

TENNESSEE

Economic Partnership

Membership & Benefits Guide



FROM THE CHAIRMAN

Dear Future TEP Member:

Thank you for your interest in the Tennessee Economic Partnership (TEP). TEP is a public-private program of the State of Tennessee, the Tennessee Valley Authority and Tennessee's business and economic development community that are proud collaborators in marketing our state to key business decision makers across the country. Our efforts bring jobs and new investment to Tennessee, and I am writing today to encourage your involvement.

This partnership has allowed us to better showcase our strengths and provides promotional opportunities that go beyond anything that our individual communities can accomplish alone. By working together we have increased the visibility of our state, leveraged additional funds and participated in key events that give Tennessee a business advantage.

When you support TEP you become a key member of a public private-partnership that is making a difference in the state's business recruitment efforts. Through networking events and marketing activities, TEP creates and expands relationships with key corporate real estate executives involved in making decisions about business relocation and expansion.

We hope you will take a few moments to review the attached outline of TEP's mission, activities and investment structure. A commitment form is also attached. Your financial and in-kind contributions will greatly enhance our joint capabilities as we work together to promote Tennessee in the coming years. Working with the Tennessee Department of Economic and Community Development, our board members are continuously evaluating the role of TEP and how to improve marketing efforts. The development of opportunities to meet prospects, consultants and other key decision makers in the economic development arena remains our top priority.

On behalf of the TEP Board, we appreciate your continued support and thank you in advance for your efforts in helping TEP further its mission. As always, please do not hesitate to contact us with questions and feedback.

Sincerely,

Mark Herbison, Chair
Tennessee Economic Partnership

MISSION STATEMENT

*“The **Tennessee Economic Partnership** is a public-private, non-profit organization of the State of Tennessee, the Tennessee Valley Authority and Tennessee’s business and economic development community. Through strategically planned networking events, **TEP generates leads and business relationships with key prospects and consultants in an effort to attract jobs and investment to Tennessee.**”*

HISTORY

1990

The Tennessee Economic Partnership is created by the State’s leading economic development professionals and corporate executives to organize marketing opportunities that attract new jobs to the state.

1992

The International Development Research Council (IDRC) takes place in Nashville, Tennessee. Originally, TEP was established for the express purpose of hosting this leading corporate real estate conference.

1999

The IDRC conference returns to Tennessee and TEP is once again called upon to be the host organization. In 1996 and 1997, TEP raised more than \$1.2 million to host IDRC. The state’s largest employers, including FedEx, Eastman, BellSouth and Bridgestone, as well as government organizations TVA and the Tennessee Department of ECD were all major contributors to the efforts. All 95 counties contributed to the conference as well.

After the 1999 conference, the Commissioner of ECD raised additional funds to ensure that TEP would remain a strategic marketing organization in Tennessee. TEP’s new purpose was expanded to market Tennessee through strategically planned networking events to generate more jobs and investment in the state.

KEY ACTIVITIES

The Tennessee Economic Partnership hosts six to eight activities per year that market Tennessee as a great place to do business and generate leads for the State's economic development officials.

These activities are identified during an annual planning retreat where TEP members select target industries and site location consultant firms that have high potential to bring business to Tennessee. The calendar of events generally includes the following types of activities.

Signature Events

Signature TEP events highlight not only our people, but also our state's unique assets. These gatherings bring together an elite crowd of consultants and TEP members for a memorable showcase of Tennessee's strengths.

Often featuring a Tennessee sports team or talented songwriter, these events are centered around cultivating an ideal networking opportunity. In previous years, both the Governor and Commissioner have participated in a selection of signature events, taking these impactful experiences to the next level.

Key Market Visits



The Tennessee Economic Partnership sends delegations across the country to cities that are concentrated with valuable site selection consultants. During a key market visit, in-office meetings are scheduled at top consulting firms and companies in the area, allowing TEP's membership to acquire face time with consultants and provide an overview of East, Middle and West Tennessee's assets. Common destinations include Atlanta, New York, Chicago and Dallas.

(Left) TEP often visits cities with a high population of site selection consultants.



TEP songwriter night featuring Steel Magnolia (Atlanta, April 2013)

KEY ACTIVITIES

Conferences and Trade Shows



TEP investors showcase the benefits of locating in Tennessee at a target industry conference.

Whether the focus is consultants or a target industry, TEP attends a variety of conferences and conventions that are valuable to its membership. The organization's level of involvement varies from a conference sponsorship to hosting a networking reception in conjunction with the event to secure one-on-one face time with attendees. Examples of previous conferences include SEDC Meet the Consultants, Center for Automotive Research's Management Briefing Seminars, Jones Lang LaSalle Academy, SIOR Southeastern Regional Convention and CoreNet Global Summit.

