

# *Building Bridges*

*for the*

# *Future*

*"A campaign for new jobs and community improvement"*

*Dyersburg/Dyer County Chamber of Commerce  
2000 Commerce Avenue Dyersburg, Tennessee 38024  
Phone: 731-285-3433 Fax: 731-286-4926  
[www.dyerchamber.com](http://www.dyerchamber.com)*



*Honorary Co-Chair  
Dyer County Mayor  
Richard Hill*



*Honorary Co-Chair  
Dyersburg City Mayor  
Bill Revell*

*It is a recognized fact that communities that forge strong public-private partnerships prosper the most. That is why we, as mayors of Dyersburg and Dyer County have joined hands with the Chamber of Commerce to ensure the success of the new “Building Bridges for the Future” jobs and community development campaign.*

*We are proud to serve as Honorary Co-Chairs. We pledge the support of local government, and encourage all others to invest in the next five-year plan when invited to participate.*

# Invitation to investment

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Thanks largely to the efforts of the Dyersburg/Dyer County Chamber of Commerce, our city and county are emerging as the regional hub of Northwest Tennessee. With the recent announcement by Nordyne to bring us 600 new jobs, there is reason to be optimistic about our future.

But good things don't just happen; they are the result of good preparation and hard work. When the first Building Bridges for the Future campaign was conducted in 1998, we had confidence in ourselves, and our expectations were high. We set challenging goals in 1998, and in spite of the national economic slump that followed, we met those goals.

*But our work is not finished.*

Strengthening the local economy, creating good jobs and building a quality community takes a constant and persistent effort. As community leaders, our work is a journey, not a destination. To keep our momentum going, we have created a new plan which we trust will spark your support.

Our goals this time are equally challenging:

- **\$200 million in new capital investment**
- **2,500 new direct and indirect jobs**
- **75 expansions by existing industry, new company relocations, and small business start-ups**
- **Retirement of the remaining debt on the Lannom Center**

To accomplish these objectives, we plan to raise **\$2.25 million over the next five years** to fund the ongoing work of our successful public/private partnership for economic and community development. The leadership of this community has rallied around the new effort, and we are proud that Dyersburg Mayor Bill Revell and Dyer County Mayor Richard Hill have agreed to serve as Honorary Co-chairs of the campaign.

As co-chairs of the campaign, we respectfully request the support of all community leaders who want to be part of our success. To those who invested in the previous campaign, we ask you to renew, and to consider increasing your investment.

Remember, this is an investment in *your* future, as well as an investment in our region's future.

Thank you for your consideration.



*Jimmy Williamson*



*Bob Grunert*



*Darrell Sells*



*Katie Winchester*



*Don Pennington*



# Campaign Vice Chairs

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## Advance Division



*John Ford*



*John Lannom*

## Leadership Division

*“As community leaders, our work is a journey, not a destination. To keep our momentum going, we have created a new plan which we trust will spark your support.”*



