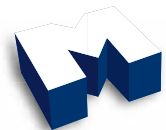
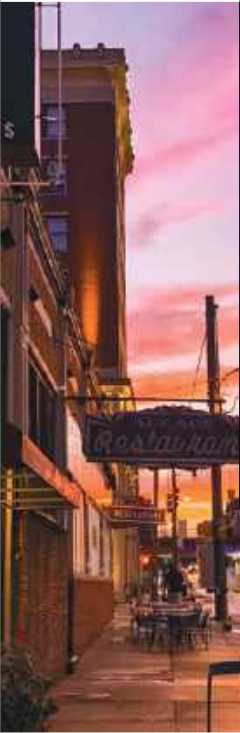


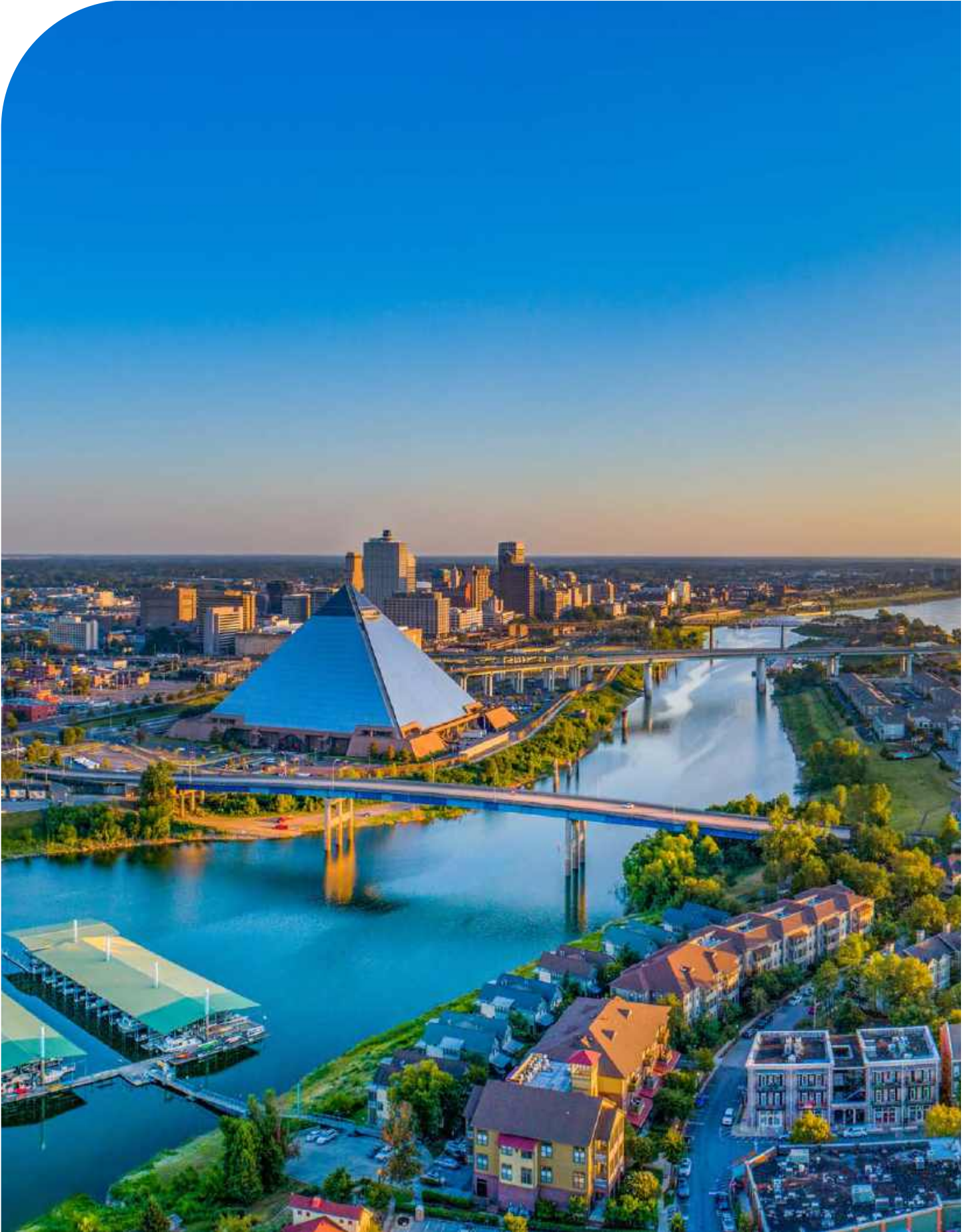
ANNUAL REPORT

2
0
2
1



GREATER MEMPHIS CHAMBER





2021 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Willie Gregory
Chairman, Nike

Douglas Browne
Vice Chairman,
Peabody Hotels & Resorts

David Waddell
Vice Chair of Finance/
Treasurer, Waddell &
Associates, LLC

Jason Yarbro
Secretary/General Counsel,
Butler Snow LLP

Ben C. Adams
Chair, Chairman's Circle,
Baker, Donelson, Bearman,
Caldwell & Berkowitz, PC

Richard W. Smith
Immediate Past Chairman,
FedEx

Tammy Locascio
Executive Officer,
First Horizon

Tom Newbern
Executive Officer,
AutoZone

Beverly Robertson
President and CEO

BOARD MEMBERS

Jozelle Booker
Midsouth Minority Business
Council Continuum

Scott A. Brockman
Memphis Shelby County
Airport Authority

Shannon Brown
FedEx

Dr. Reginald Coopwood
Regional One Health

Greg Duckett
Baptist Memorial
Health Care

Emily Greer
ALSAC / St. Jude
Children's Research
Hospital

Dr. Tracy Hall
Southwest Tennessee
Community College

Odell Horton
Wyatt, Tarrant &
Combs, LLP

Kevin Kane
Memphis Tourism

Daphne T. Large
Data Facts, Inc.

Jason Little
Baptist Memorial
Health Care

Neely Mallory III
Mallory Alexander
International Logistics

David May
Regions Bank

Stacy McCall
ServiceMaster by Stratos

Russell Nenon
Truist

Blair Taylor
Memphis Tomorrow

Chuck Thomas, III
AT&T

Dr. Michael Ugwueke
Methodist Le Bonheur
Healthcare

Laura Whitsitt
Smith & Nephew, Inc.

Duncan Williams
Duncan-Williams, Inc.

Spence Wilson, Jr.
Kemmons Wilson
Companies, LLC

Kevin Woods
BlueCross BlueShield of
Tennessee

Jarl "J.T." Young
Memphis Light, Gas &
Water


2021 HIGHLIGHTS

PRESENTED BY OUR LEADERS



27

FROM PROTEST TO PROGRESS
MICHAEL
SCARBROUGH




09

FORD'S INVESTMENT
SYLVESTER
TATE



14

WORKFORCE DEVELOPMENT
JOHN
WEBB



17

I-40 BRIDGE CLOSURE
BILL
DUNAVANT III



24

SMALL BUSINESS RESILIENCY PLAYBOOK
DOTTY
SUMMERFIELD GIUSTI

TABLE OF CONTENTS

Letter from Beverly Robertson01

Economic Development

Building Momentum in Memphis..... 04

Economic Development by the Numbers.....05

Ford is Revving Up in West Tennessee07

Memphis Moves10

Prospero Prospers in the Bluff City..... 12

Center for Economic Competitiveness 13

Public Policy

Public Policy Wins16

Stakeholder Relations

Stakeholder Relations by the Numbers20

Chamber Councils 21

Small Business Resiliency Playbook 23

Chamber Benefits, Inc. 25

Annual Chairman’s Luncheon 28, 29, 30

2021 Greater Memphis Chamber Ambassadors 31

Staff Additions

New Team Members33

Chairman’s Circle

Letter from Ben Adams36

Chairman’s Circle Task Forces 37

Chairman’s Circle Investors38

MEMPHIS IS ON THE MOVE

What a year 2021 was. The greater Memphis region saw significant challenges, from the ongoing fallout of the COVID-19 pandemic and the “Great Resignation” to the ongoing global supply chain slowdown.

But 2021 was also a year of great wins. Historic wins. Barrier-breaking wins.

There were economic development wins that will change the lives of people for generations to come. At the top of that list is Ford and SK Innovation’s Blue Oval City near Memphis, a \$5.6 billion advanced manufacturing campus that will employ 5,800 people making the electric F-Series vehicles and batteries. As Gov. Bill Lee has said, “That’s the single largest investment in Tennessee history, and it represents a huge opportunity for our state and region to be on the cutting-edge of innovation in auto-making.”

And that wasn’t our only economic development win. There was Mullen Technologies, Helen of Troy, Prospero Health, Sylvamo, uLab Systems, Amazon, Walgreens, Memphis Record Pressing – and the list goes on and on, representing hundreds of jobs and hundreds of millions of dollars in capital investments.

Workforce development and policy reform are, of course, top of mind for us, as they are for you. In 2021, we laid the foundation for a major and much-needed overhaul of the way we prepare students and adults for jobs of the future. Since then, we’ve introduced a bill that would create an Industry 4.0 diploma for students interested in jobs in fast-growing, innovative industries such as advanced manufacturing. We’re also working to bring accelerated skills training to our region, which would allow adults to earn multiple certifications tailored to specific industry needs within 4-20 weeks.

