



2024

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# SMALL BUSINESS GUIDE







Columbia | Mt. Pleasant | Spring Hill  
**MAURY COUNTY**  
Chamber & Economic Alliance

# LEAD ADVOCATE DEVELOP

Serving the cities of Columbia, Mount Pleasant, and Spring Hill as the leading voice for business and industry in the community, the Maury County Chamber and Economic Alliance provides programs, networking opportunities, advocacy, and support for business professionals. Maury Alliance is focused on growing business and economic opportunities in Maury County by providing expertise, resources, support, and vision for new and existing businesses.

In this guide, you will find a snapshot of our resources targeted specifically for local small businesses. Whether you're a new entrepreneur or a seasoned business owner, this guide is designed to help you navigate the resources and opportunities available to you.



# SMALL BUSINESS RESOURCES

## SizeUp Maury

SizeUpMaury is a robust, interactive business analytics tool designed to support small and medium-sized businesses. The available data is current, industry-specific, and hyper local.

### Using SizeUp, you can:

- Discover potential customers and suppliers
- Optimize marketing to ideal customers
- Analyze characteristics and spending habits of consumers in your area
- Rank your industry performance across multiple measurements

**Learn more:** [sizeupmaury.com](http://sizeupmaury.com)

## Local Business Collective

The Local Business Collective, formerly known as the Retail Committee, meets on the first Wednesday of every month at 8:30am. Originally focused on retail, the group has now transitioned into a comprehensive collective for small and micro businesses within the community. By pooling resources and expertise, the committee aims to promote and support the growth of our local small businesses.

Whether you're a retailer or a small business owner, joining this group provides valuable networking opportunities and access to collaborative marketing initiatives designed to boost visibility and success.

### Interested in participating?

#### Contact Kara Williams

[kwilliams@mauryalliance.com](mailto:kwilliams@mauryalliance.com) | (931) 388-2155

## Retail Real Talk

This free, quarterly workshop series is open to both members and non-members across all roles in local businesses. It was created to support the growth and development of small businesses in our community. Each session provides an opportunity to network and learn more about specific areas of focus relevant to the local business community.

### Upcoming Topics:

Business Market Trends & Economy  
Crafting Your Money Story

### Learn more & register:

[mauryalliance.chambermaster.com/events/calendar](http://mauryalliance.chambermaster.com/events/calendar)



## Tennessee Small Business Development Center

For over 30 years, the Tennessee Small Business Development Center (TSBDC) network has been empowering small business owners, entrepreneurs, and individuals with a business idea to innovate new products and services that compete in the global marketplace. The Maury County Chamber & Economic Alliance maintains a partnership with the TSBDC which includes free consulting and educational opportunities to help business owners think strategically about how to grow your business.

### To get onboarded:

- Visit [www.tsbdc.org/consulting](http://www.tsbdc.org/consulting)
- Scroll down until you see a big teal box that says "In-person & Virtual Consulting"
- Input your county, and fill out the rest of the form to the best of your ability
- Once you complete that form, someone from the TSBDC will reach back out by email to get you scheduled!

## Business Planning Workshop Series

Our Business Planning Workshop series, in partnership with The Tennessee Small Business Development Center (TSBDC), is designed to help new businesses develop effective business plans, navigate challenges, and thrive in today's competitive market. Workshops take place monthly and cover a variety of topics such as marketing, goal setting, financial planning, and more.

### Upcoming Topics:

Financial Planning & Goal Setting  
Part One: Understanding Financial Statements  
Part Two: Understanding Financial Statements

### Learn more & register:

[mauryalliance.chambermaster.com/events/calendar](http://mauryalliance.chambermaster.com/events/calendar)



## Young Professionals

The Maury Alliance Young Professionals group creates a platform for YPs to build relationships, develop professionally, and contribute to the economic development and high-quality living of Maury County. We are dedicated to providing a springboard for ideas, network of resources and a unified voice from our young professional community through innovative programs, projects, and social events.

### Interested in participating?

**Contact Elizabeth Gallegos**

egallegos@mauryalliance.com | (931) 388-2155



## Strolling on 6th

Join us every First Friday from April – October for Strolling on Sixth, a community block party featuring live music, food trucks, sweet treats, business pop-ups, giveaways, games, and a spacious lawn for families to enjoy.

As a member, you have the opportunity to showcase your business to the community at this local event. Set up a table or tent and be a part of a vibrant event alongside other local vendors, including food trucks and live entertainment. This event is located downtown, right behind the Maury Alliance building, providing you with excellent exposure and the chance to increase community awareness.

