

ECONOMIC DEVELOPMENT COMMISSION

Thursday, September 5, 2013

Blue Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, September 5, 2013, in the Blue Conference Room. Chairman Jim Stock called the meeting to order at 5:30 p.m.

PRESENT: Susan Burrow, Charles McCraw, David Rea, Donald Robbins, Jim Stock, Greg Marcom, Michelle East, James King, John Wagner, and Brian Pecon

GUESTS: Jim Thomasson and Holly Swogger, President and Chairman of West TN Veterans Home Organization, and Janie Day, Director of Germantown, Area Chamber of Commerce

ABSENT: Ron Sklar, Jerry Klein, and Steven Levy

STAFF PRESENT: Andy Pouncey, Director of Economic, Marie Burgess, Planner and Community Development; Kathleen Rose, Interim Economic Development Consultant

A quorum for tonight's Economic Development Commission meeting was established.

MINUTES:

Approval of Minutes for August 1, 2013

Chairman Jim Stock stated the first order of business is the approval of the minutes for August 1, 2013. If there were no additions, corrections or deletions to the minutes of the August 1, 2013, meeting of the Economic Development Commission, he would entertain a motion for approval.

Mr. Rea moved to approve the Economic Development Commission minutes of August 1, 2013, seconded by Mr. Robbins. **The motion was passed.**

REPORTS:

a) Regional – EDGE (next update: October 15)

TN ECD (next update: October 15)

b) City – Germantown Economic Development - Kathleen Rose discussed completed projects with Union University. We are worked with their MBA students on two projects: 1) Evaluating marketing and utility of the Great Hall as it relates to tourism and meetings, 2) A branding strategy on how we are going to brand and sell Germantown as a place to come and do business.

Mr. Rea asked if there would be a logo with a walking horse on it? Ms. Rose said she did not have that answer.

Mr. Wagner said it has been discussed to put a logo on the brick walls at West Street and Poplar Avenue.

We are working with the Germantown Area of Commerce through a P3 Public Private Partnership agreement on three projects: 1) Economic Development Partnership website the City has now taken that over to retool and redevelop, 2) A tourism guide, 3) The Germantown Business Industry Summit: January 22, 2014 from 8:00- 12:30. We have a keynote speaker who is from one of the top three banks in the country. We'll also have breakout panels. We are also working on the agenda and more speakers.

c) Andy Pouncey talked about the Small Area Nodes/Districts:

- i. Central Business District – The Verizon building will be opening soon. We are still trying to work with McDonald's on the 1970 building site and remodeling their building, due to the new fire access requirements. The Somerset Subdivision at Exeter Road and Neshoba Road went before the Planning Commission Tuesday night and will return next month with some new changes.
- ii. Western Gateway/Poplar – Status update on small area plan. Approval could take until December 2013.
- iii. Eastern Gateway/Poplar -

iv. Forest Hill Heights –

- v. Wolf River – Rezoning: 1) Baptist Medical Healthcare property, was approved by the BMA, 2) Campbell Clinic property rezoned was approved by the BMA, 3) Southeast corner of Wolf River Blvd. and Kimbrough Road from “R-T” Multi-family district to “O” district for a medical office, 4) A Transportation Master Plan for the Wolf River Boulevard area (in the fall), 5) We have a proposal from Craig Lewis to do a small area, 6) Chick A Fil is moving along and October 3 will be the grand opening, 7) We have the plans for Baptist Rehab and they have been through one review.

Andy Pouncey stated the Western Gateway Plan is located at Poplar Pike/Poplar Avenue east and west of Kirby Parkway. Following is the planning process for approval: 1) make changes in the codes, 2) additional neighborhood meetings, 3) go back to the Western Gateway property owners, 4) Planning Commission to review and approve the plan, 5) go to the BMA to review and approve the plan (it takes about a month for this process). If that passes, then the next step is to get the regulation plan and code approved. It goes to the Planning Commission one time, and the BMA for three readings and approval. He explained the new proposed structure of the commission that would approve Smart Growth projects. The Mayor would sign the development contract instead of the BMA.

This morning we had a very successful meeting with developers called “Open for Business” where the City’s faster development process and new initiatives were explained. (20 people were present).

Mr. Stock asked how long will it take to get through the Germantown process? Mr. Pouncey explained, but noted it could take more time for difficult projects.

John Wagner noted as an add on to the Central Business District agenda item to discuss the native plants along Poplar Avenue. On September 17, 2013 two presidents of suburban garden clubs (Eddie Marshall and Maggie Boyd) are going to meet with me at Panera Bread at 2:00 p.m. (although we don’t have any funds, etc.). It would be to see what ideas they could come up with. Adding enhancement through native plants that would not require a sprinkler system, etc., landscaped medians, or assists some of the businesses properties that are not attractive.

