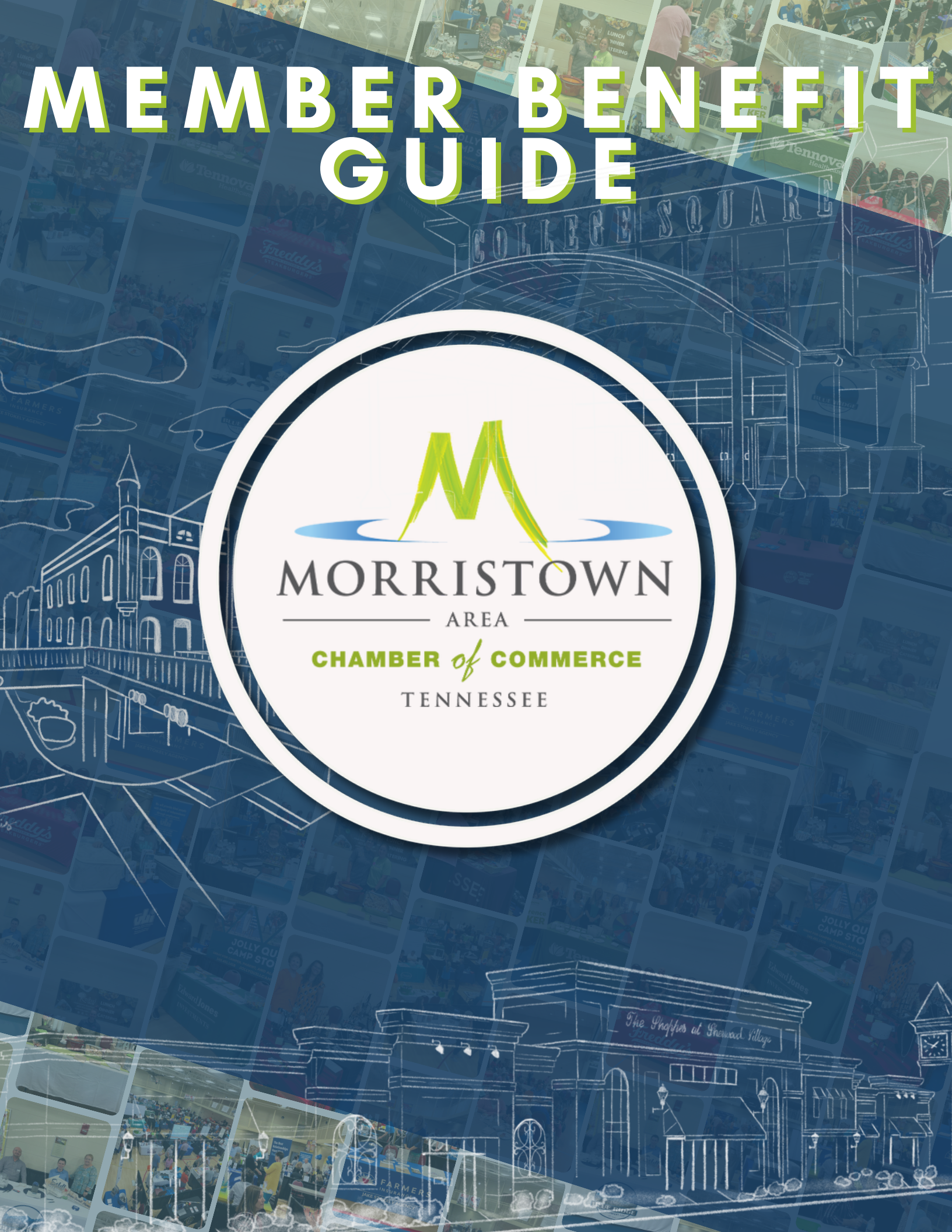


MEMBER BENEFIT GUIDE



WE'RE GLAD YOU'RE HERE

Here, with you, is our favorite place to be!

The Morristown Area has so much to offer and we are eager to help you continue to make the most of it. Let us help you experience the support of our team, educate the community about your offerings, and engage with other members in meaningful ways.

