

Horizon Initiative Campaign

Purpose:

The Crossville-Cumberland County Chamber of Commerce is currently coordinating a fund raising effort to boost our local economy through defining our own industries to recruit and make immediate inroads into issues that limit our ability to provide a viable local workforce. The City of Crossville and Cumberland County have each pledged \$40,000 to this effort provided that the Chamber is successful in raising \$120,000.

Items to be Funded in the Campaign:

In budgets presented to the City Council and County Commission, the primary items that could be covered in this campaign that would be acceptable use of their funding would include:

Community Visioning/Target Market Analysis (\$100,000 up to \$150,000):

Between staff at City Hall, the Chamber and volunteer time from elected officials from City/County government and the School Board, the visioning process has been completed at a nominal expense to taxpayers (\$7,000). The Target Market Analysis will be conducted by a consultant who is capable of providing an overview of those industries who would be likely to find Cumberland County a good fit for their business. It is possible for this Analysis to take into account those industries already located in our community and seek new industries who would supply materials/goods to local business thereby solidifying those existing companies presence. The range of \$100,000-\$150,000 is due to the fact that the visioning piece was done internally and it is anticipated that this could cause the expense to be less than the high side of \$150,000.

Workforce Development Strategies (up to \$15,000):

In 2015-2016, some initial supervisor training programs will be offered through this campaign -- while the overall campaign is being funded, however, it is clear that the community needs an overarching workforce strategy to address the many issues defined in the visioning process. Initial projects will include: supervisor training, a review of various day care options in Cumberland County and methods to expand access to affordable/quality daycare, work ethics training, mentoring programs, leadership training for supervisors and support for a community-wide drug coalition.

Basic Economic Development Office (up to \$48,000):

As in years past, the Chamber office will serve as the one-stop-shop office for all development related efforts and will coordinate with the resources from the City and County (initially) and with other partners from education and beyond. One new support staff person will be employed strictly to support economic/community development efforts and dollars committed to programming.

Feasibility Study for a Multi-year Campaign (up to \$30,000):

If it is determined from the visioning process, the willingness of the private sector and the outcome of the targeted industry analysis and workforce strategy development that there could be an expansion of the one-stop-office concept, a feasibility study will be conducted by a professional fund raising company as to a multi-year campaign.