

# Clarksville JOHNSON COUNTY CHAMBER

## 2017 ANNUAL REPORT

### **Provided business resource connections**

- Hosted 3 workshops for business
- Coordinated 3 manufacturing industry roundtables and 2 workforce surveys
- Coordinated Main Street Arkansas Technical Expertise with 12 local businesses

### **Provided business growth connections**

- Assisted 14 businesses to build and grow their business in Johnson County
- 2 businesses added 75 new positions
- Participated in 5 state-wide events networking with people who influence business location decisions
- Partnered with the City of Clarksville Street Department for the development of State Highway tourist-oriented wayfinding signage ready in 2018
- Coordinating the Area and Relocation Guide publication with local businesses highlighted
- Hosted a Groundbreaking ceremony with a business representing a \$750,000 investment

### **Hosted business networking events**

- Coordinated 13 grand openings of new and relocated businesses
- Coordinated 7 business bashes to introduce a business to buyers

### **Partnered with other organizations and groups to benefit the communities**

- Partnering with the Clarksville Advertising and Promotion Commission to promote tourism and shop local campaigns
- Partnering with the Farmers Market by providing administrative support
- Applied and awarded the Cool & Connected Planning Grant focused on downtown revitalization with Clarksville Light & Water
- Coordinated 3 work sessions with the Clarksville City Council
- Partnering with the City of Lamar to apply for resources to support the fire department and sidewalks for schools

### **Enhanced communications**

- Created Clarksville Matters, a newsletter distributed in print and digitally to keep stakeholders in the community informed of economic progress
- E-blasts to a subscriber list, informative press releases, news stories, and social media

### **Marketed and promoted the area**

- Coordinated the Arkansas Welcome Center staff to tour Johnson County amenities in April
- Increasing visits to Chamber and CREDO (ClarksvilleARDevelopment.org) websites
- Participated in the regional tourism meetings
- Answered over 3,000 calls about the area and as an information clearinghouse
- Physically serve as the area's Visitor Center (new signage coming soon)

### **Improved Leadership Johnson County**

- Enhance the program's focus on developing leadership skills and avenues to grow a business in Johnson County