We look forward to serving you,
Your Morristown Area Chamber Team



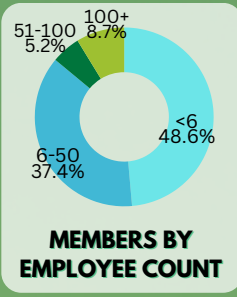


2024 Year in Review

631
BUSINESS MEMBERS

113
GOLD STAR MEMBERS

86 NEW MEMBERS



8 SMALL BUSINESS AWARDS PRESENTED

8 MAJOR TOURISM EVENTS

28 LEADERSHIP MORRISTOWN GRADS

2,500 Attendees

33 NETWORKING EVENTS

84 MEMBERS
11 EVENTS

58
RIBBON CUTTINGS

Women
IN BUSINESS

71 MEMBERS
10 EVENTS

500+ ATTENDEES AT BUSINESS SHOWCASE

Downtown Morristown

2 GRANTS FOR DOWNTOWN DEVELOPMENT
\$800,000

8
FIRST FRIDAY CONCERTS

21 FARMERS MARKET VENDORS
2,000+ VISITORS

60 EVENTS AT THE FARMERS MARKET

140+ BUSINESSES IN THE CHRISTMAS PARADE

VISIT MORRISTOWN TENNESSEE

25,000 VISITORS
GUIDES DISTRIBUTED

15 COMMUNITY EVENTS
15,000 ATTENDEES

2 MONTHLY E-PUBLICATIONS
2,000 SUBSCRIBERS EACH

103 EVENT SPONSORS

7 MEMBERSHIP BREAKFASTS

25 INDUSTRIES RECOGNIZED

GOLF TOURNAMENT
100+ ATTENDEES

\$118 BILLION
IN INDUSTRIAL CAPITAL INVESTMENT

\$1.4 BILLION
IN RETAIL SALES

\$101.8 MILLION
IN TOURISM REVENUE

780
NEW JOBS CREATED

660 VOLUNTEER HOURS

11 SOCIAL MEDIA CHANNELS
36,000+ FOLLOWERS
300M+ IMPRESSIONS

A little bit about

The Morristown Area Chamber of Commerce

Serving the Morristown business community since 1911, the Morristown Area Chamber of Commerce works with a comprehensive and diverse community to support, educate, and engage our member businesses and their needs. Additionally, the Morristown Area Chamber serves as a portal to the community. We are a welcome center and information hub for the Morristown area, answering calls, e-mails, and assisting walk-in visitors, both new and native to the area. Whether your business wants to relocate, needs to make new contacts, seeks marketing opportunities, is concerned about local legislation that impacts your business, or just cares about enhancing the community in which it is located, our Chamber is here to help.

Vision

The Morristown Area Chamber of Commerce will be the primary resource for business and the catalyst for community and economic development in the Morristown area.

Mission

The mission of the Morristown Area Chamber of Commerce is to create, nurture, and expand diverse economic growth, and be an advocate for business in Hamblen County and the Lakeway Region.

Core Values

Support • Engage • Nurture



Support

We know when businesses and organizations are supported, they have the ability to thrive and experience success. Morristown's diverse business population aids in keeping the community's character vibrant and unique. Providing support and helping the community understand how to do so as well enhances the social and economic fabric for all. The Morristown Area Chamber exists to support the community and our members businesses within it.



Engage



True connectivity and amazing community lead to successful business connections and growth. Engaging with community members allows for a strong, local economy to exist which in return allows a quality of life conducive to attracting new talent and new clients to our area. Building relationships helps build your business. When you engage and get noticed as an active member of your community through publications, participation, and even social media, you gain visibility, stand out, and shine. The Morristown Area Chamber exists to help our member businesses engage with their community and those in the community with one another.

Nurture

Each of us has an important part to play in our community. Whether you're an employer of hundreds or a one-man-operation, we all shape the Morristown Area. At the Morristown Chamber, we create opportunities to grow our community through dynamic events, concerts, and markets. These events have something for everyone, and we have found that when you feel you're a part of something, you're more likely to stay. And that's what the Morristown Chamber is all about, making sure families, businesses, and our workforce stay here locally.



