

## Thanks to Everyone Who Made the 2024 Christmas Parade a Success

The 2024 Morristown Christmas Parade is in the books and a great parade it was. With over 140 businesses and organizations participating, the crowd on the street was treated to a wide display of “Christmasy” entries, highlighting this year’s FUN theme, “Christmas in Candyland”. Many hours of work and preparation went into making the parade entertaining, successful and safe and we have many, many people and organizations to thank.

A very special thanks to our Presenting Sponsor, Morristown Pediatric Dentistry for their generous sponsorship. We also thank Blue Ridge Title/Carroll Anderson & Foust, Lakeway Christian Academy, TCAT Morristown and Walters State Community College for sponsoring the professional floats, as well as to all our business and organization entrants.

We had a great group of volunteers who worked on the planning committee, chaired by Lisa Grooms. Committee members include Lisa Baker, Pete Barile, Chris Bell, Paul Brown, Susie Cox, Lt. Ken Hinkle, Sgt. Diana Morgan, Becky Hodge, Adam Ivy, Jordan Leach, Pat Mattis, Kat Morilak, Rhonda Norris, Jim Price, Hope Ross, Tony Sellars, Leigh Sempkowski, David Slack, Angel Soza, Matthew Ulrich and Mike Walker. These committee members were assisted and supported by the amazing folks at the City of Morristown— City Council & Administration, Public Works Department, Police Department, Parks & Rec Department and Fire Department; the Hamblen County Commission, Hamblen County Sheriff’s Department; and Hamblen County Emergency Management Team; The Morristown Hamblen Rescue Squad.

Another special group to thank are those businesses along the parade route who so generously allowed us to use their parking lots and facilities to stage the parade, including Morristown Utilities, Mayes Mortuary, First Baptist Church, First Presbyterian Church, All Saints Episcopal Church, Hamblen County Farm Bureau and HomeTrust Bank. We also appreciate the cooperation of all businesses downtown and along Main Street for being supportive and joining in the fun of parade night.

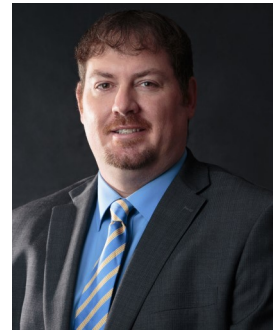
We also want to thank the Citizen Tribune, WCRK and WJDT for helping us share information about the parade and keep the public informed

It was an honor to recognize recently retired Hamblen County Mayor Bill Brittain as our Parade Grand Marshall and we appreciate the team with Morristown’s First Fire Truck who provided the transportation for Grand Marshall Brittain.

And, last, but certainly not least, we were thrilled to have our most special guest, Santa Claus, who took the time from his VERY busy schedule to make a quick trip to Morristown to join our parade.

# *A Message from the President*

*...Marshall Ramsey*



## **Get A Boutique Passport For Christmas Shopping Ideas**

With Christmas on the doorstep, I want to highlight an initiative of our Chamber/Downtown/Tourism programs and that is the new Boutique Passport. This passport is your discount shopping book for Chamber member boutiques and we already have a wait list of those who want to participate when we do the reprint. These passports can be picked up at the Chamber of Commerce or participating businesses and include those listed on page 4.

Initiatives like these incentivize the consumer to shop local and create awareness of the large number of unique shopping destinations in our community. We know this passport isn't all inclusive, but it isn't meant to be. It is some of the top picks in the community and most importantly, it is made up of chamber members. Membership has its privileges, and this is another free (or near free by offering a small discount) that small businesses can receive marketing to tens of thousands of potential customers.

We know how easy it is to slip down some of the most crowded highways in our neighboring counties, but remember, it is important in a community like ours to remember those business and industries that support our community and return that support to them as much as possible. Also, when shopping local, you are doing your part in supporting local education as 50% of the local option sales tax goes toward education. Your future workforce and the success of your business depends on an educated workforce and these sales tax dollars drive our local success.

**VISIT MORRISTOWN TENNESSEE**

**ATTENTION:  
FESTIVALS AND EVENTS**

**MARKETING GRANT  
OPPORTUNITY**

FROM THE MACC TOURISM DEPARTMENT

**DETAILS COMING IN JANUARY**

The graphic features a dark blue background with out-of-focus warm-toned lights, resembling Christmas lights. The text is white and blue, with the main title in large, bold, white letters. A blue rounded rectangle at the bottom contains the text 'DETAILS COMING IN JANUARY' in white.

