
RUTHERFORD COUNTY CHAMBER OF COMMERCE

A Year in Review: 2021





A WORD FROM OUR 2021 CHAIRPERSON

The declaration “We Are Rutherford” has led us through one of the most challenging but rewarding times in history. In 2021, the Chamber focused on Pivoting, People and Programming... our “PPP” acronym.

We’re so grateful for the Chamber’s focus to pivot from the impact of a global pandemic to nurturing our community. The Chamber’s leadership, staff, partners and board members focused on pouring into programs designed to boost our community. Programs such as a robust membership event, workforce development seminars and showcasing Tennessee to travelers worldwide, guided us back to the power of people and partnerships.

We Are Rutherford, and We Are Rutherford Strong...due to the support of our community. Your commitment continues to pave the way for our County to remain strong, resilient and proud of our future.

Thank you for the opportunity to have served as your 2021 Board Chair, and I look forward to continuing to stand with you.

YOLANDA GREENE
2021 CHAIRPERSON

A WORD FROM OUR PRESIDENT

Thank you for believing in the mission of the Rutherford County Chamber of Commerce.

In 2021, we rebounded - both as a community and as an organization. From restarting Rutherford County's economic engine to adding jobs and new workforce development programs, the Chamber and its divisions continued to evolve, react and overcome the challenges from the last year.

We welcomed new team members and resumed Chamber events. Our divisions hosted two job fairs, a one-of-a-kind membership event, a workforce summit featuring Governor Bill Lee, and the Tennessee Governor's Conference on Hospitality and Tourism.

In other words, we made the most out of this roller-coaster ride of a year...

This is just the beginning of a period of renewal for Rutherford County, and I'm grateful to be a part of it. As we continue to move the community forward, your involvement will continue to make this possible.

PAUL LATTURE
PRESIDENT, RUTHERFORD COUNTY
CHAMBER OF COMMERCE



STAKEHOLDER INVESTORS



NISSAN



Prepared by Kristina Troglan
sr. director of communications & marketing,
Rutherford County Chamber of Commerce

MEMBERSHIP

Since 1928, the Rutherford County Chamber of Commerce continues to create opportunities.

The Rutherford County Chamber of Commerce is the largest, strongest and most active business organization in the county. Through your investment, you not only commit to the growth and prosperity of the business community, but also to the future prosperity of your own business.

MEMBERSHIP HIGHLIGHTS



Thank you to all our investors that remain committed to the Chamber's mission. Despite the continued challenges of 2021, we saw new companies move into our community, existing industries expand, and small businesses find unique ways to build on their brands and thrive.

The Chamber resumed events with a bang and hosted a one-of-a-kind membership drive dubbed "The Greatest Show on Earth". Not only did it bring in 230 new members, it also reenergized our business community, uniting us with the common goal of moving Rutherford County forward.

We celebrated 80 businesses through ribbon cuttings, grand openings, anniversary celebrations and groundbreakings. Signature events like Business BEFORE Hours and the Chamber Golf Classic returned with new faces eager to network.

As we start the new year, we remain committed to being the best resource for both existing and new businesses. We are a vibrant and diverse county that offers potential new residents and businesses a variety of opportunities to prosper.

*-Kelli Beam, vice president of membership development,
Rutherford County Chamber of Commerce*



FACEBOOK FOLLOWERS:

10,147



CHAMBER MEMBERS:

1,400



RIBBON CUTTINGS:

80

THE GREATEST SHOW ON EARTH

As with any member-based organization, the backbone of the Chamber is the membership. Not only did our current membership show up and show out by supporting the growth of the Chamber, it helped us gain strength by giving our business community a greater reach across Murfreesboro, Rutherford County and the great state of Tennessee.

2.5 DAYS **151** VOLUNTEERS **230** NEW MEMBERS



Please join us in recognizing our event volunteers.

Chairs: Garth Bentley, John Black, Buffy Bundshuh, Brian Hercules, Bobby Hopkins, Chris Jones, John Jones, Nikki Sasser and Bo Trivett.