Our Public Policy team also saw significant wins in 2021. Perhaps most significantly for local employers, we worked with elected officials in Shelby County to secure \$1.5 million in capital funding for a one-stop job center. And when the I-40 bridge was closed, our team quickly convened stakeholders, elevated the closure to a national issue that brought the U.S. Secretary of Transportation to Memphis, and played an instrumental role in reopening the bridge while repairs were still underway. But in politics, we’re playing defense as well as offense. From excessive minimum wage requirements on economic development projects to overly burdensome COVID-19 restrictions on businesses, our team has been in your corner.

Of course, all of this is just a sampling of the work the Greater Memphis Chamber has done and is doing each and every day.

We hope you’ll join us in celebrating these tremendous wins for Memphis that are breaking down the barriers to our relentless pursuit of prosperity for all.



Beverly Robertson

President & CEO

Greater Memphis Chamber



GREATER MEMPHIS CHAMBER

2021
ECONOMIC
DEVELOPMENT
PROJECTS





BUILDING MOMENTUM IN MEMPHIS

The Bluff City Continues To Outpace The Nation in Investments and Growth

The Memphis area grew at a faster pace than the U.S. economy in 2021 with enormous amounts of capital investment, new job growth, rising wages and record-shattering projects.

BY THE NUMBERS

\$6.8B

**TOTAL
CAPITAL
INVESTMENT**

\$50K

**AVERAGE
ANNUAL
WAGE**

9.3K

**NEW
JOBS**

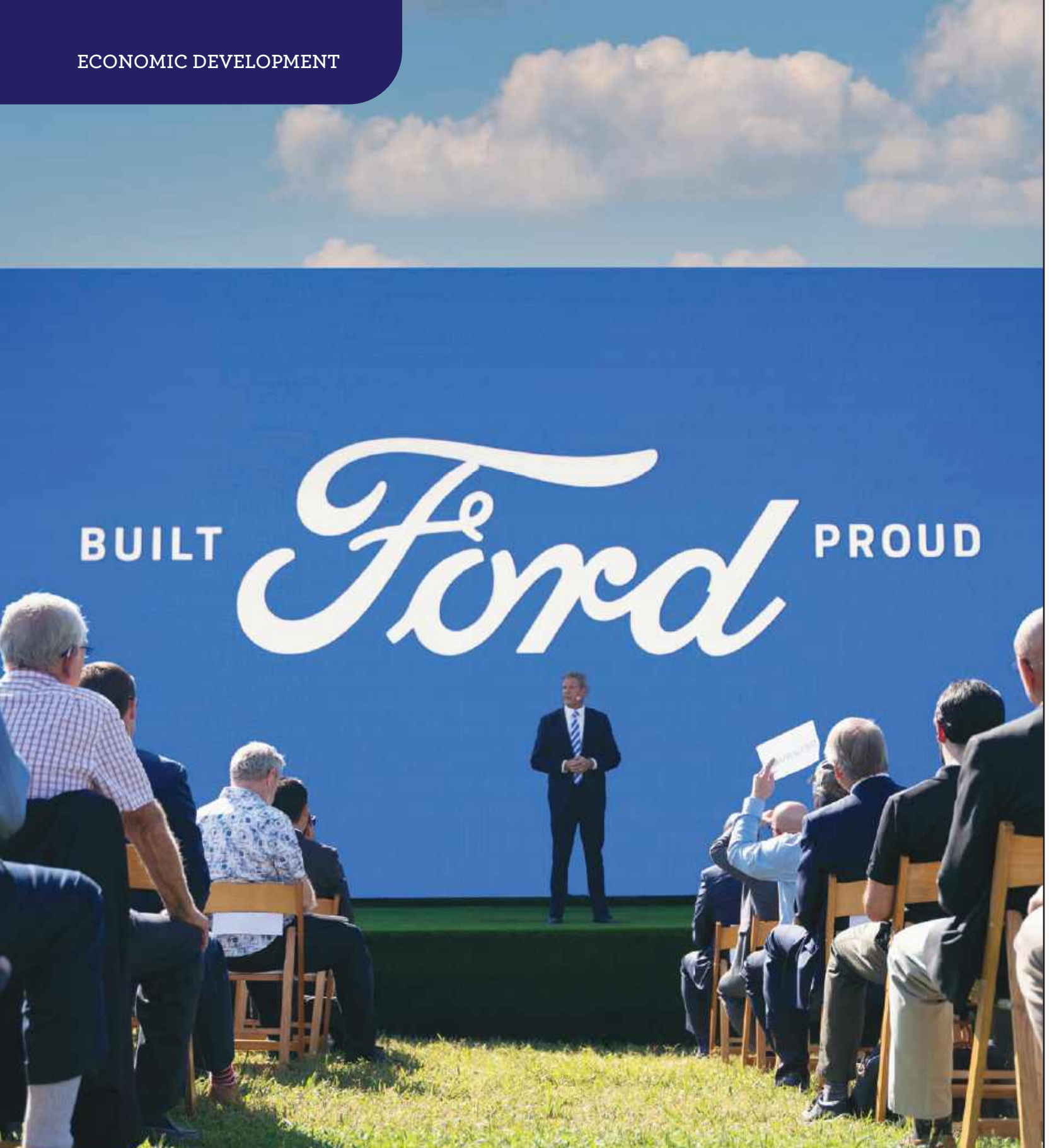
1.5K

**RETAINED
JOBS**

33

**DEALS
WON**

Company	Sector	Location Date	New Jobs	Retained Jobs	Average Wage	Total Investment
Ubiquiti, Inc.	Distribution	1/20/2021	25	0	\$39,625	\$5,000,000
Eversana	Distribution	1/20/2021	50	315	\$42,000	\$12,000,000
Imperial Industrial Supply	Distribution	1/20/2021	35	0	\$37,771	\$20,900,000
Metzer Farms	Agriculture/ Hatchery	2/16/2021	30	0	\$40,000	\$6,000,000
KTG	Manufacturing	2/16/2021	30		\$60,000	\$22,000,000
Alphatec Spine	Distribution/Retail	3/17/2021	95	0	\$52,657	\$3,500,000
Frito Lay	Food Manufacturing	5/11/2021	50	50	\$40,000	\$18,000,000
Ampro	Manufacturing	5/19/2021	21		\$32,170	\$24,000,000
Walgreens	Distribution/ Fulfillment	5/19/2021	200		\$41,035	\$30,000,000
Hunter Fan	Headquarters	6/7/2021	54	133	\$80,000	\$9,400,000
Ulab	Manufacturing/ Distribution	6/7/2021	231		\$70,000	\$30,700,000
Service Master by Stratos	Headquarters	3/29/2021	50		\$32,000	\$2,000,000
Amazon	Warehouse	3/29/2021	200		\$31,200	\$35,000,000
Mullen Industries	Manufacturing	3/17/2021	800		\$53,000	\$540,000,000
Helen of Troy	Distribution	6/17/2021	350		\$40,373	\$160,000,000
Newberry Tank	Manufacturing	6/23/2021	25	7	\$71,000	\$2,900,000
Atlantic Track	Manufacturing	5/17/2021	25		\$37,960	\$3,500,000
Arrowhead Brass	Distribution	6/23/2021	5		\$35,300	\$500,000
Atlantic Track	Manufacturing	7/28/2021	26		\$41,202	\$14,065,000
Sylvamo Corp	Headquarters	7/28/2021	300		\$179,235	\$10,000,000
Memphis Record Pressing	Manufacturing/ Distribution/ Headquarters	8/18/2021	111	65	\$36,128	\$7,500,000
Bioventus	Manufacturing/ Medical Device	8/20/2021	40	110	\$50,000	\$3,175,000
DHL	Distribution	9/15/2021	75		\$43,679	\$7,000,000
Horizon Mining LLC	Headquarters	9/27/2021	15		\$37,000	\$18,000,000
Ford Motor Co.	Manufacturing	9/28/2021	5800		\$50,000	\$5,600,000,000
Prospero Health	Headquarters	10/26/2021	281	249	\$52,104	\$6,500,000
Ajax Distributing	Distribution	11/2/2021		127	\$42,000	\$14,530,000
Ookla	Headquarters	11/30/2021	26			\$615,000
Red Dot	Manufacturing	11/20/2021	84	41	\$34,200	\$14,260,000
	Headquarters	11/30/2021				
Medtronic/CEVA	Distribution	12/15/2021	265	380	\$48,715	\$133,350,000
Performance Foods	Food Manufacturing	12/15/2021	36	60	\$45,492	\$29,200,000
JetIt	Aircraft Maintenance	12/6/2021	39		\$56,000	\$2,125,024
Subtotal 2021			9374	1537	\$50,060	\$6,785,720,024



• Tennessee Governor Bill Lee welcomes Ford to West Tennessee.



