

Shelby County Board of Commissioners

GRANT APPLICATION

Legal Name of the Organization: Arlington Chamber of Commerce

EIN: 62-1644959

Street Address of Organization 12015 Walker Street, Arlington, TN 38002

Office Phone: 901-867-0545

E-mail tonia@arlingtontnchamber.com

(Section Break)

EXECUTIVE DIRECTOR

First Name Tonia

Last Name Howell

(Section Break)

GENERAL CONTACT FOR THIS REQUEST (if other than Executive Director)

First Name Tonia

Last Name Howell

Title: Chamber Director

(Section Break)

DESCRIPTION OF GRANT REQUEST

Program/Project Area: Arlington Welcome Signage and Marketing

Amount Requested 24,900.00

Total Organizational budget (for current year): 87,000.00

Total Project/Program Budget: 17,000.00

Dates covered by this budget: 7/1/16-6/30/17

Project/Program Name: Arlington Welcome Signage and Marketing

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INTRODUCTION AND BACKGROUND OF ORGANIZATION

Please summarize in a short paragraph the purpose of your agency. Briefly explain why your agency is requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if a grant is made.

The Chamber exists to promote the economic, civic, commercial, industrial, and educational interests of our area. A member-driven organization, the Chamber regularly assesses the needs of local business owners and executives. Programs, products, and events are created to deliver strategic solutions to those needs. This grant will further our mission to promote our member businesses and aid in our retail recruitment and retention efforts. Our request includes funding for 2 projects to raise visibility for Arlington:

- 3 identical "Welcome to Arlington" signs at gateways to Arlington (2 on Hwy 70 and 1 on Airline, going north from the I-40 ramp).
- o Signs to comply with TDOT and Town of Arlington standards. Signs will include the Arlington Chamber logo. Project is dependent on TDOT and Town of Arlington approvals, and the approval process will set the timeline.
- TV and digital marketing for Arlington Depot Square.
- o The Town has 4 professionally produced commercials that were created with a grant from the TN Downtowns program. The commercials are current, and we would like to run the ads again for visibility for our historic Depot Square (before the ads become out of date). These ads will be run immediately upon approval of the grant.

(Section Break)

Narrative - Organization

Current programs and accomplishments. Please emphasize the achievements of the recent past.

The Arlington Chamber, which celebrated its 20th anniversary this past June, has experienced great growth in the past 3 years since I have been in my role as director. The Chamber's annual events, A Taste of Arlington, the Arlington 5K, and our monthly luncheons, have all increased in attendance and sponsorships. Luncheons in 2013 were averaging 35 in attendance, and we now average over 100 in attendance at our monthly meetings. The Chamber's economic development efforts have increased in the past 2 years, as we seek to seize opportunities due to our proximity to the TN Mega Site and the

new Arlington Kroger Marketplace.

Numbers of paid full-time staff: 1

Number of paid part-time staff: 0

Number of volunteers: 20

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Narrative - Funding Request

Please describe the program/project for which you seek funding and include how it will benefit the general welfare of residents in Shelby County, TN.

Improving our community branding through gateway signage and marketing Arlington's historic Depot Square will increase the positive impact our community has in Shelby County. Also, prospective business looking at Shelby County will benefit all citizens of Shelby County through increased tax revenues.

General Operating Support

If applying for general operating support, briefly describe how this grant will be used.

The funds will not be used for general operating expenses.

Project Support

Please explain the specific project including a statement of its primary purpose and the need or problem that you are seeking to address.

Our request includes funding for 2 projects to raise visibility for Arlington:

- 3 identical "Welcome to Arlington" signs at gateways to Arlington (2 on Hwy 70 and 1 on Airline, going north from the I-40 ramp). Arlington does not have gateway signs for our community.
- o Signs to comply with TDOT and Town of Arlington standards. Signs will include the Arlington Chamber logo. Project is dependent on TDOT and Town of Arlington approvals, and the approval process will set the timeline.
- TV and digital marketing for Arlington Depot Square.
- o The Town has 4 professionally produced commercials that were created with a grant from the TN Downtowns program. The commercials are current, and we would like to run the ads again for visibility for our historic Depot Square (before the ads become out of date). These ads will be run immediately upon approval of the grant - we need to maximize the ads that have

already been developed.

How does the project contribute to your organization's overall mission?

Arlington is a growing, vibrant community in Shelby County, and these projects will continue to raise the visibility and favorable impression of Arlington in our area and for visitors to our area. The “welcome signage” will become part of our Town branding, and be both a recruitment and retention benefit to the Town and the Chamber.

(Section Break)

Narrative - Evaluation

Please explain how you will measure the effectiveness of your activities. Describe your criteria for a successful program and the results you expect to have achieved by the end of the funding period.

The gateway signage will assist in recruiting new businesses and residents to our area. Continued growth in rooftops will draw more business to Arlington, and we will be looking for this increase in retail growth. Marketing Depot Square during the upcoming Christmas retail season will increase visitors to our businesses and increase revenues.

Attachments:

If your request is under \$25,000 please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations

2. Most recent IRS Form 990 or Financial Statements (balance sheet and income statement) as of the most recent fiscal year end certified by Chief Financial Officer/Treasurer of the entity.

3. Complete Budget for grant request

If your request is \$25,000 or more please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations

2. Copy of an annual audit as of a date within 18 months of the start of the current fiscal year.

3. Complete Budget for grant request

[13.pdf](#)

File 2

[ArlChamber.990EZ.2014.Signed.02.10.2016.Revised.pdf](#)

File 3

[Shelby County Commission Community Enhancement Grant
Prgoram-2016 submission_Arlington Chamber.pdf](#)

ACKNOWLEDGEMENT:

Read, and if you agree to the provisions, sign the following:

The information provided has been submitted in good faith and as completely as our records and recollections permit.

I understand that the information provided in this application shall be open to inspection upon filing with the office of the Shelby County Board of Commissioners.

Signature: Tonia Howell

Printed Name: Tonia Howell

Date 9/23/2016