Captains and Team Members: Scott Abernathy, Pete Adams, John Allen, Kristi Allen, Shawn Ashcraft, Allison Belt, Jenna Bertoli, Johnathon Beverly, Janet Bowman, Blair Braswell, Leirin Brewer, Michael Brooks, Butch Bugg, Ed Burris, Bethany Cardente, Jon Chaney, Sheryl Chesnutt, Brooks Christol, Jenna Cole, Hank Coppedge, Jaime Craig, Camden Cummings, Lori Cutler, Charlie Davidson, Noah Davidson, John Dietrich, Jimmy Driver, Jennifer Durand, Cory Edmonds, Jennifer Farley, Kevin Fehr, Kathy Ferrell, Helena Ferro, Michelle Filaroski, Dee Fitzgerald, Meagan Flippin, Scott Flowers, Gabe Frazier, Mary Fugitt, Brett Garner, Kirk Garrett, Bob Gerard, Selena Gossett, James Greek, Susan Gulley, Chris Gurley, Beth Hackett, Jacob Hall, Rick Hall, Ken Hampton, Jeffrey Harrell, Josh Harrell, Josh Hatfield, Brian Hays, Geoffrey Herring, Chad Hill, Polly Hill, Dawn Hobbs, Brad Hopkins, Kristen Jackson, Jay Johnson, Kavin Johnson, Royce Olen Johnson, Sara Jan Johnson, Jeff Jones, Pruitt Jones, Drew Kilgour, Judy King, Andy Kinsman, Jacob Lamb, Leigh Ann Lamb, Becky Lanham, Tara LaPointe, Jeff Letzle, Taylor Loyal, Angela Lyles, Joe Marchesoni, Tim Marcum, Janet Martin, Jacob McGowan, Hayden McKee, Regina Medlen, Melaine Melton, Matt Miffleton, William Moore, Angi Morgan, Chelsea Morgan, Dena Oneal, Joe Pennington, Chalisa Perkis, Jennifer Phillips, Denise Pope, Salil Rai, Casey Rainey, Penny Ray, G Rollins, Luis Roque, Crystal Routon, Bubba Ruffner, Sara Lyn Ruffner, Jay Sanders, Valerie Schinke, Terry Schneider, Jill Shannon, John Shepherd, Monika Shotwell, Sylvia Silva, Ronnie Smith, Todd Spearman, Jamie Steelman, Jimmy Stitt, Rene Swain, Wendy Tompkins, Ariana Vandenburg, Courtney Vondenberger, Annelise Werme, Vicki Wheat, Robert White, Lori Williams, Ginny Williams, Natalie Wilson, Phil Wilson, Dana Womack, Joy Yancey, Justin Young and Wagdy Zakher.

THE 2021 CLASS OF DIPLOMATS



Diplomat (dip-lo-mat) noun: A motivated individual who helps tell the Rutherford County Chamber of Commerce story, while exhibiting the highest degree of professionalism and embracing an attitude that is positive, supportive and respectful to all people.

OFFICERS



Alan Brown
Edward Jones
Investments



Michael Busey
State Farm



Jeff Carlton
Franklin's
Printing



Judy King
FirstBank



Angela Lyles
Accurate
Mortgage



Nikki Sasser
Crimson
Security

LEADERSHIP RUTHERFORD



Leadership Rutherford is a personal development program designed to motivate participants to develop and enhance the quality of their leadership in addressing pertinent community needs. It aims to help leaders prepare for voluntary responsibility, provide a practical and sophisticated understanding of major problems and opportunities facing Rutherford County, facilitate access and improve the communications network between emerging and current leaders, and stimulate increased community participation and commitment.