Economic Development

Our community thrives through partnerships that drive economic growth, workforce development, and tourism. We attract new businesses, support expanding industries, and celebrate their contributions to jobs and investment. By promoting our area's natural beauty, history, and cultural assets, we boost tourism and draw visitors and retirees. We also revitalize Downtown Morristown, maintaining its Main Street designation to foster a vibrant hub for commerce and development.



Quality Business Climate



We work to ensure our community has the infrastructure and amenities needed for business success, focusing on quality roads and transportation to support the movement of goods and people. By monitoring road projects and future needs, we keep our priorities at the forefront with the Tennessee Department of Transportation. Open dialogue with local, state, and federal officials keeps our members informed on key business issues, while public forums and candidate meetings help foster an engaged electorate. Additionally, we prioritize making our community attractive to young professionals by addressing their needs for housing, entertainment, shopping, dining, and employment opportunities.

Investor Relations

The Chamber fosters connections among members through events like the Golf Tournament, Membership Breakfasts, Business After Hours, and the Business Showcase. The April Small Business Awards Luncheon celebrates excellence across various sectors, while the Ambassadors Club represents the Chamber at ribbon cuttings and networking events. Additionally, the Women in Business program offers monthly opportunities for learning and collaboration among women leaders.



Organizational Development



The Chamber thrives through strong volunteer support, a solid membership base, and a strategic plan to guide its goals. Leadership development is prioritized through the Leadership Morristown Program, led by alumni who recruit and mentor participants. Annual highlights include the Chamber's year-end meeting to celebrate achievements and the popular Christmas Parade, which ushers in the holiday season and supports local businesses.

Services & Marketing

Ribbon Cuttings + Grand Openings

We love to celebrate our businesses! We bring the ribbon and the ceremonial scissors, and YES, they really cut. For groundbreakings we bring the ceremonial gold shovels so we can "move some dirt" on your new location. We'll cut the ribbon outside of your place of business so people can recognize your location. We'll take pictures, post it to social media, and send it to our local media partners so everyone will know that you're HERE!



Conference Room, Notary Services

Need a space to host a meeting? We have conference rooms available for members to utilize free of charge. All we ask is that you schedule at least a week ahead of time. We also provide notary services at our office to all of our members.

Marketing + Advertising

- Chamber Chatter

Our Chamber Chatter e-newsletter goes out once a month to our Chamber members. Have something you want to share with our members? This is the place to do it! Ads should always be turned in to manager@morristownchamber.com by noon on the 12th of each month.

- Social Media

Let us use our reach to promote your business! We have one of the largest followings on social media out of all the Chambers in Tennessee, and with us sharing your posts, we can let our community and followers know that you're HERE.

- Mailing Labels

For a nominal fee, we provide you with a set of pre-printed mailing labels with all of the Chamber member addresses. This is usually used for mass mailings.

- Morristown Magazine

Advertise your business in the full color, "Morristown Magazine," which comes out annually featuring dynamic stories from our community. 5,000 copies are printed annually and distributed in and around the Morristown area, as well as to potential newcomers.

- Morristimes E-Newsletter

In addition to Chamber Chatter, Morristimes is an e-newsletter that goes out at the start of each month. Within it, you will find notices for the month's upcoming networking events and get updates on what your Morristown Area Chamber of Commerce is doing in the community and how that impacts business. This publication is not an advertising opportunity for members, but rather a way to stay in the loop.

- Community Calendar

Add your events to our community calendar on our sister site, visitmorristoryntn.com, and let the community know what is going on with your company. Check for Chamber events (ribbon cuttings, networking events, etc.) on our main site: morristoryntnchamber.com.

- Check the next page for specific event and program marketing opportunities.



Programming & Events



Looking to keep making connections outside the usual business hours? Sponsoring a Membership Breakfast or Business After Hours event offers a valuable opportunity to promote your business to 70-100 attendees. The Chamber provides support with room setup, a sound system, nametags, registration, and a list of potential caterers to streamline planning and ensure a successful event.