*Joe Enoch*



*Coleman Foss*

## Pacesetter Division



*Andrew Harrington*



*Carol Harris*



*Joe Yates*

# Campaign Cabinet

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**Dr. Karen Bowyer**

*President  
Dyersburg State Community College*

**Frank Burnett**

*Agent  
Hastings Realty*

**Sam Commella**

*General Manager  
Nucor Steel*

**Don Crews**

*President  
First Tennessee Bank*

**Ben Edwards**

*COO  
Burks Beverage*

**Alex Elliott**

*Senior Vice President/Regional  
Manager  
Quebecor World*

**Joe M. Enoch**

*CPA / Owner  
Joe M. Enoch & Associates*

**John Ford**

*President  
Ford Construction*

**Coleman Foss**

*Administrator  
Dyersburg Regional Medical  
Center*

**David Gooch**

*Manager  
Lake County Utility District*

**Bob Grunert**

*Plant Manager  
Ermco*

**Andrew Harrington**

*Commercial Loan Officer  
First Citizens Bank*

**Carol Harris**

*Owner  
Carol Harris Co*

**David Hayes**

*President  
Security Bank- Dyersburg*

**Allen Hester**

*President/CEO  
Dyersburg/Dyer County  
Chamber of Commerce*

**Hon. Richard Hill**

*County Mayor  
Dyer County Government*

**John Lannom**

*Attorney  
The Lannom Law Firm*

**Bill Lindamood**

*President  
Phoenix Gin Company*

**Stallings Lipford**

*Chairman of the Board  
First Citizens National Bank*

**Deborah Lombas**

*Administrator  
Riverside MSO*

**Gerald Lovell**

*Plant Manager  
Komatsu America International*

**Milton Magee**

*County Commissioner  
Dyer County Commission*

**Albert Markhum**

*CPA  
Albert E. Markhum CPA*

**Bob Newbill**

*Vice President  
First Citizens National Bank*

**Don Pennington**

*Chairman of the Board  
Forcum-Lannom Contractors*

**Hon. Bill Revell**

*Mayor  
City of Dyersburg*

**Dr. Ralph Reynolds**

*Physician  
Jackson Madison Co General  
Hospital*

**Macie Roberson**

*Lake County Executive  
Lake County*

**Darrell Sells**

*President/CEO  
D.L. Sells, Inc*

**Eugene Smith**

*Plant Manager  
Jimmy Dean Foods - Newbern*

**David Taylor**

*President  
Forcum-Lannom Contractors*

**Wendell West**

*General Manager  
Colonial Diversified Polymer  
Products*

**Jimmy Williamson**

*Manager  
Dyersburg Electric System*

**Katie Winchester**

*President/ 2003 Chamber  
Chairman  
First Citizens National Bank*

**Joe Yates**

*President  
General Appliance & Furniture*

**Larry White**

*Owner  
White & Associates*

**Tony White**

*Lake County Commissioner  
Lake County*

# 1999-2003 — *Building Bridges*

*“a campaign for new jobs and growth”*



In 1998, the Dyersburg/Dyer County Chamber of Commerce launched the “*Building Bridges for the Future*” capital campaign.

The five-year, \$2.225 million program was successful by every measure.

✓ Regional hub for shopping, education and medical services

✓ Geographic location offers a day’s drive to over 75 percent of the nation’s major markets

✓ Multi-modal transportation network

✓ One of the “50 Best Small Southern Towns”

✓ Strong, dependable workforce

✓ Low unemployment

✓ Customized training and continuing education programs

✓ Excellent quality of life

✓ Low cost of living

✓ Nationally recognized schools

✓ Low crime rate

✓ Abundant recreational opportunities

## Goals

- ✍ Design and construct a conference center to serve the needs of the community
- ✍ Provide more support for existing industry
- ✍ Develop and maximize Dyer County’s labor force
- ✍ Upgrade the community’s marketing materials
- ✍ Demonstrate leadership in regional economic development

## Accomplishments

- ☑ The Lannom Center for Business Development opened in April 2000; an 18,500 sq. ft. conference center and headquarters for the Chamber of Commerce. The facility accommodates a broad range of events. Since opening in the Spring of 2000, the Lannom Center has hosted over 500 events.
- ☑ Established a strong service to the existing industry program, including implementation of the Newbern Industry Roundtable to focus on issues specific to Newbern. Reformatted the local Annual Wage & Benefits Survey to better suit the needs of industry.

# ges Campaign — 1999-2003

and community improvement”



- ☑ Expanded economic development partnerships to include the Tennessee Economic Partnership, Tennessee Industrial Development Council, Tennessee Department of Tourism, Tennessee Department of Economic & Community Development, West Tennessee Industrial Association, local Workforce Development Board and International Council of Shopping Centers.
- ☑ Upgraded all marketing materials, including: website design; conversion of Community Profile to CD-ROM; direct mail pieces and ads for economic development publications.
- ☑ Participated in economic trade missions to Canada, New York, California and Atlanta.
- ☑ Formed the Northwest Tennessee Port Authority in May of 2001.
- ☑ Development of the 240+ acre North Industrial Park.