# Parade Winners

*First Place Float—Wright Customs, LLC*

*Second Place Float—Allegra Printing*

*Third Place Float—The Manning Family*

*First Place Car—Quality Plumbing*

*Second Place Car—Cummins*



Morristown's

# Boutique Passport

Your Guide to

## Local Shopping

Available at the Chamber of Commerce & at participating boutiques:

Begin Again Shoppe  
Dawson's Men's Shop  
East Tennessee Diamond  
Elliott's Boots & Shoes  
Gigi's  
The Girls & Me Boutique  
Kelley Marie Chic Boutique

Qucin  
Main Street Christian Bookstore  
Rowena's on Main  
Sweet Magnolia  
Trinkets & Treasures  
J Tilden's Art Gallery  
Toadily Studios  
Vintage This-n-That

*with more coming in 2025!*

APPROVED  
by Santa



# CANDLELIGHT CHRISTMAS MARKET

FRIDAY, DECEMBER 13TH  
MAIN STREET  
5PM-8PM

Shop local and enjoy carolers, Bear Brew Coffee Truck, and Food Trucks. Live Artist Painting Downtown, bring proof of same-day purchase for a chance to win the painting. \$1 off a beer at 1907 Brewing Company with proof of same-day Downtown purchase.



# HYPE Young Pros—Last Event of 2024!



HYPE YOUNG PROS

# Christmas

UGLY SWEATER PARTY

Bring a White Elephant gift (\$20 max)

Males - bring a guy gift

Females - bring a girl gift

\*not required to participate



THURSDAY

DEC **12** 2024

5:00 PM - 6:30 PM

Tennessee Jack's Morristown  
130 Terrace Lane

RSVP to:

[membership@morristownchamber.com](mailto:membership@morristownchamber.com)



# NEW YEAR'S EVE ON MAIN

Food Trucks | Face Painting | Photo Booth  
Craft Beer, Cider & Wine Available from 1907 Brewing Company

SPONSORSHIPS AVAILABLE

SILVER SPONSOR - \$500

2 Available

- Name/logo on all marketing materials

Contact Natasha Morrison for more information: [downtown@morristownchamber.com](mailto:downtown@morristownchamber.com)



## Plans Underway for January Future Ready Expo

The Chamber, HC\*Excell and the Hamblen County Department of Education are again partnering to plan the upcoming Future Ready Expo. This year's theme – Unlock Your Future – provides 8<sup>th</sup> grade students the “keys” to

unlock their future through the exploration of various career and job opportunities in Morristown and the Lakeway Area. The event is scheduled for Wednesday, January 15, 2025, at the Walters State Great Smoky Mountains Expo Center.

The event planning committee is currently seeking business exhibitors. Participation is

FREE of charge. This is a wonderful opportunity to provide information that could guide students as they begin their high school path of instruction. If you and your business are interested in being an exhibitor at this year's FRE event, please go to <https://www.futurereadyexpo.com> to sign up. **Deadline is December 13<sup>th</sup>**. For questions, feel free to contact Jodi Barnard at the Chamber office at 423/586-6382.



## It's Not Too Late to Get Your Downtown Christmas Ornament



This year's Downtown Christmas Ornament is now available for purchase at the Chamber. Cost is \$25 each or \$20 each if you purchase 5 or more. The ornament features Morristown's First Fire Truck next to the City Christmas Tree at the Farmers Market and is packaged in a beautiful red gift box. Supply is limited.

The Chamber also has a supply of last year's ornament available for purchase for \$15 each.



# Welcome New Members!

## Michoacan A Pedir de Boca

290 N Fairmont Ave

Phone: 423-839-0465

Email: [castillo\\_deleon@hotmail.com](mailto:castillo_deleon@hotmail.com)

[Facebook Page](#)

Ovidio Castillo, Owner

*Ice Cream & Dessert Shop*

## Budget Blinds of Rogersville

125 Stapleton Ln, Ste 1

Rogersville, TN 37857

Phone: 423-295-7770

Email: [Rogersville@budgetblinds.com](mailto:Rogersville@budgetblinds.com)

<https://budgetblinds.com/rogersville-tn/>

David Back, Owner

*Blinds, Window Coverings*

*Home Improvements*

## Stay Alert, Inc.

1435 Hal Henard Rd,

Greeneville, TN 37743

Phone: 305-790-3395

Email: [jamielee@stavalert.us](mailto:jamielee@stavalert.us)