- d) Mr. McCraw gave a report from the Germantown Area Chamber of Commerce: We had 32 renewals and 11 new members and 2 drop outs for the month of August. Our total membership is 600.
- On September 10 is our next Chamber Business After Hours Program. It is an opportunity for a business to host a reception after hours: very popular event. The next one will be at the School of Rock on Poplar Avenue across the street from Germantown Baptist Church.
 - The Taste of the Town is something the Chamber has been doing for years now to highlight the hospitality industry (September 22 for Make a Wish at the Hilton).
 - Southern Living Magazine is going to do a feature article on Germantown for the November holiday issue (will be a page or more). The Chamber has partnered with Southern Living to offer specials to Chamber members.
 - The Chamber is working on a Germantown City Map and it will also be electronic (Community link sells ads).
 - The Chamber’s website is running a test mode.
 - The Germantown Festival is this weekend and we will have a table with a tent for new members to sign up.

OLD BUSINESS:

Ms. Rose talked about the Economic Development Work Plan and Metrics updates:

NEW BUSINESS:

- a) Task Forces
- i. Retail (7/31)
 - ii. Tourism (9/3)
 - iii. Innovation (9/5)

Ms. Rose updated everyone on the Retail Task Force which met this week. There will be monthly meetings for awhile until things become established for the Task Forces. Marie and I are going to attend the TN and Kentucky ICSC International Council of Shopping Centers deal making session, where the retailers will be attending to highlight their

projects and communities. Germantown has an ad in Southeast Real Estate Business as well as a feature story about Shop Germantown. We are also working on promoting Economic Development on Facebook.

The Tourism Task Force is doing a Tourism Guide that will be done annually for Germantown. We will have a tour for convention visitors, event planners and hotel managers.

Ms. Rose talked about TVA having a Retail Specialist that focuses on retail and we continue communicate with her.

The Innovation Task Force is working on a couple of things, one of which is a draft Public Private Partnership document that has gone to administration for review of a medically related P3.

Holly Swogger, President and Chairman of the West TN Veterans Home Organization, a 501c non-profit group made a presentation. We started in 2008 and our goal is to raise the matching funds to help built a 144 bed veterans home in the tri-county area of southwest Tennessee. Shelby, Fayette, Tipton counties were approved to develop the resources to be able to have one veterans home. We only have one Veterans Home in the State of TN, which is located in Humboldt. The veteran population for Shelby County is 64,409 and 11,000 is over 65 and the State of TN needs 1311 for Veterans home beds. A home in Shelby County will be under construction soon and there will be 2 homes total. The estimated facility specs size for 144 beds estimated project cost is \$55 – 60M and 35% State/local match = \$19.2 - \$21M.

ADJOURNMENT:

There being no further business, the meeting was adjourned. The next EDC meeting will be Tuesday, October 15, 2013.

**FIRST ANNUAL
GERMANTOWN BUSINESS &
INDUSTRY SUMMIT**

Save the Date

JANUARY 22, 2014
TIME: 8:00 a.m. - 12:30 p.m.

Keynote Speaker: Mark Vitner, Senior Economist, Wells Fargo

The Great Hall and Conference Center

SPONSORED BY:
CITY OF GERMANTOWN
GERMANTOWN AREA CHAMBER OF COMMERCE

FOR MORE INFORMATION: WWW.GERMANTOWN-TN.GOV/ECONOMICDEV

SUBURB OF MEMPHIS MAKES BEST USE OF LIMITED GREEN SPACE

Several years ago the city of Germantown, Tenn., came to the realization that its long-term economic vitality was threatened, as it was gradually being enveloped by Memphis to the west, north and south and Collierville to the east. The shrinking amount of land for commercial development in the Memphis suburb has resulted in the city implementing a strategic economic plan for its few vacant parcels. The plan, led by Rose & Associates and the city of Germantown, focuses on maximizing the city's limited green space and drawing more companies in.

"It is about communicating the fact that Germantown is business friendly, welcoming and open for business," says Kathleen Rose, economic development director for Germantown and president of Rose & Associates Southeast Inc. "As the city has limited green fields, we want to maximize and leverage what we do have in terms of density and mixed uses."

Still in its infancy, the plan aims to court businesses on the local, regional and national levels, encouraging them to relocate to Germantown. Among the characteristics it boasts on its newly launched website (www.germantownedp.com) are the city's AAA credit ratings from Moody's and Standard & Poor's — and its proximity to Highway 385 and the FedEx Corp. world headquarters.

"The goal is to keep shoppers in Germantown and attract more visitors," says Rose. The hope is that factors like these will push businesses to realize the partnership's slogan, "Raise your expectations," which was crafted by Charles Gaushell's Paradigm Marketing & Creative.

One of the retail properties being marketed is Germantown Village Square, a 200,000-square-foot, two-level mixed-used center at the intersection of Poplar Avenue and Germantown Road. Built in 1975, the center includes 140,000 square feet of retail space and 60,000 square feet of office space. Tenants at the property include TJ Maxx, DSW, Petco, Pier 1, OfficeMax, Methodist Healthcare and Crye-Leike.