\$300 (plus cost of food)

8 Available (Each)

- Estimated 85-100 people (Breakfast) or 45-65 people (after hours)
- Invitation with logo published in Morristimes
- Email blasts with company logo sent to entire membership
- Chamber staff manage RSVPs and nametags for you
- 15-20 minute speaking opportunity
- List of all attendees for your business to follow-up



The Annual Meeting, held each January, serves as a comprehensive review of the past year's achievements and milestones. Attendees gain valuable insights into key metrics, including capital investments, retail performance, tourism revenue, and the number of new businesses established within our community. This event offers an unparalleled opportunity to reflect on our progress and celebrate our collective success. It's an occasion you won't want to miss.

Event Sponsor \$500

10 Available

- 300-350 attendees
- 2 Complimentary Tickets with seating at premier tables
- Company name/logo included on promotional materials
- Recognition from event emcee



Women in Business is an initiative of the Morristown Area Chamber of Commerce focused on strengthening relationships, tackling issues, developing solutions, and building up a community that empowers and embraces female leaders. WIB meets the first Friday of most months at TCAT Morristown at 8am.

Presenting Sponsor \$500

4 Available

- Name/logo on all marketing
- Recognition at each event
- Speaking opportunity

Membership \$135

- Networking with other business women
- 9 events each year that cover a variety of topics relating to women in business



HYPE, Helping Young Professionals Excel, is the Chamber's young professionals program. The goals of this program are to attract young professionals to the local community and local businesses, engage with them through events, both fun and educational, and ultimately to retain them in the Morristown Area. This group meets monthly at various local businesses for breakfast, lunch, and happy hours.

Presenting Sponsor

\$500

6 Available

- Logo on all HYPE marketing materials
- 5-minute speaking opportunity at all HYPE events
- 2 HYPE Memberships
- Customizable opportunities upon request

Programming & Events



The Chamber Golf Tournament is held the first Monday of June each year. It is a great way to get out in the greens and network with other business owners and community leaders. There are also ways you can get a larger advertisement for your company.

- | | | |
|--|---|-------------------------------------|
| Title Sponsor | \$1,500 (plus cost of player gift) | 3 Available |
| <ul style="list-style-type: none">• Name/logo on all tournament promotional materials, advertising, PSA's and on registration form• Exclusive right to provide player gift with sponsor name/logo to all players and have company representative on site to present the gift to the golfers• Two banners displayed at the tournament• Free registration for one team (4 players)• Recognition in Chamber E-newsletter, Morristimes prior to and after the tournament | | |
| Lunch Sponsor | \$1,500 (or in-kind) | 1 Available |
| <ul style="list-style-type: none">• Name listed on tournament promotional materials and on registration form• Name included in all advertising, pre and post tournament• Name/logo listed on banner displayed at the Luncheon Area• Free registration fee for two (2) golfers• Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament• Name announced during pre-tournament activities | | |
| Flight Sponsor | \$1,000 | 4 Available |
| <ul style="list-style-type: none">• Name listed on tournament promotional materials and on registration form• Name included in all advertising, pre and post tournament• Name and logo listed on banner displayed at the Leaderboard• Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament• Free registration fee for two (2) golfers• Name announced during tournament awards presentation ceremony | | |
| Beverage/Snack Cart Sponsor | \$150 | 3 Available |
| <ul style="list-style-type: none">• Sign placed on Beverage Cart/Beverage Stations during the tournament• Business name included in all advertising, pre and post tournament• Name included in pre-tournament Morristimes E-Newsletters and the post-event Morristimes• Option of having company representative drive cart• Free registration for 1 golfer | | |
| Hole Sponsor | \$150 | 36 Available |
| <ul style="list-style-type: none">• Business sign placed on Tee Box• Discounted entry fee for 1 participating golfer• Name listed in post-event Morristimes E-Newsletter | | |
| Player/Team (4 players) | \$100/\$400 | 120 Players/30 Teams Limited |
| <ul style="list-style-type: none">• Business sign placed on Tee Box• Discounted entry fee for 1 participating golfer• Name listed in post-event Morristimes E-Newsletter | | |

Programming & Events

Small Business Awards



Held annually in April, the Small Business Awards provide a platform to honor outstanding small businesses in our community. This event recognizes excellence across six key sectors: finance/insurance/real estate, service, nonprofit, hospitality and leisure, retail, and healthcare. Additionally, the Horizon Award celebrates a promising business under five years old that demonstrates exceptional potential. The event culminates with the prestigious Small Business of the Year award, recognizing overall excellence and impact.

