

# **Haywood County, Tennessee**

Three Star  
Strategic Economic Development Plan  
2008-2012

*Sponsored by:*  
*Haywood County Chamber of Commerce*

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# Introduction

Haywood County, Tennessee is participating in the Tennessee Three-Star Communities Program, administered by the Tennessee Department of Economic and Community Development (ECD). This program is designed to ensure communities to meet criteria essential to achieving excellence in community and economic development.

One of the required elements of the program is a five-year strategic economic development plan, to be updated annually. This plan must include goals, a plan to accomplish the goals, and a projected timeline for achieving the goals. The strategic plan must address agriculture, education, existing industries, infrastructure, manufacturing recruitment, retail/services, tourism, and workforce development. Other areas may be addressed at the discretion of the community.

The Haywood County Chamber of Commerce has coordinated the development of this plan. They invited TVA's Community Development staff to facilitate a planning workshop on April 13, 2008 which enabled a team of community leaders to provide input to the plan. The planning meeting was advertised in the local newspaper prior to the meeting. The meeting was also discussed at the County Commission meeting and City board meeting inviting public input. The Chamber also sent all of their member's information regarding the meeting and requesting their presence and input in the process. 33 Individuals from across the county participated in the workshop (see list of participants on page13).

This plan is not a feasibility study, an economic analysis or forecast, a marketing plan, or a comprehensive community development plan. It is, however, a genuine attempt to determine key issues facing Haywood County and to outline an agenda for achieving a prosperous future. The purpose has been to stimulate ideas, build consensus, and generate support for action by a variety of public and private entities. Detailed implementation steps for the recommendations in this plan will have to be developed by the appropriate responsible entities. Also, this plan should be updated annually to monitor progress and identify new goals and actions. This plan should help local leaders to periodically ask: **Are we making progress?**

## Accomplishments in Haywood County in the Past Ten Years

- Water service in County
- Vision Haywood County
- Gas service expanded
- City paid off debt
- Home renovations
- Power plant
- Technology investments in schools
- Renovation of Courthouse
- SACS accreditation
- Improved ambulance service
- Renovation downtown
- 30 new retail businesses
- Widening of Highway 76 completed
- Technology investment in schools
- Justice Academy
- Hiring two additional people at the Chamber
- Four-field softball complex
- Whiteville Tech Center in Brownsville now open
- Habitat for Humanity
- \$300,000 grant for Webb F. Banks Passive Park
- Three Lasco expansions
- Boys & Girls Club of Brownsville
- Refurbish track and field at Haywood High School
- Park on Scott Street
- Planning bypass to Ripley
- Wal-mart Super Center opened
- Hospital changed hands and got new administrator
- Renovation of career tech
- Certification of Stanton Mega-site
- Operation Super School
- Passed liquor-by-the-drink in Haywood County
- Haywood County Drug Coalition
- Haywood County P-16 Program

<b>Haywood County 5 Year Strategic Plan</b>	<b>Agriculture</b>
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Goals/Actions	2008	2009	2010	2011	2012	Responsible Parties
<p><b><i>Goal: Build a Major Ag Complex</i></b></p> <ol style="list-style-type: none"> <li>1. Seek grant opportunities</li> <li>2. Develop a county agriculture committee which will establish policies</li> <li>3. Market facility to host events – farmers market, horse shows, tractor pulls, rodeos, flea market, etc.</li> </ol>	X	X				Walter Battle, U.T. Extension Haywood County Director

<b>Haywood County 5 Year Strategic Plan</b>	<b>Retail and Services</b>
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Goals/Actions	2008	2009	2010	2011	2012	Responsible Parties
<p><b><i>Goal: Downtown Development &amp; Lack of Retail Shopping on Nights &amp; Weekends</i></b></p> <ul style="list-style-type: none"> <li>1. Seek grants for infrastructure, improvements for Downtown</li> <li>2. Develop Downtown Pilot Program</li> <li>3. Develop Friday and Saturday night events</li> </ul>	X	X				Chamber of Commerce City & County Government 3 Star Committee

<b>Haywood County 5 Year Strategic Plan</b>	<b>Retail and Services</b>
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<b>Goals/Actions</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Responsible Parties</b>
<b>Haywood County 5 Year Strategic Plan</b>	<b>Tourism</b>					