FORD IS REVVING UP IN WEST TENNESSEE

In September 2021, Ford Motor Co. and SK Innovation announced plans to make the single largest private investment in Tennessee history. After months of working with the Greater Memphis Chamber and its partners throughout the state and the region, Ford and SK committed to building a \$5.6 billion electric vehicle and battery manufacturing campus known as BlueOval City at the Memphis Regional Megasite. Here's what the project could mean for the regional economy:

- » 32,900 construction jobs with salaries totaling \$1.87 billion
- » 5,760 permanent jobs with \$329 million in annual earnings
- » Every 1 job in electric vehicles resulting in 13-14 others*



SPOTLIGHT

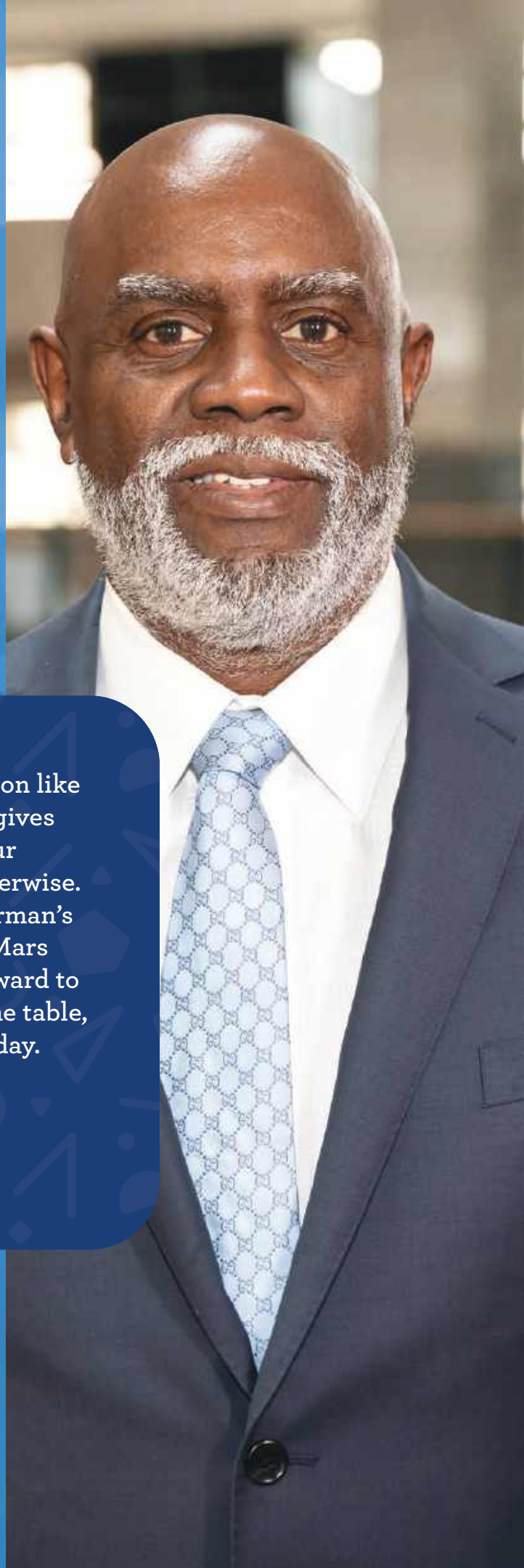
FORD'S INVESTMENT

Small businesses and entrepreneurs benefit from the Chamber's work of recruiting companies like Ford as both the incoming company and its employees will need support services of all types. As the new developments create increased demand, local small businesses and entrepreneurs will have the opportunity to scale their current businesses and start new businesses to meet the demand. Whether it's increasing financial stability or creating first-time generational wealth for their families, the Chamber aims to bring prosperity to all.



“Any time you can become a part of an organization like the Chamber you start to build relationships. It gives you an audience that you can go and present your goods and services to that you may not have otherwise. The exposure I’ve gotten since I joined the Chairman’s Circle has been amazing. It’s almost like Bruno Mars going on tour. It’s been exciting. I’m looking forward to years to come. I’m here to stay. If you’re not at the table, you can’t be mad at the results at the end of the day. You’ve got to be part of the solution.”

Sylvester Tate, Tate Computer Systems
Co-Chair, Chairman's Circle Business Climate Task Force





MEMPHIS MOVES

A Greater Memphis Chamber Initiative

LOVE LETTER TO MEMPHIS

The Greater Memphis Chamber launched national marketing campaign Memphis Moves – its “love letter to Memphis” – in October 2021. The campaign was designed to highlight the unique strengths of Greater Memphis while emphasizing that the region’s growing tech workforce is the most diverse in the nation.

Memphis Moves originated from the idea that Memphis moves the world – through its culture, food and music, as well as through its innovators, including St. Jude Children’s Research Hospital and FedEx.

The campaign – which lives online at MemphisMoves.com and uses the social media hashtags #MemphisMoves and #JoinTheMovement – features a diverse cast of Memphians, including Rick Shadyac, CEO of ALSAC, the fundraising arm of St. Jude Children’s Research Hospital; Phillip Ashley, founder of Phillip Ashley Chocolates; Boo Mitchell, owner of Royal Studio; and Renata Henderson and Bartholomew Jones, the husband-wife team behind Black-owned coffee manufacturer Cxffee Black.

One of the campaign’s main focuses is captured by the phrase “diversity lives here,” another nod to Memphis’ No. 1 ranking for Black, Hispanic and female tech talent in the nation.

37%

of tech-related jobs are held by Black or Hispanic individuals in greater Memphis compared to just 17% in the U.S.

27%

of IT jobs in greater Memphis are held by individuals of Black or Hispanic origin.

20%

growth in science, technology, engineering and mathematics (STEM) graduates in greater Memphis, 2014-2019

07%

growth in STEM-related jobs in greater Memphis, 2014-2019



Newer. Bigger. Now Open.

The all-new Southland Casino is now open.
Welcome to the biggest, swankiest casino in the Mid-South.

2 1/2 FOOTBALL
FIELDS LONG

2,400
SLOT MACHINES

SPORTSBOOK
AREA

8 NEW RESTAURANTS
AND BARS

50 TABLE
GAMES



HOTEL OPENING THIS SUMMER.

Must be 21+. Play responsibly;
for help quitting call 800-522-4700.



PROSPERO ™

PROSPERO PROSPERS IN THE BLUFF CITY

Prospero Health, one of the nation's fastest-growing, physician-led, home-based medical care providers, announced in October 2021 that it would relocate and expand its operational headquarters in Downtown Memphis. In addition to its office expansion at 50 S. B.B. King Blvd., the company upped its five-year commitment to Memphis: rather than creating 249 jobs, Prospero plans to create 530 jobs during that time frame.

Michael Scarbrough, Prospero's co-founder, president and chief operating officer, made the announcement in conjunction with the Downtown Memphis Commission, the Greater Memphis Chamber, the City of Memphis, Shelby County and the State of Tennessee.

Prospero launched its home-based medical care services in January 2020, serving 1,700 patients facing serious illness in three Northeast states.

Prospero's clinical care teams now serve more than 17,000 patients throughout 26 states. Prospero's presence in Memphis includes a Care Support Center as well as significant back-office operations that support teams of physicians, nurses and social workers across those 26 markets.

One of the reasons Prospero decided to expand its Memphis operation is its connection to the University of Memphis Research Foundation Research Park. The UMRF Research Park served as the springboard and original office space for this home-based supportive care company to anchor itself in the city. This relationship affords Prospero access to research and researchers at the UofM as well as the opportunity for the UofM student population to develop careers and internships with Prospero.

CENTER FOR ECONOMIC COMPETITIVENESS GIVES MEMPHIS A COMPETITIVE EDGE

The Greater Memphis Chamber created the Center for Economic Competitiveness (CFEC) in 2021 to develop data-driven strategies to give the region a competitive edge in economic development.

One of CFEC's primary roles is to track the metrics that matter to companies looking to establish or expand their presence in the Memphis area. By taking a clear-eyed look at how greater Memphis' data stacks up against its peers, CFEC can pinpoint the region's competitive weaknesses and strengths and then convene community stakeholders to address challenges and take advantage of opportunities.

One of the Center's first public-facing initiatives is the People Powered Prosperity Benchmark, which was created in partnership with The Brookings Institution, Innovate Memphis and BLDG Memphis. The Benchmark measures the performance of Greater Memphis against nine peer regions: Birmingham, Alabama; Indianapolis, Indiana; Kansas City, Kansas; Louisville, Kentucky; Milwaukee, Wisconsin; Nashville, Tennessee; New Orleans, Louisiana; Oklahoma City, Oklahoma; and St. Louis, Missouri. Of the 40 indicators tracked by the Benchmark, Memphis is currently No. 1 compared to its peers in just one area: diverse tech talent. Black and Hispanic people occupy 27.3% of the region's information technology jobs, according to CFEC data.

Demonstrating how CFEC is weaponizing the data, in 2021, the Chamber launched a national marketing campaign, Memphis Moves, that showcases its diversity of tech talent and makes the case for companies who care about diversity to invest in Memphis "where Black tech talent lives."

Another function of CFEC is to provide regular market and industry reports to Chamber investors. To learn more, visit MemphisChamber.com and find CFEC's page under Economic Development.

