



KNOXVILLE
CHAMBER

KNOXVILLE
OAK RIDGE
INNOVATION VALLEY.

IMPACT REPORT

PROPEL PROGRAM PARTNERS:



Greater Knoxville



Knoxville Area
Urban League

*Empowering Communities.
Changing Lives.*



KNOXVILLE
CHAMBER

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OAK RIDGE
INNOVATION VALLEY

**THROUGH A LIFT TN GRANT, PROPEL IS IMPACTING BUSINESSES
FROM ACROSS THE REGION, INCLUDING THOSE FROM THE
FOLLOWING CHAMBERS OF COMMERCE:**

ANDERSON COUNTY CHAMBER OF COMMERCE

BLOUNT CHAMBER OF COMMERCE

CLAIBORNE COUNTY CHAMBER OF COMMERCE

JEFFERSON COUNTY CHAMBER OF COMMERCE

KNOXVILLE CHAMBER

LOUDON COUNTY CHAMBER

OAK RIDGE CHAMBER OF COMMERCE

ROANE COUNTY CHAMBER OF COMMERCE

SCOTT COUNTY CHAMBER OF COMMERCE

WHAT IS PROPEL?

The Knoxville Chamber's Propel Mentor/Protégé Program is a rewarding, one of a kind opportunity for small and disadvantaged businesses. The program pairs established community business leaders with a protégé who is relatively new to business. Protégé candidates meet the following criteria:

- Established business for three years or have ten years expertise in their field
- Agree to Chamber membership and program participation for two years
- Articulate clear, measurable goals with the assistance of a mentor
- Have a sincere passion to grow their business
- Willingness to take instruction from others
- Commit to monthly face-to-face meetings with their cohort and mentor

PHILOSOPHY - ECONOMIC INCLUSION

- We believe that diversity and inclusion is a tool. (It is not Altruism...it is essential to bottom line growth)
- We believe that diverse teams outperform homogenous teams!
- We practice co-opetition with groups that would seem to be competitors and make them partners.
- We are welcoming to diverse groups of entrepreneurs regardless of age, ethnicity, or designation.



CURRICULUM - DIVERSITY OF THOUGHT

Propel utilizes two nationally recognized curriculum tools for training:

Growth Wheel: Growth Wheel is a visual toolbox for decision-making and action-planning for startup and growth companies. It helps entrepreneurs build their businesses through a simple action oriented process that stays true to the way most entrepreneurs think and work.

Strategic Management Learning Systems: A highly structured, facilitated, hands-on process for taking control of core business management disciplines. Through step-by-step learning, real-world case examples and customizable worksheets, Propel participants:

- Understand 12 core business management disciplines
- Establish 12 core operational systems
- Improve decision making
- Create an integrated dashboard; manual, automated or combination, for improved management control

"We've received a lot of encouragement, ideas and education in standard business practices. As we've implemented these, there has been more clarity of process. This is continuous improvement for our start-up. Also, the feedback has given our investors additional confidence in us."

– Barrie Paulson, *Darkhorse Entertainment*



"Honestly, I do not know where our business would be if it were not for PROPEL. Last year at this time, before joining the PROPEL program, our business was floundering. Without the guidance, wisdom, and encouragement from the many different aspects of PROPEL, it is possible we would not be here. PROPEL helped breathe new life into our company."

Elora & Kyle Pritchard, Eden Florist



T I M

2008

- Knoxville Chamber forms Innovation Valley
- Propel is launched to provide one-on-one counseling for small businesses
- Knoxville Chamber Adopts the BHAG (Big Hairy Audacious Goal): Knoxville, America's Best Business Address

2009

- Propel launches pilot Mentor/Protégé Program with three firms

2010

- Propel Launches formal Mentor/Protégé Program
- Propel One-on-One Small Business Sessions – 161

"As a small business owner, I have thoroughly enjoyed being a Chamber member. The Mentor/Protégé program has helped me grow my business and the Chamber has helped me meet so many individuals who I can help as well. It is a great feeling both spiritually and emotionally when you can help others grow their business. The Knoxville Chamber is truly an asset to the Knoxville business community."