Red Carpet Tours

Bringing key consultants on an in-bound tour is one of the most effective ways to showcase the State of Tennessee. Red Carpet Tours highlight a local community and region, usually in conjunction with a hallmark event in the area, and allow

consultants to witness Tennessee's assets first hand. TEP's unique Red Carpet Tour program allows a number of members to attend a tour in their region and interact with consultants. Previous Red Carpet Tours have taken place in conjunction with the Irwin Tools Night Race in Bristol, Tenn., The CMA Awards in Nashville, Tenn., and the FedEx St. Jude Classic in Memphis, Tenn.



TEP investors traveled to five target cities as part of the Conversations with the Governor series, which consisted of intimate gatherings with key consultants and business prospects.

WHY JOIN TEP?

A value proposition in the words of our current members.



Matt Largen
WILLIAMSON, INC.

TEP offers intimate access to site selection consultants and target industry leaders that help bring business to Tennessee. When we interact with this audience as a group of economic developers and private companies from across the state, we are able to drive home the message of Tennessee's assets and accolades in a much larger way than any community can do on their own. Williamson Co. has been involved with the organization for 5 years, and we've seen what an impact this type of strategic event marketing has on building relationships, and ultimately landing jobs and investment.



Kingsley Brock
JACKSON CHAMBER

Membership in TEP is an important and valuable resource in support of my economic development activities and goals for the Jackson Regional Partnership. From Red Carpet tours and trade shows to key market visits, TEP events offer opportunities to network with the nation's top site selection consultants as well as with my economic development peers across the state. TEP reception events are first class and are always a big hit with site selection consultants, and my membership allows me the chance to get in front of folks who have the projects!

CURRENT MEMBERSHIP

State of Tennessee Department of Economic & Community Development Tennessee Valley Authority

Blount Partnership
Chattanooga Area Chamber of Commerce
City of Lewisburg Economic Development
Clarksville Montgomery County Economic Development Council
Dyersburg/Dyer County Chamber of Commerce
East Tennessee Economic Development Agency
Forcum Lannom Contractors
Franklin County Industrial Development Board
Gallatin Economic Development Agency
Greater Memphis Chamber
Greene County Partnership
H+M Company, Inc.
Highlands Economic Partnership
HTL Advantage
Jackson Chamber
Jackson Regional Partnership
Jefferson County Chamber of Commerce
Joint Economic & Community Development Board of Wilson County, TN
Knoxville Chamber
Maury County Chamber and Economic Alliance
Middle Tennessee Industrial Development Association
Nashville Area Chamber of Commerce
NETWORKS Sullivan Partnership
Obion County Joint Economic Development Council
Rutherford County Chamber of Commerce
Ryan Search & Consulting
South Central Tennessee Development District
Tennessee Central Economic Alliance
The Roane Alliance
Weakley County Economic Development Board
West Tennessee Industrial Association
Williamson, Inc.

LEADERSHIP

Officers

Mark Herbison, Chair
Greater Memphis Chamber

Clay Walker, Chair-Elect, Treasurer
Networks Sullivan Partnership

Matt Largen, Immediate Past Chair
Williamson, Inc.

Kyle Spurgeon, Secretary
Jackson Area Chamber of Commerce

Brian Hercules, Marketing Committee Chair
Rutherford County Chamber of Commerce

Mike Philpot, Investor Relations Committee Chair
West Tennessee Industrial Association

Ex Officio

Commissioner Randy Boyd
Tennessee Department of Economic and
Community Development

Allen Borden, ECD Representative
Tennessee Department of Economic and
Community Development

Mandy White, TEDC President
Jackson Area Chamber of Commerce

John Bradley, TVA Representative
Tennessee Valley Authority

Statewide

Heidi Smith, Statewide Representative
Tennessee Valley Authority

Bob Bibb, Middle Tennessee Representative
Middle Tenn. Industrial Development Association

Mike Evans, Middle Tennessee Representative
Clarksville-Montgomery Co. EDC

Wil Evans, Middle Tennessee Representative
Maury Co. Chamber & Economic Alliance

Lindsay Frilling, West Tennessee Representative
Obion Co. Joint Economic Development

Jeff Hite, Middle Tennessee Representative
Nashville Area Chamber of Commerce

Duane Lavery, West Tennessee Representative
HTL Advantage

Charly Lyons, Middle Tennessee Representative
Tennessee Central Economic Alliance

Doug Lawyer, East Tennessee Representative
Knoxville Chamber

Allen Neel, East Tennessee Representative
East Tennessee Economic Development Agency

Charles Wood, East Tennessee Representative
Chattanooga Area Chamber of Commerce

MEMBERSHIP LEVELS

The Tennessee Economic Partnership brings together public and private entities to showcase our state and to provide promotional opportunities that go beyond anything an individual community can accomplish alone. Membership is divided into five levels, each of which offers a set of valuable benefits.