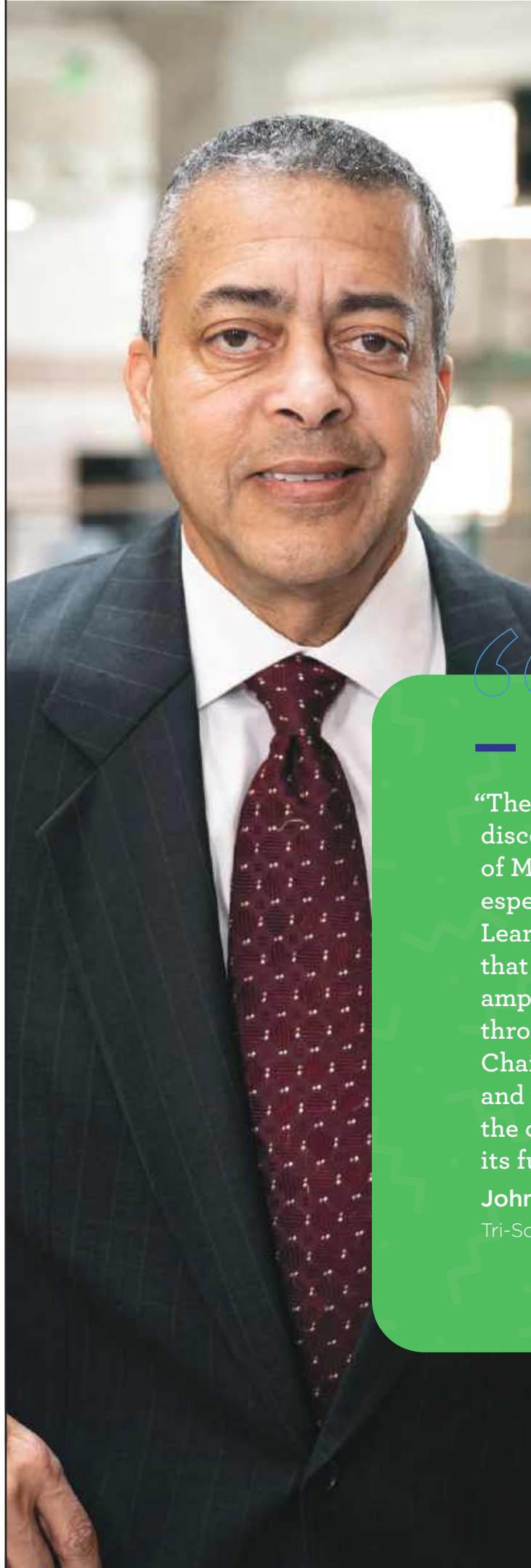


MEET OUR SENIOR VICE PRESIDENT OF WORKFORCE DEVELOPMENT

AMITY SCHUYLER

With more than 20 years of experience working in the public and nonprofit sectors, Amity Schuyler joined the Greater Memphis Chamber in 2021 as its senior vice president of workforce development. In her role, she leads the Chamber's efforts to grow and train the region's workforce for the jobs of the future.

In addition to her skills and experience, Amity brings to her current role a deep understanding of the importance of creating economic mobility through the creation of and access to quality jobs. She has held many titles along her life's journey, including CEO, teacher, parks and recreation director, Bible school Kool-Aid maker (one of Vacation Bible School's most important roles), waitress, mentor, track coach and friend. In all of her roles, she has been a fierce advocate for improving systems to better the lives of children and families.



SPOTLIGHT WORKFORCE DEVELOPMENT

Greater Memphis added more than 9,000 new jobs to its pipeline in 2021 alone. Filling those jobs while still meeting the needs of existing businesses will be a challenge, but it's a good challenge to have. In 2021, the Chamber and especially its Chairman's Circle were laying the groundwork for what will be a sea change in 2022 in how Greater Memphis trains the community for the jobs of the future.



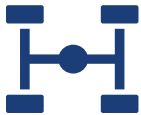
“The Chamber is exhibiting great foresight in discovering how to leverage the diverse workforce of Memphis to be well-positioned on talent supply, especially in serving the needs of the tech sector. Learning from the lessons of other cities helps ensure that we create a tide that lifts all boats and enables ample opportunities for all population demographics throughout the Memphis vicinity. Participating in the Chairman’s Circle allows me to align Cigna’s vision and values with the city’s objectives while providing the chance of a lifetime to be a positive influence on its future.”

John W. Webb, Market President,
Tri-South Region, Cigna

PUBLIC POLICY



PUBLIC POLICY WINS



CHASSIS CHALLENGE

In 2021, the Greater Memphis Chamber gleamed a national spotlight on the lack of chassis available to importers, exporters and motor carriers in Memphis and around the country. In December, Congressman David Kustoff introduced legislation based on the Chamber's advocacy that would allow a third-party contractor to coordinate chassis availability in Memphis, setting the stage for the city to become a model for communities across the nation that are facing similar issues.



COVID-19 RESPONSE

Throughout 2021 and the entirety of the COVID-19 pandemic, the Chamber has provided information and insights to support its investors as they navigate the "New Normal." In 2021, that included numerous webinars with the U.S. Small Business Administration, members of Congress, the Shelby County Health Department and other legal and policy experts. The Chamber also successfully advocated at the state and local levels for expanding COVID-19-related funding for small businesses and key industry sector businesses.



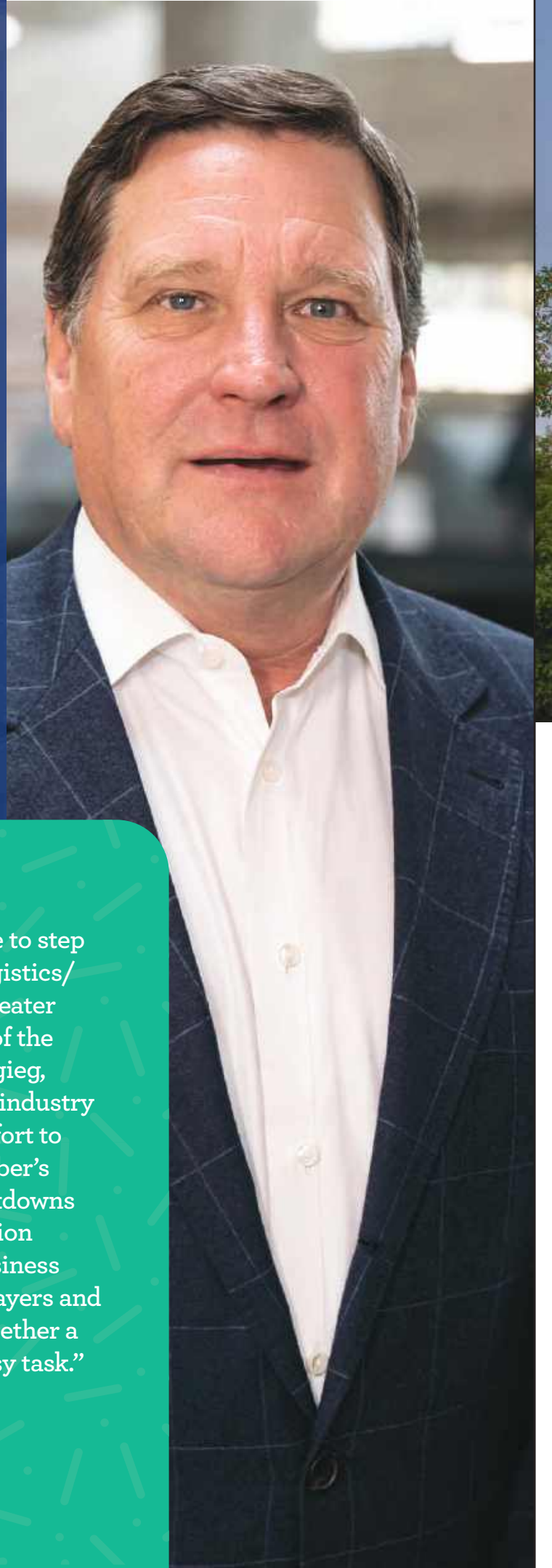
PILOTS DEBATE

In 2021, the Memphis City Council began debating whether to depart from an already-codified schedule and arbitrarily set a \$21-an-hour minimum wage requirement for jobs created with tax incentives. Raising the minimum wage prematurely would have introduced uncertainty in the marketplace but would have also sharply reduced the number of companies looking at creating jobs in the area. Thanks in part to the advocacy work of the Chamber and the Economic Development Growth Engine, the Council decided to abide by the schedule, delaying the discussion until 2022.

SPOTLIGHT

I-40 BRIDGE CLOSURE

When Memphis' Interstate 40 bridge over the Mississippi River closed on May 11, 2021, due to a structural fault, the Chamber's Public Policy team leaped into action. The team quickly convened meetings with businesses and elected officials, including the governors and transportation leaders of Tennessee and Arkansas, and successfully worked to bring the U.S. Secretary of Transportation to Memphis to generate national attention and speak with stakeholders. The Chamber also successfully advocated for the safe partial reopening of the bridge during repairs and diligently provided updates to its investors until the bridge's reopening in early August. Meanwhile, the Chamber continues its advocacy to make a replacement bridge a priority for federal and state funding.



“Something so catastrophic requires a strong voice to step forward and advocate on behalf of not only the logistics/supply chain industry but also the political and greater business constituencies. The Chamber's hosting of the Federal Highway Administration, Secretary Buttigieg, and TDOT marked a very pivotal moment for our industry and community as a whole. It took a Herculean effort to come together to get that bridge fixed. The Chamber's reaction to one of the biggest infrastructure breakdowns we've seen recently in America was a clear reflection of what the Chamber is all about: bringing the business community together. Coordinating the various players and stakeholders, crowdsourcing data and putting together a plan for the entire community to activate is no easy task.”

Bill Dunavant III, CEO and President
Dunavant Enterprises, Inc.



Celebrating our 90th anniversary, Southern College of Optometry is proud to have trained generations of eye doctors and helped patients see better since 1932.






