

ECONOMIC DEVELOPMENT COMMISSION
Thursday, January 9, 2014
Administration Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, January 9, 2014, in the Administration Conference Room. Greg Marcom called the meeting to order at 5:30 p.m.

PRESENT: Steven Levy, Greg Marcom, Michelle East, James King, David Rea, Jerry Klein, Donald Robbins, Sally Ostheimer, Susan Burrow, and Rick Towne

GUESTS: Alderman Rocky Janda, Janie Day, Executive Director of the Germantown Chamber and Douglas Dietz, Resident

ABSENT: Ron Sklar

STAFF PRESENT: Marie Burgess, Planner; and Kathleen Rose, Interim Economic Development Consultant

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

2. **MINUTES:**

Approval of Minutes for December 5, 2013

Greg Marcom stated the first order of business is the approval of the minutes for December 5, 2013. If there were no additions, corrections or deletions to the minutes he would entertain a motion for approval.

James Klein moved to approve the Economic Development Commission minutes of December 5, 2013, seconded by Mr. Rea. **The motion was passed.**

3. **Introductions and Welcome to New Members**

4. **Nomination of Chairman:** A motion was made by Steven Levy for Jerry Klein to become Chairman.

Nomination of Vice Chairman: A motion was made by David Rea for Steven Levy to become Vice Chairman.

5. **REPORTS:**

a) City – Germantown Economic Development - Kathleen Rose said we are working on three grants through EDGE with the Germantown Area of Commerce using a (P3: Public Private Partnership agreement): 1) Economic Development Partnership website the City has now taken that over to retool and redevelop, (<http://www.germantownedp.com>) 2) A tourism/visitor's guide, 3) The Germantown Business Industry Summit: January 22, 2014 from 7:30-12:30 at the Great Hall. The keynote speaker is Mark Vitner, Senior Economist, Wells Fargo; the panel will feature Germantown based healthcare facilities, medical technologies and other initiatives, including Baptist Rehabilitation Center, Methodist LeBonheur, Memphis BioWorks, Union University; Quality of Life Community from an Economic Development stand point and will include Orgill; Germantown Deputy Chief of Police to talk about Public Safety; Parks and Recreation, Memphis-Shelby County Airport Authority, and the new Board of Education. For more information: www.germantown-tn.gov/economicdev, www.germantownedp.com, and www.facebook.com/shopgermantown. We have enrolled 125 people as of now and hoping for 150 people to attend. This is a list of the sponsors for the summit Campbell Clinic, Baptist Rehabilitation Center, and the Commercial Appeal. The partners are the City of Germantown, Germantown Area Chamber of Commerce, Economic Development Growth Engine for Memphis & Shelby County (EDGE), and TN Economic & Community Development. We sent out a press release with the Commercial Appeal, Germantown Newspaper, Business Journal, and Daily News.

There will be an Annual Business & Industry Report to provide information and an Economic data for Germantown. It will become our marketing piece for promoting and soliciting for new business to come

to Germantown.

Our second project with the Chamber is our Economic Development Partnership Website. We have finished the website. The website should be on all ED materials (www.germantownedp.com). Greg Marcom noted it needs to be compatible for a mobile device and ipad ready. We also need a QR code.

Please check out the Business Start-Up Checklist on the website (www.germantownedp.com).

Key Accomplishments were: Work Plan, Metrics Table, Internal Survey, Creation of BRE, 5 Nodes/Districts, Western Poplar Avenue Small Area Plan, Website, and 3 Task Forces – Tourism, Retail, Innovation, partnership P3, Business Buzz Newsletter, Business Resource Center, review signage ordinance, TVA Sustainable Communities, and Germantown Annual Business & Industry Summit.

2014 Goals & Strategies: Provide support/reporting for Focus Area Cabinets, complete implementation Work Plan, continue work on task forces, publication of Travelhost, establish medical incubator satellite (Memphis BioWorks), grow/expand P3 partnerships, branding program, grow/expand foundational EDP Germantown website, annual report, BRE program, and annual Summit.