ALL TEP MEMBERS ARE ENTITLED TO THE FOLLOWING BENEFITS:

- Access to TEP's Site Selection Consultant Database
- Attendee list from every event
- Invitation to every board meeting
- Opportunity to participate on a TEP committee
- Recognition at all TEP activities
- Inclusion on TEP's website
- Inclusion in TEP's internal distribution list

NETWORKING ACCESS IS DETERMINED BY THE FOLLOWING MEMBERSHIP TIERS:

Tier One - \$25,500 AND UP

TEP's top membership tier offers full networking access and guaranteed admission for at least two representatives to all the organization's annual activities. At this level, members also receive:

- Opportunity to distribute promotional materials during events
- Opportunity to speak at each function
- Logo recognition at all activities
- Opportunity to apply for a Red Carpet Tour grant up to \$10,000

Tier Two - \$10,500 AND UP

Members at this level are offered expanded networking access and guaranteed admission for at least one representative to all the organization's annual activities. At this level, members also receive the opportunity to apply for a Red Carpet Tour grant up to \$10,000.

Tier Three - \$8,000 AND UP

Members at this level are offered enhanced networking access and guaranteed admission for at least one representative at a minimum of 70 percent of TEP's annual activities. At this level, members also receive the opportunity to apply for a Red Carpet Tour grant up to \$5,000.

Tier Four - \$5,500 AND UP

Members at this level are offered basic networking access and guaranteed admission for at least one representative at a minimum of 40 percent of TEP's annual activities. At this level, members also receive the opportunity to apply for a Red Carpet Tour grant up to \$5,000.

Tier Five - \$4,000 AND UP*

This level of membership is reserved for quasi-governmental agencies. At this level, members are offered entry level networking access and guaranteed admission for at least one representative at a minimum of 30 percent of TEP's annual activities. At this level, members also receive the opportunity to apply for a Red Carpet Tour grant up to \$4,000.

Tier Six - \$3,000 AND UP*

Members at this level are offered entry level networking access and guaranteed admission for at least one representative at a minimum of 20 percent of TEP's annual activities. At this level, members also receive the opportunity to apply for a Red Carpet Tour grant up to \$3,000.

*Private companies are not eligible to participate at the Tier Five or Six levels.

Please note that the Tennessee Economic Partnership is in the process of increasing membership dues for the first time since 2000. The cost of each membership tier will increase by \$500 dollars in 2017.



COMMITMENT FORM

2016 - 2018

_____ will financially support the Tennessee Economic Partnership.
(Organization name as you would like to be listed.)

PRIMARY CONTACT NAME (print)

CONTACT SIGNATURE

COMPANY

ADDRESS

CITY, STATE ZIP

BUSINESS PHONE

CELL PHONE

E-MAIL

SUBMIT

Please mail or email this pledge form to Jena Locke and keep a copy for your records.

Tennessee Economic Partnership
Attn: Jena Locke
209 10th Ave. South, Suite 323
Nashville, TN 37203

Phone - 615-242-4400
Email - jena@tennep.com

Checks should be made payable to: Tennessee Economic Partnership.

*Please note TEP's planned dues increase as outlined on the Membership Levels page.

SPONSORSHIP LEVEL

Please select an investment.*

- Tier 1 for 3 years (\$25,500 - \$26,000)
- Tier 2 for 3 years (\$10,500 - \$11,000)
- Tier 3 for 3 years (\$8,000 - \$8,500)
- Tier 4 for 3 years (\$5,500 - \$6,000)
- Tier 5 for 3 years (\$4,000 - \$4,500)
- Tier 6 for 3 years (\$3,000 - \$3,500)

THREE-YEAR PAYMENT PLAN

Please write your desired billing month in each of the blanks below.

Bill in _____ of 2016.
MONTH

Bill in _____ of 2017, with
MONTH
\$500 dues increase.*

Bill in _____ of 2018.
MONTH

BILLING CONTACT

If different than the information to the left, please list the contact and address for your annual invoice.

MANAGEMENT USE ONLY

Date submitted: _____