FOCAL POINT
@ CROSSTOWN CONCOURSE

1350 Concourse Avenue | Suite 264
at Crosstown Concourse
901-252-3670
focalpointcrosstown.com




THE EYE CENTER
AT SOUTHERN COLLEGE
OF OPTOMETRY

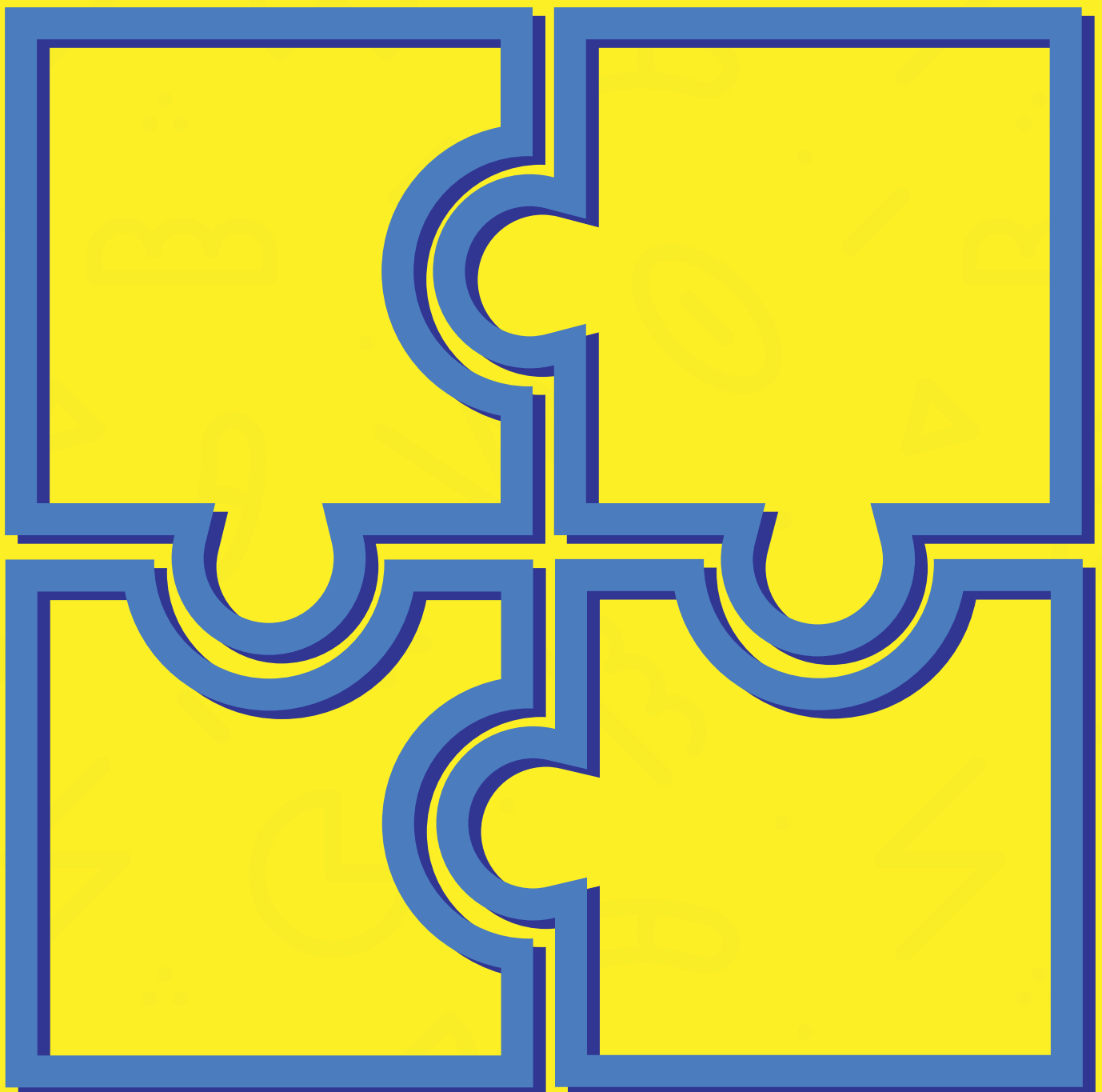
1225 Madison Ave.,
in the Midtown Medical District
901-722-3250
eyecentermemphis.com

**UNIVERSITY
EYE CARE**
OF SOUTHERN COLLEGE
OF OPTOMETRY

V. Lane Rawlins Service Court Building,
University of Memphis Campus
901-252-3697
uofmeyecare.com

STAKEHOLDER RELATIONS



STAKEHOLDER RELATIONS

BY THE NUMBERS

\$6.9M

**TOTAL
REVENUE**

116

**NEW
MEMBERS**



37

**RIBBON
CUTTINGS**

YOUNG PROFESSIONALS COUNCIL

The Young Professionals Council (YPC) equips young professionals with the connections and knowledge to become the next generation of Memphis business leaders. YPC's 2021 highlights include:

- » YPC doubled the size of its board from six to 12, increasing engagement and improving succession planning
- » Hosted two virtual luncheons that drew nearly 50 attendees each: "Innovative Startups in Memphis" and "How Memphis Attracts Tech, Travel and Talent."
- » Hosted two Chairman's Circle speakers for Corner Office Conversations: Scott Brockman and Bill Seely



2021 YPC EXECUTIVE BOARD

James Ramson
Board Chair
Vice President
Payables Product Team Lead
First Horizon

Jeremy Andrews
Board Vice Chair
Director of Development
BRIDGES

Caitlin Berry
Marketing Co-Chair
Senior Communications
Specialist FedEx Services

Kimberly McManis
Marketing Co-Chair
PR Account Executive
inferno

Ryan Mathis
Membership Co-Chair
Sales Engineer
Etairos HVAC

Molly O'Malley
Membership Co-Chair
Senior Recruiter
Adams Keegan

Marley Bates
Events Co-Chair
Association Executive
BOMA Memphis

Nora Murray
Events Co-Chair
Senior Manager of Community
Impact New Memphis

Susan Waggoner
Volunteer Co-Chair
Sales Enablement Advisor
FedEx Services

Sebastian de Kok
Volunteer Co-Chair
Vice President, US Operations
HealthLink

Jeremy Calhoun
Professional Development Co-Chair
IT Project Manager
International Paper

Leslie Finch
Professional Development Co-Chair
Director, Partnership
Development & Revenue
Strategy, Memphis Grizzlies



KANDACE STEWART
SENIOR DIRECTOR OF EXTERNAL AFFAIRS
AND BUSINESS OPERATIONS,
MEMPHIS GRIZZLIES



PAIGE WALKUP
PRESIDENT AND FOUNDING PARTNER,
CAISSA PUBLIC STRATEGY

WOMEN'S BUSINESS COUNCIL

After the Women's Business Council group decided to press pause due to the multiple roles many took on during the pandemic, it was able to secure two new superb co-chairs in fall 2021: Kandace Stewart, senior director of external affairs and

business operations for the Memphis Grizzlies and Paige Walkup, president and founding partner of Caissa Public Strategy. Under their leadership, the programming was set for 2022 to reach Mid-South women at every rung of the ladder.

MANUFACTURING COUNCIL

Throughout 2021, the Manufacturing Council advocated for local manufacturers on policy and process issues, especially related to water treatment, rates and fees and infrastructure. Other highlights included:

- » Helped rewrite locally introduced legislation on pipeline regulation
- » Shared updates on upcoming construction with local wastewater treatment plants
- » Advocated against proposed increases in volumetric rates
- » Provided ongoing insight and site-specific input as the Public Works Division of the City of Memphis drafted a new allowable pH excursion policy

PROSPER

PERSPECTIVE
REFOCUS
OPERATIONS
SYSTEMS
PEOPLE
ENGAGEMENT
RESILIENCY

SMALL BUSINESS RESILIENCY PLAYBOOK NAVIGATING THE PANDEMIC

After the COVID-19 pandemic hit the U.S. in 2020, small business owners repeatedly lamented to the Chamber that there was “no playbook” for navigating the pandemic. So, in late 2020, the Chamber decided to make one.

After months of work gathering insights from roughly 50 local business experts and leaders, the Chamber released the free, downloadable Small Business Resiliency Playbook at smallbusinessresiliency.com. The playbook was designed around the acronym PROSPER – standing

for Perspective, Refocus, Operations, Systems, People, Engagement and Resiliency – and is full of experienced wisdom about how to make small businesses more resilient to economic whirlwinds.

The website also includes videos of several local business owners and managers sharing their stories about how they successfully weathered the pandemic, including The Four Way Restaurant, Victory Bicycle Studios and Blues City Tours.

A portrait of Dotty Summerfield Giusti, a woman with short grey hair, wearing glasses and a dark purple lace jacket. She is smiling slightly and looking towards the camera. The background is blurred, showing what appears to be an indoor setting with other people.

SPOTLIGHT

SMALL BUSINESS RESILIENCY PLAYBOOK

“

“Especially during the pandemic, the Chamber’s Small Business Resiliency Playbook was a lifeline. Small businesses don’t have the built-in support system that large businesses have. We don’t have CFOs or Information Technology Officers. Most of us didn’t have the ability to reach behind us to pull a book off a shelf, much less go to a team of internal experts to help us understand whether we were prepared. Are our systems ready? Is our staff ready to work from home for a month, six months, two years? Do I need to put a budget together that’s going to be a ‘disaster budget’? This playbook answers those questions and more. The data, the information, it’s all there. It’s a living, breathing document that small businesses need — not just in Memphis, but everywhere.”

