

II. Executive Summary

- A. Describe the specific purpose for which the requested funds will be used to benefit the residents of the City of Chattanooga.

Choose Chattanooga requests support from the City of Chattanooga to promote Chattanooga to individuals and families who have an interest in moving here. We serve as the single point of entry for people who inquire at the Chamber and CVB. We have developed a targeted process for capturing and responding to their interest. Since January 2010, Choose Chattanooga has worked to identify, develop and grow a pipeline of relocation prospects. Inquiries, which would have been given little or no value before the Choose Chattanooga initiative was birthed, are now incorporated into a growing database of those prospects who are interested in moving their families, businesses and resources here. In addition, we have generated significant leads through our website, newsletters, public forums, and within our network of local and regional partners.

We serve and support the City's existing economic & community development and tourism efforts by focusing on the **people** who are interested in coming here. Newcomers are new customers for local business, new taxpayers for local government, and new talent that benefits and enriches our community. Choose Chattanooga is beginning to see our efforts come to fruition as inquiries from prospects turn into visits and visits result in relocations. If Choose Chattanooga did not exist, there would be no organized, intentional effort to recruit, facilitate and serve the broad spectrum of individuals that our community is working hard to attract.

We believe the work of Choose Chattanooga will prove critical as the region continues to experience growth. It is critical that we be prepared to compete for talent and turn Chattanooga's momentum into new investors in the community. With our region's investment in planning, Chattanooga can build on our ongoing focus to engage "people" - those who are here, as well as those to come.

With your support, Choose Chattanooga can continue to be a vital part of that formula for success.

- B. The proposed usage for the financial assistance appropriated by the City of Chattanooga

We propose using financial assistance from the City of Chattanooga to provide the following basic services of the organization:

- Provide information on the community to those who inquire through the Chamber and other sources
- Develop new sources of leads through our partnership with tourism and participation in Retire Tennessee
- Deliver quality customer service to give Chattanooga a competitive edge in recruiting talent

- Maintain communication and grow the pipeline of prospects
- Convert prospects to visitors
- Help connect newcomers with the community

C. Assurance for Use of Funds

Choose Chattanooga agrees to provide a detailed accounting of how and for what purpose municipal funds were spent prior to the close of the City of Chattanooga's fiscal budget year (report attached).

D. Assurance of Financial Accountability

Choose Chattanooga agrees to provide the City of Chattanooga with copies of current reviews or audits for each year the organization receives funds appropriated by the City of Chattanooga (letter attached).

E. Additional information to support this request for funding (Financial Report included with Annual Report)

A handwritten signature in cursive script that reads "Linda Bennett". The signature is written in black ink and is positioned above a horizontal line.

Linda Bennett, Executive Director

Use of City Funding

Amount received: \$16,900

The 2012/2013 City allocation of funds was used to provide the day-to-day outreach and customer service programs that Choose Chattanooga created and administers on behalf of the City of Chattanooga and its citizens. We respond daily to requests from individuals and their families and work. The most common reasons are from moving here are for employment, retirement, arts & culture, outdoors amenities and for the area's over-all quality of life and affordability.

Choose Chattanooga serves as the one-stop resource and **first responder** for individuals. According to the feedback we receive, those moving or considering a move are reassured when they learn that Chattanooga values them enough to provide resources and this level of support. We are also called upon to arrange interviews and itineraries for writers and to consult on articles having to do with the area's quality of life.

As our database of prospects grows and the programs we offer mature, we recognize more clearly the scope of the work ahead of us. We have the unique opportunity to aggregate information in a way that promotes every segment of the community. Choose Chattanooga is positioned to become the vehicle which helps network and connect prospects and newcomers back to the community in a new and meaningful way. Our staff and board does this now with our very limited resources but we see the untapped potential to organize our efforts to recruit and retain talented people who move here and to leverage their talent and investment to reach a wider audience.

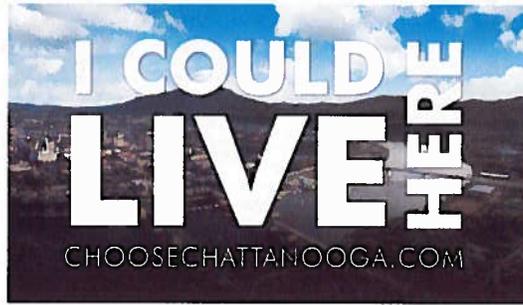
Giving Back

Livable Chattanooga Series - In 2012, Choose Chattanooga completed the Livable Chattanooga Learning series which was funded by a MetLife JumpStart Grant. In partnership with the Active Living and Transportation Network, we organized the first community tours of ALSTOM and Volkswagen. These events were designed to meet several important needs of our organization and the community:

- We wanted to train and build a database of informed ambassadors from different segments of the community
- We wanted to showcase OUR own local talent and leadership
- We wanted to leverage learning opportunities and engage a wider base of partners

Choose Chattanooga continues to receive requests to extend the series.

Muse of Fire Project – Choose Chattanooga is the 501 (c)3 umbrella for the Muse of Fire Project which is an outgrowth of ArtsMove. ArtsMove was part of the CreateHere initiative. When funding for ArtMove relocation incentives expired, Choose Chattanooga looked for ways to encourage artists to not only relocate, but to use their talents for the good of the community.



Choose Chattanooga

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January 7, 2013

Attn: Randy Burns

Attachment for Budget and Financial Statement

In 2012, Choose Chattanooga completed the necessary legal actions required to establish our organization as a stand- alone 501(c)3 non-profit separate from the Community Foundation which served as our umbrella. Johnson Hickey Murchison was contracted to file our 990's and all independent tax reports to assure that our documents were properly filed and in order.

On July 23, 2012, Choose Chattanooga entered into a contractual agreement with the Southeast Tennessee Development District. The terms of our contract with SETDD include the oversight of their financial department and auditors. The financial reports included in this application contain information for our general fund through November 2012. A complete Choose Chattanooga accounting will be provided at the end of SETDD's fiscal year. We will share that report with the City as soon as it is completed.

Please feel free to contact me if you have questions or need additional information. Choose Chattanooga Treasurer, Zach Hutcherson and SETDD Chief Financial Officer, Jolly Abraham are also available to provide information.

Sincerely,

Linda Bennett
Executive Director