

Part IV Narrative Description of Your Activities

The primary activity of East Tennessee Quality Growth (ETQG) is to provide educational tools to help counties of East Tennessee succeed at quality growth. Quality growth can mean different things to the diverse group of individuals that reside in the counties of East Tennessee. For example, quality growth may mean the development of an efficient public transportation system to a resident of the city of Knoxville, Tennessee and re-training workers for 21st Century jobs to a resident of a rural county. Because ETQG represents sixteen counties in the East Tennessee region, ETQG has the common goal to provide resources to implement quality growth in all of these counties.

This region, like many, is growing rapidly. Because of the rapid growth, ETQG's goal is to ensure that the region has the infrastructure in place so that the growth will complement the region. ETQG's activities are intended to provide the tools and education to ensure planning and preparation so that growth can be managed successfully. ETQG wants residents of the East Tennessee area to enjoy all the benefits that growth can bring, and by planning and research, it believes that growth can happen in harmony with the environment, landscape, and characteristics of all the unique communities that make up the East Tennessee region.

Past Activities

ETQG began by sponsoring a conference, "Plain Talk on Quality Growth" held in March 2007. During the time period between the conference and incorporation, a committee of individuals interested in quality growth held monthly meetings. Beginning in the Fall of 2007, a formal steering committee began having monthly meetings. This steering committee planned and implemented the structure of the corporation as a nonprofit corporation. On April 25, 2008, ETQG was incorporated as a nonprofit corporation in the state of Tennessee. As part of this planning, the steering committee researched how similar, successful organizations in Tennessee and Kentucky conducted their operations. Also, the committee met to discuss some ideas about quality growth and developed a mission statement for the organization. Ultimately, the steering committee put a lot of effort into developing criteria to select a board of directors that will carry out all of the goals of ETQG. The steering committee currently is recruiting this board of

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directors from throughout the sixteen county region that it serves. On April 25, 2008, the steering committee adopted bylaws for ETQG, and since 2007 has organized working committees to complete these preliminary tasks.

Present and Planned Activities

East Tennessee Quality Growth primarily focuses on and will continue to focus on community education. ETQG's primary activities involve providing an educational resource for the region to help this area realize sustainable growth. ETQG will provide this resource by holding events such as conferences, providing educational presentations such as "lunch and learns," and producing resources such as a quality growth toolkit.

ETQG wants to ensure that all counties served by the organization are benefited. To accomplish this goal, ETQG plans to bring together members of the local county governments, the development community, architects, and environmentalists as well as many other groups. Furthermore, ETQG plans to provide resources to members of the public with an interest in growth and development.

Conferences are a key activity of the organization. The March 2007 conference, "Plain Talk on Quality Growth," featured speakers from the architecture field, the Tennessee legislature, the Tennessee Department of Transportation, and the United States Department of Transportation. At this conference, participants were involved in panel discussions that concentrated in four areas. "Markets, Economy, and Development" involved a discussion about how development decisions affect local government costs for community services and tax burdens. "Community, Environment, and Health" involved a discussion about how stakeholders can collaborate to reverse negative trends affecting both the environment and public health. Through collaboration we can find innovative solutions for dealing systemically with air and water quality, sprawl, brownfields, grayfields, and preservation. "Transportation and Land Use" involved a discussion of broadening transportation options through non-motorized transportation and mass transit and making better land use choices. These discussions included both urban and rural perspectives and concentrated particularly on the impact of growth on rural infrastructure. "Sustainable and Healthy Buildings" involved a discussion of the innovations in design using affordable, proven technologies to

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minimize environmental impacts, reduce utility bills and local infrastructure costs, and create healthier places to live and work.

This conference was attended by individuals in a variety of fields that are involved with growth. The conference served as a forum for new ideas about growth and provided an opportunity for those involved to form contacts, access information, and spread ideas. ETQG plans to hold another similar conference in 2009 and likely it may become a bi-annual event.

Additionally, ETQG plans to provide other educational resources to promote quality growth. For example, ETQG plans to have “lunch and learn” events where speakers will make presentations that will provide participants with helpful information about a particular interest or need. Also, based upon the experience of other similar nonprofit organizations, ETQG plans to develop a toolkit that will be a resource to educate the community about quality growth.

The presentations and tool-kit will include information on a variety of growth issues that cannot all be anticipated. During the next 2 B 5 years ETQG plans to focus particularly on land use and transportation. For example, in the land use area, ETQG encourages the use of brownfields and abandoned sites for redevelopment. In the transportation area, ETQG encourages the region to develop the transportation infrastructure to support rapid growth before transportation issues becomes a problem. As an overlap with its environmental goals, ETQG also plans to encourage alternative forms of transportation such as mass transit and walkability options. Furthermore, ETQG plans to include tools to encourage affordable housing and to emphasize the importance of planning for housing growth along with planning for commercial growth.