Ms. Rose noted Germantown received platinum, the highest designation from the TVA Sustainable Communities for the program – due to hard work from Marie Burgess, Pam Beasley, (with Parks & Recreation) and other staff members. There are only 4 communities in the TN Valley that received the platinum designation out of 7 states.

b) Planning Small Area Nodes/Districts:

- i. Central Business District – McDonald's was approved on consent at the Planning Commission January 7, 2014 (a 1970's site and building), remodel due to the new fire access requirements. Huey's is opening in Germantown on February 14. Whole Foods at Pete Mitchell and Poplar was approved at the Planning Commission on January 7, Saddle Creek (South & West), McVay Place (office), and other projects. The Villages (Assisted Care), Kroger expansion, Baptist Chapel Restoration, Germantown Road/Nashoba (northeast corner) the Saddle Creek property redevelopment.
- ii. Western Gateway/Poplar – Western Gateway Small Area Plan Rezoning was approved at the Planning Commission on December 3, 2013. It currently contains 5 different zoning areas.
- iii. East Poplar/Forest Hill-Irene – (Office Technology District).
- iv. Forest Hill Heights – Firestone (9 bay) Tire Center.
- v. Wolf River – Wolf River Office Park (Lot 3) – Medical, Kimbrough/WRB P.U.D. Office Development, Baptist Rehabilitation (In Patient) is under construction, and Wolf River Boulevard Connector (Audubon International Silver Signature Certification).

6. OLD BUSINESS:

Ms. Rose talked about the Business Buzz Newsletter, Economic Development Work Plan, Sales tax Reports, and Metrics updates.

The Tourism Task Force is doing a Tourism/Visitor's Guide that will be done annually for Germantown. We will have a tour in late spring for convention/event planners and hotel managers. In June we are going to roll this out and introduce it at GPAC. We will invite all the area hotel managers and event planners to attend a breakfast and hand out the Tourism/Visitor's Guide. We have 10,000 copies that will be placed at the Welcome Centers in TN, Memphis Airport, and in all the hotels. Then we are putting them on a tour bus where Andy Pouncey and Pam Beasley will be the tour guides for Germantown.

Steven Levy stated he had another idea with Segway of Memphis. Their office is at Peabody Place, and we went on one of their 2 hour tour of downtown Memphis from a commercial real estate perspective and it was fabulous.

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.

NEW BUSINESS:

- a) Task Forces meeting dates:
- i. Retail (02/2014 – Transition to Merchant Group) – working/expansion on buying local, shop Germantown (BALLE Initiative) and expansion/revitalization with shopping centers. Retail Inventory – updates using Xceligent.
 - ii. Tourism (01/09/2014) – working on visitors guide (Travelhost with a special pull out section for Germantown), visit Germantown event @ GPAC with Tour.
 - iii. Innovation (01/09/2014) – working with an innovative ecosystem (incubator, education initiative, medical, technology and supply companies).
7. EDC Recommendation Letter - Smart Growth Subcommittee (Whole Foods)

December 23, 2013

David Klevan, Chairman
Germantown Planning Commission
City of Germantown
1930 South Germantown Road
Germantown, TN 38138-2815

RE: Proposed New Building for Whole Foods
Poplar Ave @ Pete Mitchell Road
Germantown, TN

The Economic Development Commission has participated in the various meetings with the Planning Commission and representatives of Whole Foods regarding their interest in establishing a retail facility at the above mentioned location.

The Economic Development Commission feels that this project will generate a significant economic benefit for the City of Germantown. Subject to the technical issues that must be approved by the Planning Commission, we strongly support and recommend approval of this proposed facility.

Sincerely,

By: 
Jim Stock
Chairman, Economic Development Commission

Marie Burgess talked about the attachments such as the Annual Business & Industry Report, an updated Work Plan, Sales Tax Report, Metrics Table, and the Travel Host of Memphis Flyer.

8. The next EDC meeting will be in the Blue Conference Room on Thursday, February 6, 2014.

9. ADJOURNMENT:

There being no further business, the meeting was adjourned.