<https://stavalert.us/>

Jamie Lee and John Babun, Owners

*Firearm training*

## Angel Care Health and Wellness

5917 Rutledge Pike,

Knoxville, TN 37924

Phone: 865-564-5421

Email: [angelcarehealthandwellness@gmail.com](mailto:angelcarehealthandwellness@gmail.com)

[angelcarehealthandwellness.com/](http://angelcarehealthandwellness.com/)

Stacey Craig, FNP

*Healthcare Services*

## Simpli J Boutique

286 S Daisy St

Phone: 423-616-0528

Email: [simplijboutique@gmail.com](mailto:simplijboutique@gmail.com)

[Facebook Page](#)

Somer Jenkins, Owner

*Women's Boutique*

*Clothing & Accessories*

## Iconex Paper (Domtar)

301 Jones Franklin Rd

Phone: 470-719-4677

Tammy Casteel, Plant Manager

David Westerfield, HR Manager

*Receipt Paper*

*Paper Rolls*

*Manufacturing and Industrial Related*

## Roseland Florist and Gifts

612 E Morris Blvd

Phone: 423-307-4527

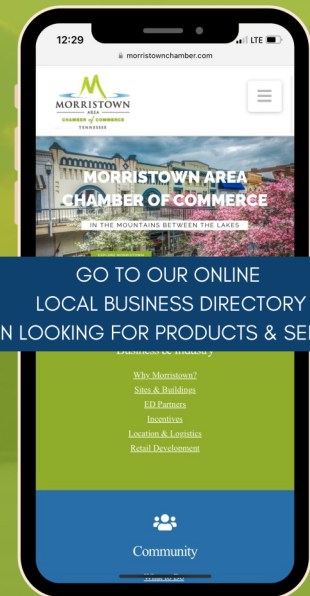
Email: [roselandfloristgifts@gmail.com](mailto:roselandfloristgifts@gmail.com)

<https://www.roselandflorist.net/>

Sharon Robinson, Owner

*Florist Shop*

*Gifts*



**Aundrea Salyer, MBA**  
KOSBE Executive Director

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

# AMBASSADOR OF THE MONTH



**Emmalee Costner**  
EMMALEE GRACE PHOTOS

# AMBASSADOR OF THE QUARTER



**Adam Ivy**  
FIRST HORIZON BANK



## Featured Gold Star Members



*The Chamber boasts over 100 member businesses designated as Gold Star Members. Each month we are proud to feature, on a rotating basis, these special investors.*



[www.firstpeoplesbank.net](http://www.firstpeoplesbank.net)



[www.josephconstruction.com](http://www.josephconstruction.com)



SUMMIT VIEW  
REAL ESTATE

[www.summitviewrealestate.net](http://www.summitviewrealestate.net)



[www.covenanthomecareandhospice.com](http://www.covenanthomecareandhospice.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 Lauren Seaver, 423.586.6382 or [membership@morristownchamber.com](mailto:membership@morristownchamber.com)*

# Mark Your Calendars!

Monday, December 9 <sup>th</sup> <b>Ribbon Cutting – Shafer Insurance</b> 525 W Morris Blvd, Ste A	1:00pm
Tuesday, December 10 <sup>th</sup> <b>Ribbon Cutting – The Charm Bar by KM</b> 123 W First North St	1:00pm
Thursday, December 12 <sup>th</sup> <b>Ribbon Cutting – Southern Orthocare</b> 622 W First North St	11:00am
Friday, December 13 <sup>th</sup> <b>Ribbon Cutting – The Pita Pocket</b> Chamber Parking Lot – 825 W First North St	12:00pm
Friday, December 13 <sup>th</sup> <b>Candlelight Christmas Market</b> Main Street	5:00-8:00pm
Monday, December 16 <sup>th</sup> <b>Ribbon Cutting – Talley Ward Recreation Center</b> 324 S James St	4:00pm
Thursday, December 19 <sup>th</sup> <b>Chamber Christmas Drop-In</b> 825 W First North Street	10:00am-2:00pm
December 24 <sup>th</sup> & 25 <sup>th</sup> <b>Christmas Holiday – Chamber Closed</b>	
Tuesday, December 31 <sup>st</sup> <b>New Years Eve on Main Street</b> Main Street	8:00pm-12:00am
Wednesday, January 1 <sup>st</sup> <b>New Year's Day – Chamber Closed</b>	

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

[www.morristownchamber.com](http://www.morristownchamber.com)