GROW

CONNECT

SERVE

LEADERSHIP COUNCIL

Chair: Terry Schneider, FASTSIGNS

Chair-Elect: Lori Cutler, Redstone Federal Credit Union

Past Chair: Ronnie Smith, FASTSIGNS

Treasurer: Larry Miller, Pinnacle Financial Partners

Secretary: Jessica Vantiegham, simpliHÖM

Advisor: John Shepherd, River Oaks Community Church

Members at Large: Pete Adams, Adams + Swann | Joey Alvarez, TwelveStone

Health Partners | Alan Brown, Edward Jones | Buffy Bundshuh, Bancorp South

Blake Finney, Shelter Insurance | Brad Hopkins, Exit Realty Bob Lamb &

Associates | Jay Jackson, First Horizon | Ryan McDaniel, KPI | Adam Milam, Willis

Towers Watson | Angi Morgan, John Jones Real Estate | Casey Rainey, Raymond

James & Associates | Jimmy Turner, Circuit Court Judge | Teuna Upshaw,

Schwan Cosmetics USA



LIFTING UP LEADERS

Thank you to all the Alumni and supporters for such an amazing year - I am so grateful for everyone's trust and guidance during such an unusual time. I am pleased to report that both our programs, Leadership Rutherford (LR) and Youth Leadership Rutherford (YLR) are back, stronger than ever.

We successfully wrapped up the YLR Class of 2021 in April with an in-person graduation ceremony. I can honestly say, there wasn't a dry eye in the room that day. We kept the momentum going by selecting the new class and jumping in with both feet. I am incredibly impressed by our new class of young leaders.

Leadership Rutherford resumed after a year's hiatus - and the LR Class of 2022 has hit the ground running. They are doing some amazing things in our county, and I am so proud of the shared connections, experiences and sense of community that is developing between classmates.

We continue to focus on strategic planning, program elements, communications and alumni development. Our newly formed Alumni Committee is creating opportunities for our alumni to gather, network and work together on creating a stronger community. Be on the lookout for our announcements in 2022!

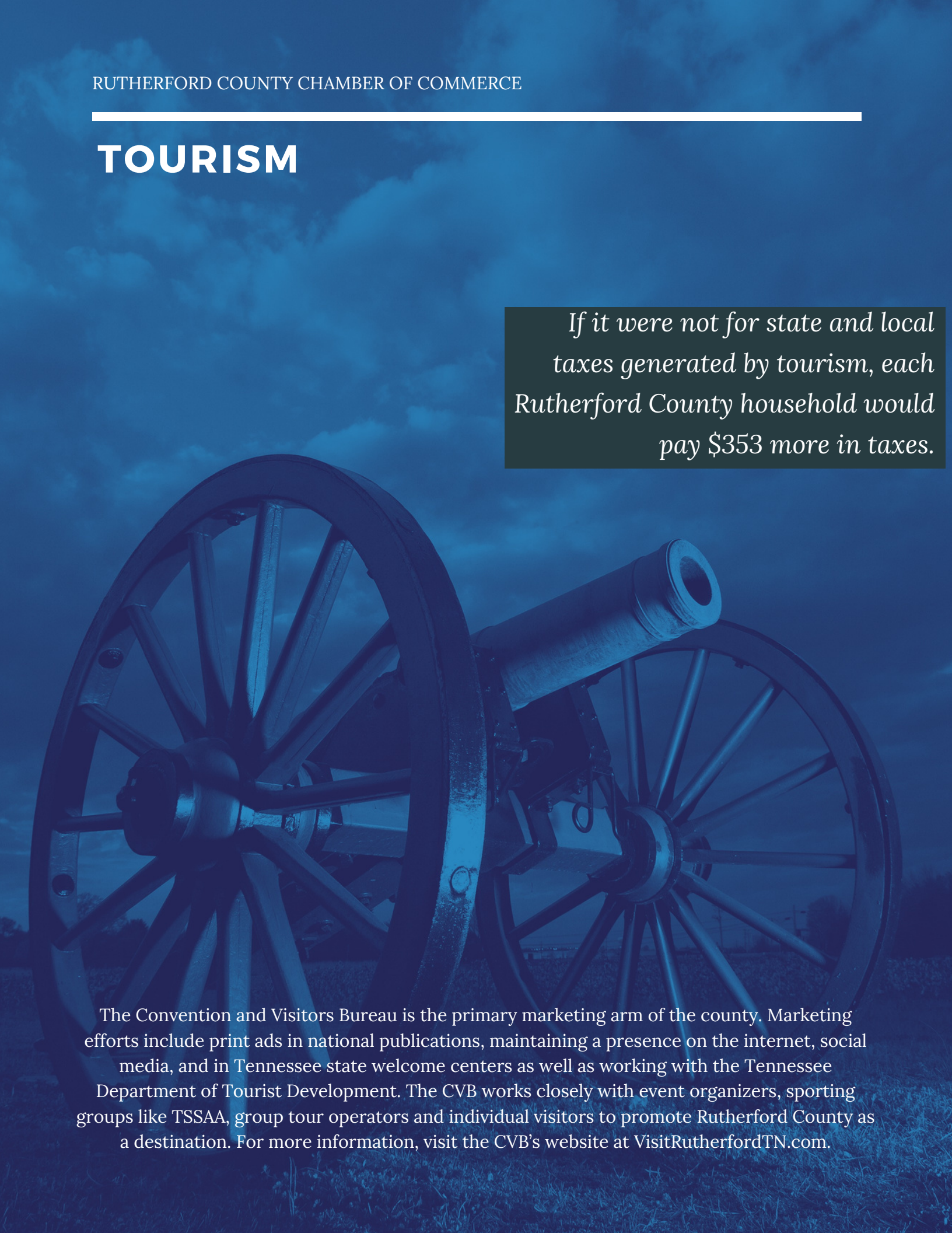
I want to close with this reminder: it is an honor and privilege to be part of Leadership Rutherford. It is also an honor and privilege to live in our great community. I challenge you to continue leading and serving as many as you can. Thank you for your commitment, support and dedication to our organization.