Dotty Summerfield Giusti, CPC,
President, Summerfield Associates, Inc.



Chamber Benefits, Inc. is a wholly-owned subsidiary of the Greater Memphis Chamber that offers various benefit-related products to Chamber investors.

HEALTH COVERAGE FOR SMALL BUSINESSES

Small businesses need predictable, manageable and cost-effective health care options. That's why the Greater Memphis Chamber has partnered with UnitedHealthcare to offer level-funded plans exclusively to its members.

- » **Predictable payments.** Level-funded plans allow your business to make the same monthly funding payment every month, even if claims are higher than expected. Stop-loss insurance is also built into your funding payments to protect you from high claims.
- » **2% Chamber discount.** These plans are exclusive to Greater Memphis Chamber members, who also receive a 2% discount. For a small business with 34 employees, that discount translates into an average savings of \$4,000 a year in addition to any surplus.
- » **Surplus refunds.** If medical claims come in lower than expected, your small business gets a refund at the end of the year.
- » **Cost controls.** If medical claims are higher than expected, don't worry: your stop-loss insurance coverage will kick in to cover the cost and protect your small business.
- » **Dozens of high-quality plans.** With Level-funded, you can choose from a wide range of the most popular health plans, including Health Savings Account (HSA), Preferred Provider Organization (PPO) and Exclusive Provider Organization (EPO). UnitedHealthcare also offers a nationwide network, cost-saving programs and 24/7 access to tools and detailed reports to manage your plan effectively.

Want more information? Contact your broker for a quote or **call 1-866-568-4871** to speak with a UnitedHealthcare representative. Also, learn more at join.memphischamber.com/level-funded.

2021 GREATER MEMPHIS
CHAMBER
COMMUNICATIONS

BY THE
NUMBERS



MEMPHISCOMP

MemphisComp by Method is an exclusive workers' compensation management solution available through the Greater Memphis Chamber. By using this data-driven platform to manage claims better, Chamber investors can, on average, save up to 25% on their premiums, reduce the cost of claims by 79%, increase the number of claims closed in three months by 20% and get employees back to work 59% faster.

For a quote, ask your broker or call
1-866-MEM-Comp (636-2667).
For more information, visit
memphischamber.com/memphiscomp.

\$11M

total revenue 2021

1.7K

social media mentions
62% increase from 2020

11K

social shares
+ 90% from 2020

SPOTLIGHT FROM PROTEST TO PROGRESS

Following the murder of George Floyd in 2020, as riots were happening in other cities, Greater Memphis Chamber president and CEO Beverly Robertson convened members of the business, activist and faith communities to peacefully and productively discuss how to move Memphis forward. The initiative, From Protest to Progress, spurred business leaders to take action to address systemic inequalities and has been hailed internationally as a model for cities responding to widespread unrest in their communities.

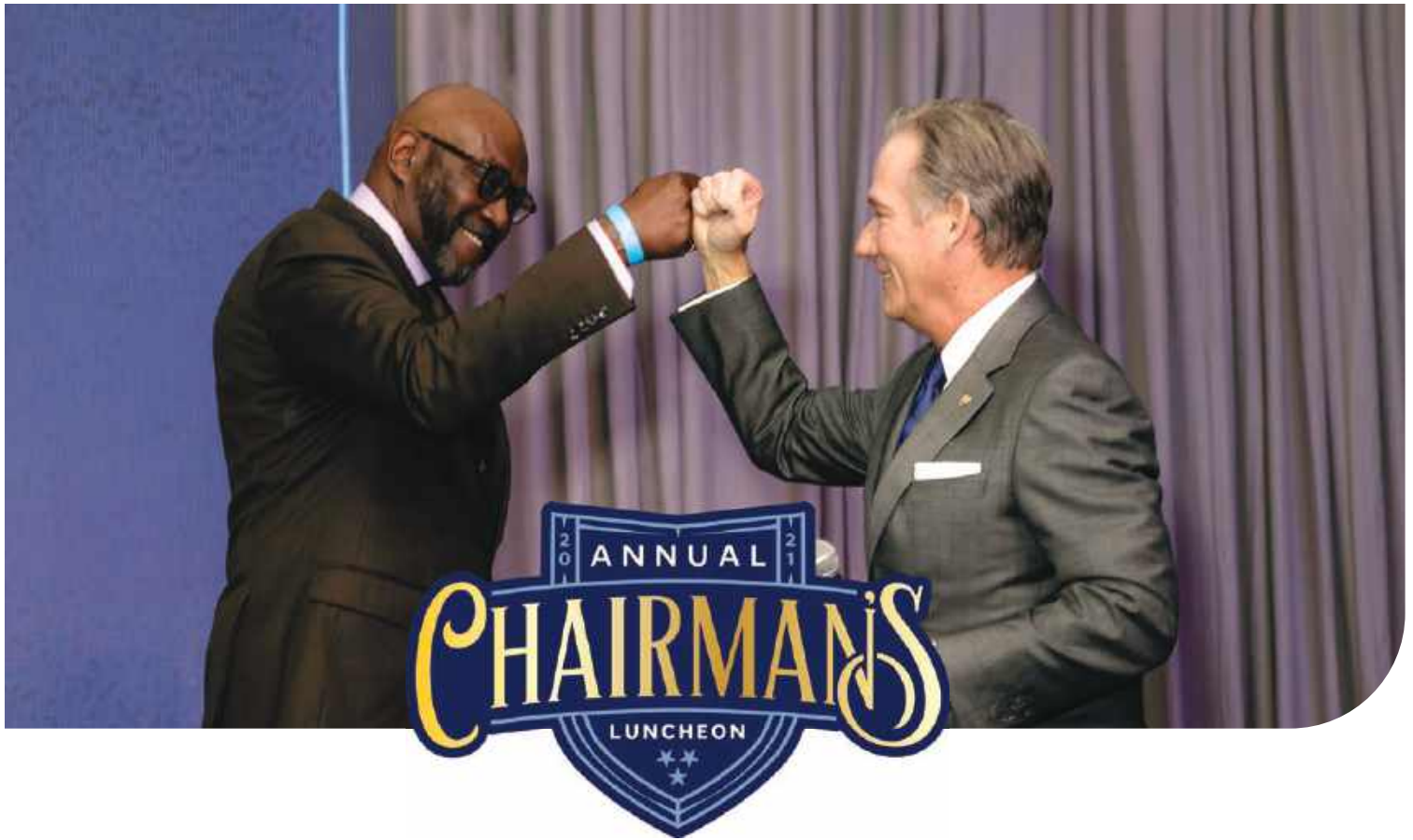


“I was honored that the Greater Memphis Chamber asked me to be included on such an important initiative. I was also not surprised the Chamber took the lead to inspire change on behalf of all Memphians because the Chamber is known to set the tone on key issues. If Beverly Robertson or Ted Townsend are calling me, I’m answering, and not just because I like them personally! Their knowledge, professionalism, and skill are precisely what is required to navigate complex initiatives. From Protest to Progress was no exception.”

Michael Scarbrough,

Co-Founder & President, Prospero Health





ANNUAL CHAIRMAN'S LUNCHEON BACK IN PERSON

As the region closed out its best year ever for economic development, the Greater Memphis Chamber celebrated at the Annual Chairman's Luncheon (ACL) - our first in-person event since the start of the pandemic in 2020.

In December, roughly 700 people safely attended the 21st ACL at The Peabody Memphis, reinforcing the event's reputation as "the best way to spend a lunch hour in Memphis." The theme, "Breaking Barriers," paid tribute to the many ways greater Memphis defied expectations in 2021. And topping the region's list of wins was the largest single private investment in Tennessee history: Ford and SK Innovation's \$5.6 billion Blue Oval City electric vehicles and batteries manufacturing operation, which will employ nearly 6,000 people.

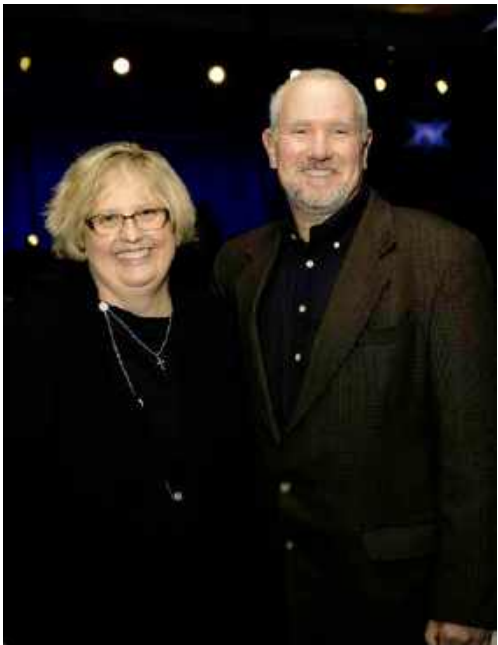
The event featured several major announcements, including the traditional unveiling of the 2022 chairman of the Chamber's Board of Directors. The Board's 2021 Chairman Willie Gregory, director of Global Community Impact for Nike, passed the

gavel to 2022 Chairman Doug Browne, president of Peabody Hotels & Resorts. After, attendees were able to break through a barrier of their own: the chocolate dome covering the dessert on their tables.

