

Reduce Costs

Save Time

Make Money

**Your Blount County Chamber
Membership Guide to Benefits**



**Blount
Partnership**



www.BlountChamber.com | Twitter: @BlountChamber

2012 CHAMBER BOARD OF DIRECTORS



Allan Cox, Chair

Bell & Associates Construction

Chair-Elect (2013)

Virginia Hardwick, *StaffingSolutions*

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Greg Wilson, *First Tennessee Bank*

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Government Relations

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Bruce Hayes, *TN Small Bus. Dev. Center*

Division Directors

General Retail/Service

Patricia Williams, *Accounting Principals*

Manufacturers/Wholesalers

Chris Jackson, *Alcoa, Inc.*

Auto Sales, Transportation

Bill Kilgore, *Blount Wrecker Service*

Government, Public Utilities

Henry Durant, *S. Blount Cty. Util. Distrt.*

Hotel/Accommodations/Rec.

Joe Huff, *Parks & Rec. Commission*

Construction, Building Trades

Dave Bennett, *Cherokee Millwright & Mechanical*

Finance & Professional

Mike Zorio, *Mountain National Bank*

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Trudy Hughes, *New Hope Children's Advocacy Cntr.*

Insurance & Real Estate

TBA

VIP Chair

Kevin Painter, *LeConte Wealth Mgmt.*

Board Members-at-Large

Mary Beth West, *Mary Beth West Consulting*

Chris Soro, *C2RL, Inc.*

Ex-Officio & Partnership Board Representation

Economic Development Board Joe Dawson

SMCVB Board

Bryan Cable, *Hilton Knoxville Airport*

Ex-Officio Members

Matt Haralson, *Kizer & Black, Attys.*

Mark Johnson, *Alcoa City Mgr.*

Greg McClain, *Maryville City Mgr.*

Allen Neel, *ETEDA President*

Ed Mitchell, *Blount County Mayor*

CALENDAR OF EVENTS

Here is the Chamber of Commerce calendar for the 2012-13, along with some "Save the Dates." Please check www.BlountChamber.com for times and location.

2013		
January Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	February Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	March Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	May Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	June Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
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October Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	November Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	December Mo Tu We Th Fr Sa Su 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

December 2012

- 1-2 Art Photography Exhibit - Smoky Mountains Visitor's Center
- 5 Chamber Holiday Open House
- 7 Smoky Mountains Visitor's Center Open House
- 7-9 Art Photography Exhibit - Smoky Mountains Visitor's Center
- 12 Employment Eligibility Verification Program (E-Verify) Seminar
- 14-24 Art Photography Exhibit - Smoky Mountains Visitor's Center
- 26-31 Art Photography - Smoky Mountains Visitor's Center

January 2013

- 4 Regional Legislative Breakfast
- 10 Afternoon Mixer at *Fairpark Healthcare*
- 14 Chamber Board Meeting
- 15 Women in Business
- 15 SMTDA Board Meeting
- 16 Economic Development Board Meeting
- 31 Coffee Club at *Hilton Knoxville Airport*

February

- 1-2 Winter Festival in Townsend
- 7 93rd Chamber Annual Meeting
- 11 Chamber Board Meeting
- 13 Ambassador's Training
- 19 SMTDA Board Meeting
- 20-22 Operation Thank You Delivery
- 20 Economic Development Board Meeting
- 28 Coffee Club at *Vienna Coffee House*

Save the Date

- May 3-4 Townsend Spring Festival and Old Timers Day

MEMBER ASSISTANCE

Blount Partnership Rx Card

Offer your employees the opportunity to receive discounts on prescription drugs and other health care services, regardless of any health insurance program you offer. The card is free and there is no enrollment.



Office Depot

Receive deep discounts on office supplies and get monthly deals available only to Chamber members at the local Office Depot.



Constant Contact

Begin using Constant Contact and earn savings up to 25% to enhance marketing efforts. This effective tool keeps up with business trends and best practices when it comes to email marketing, surveys and event promotion.



The Daily Times Ad

New members receive a free (\$250 value) 2x5 ad in the The Daily Times newspaper (daily readership of more than 50,000), announcing your business.



Fleet Fuel Cards

The Choice is Yours! Pick the fuel saving option that fits your business. Now you have a choice when it comes to picking the company that offers discounts and ways to manage your fuel costs. The Blount Partnership is proud to join up with ExxonMobil and BP in offering Fleet Cards to its loyal Chamber members.



Receive discounts right off the top with the ability to earn an additional discount depending on the amount of fuel purchased.

FedEx

FedEx offers services for small businesses only to save up to 26% on express shipping, 70% on freight services and 20% on business services. Please contact the Chamber to find out if your business is eligible.