Early Action - 2013	30 Feb	90 Apr	180 Jul	STATUS	Long Term - 2014 +	1 2013	2 2014	3 2015	STATUS
Complete Work Plan	X			complete					
Create & Approve Department Budget		X		complete					
					Develop Operations Manual for Department		X		in process
G.P. 1.1 Changing Perception									
Internal (staff) survey	X			complete	Annual Survey		X	X	
External (citizen) survey		X		complete	Annual Survey		X	X	
Press release for initiative/messaging	X			complete					
Website ~ Evaluation & launch		X		complete	Website ~ Update & Monitor		X	X	ongoing
G.P. 1.2 Development Review Process									
Modify review process per surveys		X		complete	Monitor Surveys to adjust process		X	X	ongoing
Improve customer experience			X	ongoing	Improve customer experience		X	X	ongoing
Review/Change planning ordinance			X	complete					
Review/Change signage ordinance			X	in process					
G.P. 1.3 Create Economic Development Dept.									
Create performance standards for evaluation	X			complete	Monitor performance		x	x	ongoing
G.P. 1.4 EDC/IDB Collaboration									
Review roles/purpose of EDC & IDB		X		complete					
Identify areas of collaboration		X		complete					
G.P. 2.1 Establish E.D. Nodes/Districts									
Identify boundaries of each node	X			complete					
Inventory Parcels within each node		X		complete					
Create scope of RFP for SAP			X	complete					
Complete SAP for each district				in process	Completed SAP for each district	X	X		in process
G.P. 2.2 Create Zoning for each District									
Review ordinance and modify as determined			X	complete	New zoning for each district	X			in process
G.P. 2.3 Property Offering Program					Adminster/Process applications	X	X	X	ongoing
Inventory land and buildings			X	complete					
Publish map of inventory - website			X	complete	Update map and create offering pkgs	X	X	X	ongoing
G.P. 3.1 Business Retention/Expansion (BRE)									
Determine BRE programs in existence	X			complete	TNEDC/EDGE engagement	X	X	X	ongoing
Establish BRE program		X		complete	Monitor BRE program	X	X	X	ongoing
G.P. 3.2 Live/Work Initiative									
Create Annual Business & Industry Summit			X	complete	Hold Annual Summit		X	X	ongoing
Connect with SCORE & SBA			X	complete	SBA/SCORE engagement	X	X	X	ongoing
Facilitate internship/apprentice opportunities			X	in process	Facilitate internship/apprentice opportunities		X		
G.P. 3.3 Tourism Expansion					Internship/Apprentice opportunities	X	X	X	ongoing
Inventory assets & create map		X		complete					
Create & promote packages (Travel Guide)			X	in process	TravelHost Visitors Guide		X	X	ongoing
Collaborate with hotels & tourism organizations			X	in process	Ongoing collaboration & promotion	X	X	X	ongoing

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	Charity expansion through events/new business				ongoing
G.P. 3.5	Retail Revitalization								
		X		complete					
			X	complete					
			X	in process	Monitoring retail health of centers	X	X	X	ongoing
			X	complete					
G.P. 3.6	Program events in retail centers								
		X		2014					
			X	2014	Develop, schedule & promote events		X		ongoing
			X	in process	Expand Shop Germantown (Buy Local)		X		ongoing
G.P. 4.1	Communication & Marketing Campaign								
		X		complete	RFP & implement Branding/Marketing Campaign		X		
			X	2014	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			complete
G.P. 4.4	Private roundtable forum: Leaders & Elected								
			X	complete	Annual Roundtable coincident with Summit	X	X	X	ongoing
G.P. 4.5	Lifelong Learning & Incubation								
			X	in process	Establish Innovation Incubator		X	X	ongoing
					Schools & Large Employer Partnerships		X	X	
					Workforce roundtable (Readyby21) @ Summit		X		in process
G.P. 5.1	Performance Measures								
		X		complete			X		
		X		complete					
G.P. 5.2	Performance Reporting								
					Create an annual Trends Report (Summit)		X	X	complete
					Create a public Dashboard for transparency		X	X	pending



2014 INAUGURAL GERMANTOWN BUSINESS & INDUSTRY SUMMIT



Why it matters....

The City of Germantown and the Department of Economic and Community Development, together with the Germantown Area Chamber of Commerce, is pleased to present the first annual Germantown Business & Industry Summit. This event will bring together national, regional and local economists and thought leaders to discuss issues facing Germantown and the greater Memphis region.

Please join us for this special event
Wednesday, January 22, 2014
The Great Hall & Conference Center, Germantown, TN

7:30 - 8:00	Registration
8:00 - 8:30	Breakfast/Welcome & Introductions
8:30 - 9:30	Keynote on the Economy
9:30 - 12:00	Panel Discussions (see below)
12:00 - 12:30	Lunch - Annual Report and Networking

Keynote Speaker: Mark Vitner, Senior Economist at Wells Fargo

Panel Discussions:

Healthcare & Medical Innovations: This panel will feature key executives from Baptist Rehabilitation Center, Methodist Le Bonheur, Memphis BioWorks and Union University.

Quality of Community: This panel will feature key leaders from the Memphis-Shelby County Airport Authority as well as the new Germantown school superintendent, Parks and Recreation, Police Department and large employers including Orgill.

The Germantown Annual Business & Industry Report will be distributed to all attendees.

