Hamblen County also has much outdoor recreation that generates significant local taxes that helps offset what each local resident would pay yearly. This year, each resident of Hamblen County pays \$305 less in taxes based on tourist spending in our community.

A great local example of tourism is our locally hosted fishing tournaments. These tournaments are low impact on our environment yet generate around \$100,000 in local taxes PER TOURNAMENT! Disc golf is also significant in a couple of ways. We have daily visitors to our community that we can't track but our largest event, the State of Tennessee Disc Golf Open, brings over 500 visitors to Morristown staying multiple nights and generates over \$250,000 in local taxes. This tracking is done by required surveys of the participants.

As the Chamber finishes up our monthly concert series Downtown at the Farmers Market, we have seen attendance increase significantly with many out of town visitors as well. Next year will also see the opening of Morristown Landing and multiple new indoor spaces for hosting events, conferences and tournaments, so I believe our tourism collections will continue to increase in our community.

For a community with one of the lowest tax burdens east of Nashville, 17 state, city or county parks is unbelievable knowing that we are the third smallest county in Tennessee! I think I'm in the group that says "have fun waiting in line 2 hours to see a deer just a short distance away, I'll just drive through Panther Creek Park and see them."



Mark your calendar!

Wednesday, September 21

5:00—7:00 p.m.



College Square Mall
2550 E. Morris Blvd
Morristown TN 37813

Tennessee Tourism Outperforms the Nation with Record \$24 Billion in Domestic Travel Spending in 2021; Hamblen County Visitors Spend \$90.93 Million in 2021.

NASHVILLE, Tenn. (Aug. 30, 2022) – Tennessee tourism generated \$24.2 billion in domestic and international travel spending in 2021, according to recently released economic impact data from U.S. Travel Association and Tourism Economics. It also marks the largest visitor spending nationally in Tennessee’s history. Travelers in Tennessee spend an estimated \$66 million per day. Travel in Tennessee generated \$1.9 billion in state and local tax revenue. Travel and tourism are also the third largest employer in the state.

Tennessee Governor Bill Lee and Department of Tourist Development Commissioner Mark Ezell highlighted efforts to continue the industry’s strong recovery.

“Tourism drives economic development and job creation so that every Tennessean can thrive,” said Gov. Lee. “Our decision to prioritize strong recovery has yielded record levels of tourism growth, and we continue to welcome visitors to see all Tennessee has to offer, from the Mississippi River to the Great Smoky Mountains.”



“Tennessee is crushing it with the largest visitor spending national market share for Tennesseans in our history,” said Mark Ezell, Commissioner of the Tennessee Department of Tourist Development. “Tennessee is one of the top travel destinations in the world because of our tremendous assets including our unmatched scenic beauty, diverse cities, and small towns, as well as our world class attractions, music, cultural and historical sites. We’re so grateful to this industry and our partners and blessed visitors come experience these destinations and support local businesses, local restaurants and local lodging and support communities.”



Morristown and Hamblen County appreciated a 34% increase in visitor spending from \$67.97 million in 2020 to \$90.93 million in 2021 ranking it 23rd of Tennessee’s 95 counties and 5th in the 16-county region in visitor spending.

“The individuals and families coming to Hamblen County to enjoy Panther Creek State Park, Cherokee Lake, our premier disc golf courses, museums, festivals, and events are the reason we’ve seen this significant rebound from 2020. This increase in visitor spending could not have been possible without the many hotels, restaurants, and additional businesses that welcome visitors daily. As a result of the taxes generated by these visitors, each Hamblen County household spends \$305 less in state and local taxes.” stated Morristown Chamber Director of Tourism, Anne Ross.



Business Showcase



A Free Community Event!
Thursday, September 15th
3 p.m.—6 p.m.



First Presbyterian Church—Family Life Center
600 West Main Street, Morristown

Giveaways every hour * Free food samples * Shopping & More

Eat Free!

- Dunkin
- Freddy's Frozen Custard & Steakburgers
- JET'S Pizza Morristown
- Redbud Deli
- Rich Products Corp.
- Texas Roadhouse

60+
Vendors

EVENT SPONSORS

- B.K. Graphics
- Bluemont Group LLC/dba DUNKIN
- CertaPro Painters of East Tennessee
- Eastman Credit Union
- Express Employment Professionals
- Farmers Insurance—Jake Stokely Agency
- Growing Appalachian Industry Solutions
- InnerDigital
- Knoxville TVA Employees Credit Union
- Morristown-Hamblen Healthcare System/Covenant Health
- Morristown Landing Recreation and Events
- Morristown Tire & Performance
- National Fitness Center
- ORNL Federal Credit Union
- The Girls & Me Boutique
- Urgent Team
- Western & Southern Life