MEMBER ASSISTANCE

Web Services by Slamdot.com

New members are eligible to receive a Slamdot Solo website package at the Slamdot Store. It includes your domain name, a one-page website with a digital photo, business details, and contact info; built-in social media icons; 500 business-class email accounts; submission of your website to over 20 search engines; 24/7/365 local support via email, and telephone support. Cost is \$25 for the monthly web hosting and monthly updates. Call 865.238.5600, or email sales@slamdot.com. *This special offer must be redeemed within the first year of joining the Chamber, and cannot be applied to an existing website project.



Grand Openings & Ribbon Cuttings

As a service to Chamber Members, the Chamber staff offers assistance in grand openings/ribbon cuttings. Listed below are the areas of assistance offered:

- A Grand Opening guide which includes planning tips and lists such as local government officials and various event planning services with contact information.
- The Chamber staff will send an email invitation to the Chamber's Board of Directors inviting them to your event.
- The Chamber provides ceremonial scissors and ribbon.
- A Chamber staff member will attend the event and take a digital picture for display on the Chamber's website.



Meeting Space Availability

Members have access to two meeting spaces located in the Chamber building.

Board Room: The capacity for the board room is 60 people. The rental fee for this room is \$40 for four hours or less and \$80 for all day.

Conference Room: A conference room accommodates 15 people. The rental fee for this room is \$25 for four hours or less if used before 5:00 p.m. and \$35 for all day.

For additional Chamber member businesses who offer meeting spaces, please check www.BlountChamber.com

Free Business Opportunity Analysis

Obtain a FREE (no labor charge) Business Opportunity Analysis that will prescribe effective solutions to reduce expenses while establishing a target of an increase in sales by 50% in 90 days! Log on to www.wcconsultants.com

MEMBER BENEFITS

As part of your Chamber membership, you are afforded a vast number of benefits to assist with all facets of business operations. Please take time to review the list.

Just by joining, your business is automatically:

- Listed on “My Chamber App” (free download on any smart phone)
- Listed on the Chamber’s web site (www.BlountChamber.com)
- Listed in Basically Blount, the Chamber’s yearly lifestyle magazine
- Pushed out via social media networks announcing your membership
- ***Membership fee is 85% tax deductible***

In addition, you can use the web site to post your events and news while offering deals and coupons to customers. You can have brochures and/or business cards posted in the Chamber lobby and your business will be on top of the referral list.

VIP (Volunteers in Progress)

Step up your membership by joining the Chamber’s Volunteers in Progress and gain access to exclusive VIP-only events which gives you further access to elected officials, policy makers and other top business people in the area.

Business Counseling

Free confidential business assistance from professionals is available through the Blount Chamber. Find help for growing your business, developing business or marketing plans, creating a budget, or getting an analysis of your operation.

Business Startup Seminar

Free monthly seminars discussing the forms of business organization, tax requirements, business licenses, business planning and financing options with additional discussion about SBA loan qualifications and opportunities.

Business Advocacy and Governmental Issues

The Chamber acts as your business advocate before local, state and federal governments by helping you stay informed on issues and how they may affect your business.

Blount Area Job Board

Post your job openings online at www.BlountAreaJobs.com at no cost to Members and serves as a great way to match local employers with job seekers.

Civic Club Directory

Blount County Community and Civic groups are listed with supporting contact information in this directory, which can be purchased for \$10.

Coffee Club

Networking at the monthly Coffee Club is a great way to start your day. It is held at a Chamber member’s place of business the fourth Thursday each month.

MEMBER BENEFITS

Afternoon Mixers

Another great networking opportunity is the afternoon mixers which are held quarterly. These events are a great way to wind down at a Chamber member's place of business.



Business Labels & Email:

Target your marketing efforts with custom Chamber mailing labels. Ready-to-use labels sorted by zip code or business category.

For \$250, take advantage of reaching membership with direct email.

Information Updates

Receive valuable information on issues impacting your business from sources available through the Chamber. They include: economy/fiscal responsibility, education/workforce, energy, environment, health care, transportation system, taxation, employment law, labor, workers' compensation and new business requirements. You may receive additional general information updates from our elected officials, the Tennessee Chamber, the U.S. Chamber and other sources.

Chamber Lobby Display

Expand your product visibility by displaying it in the Chamber lobby for \$300 per month.

Manufacturers, Suppliers, Headquarters & Office Operations

Nail down addresses, phone and contact personnel in this directory for \$10.

Notary Public

Legalize your documents with the Chamber's **FREE** notary service.