<b>Goals/Actions</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Responsible Parties</b>
<p><b>Goal: Enhance Haywood County's Tourism Development Program</b></p> <ol style="list-style-type: none"> <li>1. Create and promote driving tour, brochure on museums and other attractions in Brownsville</li> <li>2. Establish and improve variety of restaurants</li> <li>3. Promote and develop blues/cultural fair and focus on cultural heritages</li> <li>4. Seek Agri-tourism</li> </ol>		X				Tourism Director  Chamber of Commerce Chamber/Tourism Director
<p><b>Goal: Cultivate Existing Attractions to Capture Tourism Business</b></p> <ol style="list-style-type: none"> <li>1. Hire Tourism Director</li> <li>2. Use of marketing tools on I-40</li> <li>3. Information stands and brochures at rest areas at every exit</li> <li>4. Expand marketing to national publications – Southern Living, etc.</li> </ol>	X X	X	X			City/County Government WTDHC WTDHC WTDHC

<b>Haywood County 5 Year Strategic Plan</b>	<b>Retail and Services</b>
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<b>Goals/Actions</b>	2008	2009	2010	2011	2012	<b>Responsible Parties</b>
5. Promote Hatchie River and existing lakes 6. Promote performing arts locally and to surrounding counties	X	X				WTDHC Arts Council

**Haywood County 5 Year Strategic Plan**

**Education and Workforce**

Goals/Actions	2008	2009	2010	2011	2012	Responsible Parties
<p><b>Goal: Need of Better Prepared Workforce/ More Technical Training Beyond High school</b></p> <ol style="list-style-type: none"> <li>1. Work with Plant managers and Human Resource managers to identify what skills are needed locally</li> <li>2. Look for funding opportunities to help students pay for advanced training</li> </ol>	X					Each individual school as noted in item 2
<p><b>Goal: Focus on Job Training</b></p> <ol style="list-style-type: none"> <li>1. Work closely to work with Whiteville Vo-Tech to develop more night and weekend classes</li> </ol>		X				City & County, Board of Education Technology Center

# Haywood County 5 Year Strategic Plan

## Infrastructure

Goals/Actions	2008	2009	2010	2011	2012	Responsible Parties
<p><b>Goal: Lack of Infrastructure at our I-40 Exits</b></p> <ol style="list-style-type: none"> <li>1. Have study made of what type of businesses we are looking to locate at Exit 56</li> <li>2. City should seek grants to extend utilities across Interstate 40 Exit 56 first</li> <li>3. Work with County Planning Board for Development Plans at all exits</li> </ol>	X	X				City/County Mayors TVA and Local Government Chamber of Commerce Office of Community Development (City) Mayors

# Haywood County 5 Year Strategic Plan

# Hospital

Goals/Actions	2008	2009	2010	2011	2012	Responsible Parties
<p><b><i>Goal: Efforts Toward More Support of our Local Hospital</i></b></p> <ol style="list-style-type: none"> <li>1. Encourage local Doctors to promote Hospital</li> <li>2. Continue to encourage Hospital to bring back OB/GYN services to Haywood County</li> <li>3. Advertise Hospital connection to Regional Hospital in Jackson</li> <li>4. Educate Citizens to the importance of a local Hospital when recruiting Industry</li> </ol>	X					<p>3 Star Committee Chamber of Commerce City/County Government</p>

**Haywood County 5 Year Strategic Plan**

**Quality of Life**

Goals/Actions	2008	2009	2010	2011	2012	Responsible Parties
<p><b><i>Goal: Better Ways to Help At-Risk Children/We Need More Parental Involvement</i></b></p> <ol style="list-style-type: none"> <li>1. Continue support for local Drug Coalition activities</li> <li>2. Continue support of Chamber of Commerce Kids Day</li> <li>3. Recruit help from local ministries and organizations for parental training classes</li> <li>4. Work with all State and Local agencies to identify at-risk children</li> </ol>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>				<p>Local governments</p> <p>Chamber of Commerce City and County Government</p> <p>3 Star Committee</p>

## Participants

The following people participated in the planning workshop:

Hayden Hooper- Park of Dreams coordinator  
Beth Thomas- Chamber of Commerce  
Pearlie Hess- Haywood County School Board  
Robbie J. King- Haywood County School Board  
Alan Stribinsky- Alderman Town of Stanton  
Leon King- City Alderman  
Royce Barnett- Mayor of the Town of Stanton  
Dare Simpson- Haywood County Assessor of Property  
Jere Williamson, Jr. – Industrial Development Board  
Nick Nichols- First State Bank  
Eddie Smith- Southwest Electric  
John Sharpe-Retired Brownsville Utility Department  
Regie Castellaw- Brownsville Utility Department  
Betty Morris- Morris Jewelers  
Will Jones- Pastor  
Rhonda Thompson- Haywood County Board of Education  
Carolyn Flagg- City Alderman  
Ann Gardner- Crye-Leike Real Estate Specialists  
Emily Davis- InSouth Bank  
Joe Ing- Chamber of Commerce  
Richard Carraway- Chamber of Commerce  
Rick Bowen- Lasco Industries  
Tommy Chapman- Regions Bank  
Anne Banks- City of Brownsville  
Rita Hathcock- Brownsville Radio  
Joyce Moore- Brownsville Radio  
Webb Banks- Mayor of the City of Brownsville  
Danny Dean- States Graphic

Tim Stokely- InSouth Bank  
JoAnna Morris- First South Bank  
Albert Harris- Lock, Stock & Barrel  
Doris Battle- Haywood County Board of Education

## Haywood County, Tennessee Economic Profile Highlights

The following are highlights of “A Profile of Haywood County, Tennessee and its Labor Market Area.” The Labor Market Area (LMA) is defined to include Haywood, Crockett, Fayette, Hardeman, Lauderdale, Madison, and Tipton Counties in Tennessee.

- After growing two percent in the 1990s, Haywood County’s population declined one percent between 2000 and 2003 to an estimated 19,626 people.
- Haywood County’s population is expected to increase four percent between 2000 and 2020.
- The median age of Haywood County’s population is fairly close to those of Tennessee and the U.S.
- Haywood County’s population is much more diverse than those of the reference areas: while racial minorities made up 34 percent of the LMA’s population and around 20 percent of the state and national totals, they accounted for 53 percent of Haywood County’s residents.
- The Hispanic share of Haywood County’s population is larger than that group’s share of the LMA or Tennessee populations, yet much smaller than the national percentage.
- Haywood County has much larger shares of its workers employed in agriculture, forestry and fishing, and manufacturing than is true of either the state or nation.
- Forty percent of the workers who reside in Haywood County commute to other counties to work. Forty percent of these out commuters work in Madison County.
- Twenty-one percent of Haywood County’s workforce commutes into the county. Madison County is home to 27 percent of these in commuters. An additional 19 percent reside in Crockett County.
- The unemployment rate in Haywood County has tended to be higher than in the LMA, state, and nation over the past decade.
- The 2006 unemployment rate for Haywood County was 7.1 percent.

- Per capita income in Haywood County was \$20,292 in 2002, compared with \$23,217 for the LMA and \$27,611 for Tennessee. In that year, Haywood County's per capita income was 74 percent as high as Tennessee's and 66 percent of the U.S. value. In 1992, the relative shares were 80 percent of Tennessee income and 71 percent of national income, indicating that per capita income in the county has grown more slowly than in the state and nation over the past decade.
- Forestry and fishing generates a much higher share of Haywood County earnings than of state and national earnings (5.6, 0.3, and 0.4 percent, respectively).
- Manufacturing generates 33 percent of the earnings in Haywood County versus around 18 percent in Tennessee and 13 percent in the nation. The differential is almost entirely due to the nondurable goods portion of the manufacturing sector.
- Haywood County's poverty rate is higher than those of the LMA, state and nation. The county's rate has fallen since 1990 from 28 percent of the population to the current 20 percent.
- The share of Haywood County's population with a high school diploma is lower than those of the LMA, state, and nation. Between 1990 and 2000, however, the percentage of high school graduates in the county increased from 53 percent to 66 percent.
- Of students graduating from high school in 2007, 58 percent of Haywood County residents planned to continue their education. That share was 12 percentage points below the rate for all Tennessee high school seniors.
- Eleven percent of the Haywood County population has earned a Bachelor's degree. That percentage is lower than the LMA, state, and national shares.
- Housing units in Haywood County were much more likely to be occupied by owners than renters in 2000. The Haywood County share of housing units occupied by renters was higher than the LMA, state, and national percentages.
- Retail sales totaled \$232 million in Haywood County in 2003. Relative to their counterparts in the LMA, state, and nation, larger shares of Haywood County retail sales were earned by food and beverage stores, gasoline service stations, and building materials stores. In contrast, smaller shares were earned by eating and drinking places, general merchandise stores, apparel stores, furniture stores, and health and personal care stores.
- Retail sales in Haywood County total 41 percent of county income. This percentage is very close to those of the LMA and state, suggesting no significant retail sales in leakage to or out leakage from the county.