Presenting Sponsor **\$1,500** **1 Available**

- Logo on all marketing materials
- Speaking opportunity at the awards luncheon
- Photo with all awards winners

Event Sponsor **\$750** **5 Available**

- Name/logo prominently displayed on all promotional material
- Name/logo displayed on table tent card and program
- Onstage thank you and introduction
- Special nametags for company representatives
- Media exposure in Citizen Tribune & Morristimes E-Newsletter
- One representative in all winner photos
- Two complimentary tickets

Award Sponsor **\$350** **8 Available**

- Name/logo displayed on table tent card and program
- Special nametags for company representatives
- Media exposure in Citizen Tribune & Morristimes E-Newsletter
- Photo with one award recipient
- Onstage recognition
- One complimentary ticket

INDUSTRIAL APPRECIATION BREAKFAST

Happening each October, the Morristown Area Chamber of Commerce recognizes those industries that have contributed above and beyond the minimum to our community. From outstanding job creation to capital investments, the 100+ manufacturers and industries in Hamblen County deserve to be recognized. For more information or to sponsor, contact Jodi at industry@morristownchamber.com.

Presenting Sponsor **\$500** **12 Available**

- Name/logo in color on event signage and program
- Exclusive invitation for 2 company representatives
- Special sponsor nametags for company representatives
- Recognition during remarks
- Pictures with one of the recognized industries for Media coverage in the Citizen Tribune.
- Recognition in the Morristimes E-newsletter

Corporate Sponsor **\$250** **20 Available**

- Name on event signage and program
- Exclusive invitation for 1 company representative
- Special sponsor nametag for company representative
- Recognition during remarks
- Recognition in the Morristimes E-newsletter

Programming & Events

BUSINESS SHOWCASE

The Business Showcase takes place every September and serves as a premier opportunity for you to highlight your business. This free community event attracts over 500 attendees annually, providing an excellent platform for networking with fellow businesses and engaging with the local community—all in one convenient location. Enhance your visibility by offering giveaways and door prizes, and take part in the friendly competition for the "Best Booth" award.

Presenting Sponsor **\$2,000** **1 Available**

- Expanded booth space at the entrance to display company information and promotional items
- Company name/logo included in all media and marketing materials

Major Sponsor **\$500** **5 Available**

- Logo/Name on all media and Chamber marketing materials
- Logo/Name displayed on inside and outside banners
- Online ad with Citizen Tribune (10,000 views)
- Booth at Showcase

Event Sponsor **\$350** **15 Available**

- Logo/Name on all media and Chamber marketing materials
- Logo/Name displayed on inside and outside banners
- Online ad with Citizen Tribune (10,000 views)
- Booth at Showcase

Standard Booth **\$195 (early-bird); \$250 after deadline**

- Logo/Name on all media and Chamber marketing materials
- Logo/Name displayed on inside and outside banners
- Online ad with Citizen Tribune (10,000 views)
- Booth at Showcase



The purpose of the Leadership Morristown program is to identify individuals who have been put in positions of leadership or who have the potential to become community leaders and provide them with the contacts, training, and encouragement to achieve and excel in leadership roles. The classes begin in August and conclude in November. Sessions include both classroom style, interactive, and visits to various locations throughout Hamblen County.

Program Tuition is based as follows:

- Chamber Members: \$800
- Gold Star Members: \$720
- Chamber Member Non-profit Organizations: \$500



The Ambassador Club is a vital volunteer group within the Morristown Area Chamber of Commerce. Ambassadors are expected to actively participate in ribbon cuttings, grand openings, networking events, committee work, and member recruitment efforts. The Club operates on a points-based system, recognizing top contributors with titles such as Ambassador of the Month, Quarter, and Year.