Targeting Newcomers

For a \$180 annual fee, receive bi-monthly lists of those who have requested relocation information. Or, for \$360 for six months, let the Chamber do the work for you by including your marketing materials in newcomer packets.

Tourism E-clips

Receive Tourism E-clips, a roundup of industry developments as covered by local and national publications, from the Tennessee Department of Tourist Development.

U.S. Chamber Federation

Find small business toolkits, email newsletters, notifications and discounts by visiting the U.S. Chamber of Commerce at www.uschamber.com/sb

TIERED MEMBERSHIP

It's all about choice...and improved membership benefits.

After careful consideration by the Blount County Chamber of Commerce Board of Directors and staff, the Chamber is changing the way members invest. Like many chambers during the past decade, we are moving to a tiered dues system which provides benefits based on the investment level a member selects.

In the past, businesses joined and paid membership dues solely based on the number of employees in their organizations. This criteria is still applied but in the new structure, members choose the benefits that they want and need, then invest accordingly. The Chamber's new "tiered" system provides increased benefits with comparable dues – plus many new benefits.

Why?

You're probably wondering why the Chamber would make such a change in the way we do business. Why would we adjust our price structure and change our revenue stream? The answer is simple: It guarantees equity and choice when choosing a membership package that is important to your business and is aligned with the Chamber's mission of developing a robust economic base.

We listened carefully to the benefit requests of our membership and benchmarked similar chambers benefit offerings. We found that most chambers valued different benefits for a variety of reasons. For some, having a voice in advocacy was most important. For others, the ability to network and advertise was paramount. These requests weren't necessarily based on the size of the business or the number of employees. The "one size fits all" wasn't working.

The solution was to develop several levels of benefits that matched the membership dues investment.

Business Level	350
<small>(Not available to businesses with more than 10 employees)</small>	
Partner Level	750
<small>(Not available to businesses with more than 35 employees)</small>	
Classic Level	1,500
Visionary Level	2,500
Executive Level	3,250
Chairman Level	5,000
Presidential Level	7,500
Premium Level	12,000

SPONSORSHIP & ADVERTISING

Keep Chamber of Commerce activities in mind as you plan your advertising budget.

Listed below are all the events and publications that are held throughout the year, giving you many opportunities to market your business. If you are interested in participating, please contact us at 865.983.2241

Events	Month	Cost
Annual Meeting	Feb.	2500
Operation Thank You	March	150
Townsend Spring Festival	May	100-1000*
Pottery Festival	June	100-750*
Patron Premier Gala/Pottery Festival	June	750
Pigs & Politics Legislative BBQ	July	1000-2500
Supervisor's Training (Employment Law Update)	Aug.	500
Taste of Blount	Sept.	500 & 1500
Townsend Fall Festival	Sept.	100-1500*
Business Excellence Awards	Sept.	350-2000
Holiday Open House	Dec.	2 @ 500

**-Contact for sponsorship levels*

Coffee Club (taking sponsors for 2013)	Monthly	225
Government Briefings	Monthly	225
Afternoon Mixers (taking sponsors for 2013)	Quarterly	225
Human Resource Focus Groups	Quarterly	225
Transportation Committee	Quarterly	225
New Member Reception (taking sponsors for 2013)	Quarterly	225
Chamber President Breakfast	Quarterly	225
Young Professionals	Quarterly	225
Women in Business	Quarterly	225

Publications	Schedule	Cost
Event Calendar Updates (email)	Weekly	25
Chamberlink (print in The Daily Times)	Monthly	100
Chamber News (online)	Monthly	100
Basically Blount (print magazine)	Yearly	Contact for rates
Maps (display advertising)	Yearly	Contact for rates

SPONSORSHIP & ADVERTISING

My Chamber App

Take advantage of getting an expanded listing on the Blount Partnership's mobile app at My Chamber App. Upgrade your listing for \$295 to include a logo, web site link, larger ad size, *hot deals*, better placement and a business description. \$995 for premium and \$1995 for category listing.

Check it out by downloading the free app on iTunes or Android Google Play by searching for My Chamber App.



BlountChamber.com Membership Directory

New for 2012 is a revamped online membership directory. As part of this new listing, you have the opportunity to upgrade your listing. For \$240 a year, you get a logo, web site link and priority placement among other options.

In addition, there are additional web site sponsorship opportunities ranging from banner and story ads to category leaders (\$49/month), visibility (\$89/month) and complete (\$159/month) web site sponsorships.

Reach thousands of visitors a month and offer deals along with promoting brand awareness. You can send your ad or the Chamber will design one for you (additional fee).