**-Stephanie Brackman, executive director,
Leadership Rutherford**



TOURISM

If it were not for state and local taxes generated by tourism, each Rutherford County household would pay \$353 more in taxes.



The Convention and Visitors Bureau is the primary marketing arm of the county. Marketing efforts include print ads in national publications, maintaining a presence on the internet, social media, and in Tennessee state welcome centers as well as working with the Tennessee Department of Tourist Development. The CVB works closely with event organizers, sporting groups like TSSAA, group tour operators and individual visitors to promote Rutherford County as a destination. For more information, visit the CVB's website at VisitRutherfordTN.com.

TRAVEL RETURNS TO RUTHERFORD CO.

As the tourism industry continues to rebound, attracting visitors and events to Rutherford County remains our primary focus to maximize hotel occupancies.

Sports tournaments proved to be instrumental in increasing hotel occupancy and bringing tourists to our local eateries and merchants throughout the year. TSSAA High School Championship games returned in 2021 with record attendance numbers. Also, first-time events like the National Home School Soccer Championships, ENCL National Soccer Tournament, and the Perfect Game Baseball World Series fueled a much-needed return to normalcy and provided thousands of room nights for hotels.

In addition, our Convention and Visitors Bureau (CVB) secured 2022 and 2023 contracts with the TSSAA for bowling, basketball, and Spring Fling Championship events.

Conferences returned in 2021 as well, with a big kick-off from the 91st Tennessee National Guard State Conference in February. We were honored to host the Tennessee Governor's Conference on Hospitality & Tourism in September which brought tourism peers from across the state to stay in Rutherford County hotels.

The CVB launched a new state-of-the-art website at VisitRutherfordTN.com. Our new website offers potential visitors a modern, easy-to-navigate experience with a mobile-friendly design, insightful blogs, listings and pictures that highlight the best that Rutherford County has to offer.

We worked closely with the Tennessee Department of Tourist Development to include the Discovery Center at Murfree Spring in their "Kid Reviewed" campaign. This campaign includes a wearable smart device for children to track laughter and giggles, and measured excitement through heart pace data. This data was placed on Tennessee's tourism website at tnvacation.com/kidreviewed for parents to use when deciding on kid-friendly destination vacations.