Serving as an Ambassador is not only a valuable extension of the Chamber but also a unique opportunity to build relationships, expand your network, and maximize your business's membership benefits. This free benefit offers limitless potential for professional growth and community impact.

Programming & Events



The Downtown Morristown First Friday Concert Series takes place on the first Friday of most months from May through October. These free community events showcase headlining performers across various genres, creating a vibrant and enjoyable atmosphere for couples, families, and the community at large. Each concert takes place at The Green at the Farmers Market, complemented by a night market featuring local entrepreneurs in the Farmers Market pavilion. With over 200 attendees at each event, the series is a true celebration of community spirit and engagement.

Series Sponsor **\$5,000** **8 Available**

- Logo on all marketing materials
- Logo on all print materials
- Availability for 10x10 company tent for all concerts
- Emcee to introduce your company at all concerts
- Custom Commercial to play during concert breaks
- Event Marketing Feb-Oct
- Exclusivity for your business sector



Visit Morristown, TN, is the tourism division of the Morristown Area Chamber of Commerce, dedicated to showcasing the vibrant attractions and experiences our community has to offer. Tourism in Morristown? Absolutely! Morristown welcomes visitors year-round with its lively festivals, picturesque parks, the serene beauty of Cherokee Lake, and the charm of historic Downtown Morristown.



Known as the Disc Golf Capital of Tennessee, we proudly host over 550 disc golfers from around the globe each June as they compete for top honors. Be a part of something that brings so many tourists and their families to town and has a \$275,000+ direct economic impact on Morristown. For more information, contact Anne at tourism@morristownchamber.com.

Course Sponsor **\$1,200** **4 Available**

- Logo at courses and sponsor sign at the Pro Shop

Player Pack Sponsor **\$500** **2 Available**

- Logo on 500+ player bags and sponsor sign at Pro Shop



The Downtown Program also manages the Farmers Market. Farmers are permitted to set up at the market May 1st-October 31st and must register with the Morristown Area Chamber of Commerce with an application and proof of insurance.

The Farmers Market may be rented out for community events by local organizations and businesses. In 2024, the Farmers Market hosted over 60 of these events, including the International Food Festival, Pop Up Markets, and more! For more information, contact downtown@morristownchamber.com.



Are you ready for a hair-raising encounter with the spirited side of Downtown Morristown? Each October, you can follow a costumed guide through the shadows of historic Main Street by lantern light discovering stories, legends, and “the unexplained.” Sponsorships will be available later in the year.

Tickets will go on sale in Fall of 2025 Tickets must be purchased in advance. Must be 21 or older.

Programming & Events

Small Business Saturday



Small Business Saturday is always the Saturday after Thanksgiving. To encourage shopping local, the Downtown Program organizes a whole-day event that brings the fun on Main Street. Enjoy food trucks and free photos with Santa on the First Fire Truck while you start your holiday shopping. With proof of purchase(s) totaling \$50, you'll receive \$1 off a beer at 1907 Brewing Company and a free bag of donuts from Donut NV. Shop Local, not just at the holiday season, but year round!



Each year, the Morristown Area Chamber of Commerce hosts the Downtown Morristown Christmas Parade on the First Thursday in December. This event is a heartwarming community event that sees 5,000+ people line each side of Main Street to see the floats, horses, and of course Santa himself riding in the First Fire Truck. This is an event you don't want to miss!

Presenting Sponsor

\$3,500

1 Available

- Name/logo on all advertising and marketing
- Exclusive right to livestream the Parade on Facebook
- Opportunity for on-camera interview at Parade Kick-Off

Commercial Float Sponsor

\$1,300

10 Available

- Rental of Professional Commercial Float with company signage and lighting; float can accommodate up to 12 people; drivers and music provided
- Recognition in advertising and marketing

Candlelight Christmas Market



To encourage shopping local, visit the Downtown Morristown district to shop local on the second Friday of December. Enjoy a street closure with food trucks, carolers, extended hours for Downtown merchants, and more as you get some shopping done locally. With proof of purchase(s) totaling \$50, get \$1 off a beer at 1907 Brewing Company.

