



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL BOARD ROOM
WEDNESDAY, SEPTEMBER 5, 2018
8 AM

1. Call to order
2. Approval of Minutes
 - a. August 1, 2018
3. Guest Speaker – Dan Wilson, DW Designs
4. Business Incubator Committee Update
5. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
6. Any other Business
7. Adjournment

11408 MUNICIPAL CENTER DRIVE | FARRAGUT, TN 37934 | 865.966.7057

WWW.TOWNOFFARRAGUT.ORG

It is the policy of the Town of Farragut not to discriminate on the basis of race, color, national origin, age, sex, or disability pursuant to Title VI of the Civil Rights Act of 1964, Public Law 93-112 and 101-336 in its hiring, employment practices and programs. To request accommodations due to disabilities, please call 865-966-7057 in advance of the meeting.



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
AUGUST 1, 2018
8:00 AM

Committee Members Present:

Lauri Figueroa, Samuel French, Brandon Hackett, Pamela Milliken, Ashley Shaffer, Jeremiah Webb, Mayor Ron Pinchok, David Smoak

Committee Members Absent:

Christine Horwege, Marianne McGill

Staff Present:

Sue Stuhl, Jenn Hatmaker

Guests:

Louise Povlin
Julie Blaylock, Farragut/West Knox Chamber
Steve Krempasky, Farragut Business Alliance
Bob Hill
Alan Sloan, farragutpress

Alderman Ron Williams
Beth Ann Carter, Farragut/West Knox Chamber
Jim Nixon
Heather Mayes

Call to Order

The meeting was called to order. A quorum was declared.

Approval of the Minutes

Ms. Milliken moved to approve the June 6, 2018 minutes. Mr. French seconded the motion. Motion passed.

Election of Officers

Mayor Pinchok moved to appoint Brandon Hackett to serve as Chairman. Ms. Milliken seconded the motion. All voted in favor; motion passed.

Mr. French moved to appoint Pamela Milliken as Vice-Chairman. Mayor Pinchok seconded the motion. All voted in favor; motion passed.

Appointment of Youth Representative to the EDAC

Mr. Smoak presented the application of Daniel Haddad, Farragut High School student who applied to serve as the youth representative on the Economic Development Advisory Committee. Ms. Milliken made a motion to

appoint Daniel Haddad as the youth representative for the Economic Development Advisory Committee. Chairman Hackett seconded the motion. All voted in favor; motion passed.

Discussion of the Outlet Drive Corridor

Mr. Nixon stated that the At Home building on Outlet Drive is approximately 160,000 square feet and has its own zoning which allows for commercial and industrial uses. Mr. Nixon stated that the space has been shown to smaller corporate tenants for a couple different retail uses that would require the building to be remodeled. Chair Hackett asked how much land is around the site. Mr. Nixon stated that the site has approximately 600 parking spaces and estimated that approximately 100 parking spaces can fit per acre of land. Chair Hackett stated that Ole Meck Brewing has a location in Charlotte, NC that appears to always be packed with adults and families and stated that something like that may do well in the At Home site since there would be plenty of parking and open space. Mr. Hill asked if there is any way to make it work as a business incubator site. Mr. Nixon stated that the site could be used for that use but the owners are wanting a long term lease. Mr. Nixon stated that the site could be subdivided into fourths.

Business Retention and Business Incubator Committee Updates

Business Retention Update:

Ms. Milliken and Mr. Krempasky passed out a copy of survey questions to the committee members.

Ms. Milliken stated that they would like to see what challenges businesses in the Town are facing and see what can be done to help those businesses stay in Farragut. The survey will be anonymous to try and get feedback.

Mr. Krempasky stated that a lot of the business owners often bring up issues with getting the business setup and the first year of dealing with the building codes.

Mr. French asked if “Please identify the biggest opportunities within the community” could be added to the survey. Alderman Povlin stated that it should be expanded a little to find out if the business owners are aware of their opportunities through Shop Farragut. Ms. Shaffer asked if a comment section could be added to the bottom of the survey or ask if the business owner would like someone to reach out to them to discuss their survey responses. Mr. Smoak stated that the tone of the questionnaire will have an impact on the feedback that you get. Mr. Smoak stated that the questions should be more open ended. Ms. Milliken stated that they were trying to make the survey to where people could just click and go so that they did not have to spend 30 minutes on the survey. Ms. Milliken stated that she will add the following to the survey: a question about the biggest opportunities, a question asking if they are aware of the benefits of Shop Farragut and add a comment section after each question with a 50-character limit.