The Chamber also outlined several exciting new resources for small businesses, which comprise roughly 90% of the Chamber's membership. A new partnership with UnitedHealthcare will expand and improve small businesses' access to health care in 2022. Also, the Small Business Resiliency Playbook — a free survival guide to help small businesses navigate economic disruptions like the pandemic — is available at smallbusinessresiliency.com.

The fast-paced event also teased the 2022 release of the strategic growth plan, Prosper Memphis 2030, and included a video appearance by SpaceX astronaut and St. Jude Children's Research Hospital physician assistant Haley Arceneaux and featured entertainment by The Garry Goin Group.





2021 GREATER MEMPHIS CHAMBER AMBASSADORS

The Chamber is creating an army of Chamber champions through its Ambassadors Program, which has 82 ambassadors and is on its way to reaching a goal of 100. The ambassadors welcome new companies to the region, assist with ribbon cuttings and other events, and are all-around cheerleaders for Memphis. Aside from rubbing shoulders with some of the region's most influential leaders, ambassadors also give back to the community in various ways throughout the year, including the popular Bearing It Together teddy bear drive for the children at the Memphis Child Advocacy Center.

David Acey

Africa In April Cultural Awareness Festival, Inc.

Yvonne Acey

Africa In April Cultural Awareness Festival, Inc.

Omar Aquil

Spherion Staffing and Recruiting

Philip Austin

DoubleTree Hotel Memphis Downtown

Monique Barron

Center for Employment Opportunities

Chessie Biggam

Meritan, Inc.

Sonnet Booth

Aleva Chemical

Valerie Braddock

Kinyah & The B Chill Lemonade Family

Alex Brasher

Vertava Health

Debra Brown

Vitalant

Jana Cardona

Designed for Success

Lea Carr

Paragon Bank

Gloria Carson

Union Centre Executive Suites

Season Caulkins

Spherion Staffing and Recruiting

Jamel Dagher

Paragon Bank

Sebastiaan de Kok

HealthLink Europe & International

Ben Dickey

Vertava Health

Nikki Gibbs

A Step Ahead Foundation

JaNese Graves

Liberty Mutual

Phil Gray

Pinnacle Financial Partners Inc.

Stephanie Hale

Peer Power Foundation

Ashley Haralson

4D Marketing & Business Solutions Firm

Joseph "C.J." Harris

Seedco

Pam Hathcock

Laser Aesthetics Body & Wellness

Christina Hendricks

Memphis Grizzlies

DeJuan Hendricks

iHeart Media

Mary Ann Hendricks

Memphis Grizzlies

Scotty Hendricks

New York Life

Tieriney Hendricks

Center for Employment Opportunities

Robert Hicks
New York Life

Leslie McClora
Nike

Brooke Stewart
Vertava Health

Kimla Hill
FedEx

Benita McNeer
Renasant Bank

Kandace Stewart
Memphis Grizzlies

Beth Hisaw
ProTech Services Group, Inc.

Susan Mealer
Answering Advantage LLC

Michael Strickland
Memphis Botanic Garden

Danielle Hobbs
Green Dot Public Schools

Bruce Meisterman
WKNO TV / FM

Leslie Tate
Signet, Inc.

Sarah Hogan
Memphis Spine & Sport

Caprice Morgan
AARP TN

Derrick Taylor
GSG Talent Solutions

Lindsey Hudson
Laser Aesthetics Body & Wellness

Valerie Morris
Morris Marketing Group

Ann Terry
Agricenter International

Christina Isby-Ra'sool
7K Metals DBA Christina Isby-Ra'sool

Deb Nichols
SRVS

Barbara Tharp
MedSouth Practice Management, LLC

Marcus Jackson
Craft Axe Throwing

Shantorra Owens
Shantorra Owens State Farm Agency

Taquiya Thompson
Tennessee Valley Authority

Christopher Jarvis
Trustmark National Bank - Memphis
Region
Corporate Office

Sharon Posman
Lipscomb & Pitts Insurance, LLC

Moses Trent
Oak Street Health

Lakendra Jeffries
Memphis Grizzlies

Rosa Potts
Unite Us

Verles Westbrook
FedEx

Whitney Jo
Playhouse on the Square

Rael Reid
Spherion Staffing and Recruiting

Reba White
Summerfield Associates, Inc.

James Lenschau
Martin, Tate, Morrow & Marston, PC

Fatima Rice
Fresh Start Facility Services, Inc.

Stephen Willett
ProTech Services Group, Inc.

Constance Lewis
A Step Ahead Foundation

Cortney Richardson
Peer Power Foundation

Hateisha Williamson
Memphis Grizzlies

Dhane Marques
US Tax Works 2.0

Melody Rogers
WHBQ Fox 13

Bob Wilson
Legacy Promotional Group/AIA

Stephanie McCarty
GSG Talent Solutions

Stephanie Schwegman
FedEx

Tracey Zerwig Ford
Hutchison School

NEW TEAM



LYDIA HOLMES DIRECTOR, PUBLIC POLICY & ADVOCACY

A seasoned policy professional, Lydia Holmes joined the Chamber in 2021 after working in the areas of federal regulatory policy and agriculture sustainability in Washington, D.C.

Born in Arkansas, she moved to Memphis, where she graduated with a bachelor of science in political science from Rhodes College in 2014. She then earned her master of public administration with a specialization in regulatory and environmental policy from George Washington University in 2016. Before joining the Chamber, Lydia spent more than five years at the USA Rice Federation, leaving as director of industry affairs and sustainability.

When she's not working, Lydia spends time with her husband Jon-Cody and their dog Cooper.



RYAN POE DIRECTOR, COMMUNICATIONS

Since joining the Chamber as its director of communications in July 2021, Ryan has managed the organization's internal and external communications, including media relations, during one of the busiest and most exciting seasons in the Chamber's nearly 185-year history. In 2021, after the Chamber and its partners secured the largest single investment in Tennessee history — Ford's \$5.6 billion Blue Oval City — Ryan played a central role in elevating the Chamber's brand and work on the local, national and international stages.

Before joining the Chamber, Ryan worked in journalism for more than 11 years, most recently as a daily news columnist for The Commercial Appeal in Memphis.

Apart from work, Ryan spends most of his time with his wife Cass and their three young children.

MEMBERS

ECONOMIC DEVELOPMENT TEAM



Courtney Blanchard,
Executive Assistant



Abby Latture,
Economic Development Specialist



Shelby Spurgeon,
Director of Business Development

SALES TEAM



Blake Payne,
Membership Account Executive



Leland Burress,
Sr. Membership Account Executive



Vera Terrell,
Membership Account Executive



CHAIRMAN'S CIRCLE



DEAR CHAIRMAN'S CIRCLE INVESTORS:

What an exciting year 2021 was for the Greater Memphis Chamber and the Chairman's Circle. We welcomed 25 new investors, bringing us to 140 Memphis business leaders. This prestigious group recognizes the importance of investing in the Chamber's work, including beefing up our talent pipeline, developing and supporting business-friendly public policy and increasing economic development in the Memphis region while relentlessly pursuing prosperity for all.

Our three task forces were busy, and over the next year, each task force will lead critical work to grow Memphis. Below are a few highlights from 2021:

The Economic Development Task Force shared assets for the Chamber's new campaign to tout the market, Memphis Moves. Thanks to Chairman's Circle Investors William Barksdale of Cargill, Dr. Robert Downing of St. Jude, David McKinney of AutoZone, Alberto Pascual of Riviana, Craig Russell of Green Mountain Technologies, Michael Scarbrough of Prospero, Richard Smith of FedEx and Jason Wexler of the Grizzlies and who shared their assets with the design team.

Members of the **Business Climate Task Force** leaped into action when the I-40 bridge closed, representing us on the national and international stage to bring attention to Memphis' role in the global supply chain and advance Memphis' infrastructure priorities, including a new bridge over the Mississippi. Special thanks to Chairman's Circle Investors Neely Mallory and Bill Dunavan on this initiative.

The **Workforce Task Force** vetted strategies to ensure the voice of industry dictates workforce training efforts from K-12 through adult education by laying the groundwork for the Industry 4.0 Diploma bill being discussed in Nashville. This will encourage more technical education in high school and accelerated skills training for adults.

Fueled by your Chairman's Circle investment, the Chamber is coming off its best year ever for economic development. In 2021 the Chamber secured more than nearly 11,000 new and retained jobs and nearly \$6.8 billion in capital investments.

We have done great things, but our work is far from over! As Immediate Past Chair, I'll work with your new Chair, David May and his co-chairs to ensure we're ready for the business community to lead from the front. It's rewarding to know we're truly invested in Memphis and working together to move Memphis forward.

Ben Adams
2021 Chairman
Chairman's Circle



ECONOMIC DEVELOPMENT TASK FORCE

In 2021, the Chamber helped attract and keep nearly 11,000 jobs and bring in nearly \$6.8 billion in capital investment, making the year the region's best ever for economic development. Throughout the year, the Chairman's Circle Economic Development Task Force discussed active projects in the pipeline and how to better woo site selectors. In the fall, they got the first look at the Chamber's new marketing campaign

called Memphis Moves, a world-class marketing platform to share our region's story with the world. Also, the Chairman's Circle's challenge for the Chamber to figure out why other communities are succeeding when we aren't led to the creation and unveiling in 2021 of the new Center for Economic Competitiveness, which was created to develop data-driven strategies for growing our region.