Ring in the New Year on Main Street! With a live band, food trucks, and craft beer, cider & wine, what better way to set up the new year for success than on Main?



Ball Drop Sponsor

\$1,500

3 Available

- Logo on Main Street Banner
- Logo on all marketing materials
- Logo/Name on social media
- Emcee recognition
- Commercial Opportunity to play at event

Silver Sponsor

\$500

3 Available

- Name/Logo on all marketing materials
- Name on social media recognition

Programming & Events



Workforce Development has been a focus for the Chamber for many years, and will continue into the coming year. Since 2019, the Chamber has partnered with the Hamblen County School System, HC*Excell, Walters State Community College, TCAT Morristown and many business & community leaders to host the Future Ready Expo. This career exploration event for Lakeway area 8th grade students offers hands-on, interactive activities to learn about career and job opportunities in sectors featuring Advanced Manufacturing; Healthcare, Public Safety & Emergency Services; Trade & Industry; and Retail, IT, Hospitality & Business Services. Participating partners have a unique opportunity to showcase their industry/business/organization/program at the event and through interactive exhibits and conversations, can inspire students attending as they explore viable, high-potential careers in each sector. For more information, contact Jodi at industry@morristownchamber.com.



WE'RE GLAD YOU'RE HERE!

- **Contact:** Email our office at membership@morristownchamber.com or call 423-586-6382 to coordinate a date and time for your event.
- **Submit:** Fill out and return your request form at least two weeks prior to the event.
- **Promote:** The chamber will share the event on our online calendar, Facebook page, member newsletter, and invite key community stakeholders.
- **Afterwards:** Your photo will be shared on the Morristown Area Chamber Facebook page and with local media partners, such as the Citizen Tribune.

We will provide a large pair of scissors, ribbon, and will photograph the event.

Ribbon Cutting *information*

Important - Don't Forget!

- **Ribbon cuttings are a benefit for members.**
- **Ribbon cuttings are only scheduled on Tuesdays, Wednesdays and Thursdays, 10 am - 4 pm and booked at least two weeks in advance.**



Our Staff



MARSHALL RAMSEY
PRESIDENT



DEBRA WILLIAMS
GENERAL MANAGER



JODI BARNARD
DIRECTOR OF BUSINESS
DEVELOPMENT



LAUREN SEAVER
DIRECTOR OF INVESTOR
SERVICES



ANNE ROSS
DIRECTOR OF TOURISM



NATASHA MORRISON
DIRECTOR OF DOWNTOWN
DEVELOPMENT



CAROLINE NORRIS
CUSTOMER SERVICE
SPECIALIST

Who does what?

Marshall - Economic Development, Industrial Recruitment, retail, service and commercial development, transportation committees. president@morristownchamber.com

Debra - Staff supervisor, financial operations, Leadership Morristown, Legislative Relations, Annual Meeting, Golf Tournament, Chamber publications. manager@morristownchamber.com

Jodi - Maintains records for the Executive Committee, assists in economic development, research coordinator for statistical information on the community, including cost-of-living information. industry@morristownchamber.com

Lauren - membership development, recruiting new members, networking events, ribbon cuttings, Ambassador Club, Small Business Awards, Business Showcase, and Chamber marketing membership@morristownchamber.com

Anne - Tourism development and marketing, Disc Golf Championship, works with tourism generating organizations. tourism@morristownchamber.com

Natasha - Development and promotion of Downtown Morristown, Farmers Market, First Friday Concerts, Legends of Main Street, Small Business Saturday, New Years on Main, grant writing and partnerships with Downtown building owners. downtown@morristownchamber.com

Caroline - front desk, processes payments, gives newcomer information to new residents, takes RSVPs for events. macc@morristownchamber.com



Morristown Area Chamber of Commerce

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P.O. Box 9

Morristown, TN 37815

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www.morristownchamber.com

macc@morristownchamber.com



See what we're up to and follow us on social media: @morristowntnchamber