"Germantown is unique in that it enjoys some of the best demographics in the state of Tennessee, including household income and education levels," Rose says.

In Germantown, more than 67 percent of adults ages 25 and older have a bachelor's degree or higher, says Rose. Also, the median household income between 2007 and 2011 was \$112,919 in Germantown, compared to \$43,989 average for Tennessee, according to the U.S. Census Bureau. — Rachel Goff



Germantown, TN

Where lifestyle retail began

Smart Growth

Smart People

Smart Money

- Centrally located, easily accessible from any area of the city as well as west Tennessee, North Mississippi and Eastern Arkansas
- Over 10 million people within a 5 hour drive and over 1.3 million people in Memphis, TN alone
- The wealthiest zip code in Tennessee, 38139, is located in Germantown
- Average household income in Germantown is \$153,884
- Five distinctive districts to choose from with multiple leasing and/or development opportunities



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www.germantown-tn.gov/economicdev
www.facebook.com/CityofGermantown
www.facebook.com/ShopGermantown

Early Action	30	90	180	STATUS		1	2	3	STATUS
	Feb	Apr	Jul			2013	2014	2015	
G.P. 3.4 Connect Tourism & Charity									
Create database of non-profits & charities		X		complete					
Initiate events benefitting charities			X	in process					
G.P. 3.5 Retail Revitalization									
Tour & inventory of each center		X		complete					
Plans with owners			X	in process					
Identify sources of funding for revitalization			X	in process	Monitoring retail health of centers	X	X	X	ongoing
Inventory space & facilitate displays/pop-ups			X	in process					
G.P. 3.6 Program events in retail centers									
Merchant extended hours		X		in process					
Develop, schedule & promote events			X	in process					
Develop and launch "Buy Local" program			X	in process					
G.P. 4.1 Communication & Marketing Campaign									
Internal staff/depart plan goals		X		complete					
RFP & implement Branding/Marketing Campaign			X	in process	Monitor effectiveness of marketing efforts	X	X	X	ongoing
G.P. 4.2 Social Media Campaign									
Evaluate & integrate social media in campaign			X	complete	Monitor & track Social Media	X	X	X	ongoing
G.P. 4.3 Conventions, Meetings & the Great Hall									
Identify target markets for meetings/conf.			X	complete					
Collaborate with hotels & tourism organizations			X	in process	RFP for the Great Hall	X			pending
G.P. 4.4 Private roundtable forum: Leaders & Elected					Annual Roundtable coincident with Summit	X	X	X	in process
Facilitate forum coincident with Summit			X	in process					
G.P. 4.5 Lifelong Learning & Incubation									
Workforce roundtable (Readyby21) @ Summit			X	in process	Part of annual Summit	X	X	X	ongoing
					Schools & Large Employer Partnerships	X	X	X	
					Re-evaluate Medical Incubation Initiative	X			in process
G.P. 5.1 Performance Measures									
Establish metrics and baseline values		X		complete					
Identify staff for data gathering & reporting		X		complete					
G.P. 5.2 Performance Reporting									
					Create an annual Trends Report (Summit)	X	X	X	in process
					Create a public Dashboard for transparency	X			pending

Early Action	30	90	180	STATUS		1	2	3	STATUS
	Feb	Apr	Jul			2013	2014	2015	
G.P. 3.4	Connect Tourism & Charity								
		X		complete					
			X	in process					
G.P. 3.5	Retail Revitalization								
		X		complete					
			X	in process					
			X	in process	Monitoring retail health of centers	X	X	X	ongoing
			X	in process					
G.P. 3.6	Program events in retail centers								
		X		in process					
			X	in process					
			X	in process					
G.P. 4.1	Communication & Marketing Campaign								
		X		complete					
			X	in process	Monitor effectiveness of marketing efforts	X	X	X	ongoing
G.P. 4.2	Social Media Campaign								
			X	complete	Monitor & track Social Media	X	X	X	ongoing
G.P. 4.3	Conventions, Meetings & the Great Hall								
			X	complete					
			X	in process	RFP for the Great Hall	X			pending
G.P. 4.4	Private roundtable forum: Leaders & Elected								
			X	in process	Annual Roundtable coincident with Summit	X	X	X	in process
G.P. 4.5	Lifelong Learning & Incubation								
			X	in process	Part of annual Summit	X	X	X	ongoing
					Schools & Large Employer Partnerships	X	X	X	
					Re-evaluate Medical Incubation Initiative	X			in process
G.P. 5.1	Performance Measures								
		X		complete					
		X		complete					
G.P. 5.2	Performance Reporting								
					Create an annual Trends Report (Summit)	X	X	X	in process
					Create a public Dashboard for transparency	X			pending