*Nordyne's decision to locate their facility in Dyer County brought 600 additional employment opportunities to the area.*

## *Solid Success*

- ★ \$154 million in capital investment
- ★ 1,047 new jobs
- ★ 3 new industries; 24 existing industry expansions
- ★ Increase in per capita income from \$20,415 to \$22,532
- ★ Opening of 5 new restaurants

# 2004-2009—Building Bridges



*The Board of Directors of the Dyersburg/Dyer County Chamber of Commerce has undertaken a campaign to raise \$2.25 million over five years to propel economic growth and position the community as the industrial, commercial and educational hub of Northwest Tennessee.*

## Board of Directors

Katie Winchester, Chairman  
*First Citizens National Bank*  
Joe Yates, Chairman-Elect  
*General Appliance & Furniture*  
Joe M. Enoch, Chairman-Elect Second/  
Treasurer, *Joe M. Enoch & Associates*  
John Lannom, Immediate Past Chairman  
*Lannom Law Firm*  
Allen Hester, *President/CEO*  
Eddie Anderson, *Anderson Farms*  
Ben Edwards, *Burks Beverage*  
Mike Pennington, *Pennington Seed & Supply*  
David Hayes, *Security Bank*  
Dr. Karen Bowyer, *Dyersburg State Community College*  
Charles Maxey, *WTRO/WASL Radio*  
Bob Kirk, *Alderman*  
David Taylor, *Forcum Lannom Contractors*  
Andrew Harrington, *First Citizens National Bank*  
John Ford, *Ford Construction*  
Alex Elliott, *Quebecor World*  
Dean Barnes, *Caterpillar*  
Rev. Raymond Boston, *First Baptist Church*  
Randy Brooks, *Dyer County Farm Bureau*  
Paul Carson, *Tigrett & Pennington Insurance*  
Don Crews, *First Tennessee Bank*  
Brooke Emery, *Dyersburg Mall*  
Coleman Foss, *Dyersburg Regional Medical Center*  
Tom Gruesser, *Dyer County YMCA*  
Bob Grunert, *ERMCO*  
Carol Harris, *Carol Harris Company*  
Ralph Henson, *First Citizens National Bank*  
Leigh Anne Johnson, *Tennessee Realty*  
Hubert Jones, *Jones, Hamilton, Lay & Dedmon*  
Rev. Russell Morrow, *Ross United Methodist Church*  
Dr. Ralph Reynolds, *MedSouth Healthcare*  
Larry Rogers, *Centex Engineering & Construction*  
Eugene Smith, *Jimmy Dean Foods*  
Sandy Tharpe, *Newbill & Henry CPA's*  
Larry White, *White & Associates Insurance*

## The Strategies and Tactics

### Regional Economic Development

*Market Dyersburg/Dyer County as the small market or "Micropolitan" location of choice between Memphis and St. Louis and a preferred location for value-added industrial development in the New Orleans-Chicago corridor. Create a new economic development strategy for the region. Give highest priority to local industry needs & expansions.*

**Strategic Plan:** Develop and implement a strategic plan for industrial recruitment which will include: identification of targeted industry segments; an electronic lead tracking system and an Internet-based land and building file.

**Sites & Buildings:** Further develop and market the new North Industrial Park by improving signage and landscaping, ensuring the completion of basic infrastructure and promoting construction of a new speculative building.

**Local Industry Service:** Expand and enhance the Existing Industry Program for manufacturers and undergird the retail and service sectors by creating the Retail/Restaurant Recruitment Team, the Medical Industry Task Force and other such groups.

**Port Development:** Continue development of the Mississippi River Port at Cates Landing by supporting the Northwest TN Regional Port Authority.

**Marketing:** Increase budget for advertising and direct mail marketing; more frequent attendance at targeted industry trade shows; direct calls on targeted industry prospects. Work with local government, Tennessee ECD, TVA and other partners to enhance state and local financial incentive packages for industry. Actively participate in state and regional economic development groups.