The three levels of banner and story ads

- Platinum - entire site coverage \$150/month
- Gold - all sub pages \$100/month
- Silver - only one subpage \$75/month

Likewise, the Chamber's site offers an opportunity for Hot Deals where you offer short-term discounts for services or products at your business. Please check for rates.



Email Marketing Directly to Chamber Members

For \$250, take advantage of reaching the 1300 Chamber members with direct email. Just send us your promotion and the Chamber will handle the rest.

Multiple Category Listings

Does your business cover more than one area? Consider getting listed in multiple categories for \$100 per classification.

SPONSORSHIP & ADVERTISING

Multimedia Ads

With more than 1,000 visitors a week, it's a great opportunity to expose your business at the Chamber office with our new multimedia visual 55-inch display unit. It has the ability to show your company's logo along with offering any deals and brand awareness to customers you wish to offer. Cost is \$250 per month with at least 20 visuals per hour.



After Hours Voice Mail Ads

Get your event or even ongoing sales promotions placed on the Blount Chamber's voice mail and on-hold messaging service. For \$350 a month, your ad, read by a professional, will be played each time someone calls to leave a message or is placed on hold.



Job Board Ads

Place an ad on the most visited page on the Chamber's website, www.BlountAreaJobs. Gain visibility as people come to search for employment opportunities in Blount County for \$150/month.

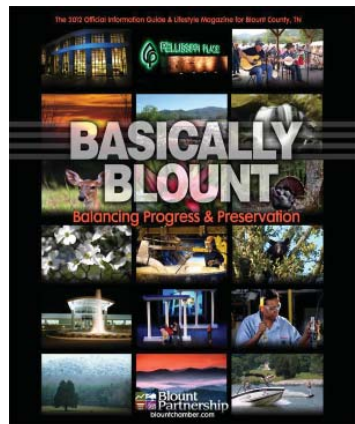
This board is available at no cost to Chamber Members and serves as a great way to match local employers with job seekers.



Basically Blount

Reach a large customer base in Basically Blount, a yearly information guide, business directory and lifestyle magazine that covers all of Blount county and the surrounding area.

This four-color publication is released each February with ads being placed in the fourth quarter of the year.



ABOUT US

What is the Blount Partnership?

The Blount Partnership is a cooperative effort between four of the county's key development organizations: Blount County Chamber of Commerce, Blount County Chamber Foundation, Blount County Industrial Board and Smoky Mountain Tourism Authority. The Partnership has received national recognition for its innovation and effectiveness.

Although each of these organizations has a different focus, all share in the goal of bringing increased prosperity and quality of life to Blount County. And all understand the value of the synergies which can be created by working together and with other governmental agencies to achieve this common objective.

Each of the organizations in the Blount Partnership maintains its own identity and operates on a separate budget. But, for greater efficiency, all share professional staff, administrative support, information and technology resources and facilities.

What Does the Partnership Do For You?

The possibilities are virtually limitless. The Blount Partnership brings in companies which could provide you with a career. It brings millions of dollars in payroll to the area by encouraging tourism and offering enjoyable special events which highlight the talents of local artists, craftspeople, and musicians.

The Partnership creates opportunities for area people, provides crucial support services that help assure the success of businesses, and capitalizes on our incomparable local assets. It draws hundreds of millions of dollars into the area, creates thousands of jobs and enhances our superior quality of life.

It does all that -- and much more -- because the Blount Partnership's four independent member organizations accomplish their goals more efficiently by working together and sharing resources. Achieving more together than they could ever hope to alone.

What Does The Partnership Do For Blount County?

- Saves money for taxpayers and business community
- Immediate response to community and economic development needs and opportunities
- Reduces administrative, operational and organizational expenses
- Eliminates duplication of effort
- Builds consensus and reduces competition and turf barriers
- Improves communication and cooperation in the community
- Provides centralized location for new and existing business services
- Provides a one-stop information center for visitors and new county residents

THE BLOUNT PARTNERSHIP

The Blount Partnership staff works hard every day to make sure you are getting every benefit available. Please keep this resource on hand should have any questions.



Bryan Daniels
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Managers:

Tammi Ford, Vice President
tford@blountpartnership.com

**Bill Eanes, Dir. of Economic &
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**Kathy DeLozier, Dir. of Partnership Programs
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Mary Webb, VIMS Coordinator	mwebb@blountpartnership.com
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Web: www.BlountChamber.com **Twitter:** @BlountChamber

Address: **Phone:** 865.983.2241

201 South Washington St. **Fax:** 865.984.1386

Maryville, TN 37804



Blount Partnership

GROUPS & COMMITTEES SUMMARIES

AMBASSADORS: Connect with fellow Chamber members monthly and build business relationships with one-on-one personal calls to other members.