***Delnise Moore,
Always Moore Janitorial***



E L I N E

2011

- Doug Minter Director, Small Business Development, is named the Tennessee SBA Minority Small Business Champion of the Year
- Propel submits academic survey of program to Academy of Management. (Jointly written with Harvard University and Queens College)
- Propel One-on-One Small Business Sessions - 125

2012

- Propel Protégés second year students begin with revenues of \$4 million and 92 employees. They grew to \$5.3 million and 97 net new jobs in just six months.
- Propel Mentor/Protégé Program graduates: 3
- Propel Protégé Cohort grows from 7 to 19 entrepreneurs.
- Propel One-on-One Sessions – 148

2013

- Propel Protégé participant average revenue growth exceeds 20%.
- Propel Mentor/Protégé Program graduates seven firms
- Academic study of the Propel Mentor/Protégé Program presented to the International Academy of Management

2014

- Propel graduates four firms – Last graduates to complete three-year program
- Propel condenses program to two years
- Propel class grows to 21 participants
- Propel expands program to Evansville, Indiana and Hampton Roads, Virginia
- Propel One-on-One Visits - 73

2015

- Propel Graduates six firms – Total Graduates (20)
- Receives \$50,000 LIFTTN grant for Regional Rural expansion from TNECD/BERO Office
- Propel One-on-One Visits – 85 visits

2016

- Propel graduates six firms
- Current Class Size – 27(12 New Protégés/15 Second-Year Protégés)
- Total Protégé Graduates YTD - 26





PROPEL ECONOMIC IMPACT

2008 to 2016 (Based on 72 Protégé participants)

DIRECT REVENUE: \$39,585,440

INDIRECT SALES: \$8,567,274

INDUCED SALES: \$13,542,755

DIRECT JOBS: 467

INDIRECT JOBS: 86

INDUCED JOBS: 175

TOTAL ECONOMIC IMPACT

REVENUES: \$61,695,469

JOBS: 728

Source: Chmura Economics; JobsEQ Economic Impact Model; Q1 2016. Compiled by Joe Riley, Research Specialist for the Knoxville Chamber

DEFINITIONS:

Direct Impact – the jobs and sales/output directly created by the event; for example, if a firm with 100 employees moves to a region, the direct employment impact is 100 jobs.

Indirect Impact – the jobs and sales/output created by regional companies supplying goods and services to the new or newly expanded industry; for example, a new construction firm may buy lumber from local suppliers and may use accounting services from local private accountants.

Induced Impact – the jobs and sales/output created when new employees from the new or expanded firm spend their wages at local establishments; for example, a new manufacturing plant may increase business at a nearby diner causing the diner with increased sales to hire more employees.

Total Impact – the sum of direct impact, indirect impact, and induced impact.

PROTÉGÉ BUSINESSES

Above The Rest Balloon & Event
A Corporate Janitorial Contractors, Inc.
Aaron's Design & Install
Accord Federal Services, Inc.
Accurate C&S Services Inc.
Action Electrical Company
Action Technology Solutions
AD Graphic Art, LLC
AKM Properties
Always Moore Janitorial Service
Anchor Business Service
Any Lab Test Now
ARCTEL Inc
Bearden Behavioral Health
BGT Recruiting & Consulting, Inc.
Blue Diamond Enterprise , LLC
Bread of Heaven Catering
Brown Pearman & Russell, LLC
Carter Safety Consultants, Inc
CG Services Corporation
City Fitness
Clarabelle & The Hen
Clark, Brown, and Waters Law Firm
Cool Pouch
Darkhorse Entertainment
DBS Construction & Environmental
Services
Diligence Security & Training LLC

Diversified Engineering Services Inc
East Tn BubbleBall
Easy Handy-man Services
Eden Floral Design
Elder Associates
Elite One Transport
EXPOQUIP, Inc.
Extreme Cleaning Services
First Place Finish Inc
Fletcher PR
G Way Solutions Inc
G2 Engineering
Global Testing Laboratory
God's Creative Enrichment Center
Green Village Green
Guaranteed Services LLC
Health Spectrum Worksite Solutions
Hibachi Pizza
High Velocity
Hyperion Networks
InHouse GFX
INNOVATE Branding & Design
Jlive Entertainment
Josh's Underground
Just Tease N Hair Salon
K.S. Social & Event Planning
Lalka Tax Services
Luttrell Construction