**Estimated Expense: \$750,000**

# Campaign ——— 2004-2009

*“a campaign for new jobs and community improvement”*

## Quality of Life

*Quantify assets that contribute to our quality of life and be an advocate for their protection and improvement. Promote education as a community priority. Advocate initiatives to keep our area free of crime, and pursue opportunities to support and promote cultural arts.*

**Education:** Support life long learning in the community by working with K-12 and community college faculty to train the future workforce needed by local industry. Assist in developing adult education and vocational rehabilitation programs, promote mentoring and apprenticeship programs, and seek increased public school funding statewide.

**Public Safety:** Support local law enforcement efforts to curtail crime, improve workplace safety and prevent business thefts. Increase awareness of the challenge we face in law enforcement through our Adult and Youth leadership programs.

**The Arts:** Collaborate with city and county planners to develop master plans for recreational and cultural arts needs. Identify funding sources for cultural and recreational needs and promote Dyer County and Northwest Tennessee as an active lifestyle region.

**Estimated Expense: \$250,000**

### The Goals

- \$200 million in new capital investment
- 1,500 new jobs
- 1,000 indirect jobs
- 75 new company relocations, expansions by existing firms, and small business start-ups
- \$5 million in grants and funding to support business and workforce development



### What about the future?

Will Dyersburg and our 10-county region continue to grow and diversify our economy with more and better jobs of the future? How will we prepare for the next wave of industrial and retail growth?

What do we need to do to accommodate the new growth we want and expect, even as we protect and sustain the small town qualities that have brought us national recognition?

Can we attract, grow and retain the quality workforce needed to meet present and future requirements? Where will local involvement in public education pay the biggest dividends?

How will we ensure the success of the Lannom Center and further capitalize on the potential for conferences, meetings and events that advance our strategies for economic & community development?

# 2004-2009—Building Bridges



## Community Development

*Capitalize on our “Best Small City” recognition by developing plans and supporting policies to improve the quality of our built environment and preserve important neighborhoods and natural areas. Encourage redevelopment downtown, and promote adaptive reuse of historic and notable structures. Identify retail and business segments missing in Dyersburg and incorporate them into our economic development strategy.*

**Plans and facilities:** Facilitate updating of the Vision XXI long-range plan for the community, including continued support for the Civic Center project, the Aquatic Center and the Civic Arena.

**Legislation:** Sustain the pro-business climate in Dyer County; take an active role in local, state and federal governmental affairs to include lobbying efforts, annual trips to Nashville, familiarization tours for elected representatives and their staffs, and participation in state and regional forums.

**Downtown Dyersburg:** Collaborate with the Downtown Development Association to revitalize downtown, create incentives for investment, upgrade zoning laws, encourage beautification efforts and improve major access corridors into downtown.

**Estimated Expense: \$250,000**

## The Lannom Center for Business Development

*Ensure the long-term viability of the Lannom Center for Business Development by fulfilling the community’s vision to fund and construct a state-of-the-art meeting and conference facility.*

**Burn the mortgage:** Retire the remaining debt on the Lannom Center over the next five years.

**Maximize the facility:** Develop a marketing plan to position the Center as the premier business and special event meeting place in the region. Research and implement strategies to maximize the use of the kitchen facility in the Center.

**Estimated Expense: \$1,000,000**

### Increased Spending by Business Category When 2,500 New Jobs Are Created

Clothing/accessories ...	\$ 2,644,250
Retail - other .....	1,586,550
Groceries .....	4,495,225
Restaurants .....	2,644,250
Household .....	4,230,800
Housing .....	11,634,700
Furniture /appliances ...	2,644,250
Vehicles .....	3,384,640
Vehicle Service .....	5,288,500
Medical/hospital .....	2,644,250
Professional .....	1,586,550
Financial services .....	7,932,750
Entertainment .....	1,057,700
Education .....	687,505
Religious .....	423,080
<b>TOTAL .....</b>	<b>\$52,885,000</b>