EXHIBITORS

- Acme Printing Inc.
- AliYah Academy
- Appalachian Electric Co-op
- Ballad Health
- Bella Health
- Benjamin F. Edwards & Co.
- Blue Ridge Title Company, LLC
- Camelot Care Centers
- Century 21 Legacy
- Citizens National Bank
- Commercial Bank
- Edward Jones Investments
- First Peoples Bank Talbott
- First Presbyterian Church
- GFWC Morristown Ladies Reading Circle
- Hamblen County Dept. of Education
- HomeTrust Bank
- Howard's Pharmacy
- Lakeway Transit/ETHRA
- Lions Volunteer Blind Industries
- Lowland Credit Union
- May Family Chiropractic
- OTICS USA, Inc.
- Quality Plumbing Heating & Cooling
- Rose Center
- Sitel Group
- Stepping Out, Inc.
- Stubblefield Funeral Home
- TEAM Technologies
- Tennova/Jefferson Memorial
- Trilight
- Union Home Mortgage
- Walters State Community College

MAJOR SPONSORS



Membership Breakfast

We are excited! Please Join Us!

girls
inc.



DATE: Thursday, September 29, 2022

TIME: 7:30 a.m.

LOCATION: Girls Inc.

301 Sulphur Springs Road



Please RSVP to:

macc@morristownchamber.com

Or Call: 423-586-6382



Chamber of Commerce Downtown Program

EVENT SPONSORSHIP OPPORTUNITIES

CHALKTOBERFEST

Saturday, Oct. 8th

- Student Chalk Art Competition Sponsors -2 Needed * (1 available) \$500
- Artist Chalk Art Competition Sponsors-3 Needed * (2 available) \$500

This event will be held on Main Street along with the 1907 Brewing Co. Oktoberfest. The event will be full of art exhibits, chalk art competitions, music, entertainment and more.

DOWNTOWN MORRISTOWN HOLIDAY HOOPLA

Saturday, Nov. 26th

- Santa's Work Shop Sponsors- 2 Needed * (1 available) \$500
- Kid's Area Sponsors-2 Needed * (2 available) \$500
- Music & Entertainment Sponsors- 2 Needed * (1 available) \$500

This event is held in celebration of Shop Small Saturday. There will be shopping, vendors, music and other holiday festivities, throughout the day and we will end the day with the City's annual tree lighting.

NEW YEARS EVE CELEBRATION ON MAIN STREET

Saturday, Dec. 31st

- VIP Event Sponsorship's **SOLD OUT** \$1000 ★
- Music & Entertainment Sponsors-4 Needed * (4 available) \$500

This year will be our 2nd Annual Downtown New Year's Eve Celebration that will include music, entertainment, dancing, craft beer, a countdown and more, all on Main Street!!

➤ All sponsorship's above will include your logo or name to be printed on all event marketing materials along with social media advertising and banners or signs. You also receive a booth at these events.

* Special category sponsors will also receive their names or logos to be printed on the signage for that area at the event.

★ NYE VIP Sponsors also receive a special package including tickets to the VIP private party room at the New Years Eve event, which includes hors d' oeuvres and other party perks.

For more information about being a sponsor for any of the events above please contact Heather Brooks the Director of Downtown Development. Thank you.

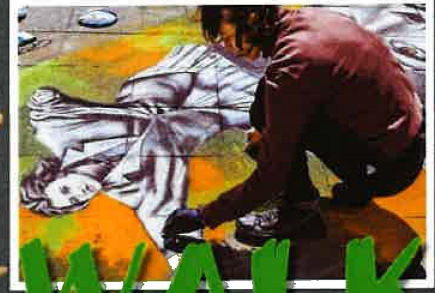
(423) 312-1476

downtown@morristownchamber.com

Chalktoberfest

Downtown Morristown

Oct. 8th



CHALK THE WALK



Saturday, Oct. 8 / 10 am - 3 pm
on Main Street during the
1907 Brewing Co. Oktoberfest

- Live Music & Entertainment
- Chalk Art Contests
- Art Vendors on the SkyMart
- Food & Brew



Scan the QR code for Chalk Art Contest Registration

Presented By:





WHICH IS WHICH?



Chamber Chatter!

Morristimes

**Confused about the Chamber's two e-publications?
Did you know each publication has a distinct purpose?
*Hopefully we can clear up your confusion and provide some answers!***

Morristimes

- Is published the first week of every month
- Contains articles about **Chamber events and activities** only
- Provides economic and business advocacy information
- Contains articles written or edited by the Chamber staff

Chamber Chatter!

- Is published between the 15th and the 20th of each month.
- Contains information about **MEMBERS**' activities, events, honors, awards, discounts or advertising (FREE)
- Contains information submitted **BY OUR MEMBERS**.
- The deadline to submit articles for the upcoming month is published in the current issue of each Chatter—usually between the 12th & 14th
- Articles should be submitted in Word format; ads/pictures in jpg or png.
- Articles must be submitted each month—we cannot run the same ad multiple times and cannot keep an ad “on file”.
- All submissions should be e-mailed with **CHAMBER CHATTER** in the subject line of the e-mail. Send to manager@morristownchamber.com.