BUSINESS EXCELLENCE AWARDS: Participate in selection and recognition of business and industry accomplishments for event in September.

EXISTING INDUSTRY: Participate in business and industry surveys to understand issues affecting companies and aid in finding solutions to those issues.

GOVERNMENTAL BRIEFINGS: Get the scoop on local, state, and federal government briefings with our elected officials and regulators.

HR FOCUS GROUP: Learn the latest issues affecting the workplace from specialists in the employment law area in this quarterly meeting. Also plan and sponsor the annual Supervisors Training event.

TRANSPORTATION: Hear local community leaders and TDOT discuss current transportation projects and help shape policy decisions quarterly.

VOLUNTEERS IN PROGRESS (VIP): VIP members contribute financially to economic development efforts and receive benefits and exposure for their businesses through exclusive work and social events.

WOMEN IN BUSINESS: Take part in this semi-annual luncheon meeting where women share best practices and discuss issues relevant to their work.

WORKFORCE DEVELOPMENT: Work with education professionals and employers to identify key areas concerning workforce development and implement programs to better equip our community with a qualified workforce.

YOUNG PROFESSIONALS: This group focuses on the challenges and concerns of young entrepreneurs trying to make their way in the business world.

INFORMATION UPDATES: You may choose to receive valuable information on important issues impacting your business from sources available.

GET INVOLVED: Help plan or volunteer the many events put on by the Blount Partnership. Check the listing on the opposite page and sign up. Help is always needed and appreciated. It's also a great way to make contacts.

SIGN UP NOW TO GET CONNECTED

Make sure you and your staff maximize membership in the Chamber and get connected with potential customers. Connect with others by joining a special interest group, volunteering for special events planning and/or receiving alerts & updates that could potentially impact your business. Not just for the business owner or Chamber representative, circulate this form to your staff and get them signed-up today. ***You can mail or fax this page to the address below.***

Name: _____

Company: _____

Phone: _____ Email: _____

Your Areas of Interest are ...

(Check all that apply)

Groups and Committees

- Ambassadors
- Business Excellence Awards
- Education/Workforce Dev.
- Existing Industry
- Governmental Briefings
- HR Focus Group
- Transportation
- Volunteers in Progress
- Women in Business
- Young Professionals

(40 and under meet quarterly)

Information Updates

- Economy/Fiscal Responsibility
- Education/Workforce
- Energy
- Environment
- Health Care
- Infrastructure (Transportation System)
- Local, State and Federal Information
- Taxation
- Workplace (Employment Law, Labor, Worker's Comp, Mandatory Business Requirements)

Event Planning/Volunteers

- Townsend Spring Festival (May 4-5)
- Highland Games (May 18-20)
- Patron Pottery Event (June 1)
- Pottery Festival (June 1-2)
- Taste of Blount (Sept. 13)
- Pigs & Politics Legislative Day (Aug.)
- Business Excellence Awards (Sept. 20)
- Townsend Fall Festival (Sept. 28-29)

Blount County Chamber of Commerce

201 S. Washington St.

Maryville, TN 37804

Phone: 865.983.2241

Fax: 865.984.1386

The Blount County Chamber of Commerce

The nationally accredited Five-Star Chamber supports the county's existing businesses, recruits new business and industry, supports community development, enhances the quality of life in Blount County and fosters a productive relationship between the business and government communities. The voice of the business community, active here since 1920, is fully supported by the Chamber membership.

The Economic Development Board

The Economic Development Board works with the Chamber, local government and regional/state economic agencies to bring new industry to the area. The board's efforts are global in scope, and attract national and international organizations. As an arm of county and city government, the board is jointly funded by the county and the cities of Alcoa and Maryville.

Smoky Mountain Tourism Development Authority

The Smoky Mountain Tourism Development Authority's efforts are directed toward attracting appropriate tourism business to the area, providing authentic experiences for the traveling public, and being a good neighbor to Great Smoky Mountains National Park. Through the operation of welcome centers, SMTDA informs tourists of accommodations and attractions and works with local businesses, travel writers, travel agents and tour operators. As an arm of county government, the Tourism Development Authority works with the Chamber and Economic Development Board and is wholly funded by the county's hotel/motel tax.

The Blount County Chamber Foundation

The Chamber Foundation's own programs and financial support of other organizations' efforts provide important educational, cultural and philanthropic benefits to the entire Blount County community. For example, the Foundation supports the Blount County Martin Luther King celebration and the Richard Williams Leadership Academy. The Foundation is supported by Charitable contributions.