Lynn Sanford Construction
Mahogany Development
Mesa Technologies
Mountain Laurel Leadership
Outlier's Advantage
Prime Medical Training
Quadramorphics
Quality RX
R&S Logistics
Results HR
Rich Construction
Sailaway Learning
& Academy
Sandra G's
Skillworks
SMARTEC
SmartFit Training Systems Inc
Spanish Language Solutions
Stall Talk
Stephens Construction
Sweet Productions By Carol
Tailored Method
TLC Transportation
Tushe Couture
Two Roads
Unirem
World O' Wireless
Your Time Clock Repair

DIVERSITY OF INDUSTRIES

Commercial Construction
Engineering Services
Construction Equipment &
Machinery Wholesale
Facilities Support Services
Other Textiles
Residential Construction
Logistics Consulting
Medical & Testing Labs
Public Relations Firms
Accounting & Bookkeeping

Janitorial Services
Employment & Staffing Agencies
Graphic Design Services
Marketing Consulting Services
Daycare Services
Other Technical Consulting &
Training
Tutoring Services
Event Planning
Attorney Offices
Restaurants & Pizza Parlors

Real Estate Firms
Mental Health Counseling
& Therapy
Interpretation Services
Parks - Themed
Commercial Bakeries
Music Recording & Distribution Services
Florists
Insurance Agencies
Tile Installation
Catering Services

INCOMING CLASS

12 firms representing both urban & rural small businesses

- Revenues - \$4.7 million
- Jobs – 45

CURRENT PROGRAM COHORT:

27 Total Firms

12 First Year Protégés

15 Second Year Protégés

ECONOMIC INCLUSION OF COHORT:

11 Rural

16 Urban

8 African American

1 African (Somalian)

1 Asian

1 Disabled Veteran

15 Female

12 Male

"As a protégé in the program, I have received a mountain of support from BOTH my mentor and the program's initiatives. There is a genuine element of sincerity to the advice and guidance given. I truly feel the program desires to see me succeed and I am thankful."

– Laurel Patrick, First Place Finish



Thank you to all of the mentors who have volunteered hundreds of hours to help grow small business. When you examine the entrepreneurial landscape, there are three needs small business owners often have: access to capital, sales and marketing assistance, and the ability to recruit and retain quality employees. We think there is also a fourth critical resource that is needed to be successful and that is access to mentors. We believe that mentorship is the next 'Manhattan Project' for small businesses, and chambers of commerce should play a role in building a bridge between mentors and those who seek guidance. Our experience over the past eight years has shown that the proteges aren't the only ones who benefit from the relationship. Many of our mentors have gained a great deal from the experience as well!"

Doug Minter

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THANK YOU MENTORS!

Affirm Consulting, LLC
All Occasion Catering, LLC
AQUA CHEM, Inc.
Bandit Lites, Inc
Buchanan Paint Company
Cannon & Cannon, Inc
Catalyst Technology Group USA, Inc
East Tennessee Children's Hospital
Claiborne Hauling Contractors, Inc.
COMCAST
Dee Mitchell & Associates
DIREC Consulting, LLC
DME Leadership Development Consulting
East Tennessee Children's Hospital
Eaton Tax & Business Services
ES&H, Inc.
Estrada Strategies
FIUOR Construction
Gallaher & Associates, Inc.
GIGMARK
Graphic Creations

Hampton Inn
Igawaga, Inc
Inter-Agency Insurance Service, Inc.
IT Expertise, Inc
Kelsan, Inc.
Knox-Blount Maintenance, Inc.
Knoxville Chamber
Lamar Outdoors
Management Solutions, LLC
Messer Construction Company
MK Technologies
Morris Creative Group LLC
NAI Knoxville Commercial
Real Estate
Nanomechanics, Inc.
Northwestern Mutual
Pershing Yoakley & Associates, PC
Possum Trot
Power Systems, Inc.
Prestige Cleaners, Inc.
Proton Power, Inc.

Radio Systems Corporation
Realty Executives Associates
Rentenbach Constructors, Inc.
Schaad Companies
Schaefer Marketing
Solutions, LLC
Scripps Networks Interactive
Staffing Solutions
Stowers Machinery
Corporation
SunTrust Bank
Tennova Healthcare
Tetra Tech
Titan Political Strategies
US Cellular
Vanquish Worldwide
Visionary Solutions
Visit Knoxville
Wells Fargo Insurance Services
of Tennessee, Inc
Win Learning



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