*I hope this has been helpful in explaining the purpose of our Chamber e-publications as well as to remind you, if you have not already taken advantage of Chamber Chatter to promote your business, to do so soon. If you have other questions or need more information, please give me a call at 423-586-6382 or e-mail me at manager@morristownchamber.com.
— Debra Williams, General Manager*

Welcome New Members!

AliYah Academy

929 W. First North Street
P. O. Box 1045
Morristown, TN 37816
Phone: 865-297-6940
Fax: 865-224-3095

www.aliyahacademy.com

Katie Nemeth, Director
Ray Nemeth, Marketing Admin
Leisa Rogers, Special Needs Adv.
Homeschool Umbrella School
Cat. IV Church Related

Crye*Leike Premier Real Estate -

Emily Sexton

4169 Harbor View Drive
Morristown, TN 37814
Phone: 423-736-7854

www.sextongetsitsold.com

Emily Sexton, Realtor
Real Estate

GFWC Morristown Ladies

Reading Circle

501 E. First North Street
Morristown, TN 37814
Phone: 423-312-5029

<http://GFWC.org/>

Robin Dawson, Co-President
Stephanie Hamill, Co-President
Deirdre McAdams, 1st V.P.
Clubs & Organizations
Events Venue
Parties, Wedding, Showers

HealthStar Physicians

420 W. Morris Blvd., Ste 400A
Morristown, TN 37813
Phone: 423-581-5925
Fax: 423-581-2828

www.healthstartn.org

Mickey Brabson, CEO
Physicians
Healthcare Services
Ear, Nose Throat
Sleep Studies
Allergies



Intricate Beauty By Karmella

123 W. First North Street
Morristown, TN 37814
Phone: 216-376-6234
<http://lbbk.GlossGenius.com/>
Karmella Grant, Owner

Facials
Waxing
Lashes
Skincare Classes

Posh Medical Spa, LLC

203 W. Main Street
Morristown, TN 37814
Phone: 865-712-6227

<https://www.poshmedicalspa.com/>

Sarah Price, FNP-C
Grayson Price, Owner
Medical Spa
Laser (MSR)
Microneedling
Platelet-Rich Plasma (PRP)
Esthetician Services



The Lilypad on Main

130 West Main Street
Morristown, TN 37814
Phone: 423-438-2470
Email: info@lilypadonmain.com

Patty Ingram, Owner
Rob Ingram, Owner
Events Venue
Parties
Weddings & Showers

Urban Radiance Aesthetics + Family Wellness

5689 W. Andrew Johnson Hwy.
Morristown, TN 37814
Phone: 865-809-2548
Email: urbanradiancectn@gmail.com
Calli Coffey, MSN-RN
Medical Spa

YOUR NAME COULD BE

LISTED HERE ! If you know of someone who should be a member of the Morristown Area Chamber of Commerce, please contact Pat Seaver, Director of Sales and Marketing at:

membership@morristownchamber.com

or call 423-586-6382.



*When you are Looking for a
product or service*

*Don't forget to use our on line
Membership Directory at
www.morristownchamber.com*

*To support the businesses who
support our community through
their Chamber investment.*

Congratulations!
September
Ambassador of the Month



Marie Nicely
Lakeway CASA

Congratulations!
2nd Qtr.
Ambassador of the Quarter!



Tonya Hall
College Park Pharmacy



Featured Gold Star Members



The Chamber boasts over 85 member businesses designated as Gold Star Members. Each month we are proud to feature, on a rotating basis, six of these special investors.



www.cateagency.com



www.hcexcell.org



www.lowlandcu.org



www.cbtn.com



www.howmet.com

The Gold Star designation is for members who support the mission and program of work of the Chamber through increased financial investment. Gold Star members receive special recognitions and benefits throughout the year in return for this increased investment. If your company would like more information on becoming a Gold Star member, please contact Pat Seaver, 423.586.6382 or membership@morristownchamber.com

Mark Your Calendars!

Friday, September 9

12 Noon

Grand Opening Ribbon Cutting — The Vale

243 W. Main Street

Thursday, September 15

3:00 P.M. — 6:00 p.m.

Business Showcase - A Free Community Event

Over 60 Vendors and Free Food Samples

First Presbyterian Church, 600 West Main Street

Saturday, September 24

12:00 — 8:00 p.m.

Morristown Craft Beer Festival — Free Admission

Downtown Green

Thursday, September 29

7:30 a.m.

Membership Breakfast — Girls Inc. 50th Anniversary Celebration

301 Sulphur Springs Road

Friday, September 30

8:30 a.m.

New Member Orientation

Chamber Board Room

We encourage you to reach out to us here at the Chamber if you need assistance 423-586-6382.

www.morristownchamber.com



Times Available for Counseling Sessions
at the Morristown Area Chamber of Commerce
For appointment times call (423) 392-8825

Aundrea Salyer, MBA
KOSBE Executive Director