

GREENEVILLE COMPREHENSIVE PLAN

ECONOMIC DEVELOPMENT ELEMENT

PUBLIC INPUT FROM PUBLIC WORKSHOP HELD ON DEC. 10, 2015 FROM 5:00PM TO 7:30PM AT THE GREENEVILLE CITY SCHOOLS SYSTEM CONFERENCE HALL IN DOWNTOWN GREENEVILLE

VISIONING

1. Vision for small, medium and large businesses, industries, tourism and jobs in Greeneville

- Connected
- Legitimate
- High profit, low impact
- More apprentice training
- Educated
- Successful businesses
- Vibrant
- Sustainable
- Attractive
- Environmentally responsible
- Comparative advantage
- Welcoming
- Interactive community
- Unique
- Increased wages
- Mixed/multi-location
- Economically viable
- Open to new ideas
- CRAP (Create, Retain, Attract and Promote)

INDUSTRIES

2.1. What the Town doing that it should continue doing in order to improve industrial development in Greeneville

- Established industrial parks
- Providing incentives to industries to locate in Greeneville
- Vocational training institutions are being encouraged, especially at Walter State, to provide a workforce for industries.
- Existence of Greeneville-Greene County Partnership
- Industrial Development Board recruiting industries
- Taking advantage of great transportation network: railroad and I-81

2.2. Things we should do that we are not doing in order to improve industrial development in Greeneville

- Hire an accountable, dedicated economic developer with experience
- Need more industrial parks
- Need industrial speck buildings
- Create awareness of the availability of old warehouses which can be converted into usable buildings and spaces (or torn down for other purposes)
- Need to destroy old buildings (e.g. some warehouses) which are not structurally sound so as to make way for new construction.
- Town government needs to work closely with Manufacturing Association and the New Economic Developer for the Greene County Partnership
- Improve workforce education to provide for the human resource needs of industries
- Better business infrastructure
- Market existing utilities and other asserts: fiber network and sewer capacity
- Take advantage of railroad and geographic location
- Use hospitals and medical services as part of our market asserts
- Make an Economic Development Strategic Plan, which should identify our shortcomings in industrial recruitment and seek to overcome them with specific actions

2.3. Partners that can help us attain the goals, policies, and/or strategic actions that you have proposed.

- Greeneville-Greene County Partnership
- State of Tennessee
- MTAS
- CTAS

2.4. Funding sources that can assist in industrial development

- Grants
- Taxes
- Industries themselves

SMALL, MEDIUM AND LARGE BUSINESSES

3.1. What the Town is doing that it should continue doing in order to improve small, medium and large business development in Greeneville

- Being proactive
- Making Downtown walkable, historic and attractive

3.2. Things to do in order to improve small, medium and large development in our Town

- Hire an economic developer with experience
- Develop more attractive opportunities
- Develop a vision for the future
- Provide fiber optical cables for high speed internet service
- Attract investment
- Trolley system for access to Downtown
- Being better at recruiting new businesses
- Diverse businesses

- Getting people to buy into the growth
- Better cooperation between county and city
- Better access to parking downtown
- Implement a TIF program
- Make areas more attractive to industry
- Expand high tech infrastructure
- Provide new business incentives
- Need planning for infrastructure for growth (electrical, gas, water, sewer, communication)
- Town government needs to work closely with Manufacturing Association and the New Economic Developer for the Greene County Partnership
- Improve workforce education
- Provide a commercial kitchen
- Make a Downtown Redevelopment Master Plan
- Downtown should be a mixed use zoning district, allowing restaurants, apartments, shops, etc

3.3. Partners that can help us attain the goals, policies, and/or strategic actions

- State of Tennessee
- Main Street Association
- Private investors
- Entrepreneurs

TOURISM

4.1. What the Town is doing that it should continue doing in order to improve tourism in Greeneville

- Promoting our historic past
- Partnership staff in charge of tourism
- Tax structure provides a dedicated source of funding for tourism
- Organization of events
- Maintain of an inventory of asserts
- Working with State tourism office
- Maintain State of Tennessee 3 Star status
- There is a Main Street Greeneville association
- Maintain a network of donors for events such as the 4th of July celebrations
- Remain a member of the North East Tennessee Tourism Association
- Continue participating in the Tennessee Trails Program
- Continue driving tours of our touristic attractions
- Support of service organizations
- Continue to participate in the Retire Tennessee initiative
- Continue to be part of the National Tourism Association
- Maintain a historic district in Downtown
- Maintain a Town website at all times

4.2. Things we should do that we are not doing in order to improve tourism in our Town

- Develop more events to bring tourism to Town
- Let tourism be more visible on the Town's website by creating a "Visitors" tab
- Provide an anchor store downtown with a brand name (such as Mast General Store)
- Capitalize on our natural resources such as walking trails, biking trails, rafting, etc to attract consumer population to Greeneville
- Publicize the existence of several golf courses and tennis courts in Greene County to attract consumer population to Greeneville
- Provide means of transportation (e.g. shuttle) to and from these attractions back to hotels
- Need for more upscale restaurants in Downtown area and a nice upscale sports bar
- More target advertising along the interstate to draw more people to Greeneville
- Provide many activities to ensure that for every one hour of travel there are at least five hours of activities to enjoy
- Solicit write-ups on tourism
- Increase visibility of the Town's tourism sector on the Town's website, in local and state newspapers, and in radio and TV stations
- Diversify our tourism asserts with attractions that go beyond the person and office of Andrew Johnson and historic buildings in Downtown
- Hospitality industry training
- Education of young people on community tourism asserts
- Create an Andrew Johnson Walking trail along specific streets in Downtown

4.3. Identify partners that can help us attain the goals, policies, and/or strategic actions that you have proposed.

- State Tourism Office
- National Tourism Association
- North East Tennessee Tourism Association
- Greeneville-Greene County Partnership
- Main Street Greeneville
- Service Organizations
- Local Press
- Local schools (primary, secondary, high, college, vocational)

4.4. Funding sources to accomplish tourism planning ideas

- Dedicated funding from taxes
- Private donors
- Grants
- Tax Increment Financing
- Banks
- Need more businesses and industry brought to Greeneville to build up the tax base so more tax dollars would flow into our community for growth
- Need more annexation when possible

JOBS

5.1. What the Town is doing that it should continue doing in order to improve on jobs situation in our Town

- Continue providing Apprenticeship Training (Greene Technology Center) with Walter State
- Continue job fare
- Continue jobs/career info in the schools
- Maintain the Greene Technology Center
- Commitment to workforce education and preparation
- Recruitment of manufacturing businesses/expansion

5.2. What we should do that we are not doing in order to improve on jobs situation in our Town

- Improve workforce education
- Create an inventory of skills
- Take action to reduce the drugs, alcohol and felony problems that have significantly reduced the employment chances of many people
- Emphasize value of vocational/technical training instead of over focusing on college bound paths
- Facilitate the startup of new businesses (incentives)
- Create a support system for employers
- Create incentives to have an employable workforce
- Create awareness program to make people more employable
- Ensure that welfare recipients pass drug tests

5.3. Partners that can help us attain the goals, policies, and/or strategic actions

- Greeneville-Greene County Partnership
- Businesses
- Educational Institutions
- U-Turn for Christ
- GCSS
- Walter Sate Community College
- Tusculum College
- Town of Greeneville
- Local employers
- Churches

5.4. Some funding sources to accomplish tourism proposals

- Private stock market
- Banks
- Donors
- Grants
- Tax payers
- Local employers
- Not for Profit Organizations (e.g. St. Judes)