WORKFORCE TASK FORCE

The Chairman's Circle Workforce Task Force is leading the effort to double down on preparing our workforce for the jobs of the future. They vetted proposals that will bring career coaches into public schools, build awareness of careers in skilled trades and increase technical training for high school

students. Also, in the first step toward bringing adult accelerated skills training programs to greater Memphis, several investors journeyed to Florida in 2021 to scope out successful programs there. The trip was in advance of another similar trip with more than 30 investors scheduled for 2022.

BUSINESS CLIMATE TASK FORCE

Members of the Chairman's Circle Business Climate Task Force worked behind the scenes drawing local, national and, in some cases, international attention to critical issues affecting Memphis. Among those issues were the repair of the I-40 Hernando DeSoto Bridge, the shortage of chassis in our supply chain infrastructure and a City Council proposal that would have stymied

jobs and investment in the region by setting a \$21 minimum wage on tax incentive recipients. Among its other actions, Jason Berger and Harry Pratt led the Red Tape subcommittee of the Business Climate Task Force in modernizing and streamlining city and county interactions with local businesses.

2021 CHAIRMAN'S CIRCLE INVESTORS

CHAIRMAN — Ben Adams, Baker, Donelson, Bearman, Caldwell & Berkowitz PC

VICE CHAIRMAN — David May, Regions Bank

IMMEDIATE PAST CHAIRMAN — Daphne Large, Data Facts, Inc.

CO-CHAIRS — Chance Carlisle, Carlisle LLC | Jason Berger, Olymbec USA LLC

Jim Maddox, Tri-State Truck Center, Inc. | David Waddell, Waddell & Associates

Laura Whitsitt, Smith & Nephew | Kevin Woods, BlueCross BlueShield of Tennessee

Jay Keegan

Adams Keegan, Inc.

Jason Little

Baptist Memorial Health Care

Jason Yarbrow

Butler Snow LLP

Berkeley Burbank

Alco Management, Inc.

Frank Smith

Barnhart Crane & Rigging Company

Lauren Bigelow

Byhalia Connection Pipeline

Harry Pratt

Allen & Hoshall

Joe Lyons

Barr Brands International

Brian Stephens

Caissa Public Strategy, LLC

Michael Hooks

Allworld Project Management

Gil Uhlhorn

Bass, Berry & Sims PLC

William Barksdale

Cargill Inc.

John Reeves

Amazon Memphis

Marc Davenport

BDO USA, LLP

Eustis Corrigan

CBIZ MHM, LLC

Jim McMahon

American Residential Services, LLC

Ron Belz

Belz Enterprises, The Peabody Hotel

Frank Quinn

CBRE - Memphis

Steve Norman

American Snuff Company, LLC

Paul Boyle

Boyle Investment Company

Chris Woods

Chris Woods Construction

David McKinney

AutoZone

Junai Maharaj

Buckman International

John Webb

Cigna Healthcare

CHAIRMAN'S CIRCLE

David Andrews
City Enterprises, LLC

Will Isom
Cognate BioServices - A Charles River
Company

Andy Cates
Colliers International

Greg Spillyards
Cushman & Wakefield / Commercial
Advisors, LLC

Jonathan Pennington
Deloitte Memphis

Robin Smithwick, III
Diversified Trust Co.

Anthony Clark
Dixon Hughes Goodman LLP

Edward Dobbs
Dobbs Management Service, LLC

Leigh Shockey
Drexel Chemical Co.

Bill Dunavant III
Dunavant Enterprises

Duncan Williams
Duncan-Williams, Inc.

Jack Soden
Elvis Presley Enterprises, Inc.

Kenny Baymiller
Evergreen Packaging Group

Scott Stafford
Evolve Bank & Trust

Richard Smith
FedEx

Kent Wunderlich
Financial Federal Bank

Tyrone Burroughs
First Choice Sales & Marketing Group

Bryan Jordan
First Horizon

Bill Bradley
Glankler Brown, PLLC

Craig Russell
Green Mountain Technology

Bill Bynum
Hope Credit Union

J.R. "Pitt" Hyde, III
Hyde Family Foundations

Mark George
IMC Companies, LLC

Susan Stephenson
Independent Bank

Mark Rosebrough
International Flavors and Fragrances, Inc.

Christa Allen
International Paper

Kathy Buckman Gibson
KBG Technologies, LLC

Spence Wilson, Jr.
Kemmons Wilson Companies, LLC

Teresa Dickerson
Kroger Co.

Kent Ritchey
Landers Auto Group

Dr. Vernell Bennett-Fairs
LeMoyné-Owen College

Rusty Linkous
Linkous Construction Company, Inc.

Frank Ricks
Looney Ricks Kiss

Joe Nicosia
Louis Dreyfus Company

Mason Ezzell
LSI / LSI Graphics

Nathan Lubin
Lubin Enterprises, Inc.

Neely Mallory, III
Mallory Alexander International Logistics

Clay Purdom
Martin, Tate, Morrow & Marston, PC

Eric Epperson
Medtronic

Karl Schledwitz
Monogram Food Solutions

Phillip May
Pinnacle Financial Partners Inc.

Katie Shotts
Memphis Area Association of Realtors

Montgomery Martin
Montgomery Martin Contractors, LLC

Jennifer Pentecost
Sims Power & Telephone Supply Company

Gary Rosenfeld
Memphis Area Transit Authority

Lewie Smith
National Guard Products

Michael Scarbrough
Prospero Health

Jason Wexler
Memphis Grizzlies

Joseph Steffner
Newmark Knight Frank\

Dan Weddle
ProTech Services Group, Inc.

JT Young
Memphis Light Gas & Water

Kevin McEniry
nexAir, LLC

Ryan Ehrhart
Raymond James

Scott Brockman
Memphis Shelby County Airport Authority

Octavius Nickson
Nickson General Contractors

Dr. Reginald Coopwood
Regional One Health

Blair Taylor
Memphis Tomorrow

Willie Gregory
Nike

Jonathan Epstein
Running Pony

Kevin Kane
Memphis Tourism

Dave Smith
Nucor Steel of Memphis, Inc.

Chris Cosby
Saint Francis Healthcare

Dr. Michael Ugwueke
Methodist Le Bonheur Healthcare

Mike Keeney
Orgill, Inc.

Dave North
Sedgwick Claims Management Services, Inc

Todd Smith
MicroPort

Dr. Thomas V. Giel, III
OrthoSouth

Stacy McCall
ServiceMaster by Stratos

Tom Grimes
Mid-America Apartment Communities

Breen Reardon
Pandrol USA

Dr. Joris Ray
Shelby County Schools

Jason Gillum
Millennium Search

Tina Walker
Patriot Bank

Andy Garfield
Smith & Nephew, Inc.

Oliver Doughtie
Mimeo

Mike Pohlman
Pickering Firm, Inc.

Steve Fracchia
Southeastern Asset Management

CHAIRMAN'S CIRCLE

Dr. Tracy Hall
Southwest Tennessee Community College

Brigette Green
TopCat Masonry Contractors, LLC

Robert Berry
Worlds Away

Dr. James Downing
St. Jude Children's Research Hospital

William Chase
Triumph Bank

Anthony Norris
Worldwide Business Group

Jimmy He
Standard Elevator Systems

Chuck Broadus
TruckPro, LLC

Lee Harkavy
Wyatt, Tarrant & Combs, LLP

Jack Straton
Stratas Foods

Johnny B. Moore, Jr.
Truist

Alex Teague
Yates Construction

Gary Dodson
TAG Truck Center

Andy Davis
Turner Construction

Jerry Martin
YMCA of Memphis & the Mid-South

Sylvester Tate
Tate Computer Systems

Dr. David Rudd
University of Memphis

Pat Lawler
Youth Villages

Aaron Stewart
Tennessee Valley Authority

Love Collins
University of Tennessee
Health Science Center

Brett Ponton
Terminix

Kirk Johnston
Vaco Mid-South

Carlos Manning
The J. M. Smucker Company

Eric Brown
Valero Energy - Memphis
Refinery

Paulo Teixeira
The Juice Plus+ Company

Bill Seely
Varsity Spirit

Ron Redwing
The Redwing Group

Sheleah Harris
Verizon

Gary Shorb
The Urban Child Institute

Kyla Guyette
Workforce MidSouth

Kevin Adams
The Walk, Big River Development



**TOWNSEND
DEVELOPMENT**

**Creating Opportunities.
Driving Innovation.
Celebrating Culture.**



**BIG STAR
BARBECULTURE**



College Rover
Collect. Compare. Connect.



**MEMPHIS
MARINADES**
EST. 1991

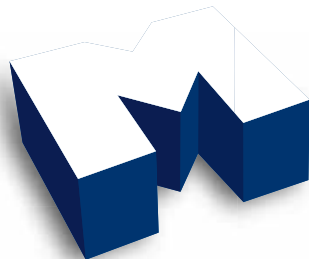
We are a multi-faceted development company focused on restoring historic Memphis properties, bringing new energy to existing Memphis businesses, and tapping into the amazingly rich and varied cultural wealth of the region.



GREATER MEMPHIS CHAMBER

The Falls Building
22 N. Front Street, Suite 200
Memphis, TN | 38103

901.543.3500



GREATER MEMPHIS CHAMBER