Individual Tickets: \$50

Table of eight: \$350

Registration deadline: January 16

Sponsorship opportunities are available.

**For additional information, or to purchase tickets or tables, contact
Germantown Area Chamber of Commerce Executive Director Janie Day
at janie@germantownchamber.com or 901-755-1200.**

Germantown Economic Development Metrics Table
Quarterly Comparison

Fiscal Year	Target (B,Plan)	FY12 Cumulative	FY13 1Q	2Q	3Q	4Q	FY13 Cumulative	FY12-FY13 % change	FY14 1Q	2Q	3Q	4Q
Commercial Permits New (#)	TBD	1	0	4	0	1	5	400.00%	0	0		
Commercial Permits New (\$)	TBD	\$1,705,998	\$0	\$1,036,760	\$0	\$1,410,902	\$ 2,447,662	43.47%	\$0	\$0		
Commercial Permits Renov (#)	TBD	51	21	0	16	11	48	-5.88%	13	10		
Commercial Permits Renov (\$)	TBD	\$4,006,402	\$3,014,136	\$0	\$2,269,421	\$1,051,190	\$ 6,334,747	58.12%	\$2,084,106	\$1,262,997		
Retail Vacancy (submarket) %	10%	8.5%	9.3%	9.3%	10.3%	9.9%	9.7%	1.20%	7.61%	9.63%		
Office Vacancy (submarket) %	10%	6.3%	6.0%	5.9%	5.5%	6.0%	5.9%	-0.40%	6.17%	6.57%		
Hotel Occupancy Tax (\$)	2%	\$609,119	\$191,441	\$166,145	\$138,953	\$159,979	\$ 656,518	7.78%	\$227,081.37	\$170,967		
Retail Sales Tax (includes \$0.005) (\$)	2%	\$ 5,490,805	\$ 1,281,947	\$ 1,467,479	\$ 2,088,500	\$ 1,759,864	\$ 6,597,790	20.16%	\$1,909,412	\$1,838,781		
Retail Sales Tax (excludes \$0.005) (\$)	2%	\$ 5,490,805	\$ 1,281,947	\$ 1,276,525	\$ 1,441,406	\$ 1,216,657	\$ 5,216,535	-5.00%	\$1,909,412	\$1,838,781		
Business Licenses (#)	5	n/a	6	6	3	10	25	n/a	10	9		
Employment (#)	TBD	20,010					18,580	-7%	18,500			
Unemployment %	TBD	5.90%	6.00%	4.80%	5.90%	6.50%	5.80%	-0.10%	6.60%	6.50%		
Residential Permits (#)	TBD	63	19	16	13	32	80	26.98%	22	17		
Residential Values (\$)	TBD	\$25,653,499	\$8,820,699	\$6,757,181	\$5,482,394	\$14,508,892	\$ 35,569,166	38.65%	\$9,207,925	\$6,133,128		

Sources:
 Permits/Values: Shelby County Building Department
 Vacancy: Xceligent
 Hotel Occupancy Tax: City of Germantown
 Retail Sales Tax: TN Dept of Revenue/City of Germantown
 Business licenses: City of Germantown
 Employment: TN Department of Labor and Workforce - Labor Market Report
 Unemployment: Bureau of Labor & Statistics

All information deemed reliable, but not guaranteed accurate.

Germantown Economic Development Metrics Table
Yearly Comparison

Fiscal Year	Target (B.Plan)	FY12 Cumulative	FY13 Cumulative	FY12-FY13 % change
Commercial Permits New (#)	TBD	3	5	66.67%
Commercial Permits New (\$)	TBD	\$1,454,965	\$2,447,662	68.23%
Commercial Permits Renov (#)	TBD	43	48	11.63%
Commercial Permits Renov (\$)	TBD	\$4,315,618	\$6,334,747	46.79%
Retail Vacancy (submarket) %	10%	8.5%	9.7%	1.20%
Office Vacancy (submarket) %	10%	6.3%	5.9%	-0.40%
Hotel Occupancy Tax (\$)	2%	\$609,119	\$656,518	7.78%
Retail Sales Tax (excludes \$0.005) (\$)	2%	\$ 5,524,211	\$6,597,790	19.43%
Business Licenses (#)	5	n/a	25	n/a
Employment (#)	TBD	20,010	18,580	-7%
Unemployment %	TBD	5.90%	5.80%	-0.10%
Residential Permits (#)	TBD	63	80	26.98%
Residential Values (\$)	TBD	\$25,653,499	\$35,569,166	38.65%