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MAURY COUNTY
Chamber & Economic Alliance

Maury County, TN

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BACKGROUND

The Maury County Chamber and Economic Alliance is entering its 100th year with a renewed strategic focus. Since 2010, the Alliance has operated under a public-private strategic funding model aimed at spurring economic growth. At that time, Maury County faced one of the highest unemployment rates in Tennessee, and local stakeholders charged the Alliance with creating as many jobs as possible. The organization delivered – ushering in significant job growth that catalyzed a broader wave of community expansion.

With that growth, however, came new challenges. As the Alliance recalibrates for the next five-year strategic cycle, the goal is no longer just to grow – it's to grow with intention. The new focus is on enhancing the overall quality of life in Maury County while continuing to strengthen its economy.

RDG'S ROLE AND RESULTS

Resource Development Group (RDG) was engaged in 2024 to conduct a comprehensive county-wide assessment that evaluated the Alliance's recent performance, identified local pain points, mapped existing community assets, and defined strategic priorities for the future.

The findings revealed broad support from both public and private sectors for the Alliance's new "*Enhance Maury*" initiative, with a projected fundraising capacity of \$1 million annually. RDG led an eight-month funding campaign that exceeded expectations, securing more than \$5.3 million in pledges over a five-year period – and as of the writing of this case study, the total continues to grow.

In tandem with the fundraising campaign, RDG redesigned the Alliance's investor engagement strategy to deepen collaboration efforts and sustain long-term relationships. Following the campaign's success, RDG supported the launch and implementation of a robust new investor relations program, ensuring a seamless rollout of engagement opportunities.

LEGACY & IMPACT

As the Maury Alliance celebrates 100 years of service, its legacy is clear: over the past decade, the organization has helped attract more than 7,500 new jobs and \$6 billion in capital investment to the county.

Now, the Alliance is preparing to lead a comprehensive community visioning process as a cornerstone of the Enhance Maury campaign. RDG remains a trusted partner in their efforts, continuing to provide strategic counsel on funding strategy and investor engagement to ensure the momentum continues into the decade ahead.



Resource
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30 Years of Economic
Development Fundraising

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