Source: Bureau of Labor Statistics  
Consumer Expenditure Survey

# Campaign ————— 2004-2009

*“a campaign for new jobs and community improvement”*

## Indirect Benefits to the Region When Five Year Goals Are Met



- **Attracting new capital investment will broaden the tax base.**  
Additional plants, warehouses, retail stores will add to the tax base and keep local taxes at an equitable level for area citizens and businesses who might otherwise face increased taxes. Increased tax revenues will also provide a growing source of funding to pay for the services necessary to address the changing needs of our community.
- **Local employers will get a better educated and trained workforce.**  
New education revenues will be derived from the growth and investment stimulated by this program.
- **Targeted growth and development will improve all aspects of the Region's quality of life – education, the arts, entertainment, physical infrastructure.**  
A program goal is to greatly expand the commercial/industrial tax base, which will have a significant effect on all who live and work in the region by providing the revenues necessary to maintain and improve supporting infrastructure.
- **The ability of local companies to attract good executives and employees will be helped by a marketing and image enhancement campaign.**  
Building upon our recent successes, such as the attraction of Nordyne and Lowe's, and our designation as one of the *“Best Small Cities in America,”* this new five-year program will further position the region for additional dynamic growth.
- **New jobs stimulated by the “Building Bridges for the Future” campaign will increase local employment opportunities.**  
This means our high school and college graduates (our children and grandchildren) will have opportunities that enable them to stay near their own families rather than migrate to jobs elsewhere.

## Annual Return on Investment

(The following figures are based on the assumption that 2,500 new jobs are created during next five years from the \$2.25 million invested by the public and private sectors)

**New Payroll: \$75,550,000**  
(2,500 x \$30,220 - current average annual earnings in Tennessee)

**Consumer Expenditures:  
\$52,885,000**

**New ad valorem taxes from \$200M capital investment: \$344,000 annually**

**New local sales tax revenue from consumer spending only: \$1,787,500**

**Cost per dollar of new capital investment: one penny**

**Investment per new job created: \$800**

*We Can Meet the Challenge!*

# 1999-2003 — *Building Bridges Campaign* — 1999-2003

## Advanced Division

CableOne  
Caterpillar PMC  
Centex Forcum Lannom  
City of Dyersburg  
Dyer County  
Dyersburg Electric System  
Dyersburg Fabrics  
ERMCO  
First Citizens National Bank  
First Tennessee Bank  
Ford Construction Company  
Hastings Realty  
Jimmy Dean Foods  
The Lannom Family  
Methodist Healthcare-Dyersburg  
Hospital  
Nucor Steel  
The Robert M. & Carolyn T.  
Rogers Foundation  
Security Bank  
The Sells Family  
Quebecor World

## Leadership Division

Bekaert Corporation - Dyersburg  
Dana Corp. Boston Weatherhead  
Div.  
Forcum-Lannom Materials  
M.A. Hanna Engineered Materials  
M.A. Hanna Rubber Compounding  
Riverside MSO, LLC  
West Tennessee Healthcare  
White & Associates Insurance  
Agency

## Pacesetter Division

BellSouth  
Braganza Associates  
City State Bank  
Clifco  
Dyersburg Glass & Overhead  
Door Co.  
Firestone Industrial Products  
Klinkhammer Acoustical  
John Lannom  
Med-South Healthcare, P.C.  
Billy Rogers Plumbing, Heating  
& AC  
King Rogers  
Southern Comfort Software  
State Gazette  
Tennessee Valley Authority  
Tigrett & Pennington Inc.