ETQG will receive funding from a variety of sources, primarily private donations and grants. As an example, the March 2007 Conference was funded by several different sponsors. Many of these sponsors are interested in the work of ETQG because they are located in the sixteen county region or they are involved in occupations or fields of study that have a relation to growth. ETQG plans on seeking funding from similar donors in the future. These grants may come from a variety of different nonprofits, state and local agencies, and federal agencies. Finally, ETQG has money it earned from the conference which it will use

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to promote quality growth in the area. All of these financial resources will be directed toward fulfilling ETQG's tax-exempt purposes.

ETQG plans to conduct its activities within the sixteen county region it serves. The conference took place in Knoxville, Tennessee. Likely, future conferences will occur in Knoxville as well. The "lunch and learn" and other educational presentations will likely take place throughout the region. These events will be planned to address certain needs or requests that ETQG determines exist. The toolkit and other educational tools will be available to individuals throughout the sixteen counties to use in their own communities to advance their ideas about quality growth.

The ETQG board of directors will ultimately plan these activities. However, ETQG plans to have a smaller executive committee which will oversee much of the activities. Furthermore, committees created by the board will be responsible for specific functions. For example, the Program Committee will be in charge of planning the conferences. However, the conferences will be conducted by a variety of individuals ranging from local legislators to experts in a variety of fields. Additionally, ETQG has a Fund Committee that will be in charge of working to find funding resources and apply for grants. At the present time all the individuals involved with ETQG are volunteers serving on the board of directors, the steering committee, and other committees. In the future, ETQG may hire a small staff. This would likely include an executive director and possibly an assistant that would be in charge of the day-to-day operations of coordinating a nonprofit organization.

All of the activities of ETQG are intended to further its purpose of promoting quality growth. By providing education and resources to the region, ETQG will assist the region to make informed decisions as growth occurs.

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In carrying out its exempt purposes, ETQG does not provide goods or funds to individuals or organizations. However, ETQG does provide services by providing educational resources about quality growth. There are no limits about who can benefit from these resources. Any member of the public may take advantage of them by attending our conferences and other events. All of the services provided further ETQG's tax-exempt purpose to educate the community and promote quality growth principles.

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ETQG may attempt to influence legislation. ETQG's purpose is to educate the public about quality growth and quality growth principles. ETQG will primarily be engaging in education not lobbying. However, incidentally, ETQG strives for the region to implement these policies. As part of this effort, ETQG may engage in some discussion about legislation. However, ETQG will not lobby about current legislation under debate, but suggest ideas that would best implement goals of quality growth. Any of this activity is not a substantial part of the organization. ETQG is not making an election to have its legislative activities measured by expenditures.

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- mail solicitations (ETQG will send out letters each year explaining the purpose of the organization and solicit donations. They will send these letters out to organizations, companies, and other groups that they have encountered in their work with the ETQG organization and the conference. In addition, they may research other groups involved with growth and solicit donations from them as well.)
- email solicitations (ETQG will use a similar process for email solicitations that it uses for mail solicitations. ETQG will use the email solicitations as an option to more economically contact potential donors and to reach donors who prefer contact through email.)
- personal solicitations (ETQG will sometimes solicit in person. This solicitation will likely occur informally and formally. A board member may informally explain to someone who they believe would be interested in ETQG about its purposes and solicit donations. In addition, ETQG may decide to solicit donations at events such as the conferences and the lunch and learns.)
- foundation grant solicitations (ETQG and its Fund Committee will research foundation grants that apply to the goals of their organization. They will draft these grant proposals and explain to the foundation how their purposes can be served by the grant money.)
- phone solicitations (ETQG will sometimes solicit by telephone. This solicitation will likely occur informally and formally. A board member may informally explain to someone who they believe would be interested in ETQG about its purposes and solicit

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donations. In addition, ETQG may decide to implement a program of telephone solicitations to raise funds.)

- _ accept donations on your website (ETQG currently has a website that only includes information about the March 2007 conference. Once the organization is in place, ETQG will update their website, and they may set up a system to accept donations on this website.)

- _ government grant solicitations (ETQG and its Fund Committee will research government grants that apply to the goals of their organization. They will draft these grant proposals and explain to the government how their purposes can be served by the grant money.)

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East Tennessee Quality Growth owns the intellectual property rights for recorded compact discs (CDs) and video tapes of the conference held in March 2007.

East Tennessee Quality Growth has rights in its logo and the artwork used on its letterhead and other similar materials.

East Tennessee Quality Growth plans to produce a toolkit that it will use to educate the region about quality growth. East Tennessee Quality Growth will have intellectual property rights in this toolkit.

Currently, East Tennessee Quality Growth does not charge for any of these items, but it may do so in the future. These fees will be reasonable and will be distributed to individuals that are involved with East Tennessee Quality Growth at the lunch and learns and other events.

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Currently, East Tennessee Quality Growth has not accepted any contributions. East Tennessee Quality Growth will accept contributions of any of these listed items. If there is a contribution, there will be no conditions imposed by the donor or agreements with the donor regarding the contributions. Any proceeds from these contributions will be used to further the tax-exempt purposes of the organization.