We also worked with the state and MTSU to unveil the Rutherford County Tennessee Music Pathways marker for country music artist Chris Young. Tennessee Music Pathways is a state-wide initiative that takes visitors through 1,200 miles across the state connecting them to rich music history through people, places and seven genres of music.

The CVB continued to nurture relationships with MTSU's Cultural Arts and Heritage programs, Rutherford Arts Alliance, African American Heritage Society of Rutherford County and local attractions to diversify the Tourism voice and support ongoing research in the African American community.

For the ninth consecutive year, the Rutherford County CVB was awarded the Readers' Choice Award from ConventionSouth for having one of the Best Meeting Sites in the South. Over 8,000 meeting planner votes were collected, and Rutherford County was one of only nine destinations in Tennessee to win this award.

The Rutherford County CVB accepted an invitation to join the Tennessee Tourism Committee (TTC) to champion tourism activity in Rutherford County and across the beautiful state of Tennessee. We are looking forward to another great year in 2022!

**-Barbara Wolke, senior vice president,
Rutherford County Convention & Visitors Bureau**

TOURISM HIGHLIGHTS



HOTEL STAYS

913,008 room nights in 2020
(2021 #s are delayed but trend significantly up)



TRAVEL EXPENDITURES

\$472.24 million - moving us to #7
in the state for visitor spending



AWARD

Winner of the 2021 Convention
South "Best Meeting Sites in the
South" Readers' Choice Award



VISITOR VOLUME

~3 million domestic trips to
Rutherford County in 2021



TSSAA SPRING FLING

5,000 athletes, ~33,000 spectators
generating \$3.5 million dollars



TOURISM IMPACT

Visitor spending in 2020 :
\$1,290,283 in daily expenditures
\$422,034 in daily labor income
\$62,586 in daily state taxes
\$45,270 in daily local taxes

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[Play](#) [Stay](#) [Eat & Drink](#) [Meet](#) [Travel Ideas](#) [Our County](#) [Travel Blog](#) [Q](#)

Discover
YOUR NEXT ADVENTURE

EXPLORE RUTHERFORD

01. THINGS TO DO
02. SPORTS & RECREATION
03. MEETINGS & CONVENTIONS

ECONOMIC DEVELOPMENT

OFFICE

We're the fastest growing county in the state because of our top-tier educational institutions, diverse and thriving economy, supportive business environment, and welcoming community beaming with activity for neighbors of all ages.

Rutherford Works, the umbrella for the collaborative work of the Rutherford County Chamber of Commerce offices of Economic Development (ECD) and Workforce Development (WFD), oversees programs and services that help businesses start, grow and locate to Rutherford County. Guided by the mission of Destination Rutherford, Rutherford Works helps ensure a strong and diverse economy helping to increase our County's commercial tax base through business attraction and retention, and helping to prepare our workforce for the 21st-century economy.

MOVING INDUSTRY FORWARD



It was a very unique year for economic development in Rutherford County. Coming from an unemployment peak of 16% at the beginning of the pandemic, we are holding under 3%. Many of our local companies managed to maintain their employment levels despite dynamic challenges in the national labor market .

Several industry partners took advantage of the business climate and reinvested in their facilities and infrastructure - securing growth, expansion and prosperity in the county for years to come.

Steel Technologies added 112 jobs and \$59 million of investment locally at its Smyrna plant. **Ascend Federal Credit Union** opened up a new Operations Center in Murfreesboro's Gateway District bringing up to 100 new jobs. California-based **Gutterglove** opened its first-ever East Coast facility in La Vergne with 85 new jobs and a \$5.4M investment.

Additionally, La Vergne announced a new BJ's Wholesale Club and a major mixed-use development in Arbor Ridge. Murfreesboro welcomed numerous new small businesses and construction started on the game-changing One East College infill downtown development.

Smyrna is in the middle of several major infrastructure improvements: the widening of both Jefferson Pike & Sam Ridley Parkway and a new road with improved utilities for the Smyrna airport - allowing for additional airside property to attract new companies.