Business Incubator Committee Update:

Ms. Horwege was not present to provide a Business Incubator Committee update.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. At Home should be opening this week
 - ii. 205 apartments on Watt Road were approved at the last Planning Commission meeting
 - iii. Sales Tax Revenue through April is up 10% from last year; part of the increase has to do with an accounting error with the County
 - iv. New tourism website is up and running

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- v. Entered and agreement with Knox County for a Community Center
 - vi. Ms. Stuhl stated that a survey about programming needs for the Community Center will be sent out and will be live from August 15 through August 26 with a Public Input Meeting scheduled for August 20.
- b. Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
- i. 13 new members in June and July; 5 of those are in the Town
 - ii. 4 ribbon cuttings and 6 networking events in June and July
 - iii. Breakfast Speaker Series was on June 26
 - iv. 5 ribbon cuttings and 4 networking events scheduled in August
 - v. New member orientation will be September 11 at 11:30am at Town Hall
- c. Farragut Business Alliance (FBA):** Presented by Mr. Krempasky
- i. Approximately 2,400 people attended the Red, White and Blues Jam
 - ii. Dog Daze will be on August 17-19
 - iii. The Treasure Hunt is underway
 - iv. Town Sampler online contest is underway

Any Other Business

No other business was presented.

Next meeting: Wednesday, September 5, 2018 at 8 AM in the Town Hall Board Room.

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The EDAC has identified an opportunity to promote and entice incubator / small business collections to join the economic community in Farragut.

Specific

The EDAC members are going to identify 2 potential physical locations (existing or new build) within Farragut, identify specific budget lines that can be proposed for supporting funds, West Knox Chamber members who are designated to mentor for Finance, Human Resource, Marketing/Branding, and Policy/Governance; and partner with 3 startup companies that are identified by the KEC.

Measurable – Goals and deliverables

1. List of locations / capacity
2. List of events & ideal entrepreneur – profile
3. List of Chamber members volunteering to mentor, what they offer

From these 3 points, the EDAC will be able to build a sustainable program that recruits, enables and supports small businesses.

Achievable

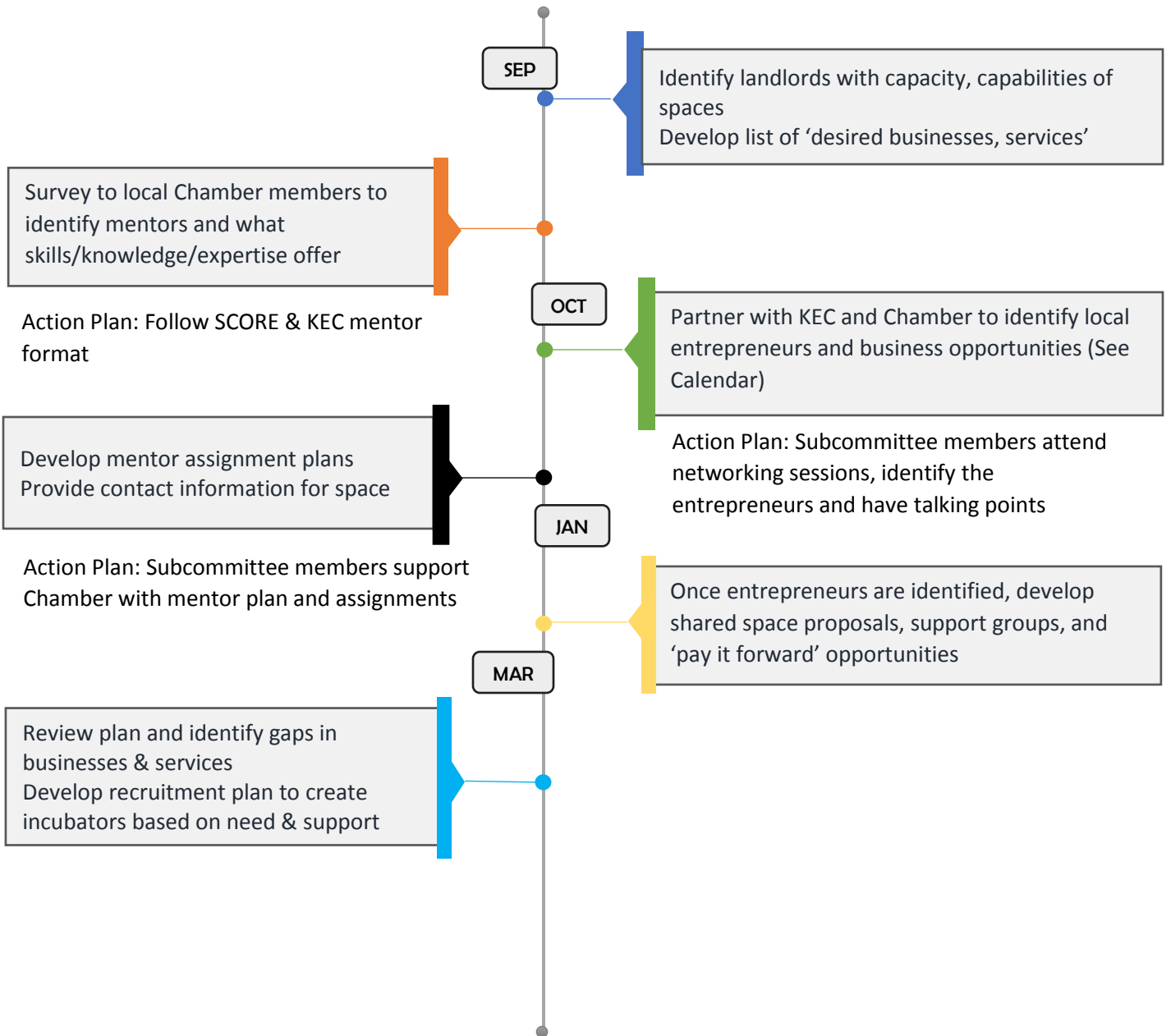
The goal of the EDAC committee and sub-committee is to identify the availability of space, the profile of a desired entrepreneur (business, services) and mentor program to support influx of small businesses.