## Special Division

A-1 Plumbing  
Abe's Ribeye Barn  
AgCenter, Inc.  
Airport Restaurant  
Alford Printing  
Allen, Scruggs, Sossaman &  
Thompson  
American Building Contractors  
B. R. Johnson Realty Company  
Baker Marketing & Advertising  
Barge, Waggoner, Sumner,  
Cannon  
Barker Brothers Waste  
Basil Smith Realty  
Bennett's Tool & Die  
Phil Bivens  
Diane Bizzle  
Bob's Exxon & Deli  
Bottoms Siding Company  
Bradshaw & Co. Insurors  
Jere Bradshaw  
Brasfield Body Shop  
Burch Food Services  
Burks Beverage  
Caldwell Office Outfitters  
Cancer Care Center  
CaRe Petroleum  
Carmichael, Dunn, Cresswell &  
Sparks  
Cellular Plus Communications  
Cindy's Florist  
City Drug Company  
City Liquor  
Clark Distributing  
Cole Chiropractic Clinic  
Colonial Inn/Plaza Restaurant  
Bobby Cook, D.D.S.  
Cook Realty  
Cooper Painting  
Cottrell Electric Company  
Covington Mobile Homes  
Credit Bureau of Jackson  
Cupples' J & J Company  
Cutz Styling Salon  
D & B Properties  
Dialarm Systems  
Domino Electrical Contracting  
Dyer County Farm Bureau  
Dyersburg Avionics  
Dyersburg Country Club  
Dyersburg Mall  
Dyersburg Pallet  
Dyersburg Tax Service  
Dyersburg Warehouse  
Joe Enoch & Associates

Eye Care Specialty Group  
Family Cuttery  
Farmer, Moore, Jones, Hamilton  
& Lay Attorneys  
Fiddlesticks  
Flatt Heating & Air  
Four Seasons Realty  
Albert Fowlkes  
Frazier Roofing  
General Appliance  
Trent Hall  
Hardage Group  
Andrew Harrington  
Hilltop House  
Mary Holden  
Horner & Hawkins, D.D.S.  
Hub's Body Shop  
Independent Radiology Associates  
Industrial Sales & Services  
J. C. Penney Company  
J. J. B. Hilliard, W. L. Lyons Inc.  
Jackson Painting  
Johnson Funeral Home  
Christopher Johnson CPA  
Johnson & Koonce  
Mark Johnston, Atty  
Keller & Associates  
Jackie Keeling  
Kimbrell Van Lines & Mini Storage  
Jere Kirk Contractor  
Komatsu America  
Lacy's Portable Carports  
Lake Road Amoco  
Lawrence Animal Clinic  
Long & Gibson Pharmacy  
Lusk Chiropractic Health Center  
M.A. Hanna Colonial Diversified  
Polymer Products  
Main Street Auto Service  
Manner's Men Shop  
James McCallen D.D.S.  
McGehee Nicholson Burke  
Architects  
Mid-America New Holland, Inc.  
Mid-South Industrial Studios  
Murray Guard  
No. 1 Used Cars  
O'Neil & Associates  
Jerry Ozment  
Page A Matic  
Palmer Law Firm  
Parnell Publishing Inc.  
Patterson Brothers  
Peebles  
Pennington Seed & Supply  
The Perfect Fit

Frank Perot  
Pickens Realty  
Pioneer Construction  
Prime Mortgage Services LLC  
Pruitt Auto Repair  
Raines Foot Clinic  
Radiation Oncology Assoc.  
P.C.  
Randall Prince D.D.S.  
Randstad Staffing Service  
Rector & Rector  
Riggs Supply Company  
Roberts-Gibson, Inc.  
The Rose Tree  
Sara Lain Decorating  
Seaton Construction  
Slaughter Realty &  
Construction  
State Farm - LD Gant  
State Farm - Anita Hart  
Sunflower Health  
Sunpoint Pool & Patio  
Susie's Sweets  
T. Y. Farming Company  
TAMCO Supply  
Taylor's Clinic Pharmacy  
Tennessee Realty  
Thurmond Lumber Company  
Tire Center  
Jack Todd  
Tri State International  
Triple T Tire & Alignment  
Union Planters Bank  
Valley Land Company, Inc.  
The Village Tailor  
Village Walgreen Drugs  
Walden's Cabinet's  
Walton's Antique Mall  
Ward's Private Investigations  
Warehousing Limited  
Warner's Auto Sales  
Webb's Auto Mart  
Wilson Moody-Wadley  
Worldwide  
International Student Exchange  
Yorkville Telephone Coop  
Stanley Young D.D.S.