Eagleville is in the midst of its own downtown revitalization while welcoming Apex Bank, Coach T's restaurant and an upcoming coffee shop.

Industrial real estate thrived during the pandemic, which left our current industrial inventory at record lows. This made it difficult to attract new industrial tenants. Fortunately, we have over three million square feet that will be finished over the next 16 months.

Nationally, we still do not know what will happen to office space; however, here in Rutherford County, we know we need more. Fountains at Gateway is filling up its last floor thanks to new tenants like Saltworks Security and the successful coworking concept, The Studio. We look forward to working with Fountains' future phases and the planned office building at Hines' new Clari Park development.

Additionally, we have been marketing the city-owned corporate sites in Murfreesboro and Smyrna to the national real estate community.

Our successes in 2021 are due to our diverse business community, and I am personally grateful for all of our industry partners. They sustain our economy and help Rutherford County move forward. We are excited for the opportunities that 2022 offers and will continue to showcase all of our community assets.

-Patrick Cammack,
senior vice president of economic development,
Rutherford County Chamber of Commerce



TAPPING INTO ECONOMIC OPPORTUNITIES

Rutherford County, Tennessee, is currently one of the hottest places to do business and one of the fastest-growing counties in the United States. **Twenty** new people a day are calling our county home, drawn to its central location, business-friendly climate, fantastic school system and quality of life.

“Our families who relocated from New Jersey enjoy Murfreesboro's unique combination of big-city amenities within a hometown atmosphere. MTSU is also a strong drawing card; a world-class college education right in your backyard.”
- Holli Montgomery, managing director, Schwan Cosmetics

BY THE NUMBERS



NEW JOBS: 1,004



**NEW CAPITAL INVESTMENT:
\$460 MILLION**



EXPANSIONS: 8



RELOCATIONS: 3



**MURFREESBORO
RANKED TOP
BOOMTOWN IN THE
COUNTRY**



**FASTEST GROWING
COUNTY IN TENNESSEE**
20 new people daily



**#3 MSA IN U.S.
FOR JOB GROWTH**

WORKFORCE DEVELOPMENT

"A strong economy begins with a strong, well-educated workforce."

-Bill Owens

The Rutherford County Chamber of Commerce and Destination Rutherford have funded the Rutherford Works Workforce Development Strategic Plan. This plan was developed with input from our high wage, high demand industries of construction, health care, information technology, supply chain management and advanced manufacturing along with our K-12 partners at Murfreesboro City Schools and Rutherford County Schools. The plan places importance on career exposure in elementary school, career exploration in middle school and career experience in high school. Our mission is to bring employers and education together in what we call an uncommon partnership, to help make sure students (and parents) are better prepared to make good choices about what is next after high school and to develop a talent pathway from K-12, through post-secondary and into the workplace — in Rutherford County.

2021 - A YEAR OF CHANGE



Kaitlin Salyer



Greg Jones



Essence Brisco

Looking back at this year, I think we can say with utmost certainty that change has been a reoccurring theme. While it can be challenging, it can also bring growth and creativity. Change brings about an opportune time to review and reflect on achievements and challenges to prepare ourselves for the future. This reminds me of a quote from a person I think most of us know -- Walt Disney. He once stated, "Times and conditions change so rapidly that we must keep our aim constantly focused on the future."

One of the most significant 2021 changes our team incurred was the departure of veteran team lead Beth Duffield and my selection as her replacement. Beth created a tremendous lineup of programs in Rutherford County around education and workforce development. It has been mentioned on more than one occasion that I have some big shoes to fill, and I'm getting a good understanding of that as I meet new people and make new friends throughout the county. Kaitlin Salyer, who brings extensive education and workforce development experience, has also come on board to fill a vacant position, rounding out our team of three.

This year also continued the changes our students and teachers have navigated since the beginning of the pandemic. Our students in both districts returned to the classroom for face-to-face learning. While it is good to get "back to normal," we must recognize the challenges our students, teachers and administrators still face.