Relevant

The goal will provide a means to grow business, jobs and innovation within the Farragut business community.

Time-bound

The goal will be to provide the plan no later than March 2019 for launch.





FREE

TUE, SEP 11 5:30 PM
KEC LiftOff at Night 2018

Knoxville Entrepreneur Center, Knoxville



FREE

TUE, OCT 23 12:30 PM
KEC LiftOff 2018

Knoxville Entrepreneur Center, Knoxville



FREE

TUE, SEP 11 9:00 AM
Women in Entrepreneurship Coffee 2018

Knoxville Entrepreneur Center, Knoxville

#Business #Networking



FREE

FRI, SEP 7 8:30 AM
Knoxville Business Builders Networking - Friday Sept. 7th 2018

Knoxville Executive Suites, Knoxville

#Business #Networking



HOSTED BY **HOLLI McCRAY**

POWERED BY **ROCKSTAR CONNECT** FREE

TUE, SEP 18 6:00 PM
Free Knoxville Elite Rockstar Connect Networking Event (September,...
Drink, Knoxville

#Business #Networking



FREE

TUE, SEP 4 8:30 AM
Grow Your Business - Knoxville Small Business Networking

Comfort Inn, Knoxville

#Business #Networking



FREE

WED, SEP 5 9:00 AM
Grow Your Business - Knoxville Small Business Networking

Comfort Inn, Knoxville

#Business #Networking



<http://www.knoxdevelopment.org/BusinessIncubator.aspx>

BUSINESS INCUBATOR

Fairview Technology Center:

Not all businesses are ready to purchase property or lease space in one of TDC's business parks.

However, some of these business ideas, given the appropriate type of support, can grow to have a significant impact on the Knox County economy. That is where the Fairview Technology Center comes in. Our strategy is simple - provide a nurturing environment for small, start-up, technology based firms for a limited time so that they can move into market-rate office/manufacturing space as quickly as possible, with as many high paying jobs as possible.

What is the Fairview Technology Center?

Fairview Technology Center's mission is to support the creation and success of growth-based businesses by providing an affordable work environment maximizing their limited start-up capital. By offering quality office and laboratory space, Fairview makes it possible to focus limited capital on research and development and future production of services and goods. Thus, it provides assistance to companies when they need it – in their formative years. Fairview's goal is to enable young companies to move into private, market-rate space when they are financially capable. Companies entering Fairview should leave as stronger and more mature companies, going on to succeed and create wealth in our community. While most companies entering Fairview have extensive expertise in their core products or services, there is often a disconnect or lack of experience in general business skills. In an effort to provide tenant companies with access to people and organizations that can provide these general business skills, members of the [Fairview Advisory Board](#) are available to advise tenants and evaluate prospective companies considering locating at the Fairview Technology Center.

Tenant Selection and Eligibility

All interested tenants shall complete an application in order to be considered for tenancy in the building. Applications will be reviewed by the Fairview Advisory Board. The Board will also review a business plan submitted by all applicants. The Board will carefully review an applicant's location at the time of consideration as well as the number of persons they employ in order to determine if the company meets the objectives of the Fairview Technology. An applicant's eligibility and priority status will be decided upon by the Board. A recommendation will then be made to TDC's Executive Vice President for approval. If space is available in the building and the Board and TDC's Executive Vice President approve the application, the space will be offered to eligible tenants on a combination priority and first-come, first-served basis.

The determination of a firm's qualification and priority is the responsibility of the Board. Priority status is as follows:

- Priority 1 status will be given to firms involved in the creation or production of technologically oriented products or services.
- Priority 2 status will be given to companies demonstrating a potential for rapid growth.
- Priority 3 status will be given to companies that can demonstrate a commercial potential.

The following types of businesses ARE NOT eligible to be considered for space at Fairview Technology Center:

- Industrial warehousing or company principally involved in warehousing and distribution.
- Branch offices or subsidiaries of major established companies that can afford to locate in privately owned space.
- Professional offices unrelated to the operation and needs of the tenants in the facility, such as doctors, dentists, etc.
- Industrial or commercial wholesaling.
- Established industry presently occupying market rate space that merely wishes to reduce overhead by moving into less expensive incubator space.
- Firms handling hazardous waste materials, unless it can be conclusively determined that such waste materials can be disposed of without posing a hazard.

For more information

To learn more about Fairview Technology Center contact Todd Napier, President and CEO of The Development Corporation of Knox County, at (865) 546-5887.