### Interested in becoming a vendor?

**Contact Elizabeth Gallegos**

egallegos@mauryalliance.com | (931) 388-2155



## Local First Gift Card

The Local First Gift Card program is our way of promoting local businesses and members by encouraging gift giving that keeps dollars in Maury County. We promote and sell \$25 & \$10 Local First Gift Cards which can then be redeemed at any participating business. Since 2020, we have sold over \$108K in Local First gift cards that can only be used at participating stores and restaurants.

We invite all Chamber Members to join the Local First Gift Card program. Participation is free for members, and often funds received back from redeemed gift cards can cover the cost of membership. By joining, you'll not only benefit from increased sales but also contribute to keeping our local economy strong.

### Here's how it works:

- A Local First Gift Card is purchased **online** or through the Chamber office.
- Recipient redeems the Gift Card at a participating merchant. (The entire card must be used in one transaction.)
- Participating business then turns in the gift card(s) to the Chamber office (via mail or in person). Within two weeks of receiving redeemed gift cards, the Chamber will issue a reimbursement check for 95% of the face value of each card.

**Apply online:** [mauryalliance.com/local-first-cards](https://mauryalliance.com/local-first-cards)

# MARKETING OPPORTUNITIES

We now offer banner ads on our website. We will work with you to develop your ad or you can submit completed art files. You must book your ad at least 2-weeks prior to when you want it to run.

## Job Board Banner Ad

\$50

This is a great opportunity to get more exposure for your business when hiring. Ad will run for 1-month.

## Events Page Banner Ad

\$150

Banner ad will run for 1-month on our events calendar page. This is one of the most visited pages on our website. You can promote your business or promote an upcoming event.

## Membership Directory Banner Ad

\$500

Highlight your business at the top of our Membership Directory page - the most visited page on our website - and send visitors directly to your website. Banner ad will run for 3-months.

## Enhanced Member Listing

\$100

Enhance your company listing on our membership directory page. With an enhanced listing you can include images, videos, and more.

## New Resident Guide

\$500

Last year, Maury County was named the fastest growing county in Tennessee. To better assist all of our new residents, we created a guide to help get them established in their new community. After printing, the guide will be made available through Realtors, churches, banks, and our office.

- Company logo featured prominently on guide
- Company mentioned in social media posts and blogs used to distribute the guide

## Member Eblasts

\$150

Chamber mass emails are a one-time advertisement sent from the chamber to over 1,500 emails. The member provides all materials (images and copy) for the advertisement. Reservations are required in advance.

## Candidate Guide

\$500

2024 is a major election year for Maury County. To make sure our voters are informed, we will draft a questionnaire for all candidates running for office and compile into a helpful Candidate guide.

- Company logo featured prominently on guide
- Company mentioned in social media posts and blogs used to distribute the guide

## Where's Maury the Mule

\$500

Where's Maury the Mule is a small business passport adventure we host every year as a fun way for people to get out and explore our small business community. This event generates a lot of exposure and is a great opportunity to get your business out there.

- Company logo on event posters
- Company logo on passports (1,000 passports will be printed and handed out throughout the community, with more printed on an as needed basis)
- Company logo on our website page about the event
- Company mentioned and thanked in press release (event has been mentioned in the paper every year)
- Company mentioned on a radio spot promoting the event
- Company logo on social media event graphic
- Special 'Thank you' post on social media
- Company listed as a designated passport pickup location

## Interested in marketing opportunities?

Contact Elisabeth McClain | [emcclain@mauryalliance.com](mailto:emcclain@mauryalliance.com) | (931) 388-2155







## JOB BOARD

Maury Alliance maintains a job board for local businesses to post job openings and for individuals to find new employment opportunities. Whether you're a business owner looking to expand your team or an individual seeking new employment, our job board is here to help connect local talent with local businesses.

Visit [mauryalliance.chambermaster.com/jobs](https://mauryalliance.chambermaster.com/jobs) to explore latest job listings and find your next opportunity.

## BECOME A MEMBER

Because the Chamber is a not-for-profit organization with limited funds, we conduct much of our work through the generosity of our members and business partners.

**Interested in becoming a member?**

**Contact Kara Williams** | [kwilliams@mauryalliance.com](mailto:kwilliams@mauryalliance.com) | (931) 388-2155

**GROWING MAURY COUNTY  
THROUGH BUSINESS AND INDUSTRY**



[www.mauryalliance.com](http://www.mauryalliance.com)