We've also experienced significant shifts in the economy and workforce. The unemployment rate for Rutherford County started out in January at 4.4%. The most recent rate in October was down to 2.7%. Our economy is back; in fact, we are approaching the pre-pandemic levels of unemployment. This quick return reflects Rutherford County's resiliency in tough times and is representative of the top-caliber people who live and do business here.

With our economy returning as rapidly as it has, it also has complicated our employers' ability to hire and fill open jobs. This validates the importance of the Chamber's work in building partnerships with employers and educators throughout the county to continue helping students prepare for their careers.

This past year, we were able to continue building partnerships and programs that benefit educators and employers through several initiatives:

WORK-READY

We continued the drive to help students earn work-ready certifications before graduation during the spring. Two hundred and seventy-five high school seniors attained the ACT WorkKeys National Career Readiness certificate or the Work Ethic Distinction credential. These accreditations prove career readiness and help students obtain employment as they start their careers.

RUTHERFORD COUNTY
HIGH SCHOOL SENIORS

275

REGISTRATIONS

295

SPRING OUTDOOR JOB FAIR

In April, as the economy and hiring continued to improve, we hosted the Spring Outdoor Job Fair in partnership with the American Job Center and TCAT Murfreesboro at their Smyrna campus. We collected 295 job seeker registrations and hosted 65 participating employers.

HIRING EXPO

In July, we held the largest job fair in Middle Tennessee, the Rutherford County Hiring Expo. We hosted 134 companies and approximately 500 job seekers at this event. During the six-hour event, attendees talked with hiring recruiters, submitted resumes and even completed interviews. Colleges and military organizations were also on hand for those interested in obtaining degrees, certifications, or joining the armed services.

JOB SEEKERS

500

SESSIONS

12

WE GROW TALENT SUMMIT

In September, Governor Bill Lee was the keynote speaker at our We Grow Talent Summit, followed by an opening session led by Department of Intellectual and Developmental Disabilities Commissioner Brad Turner. Seventy-plus business and industry leaders rotated among 12 different sessions led by industry partners who have successfully implemented innovative recruitment and retention practices in their organizations.

WHO'S HIRING WEDNESDAY

We also launched "Who's Hiring Wednesday," a twice a month digital push to promote job openings from local employers within our county. Since September, we have had over 1,900 directory views and 8,000 impressions.

VIEWS

1,900

That's a quick look back at a few of the great things accomplished, we are looking forward to a great year in 2022. As stated in the quote earlier, "we must keep our aim constantly on the future," and that is what we plan to do here at the Chamber. If you haven't already, follow Rutherford Works on social media to keep up with our programs and events.

-Greg Jones,
senior vice president of workforce development,
Rutherford County Chamber of Commerce



A WORD FROM OUR 2022 CHAIRPERSON

I am humbled and grateful for the confidence you have placed in me as board chair for the Rutherford County Chamber of Commerce.

No doubt our community faces challenges. But I know that our Chamber is best poised to move Rutherford County forward and meet those challenges head-on.

I look forward to working with the talented Chamber staff, members, board, industry and community partners this year. I am fully committed to creating a center of commerce and innovation for Rutherford County that provides an unmatched quality of life.

BRIAN KIDD

2022 CHAIRPERSON

Brian Kidd was named Senior Vice President, Controller, and Principal Accounting Officer of NHC, effective January 1, 2017. He joined NHC in 2008, and previously held the title of Vice President/Assistant Controller. In his tenure with NHC, his responsibilities have included overseeing and reviewing all aspects of internal and external financial reporting, which has included compliance and monitoring of GAAP and U. S. Securities and Exchange Commission requirements. Prior to joining NHC, Mr. Kidd had ten years of experience with two accounting firms that served clients throughout Tennessee and the Southeast region.

Mr. Kidd is a Certified Public Accountant (CPA) and a Chartered Global Management Accountant (CGMA). He is a member of both the American Institute of Certified Public Accountants and Tennessee Society of Certified Public Accountants. Mr. Kidd received a bachelor's degree in accounting from Middle Tennessee State University.



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