



GREENE COUNTY PARTNERSHIP  
CHAMBER OF COMMERCE

*2017 - 2018*

# About the Partnership

## HISTORY

The Greene County Partnership was formed in 1993 when the former Chamber of Commerce Board of Directors, Economic Development Board, Tourism Council and Keep Greene Beautiful decided to consolidate these organizations into one entity. This consolidation resulted in the formation of one organizational structure with one broadly-based board of directors to develop and oversee financing, staffing, housing, planning, policy and program. In 1995, a new entity, Partners in Education, was created and became a part of the organizational structure. In 2011, the Partners in Education Program was revamped to become Education & Workforce Development.



## MISSION

The Greene County Partnership exists to provide community leadership, consensus building and problem solving through the cooperative efforts of business and government and to serve as a catalyst for positive improvement and change. The Partnership is committed to serving the needs of its members, industry, government, business and citizens by:

- Providing a forum to identify common problems and develop solutions
- Expanding and diversifying the Greene County economy
- Providing and supporting initiatives that will enhance Greene County's overall quality of life
- Serving as a common denominator for governmental and community programs
- Cooperating with regional programs of mutual interest

## INDEX

About the Partnership? .....	1
Board of Directors .....	2
Chamber of Commerce .....	3-6
Economic Development .....	7
Education & Workforce Development .....	8
Tourism .....	9-10
Keep Greene Beautiful .....	11
Services Provided by the Partnership/Staff .....	12

# Board of Directors 2018

The Greene County Partnership Board of Directors is comprised of local elected officials, business and community leaders, and involved members working together to continue the organization's commitment to progress. The board meets eight times throughout the year, not including special called-meetings, and all meetings are open to the public. The Partnership thanks the following board members for their service.

## EXECUTIVE COMMITTEE

**Bob Leonard**  
Chairman  
*LMR Plastics*

**John Tweed**  
Chair-Elect  
*Landair*

**Jennifer Keller**  
Secretary/Treasurer  
*First Tennessee Bank*

**Chris Marsh**  
Past Chair  
*Marsh Propane*

**Matt Garland**  
President & CEO  
*Greene County Partnership*

**Scott Crawford**  
*American Greetings*

**David Crum**  
*Greene County Mayor*

**W.T. Daniels**  
*Greeneville Mayor*

**Cal Doty**  
*1 Team Clinic, LLC*

**Tammy Albright**  
*Takoma Regional Hospital*

**Ken Bailey**  
*Greene County General Sessions & Juvenile Court Judge*

**Brian Bragdon**  
*Walmart Transportation*

**Ben Brooks**  
*McInturff, Milligan, and Brooks*

**Bill Brown**  
*Greeneville Real Estate & Auction Team (G.R.E.A.T.)*

**Michael Brown**  
*General Morgan Inn*

**Ted Bryant**  
*Summers Taylor, Inc.*

**John Cash**  
*The Greeneville Sun*

**Tommy Casteel**  
*Baileyton Mayor*

**Brian Click**  
*Cornerstone Wealth Management*

**Alan Corley**  
*Tusculum Mayor*

**Chris Craig**  
*First Tennessee Development District*

**Frankie Debusk**  
*SumiRiko*

**Scott Dinger**  
*AMSEE*

**Jerry Fortner**  
*C&C Millwright Maintenance*

**Tommy Gregg**  
*Mosheim Mayor*

**Steve Harbison**  
*The Greeneville Sun*

**David Hawk**  
*State Representative*

**Satish Hira**  
*Hampton Inn*

**Shane Hite**  
*Andrew Johnson Bank*

**Jeff Hollett**  
*John Deere Power Products*

**Dr. James Hurley**  
*Tusculum College*

**Jeff Idell**  
*Idell Construction*

**Linda Irwin**  
*Main Street Greeneville*

**Allen Jones**  
*HEC- Tina*

**Kathy Knight**  
*Tourism Advisory Board*

**Barry Litchfield**  
*Parker*

**Mike McElroy**  
*Agribusiness*

**David McLain**  
*Greene County Schools*

**Drucilla Miller**  
*Walters State Community College*

**Jeff Monson**  
*GCS Partnership*

**Brad Peters**  
*Keep Greene Beautiful Board*

**Brett Purgason**  
*Innovative Millwright Service*

**Robin Quillen**  
*South State Contractors*

**Gary Shelton**  
*Apex Bank*

**Todd Smith**  
*Town of Greeneville*

**Randy Wells**  
*Greene Technology Center*

**Chuck Whitfield**  
*Laughlin Memorial Hospital*



# Chamber of Commerce

## 2017 Annual Report

### ORGANIZATION & MEMBER DEVELOPMENT

- Produced annual Greene County Partnership Membership Directory which won second place in "Niche Publication" competition with the Tennessee Press Association
- Provided networking opportunities for members through Monthly Membership Breakfasts and Business After-Hours
- Continued the work of the Green Coat Ambassadors, focusing on retention of members, development of services and recruitment of new members
- Hosted 13 ribbon cuttings, one groundbreaking, three Business After-Hours and one open house to promote local businesses



- Maintained efforts of the Greene County Partnership Foundation to provide additional benefits for members who wish to make major contributions to Partnership programs
- Recruited 34 new members
- Maintained the Partnership's Facebook page with relevant community information and maintained Greenville Iris Festival Facebook page increasing event participation and

promotion

- Launched the Iris Festival mobile app for festival attendees and vendors
- Provided quarterly Member E-Mailings offering members promotional opportunities
- Continued the Partnership monthly newsletter
- Maintained the Partnership/Chamber website, which includes a community calendar of events
- Received clean audit of 2016 financial records

### EVENTS

- Hosted 23rd Annual Meeting for approximately 120 members and guests at the General Morgan Inn
  - Hosted the annual Partnership Christmas Luncheon which was attended by more than 170 individuals
  - Coordinated the 23rd Annual Iris Festival which featured approximately 127 artists, craftsmen and food booths
  - Hosted the Annual Industry Appreciation Event with more than 100 sponsors, elected officials, industrial leaders and board members in attendance
  - Hosted the Annual Legislative Breakfast in March, providing communication opportunities for approximately 100 members, guests and state elected officials
- Coordinated 23rd Annual Greene County Partnership Golf Shoot-Out
- Assisted with the Andrew Johnson Bank Ladies' Classic coordinating tournament program and distribution of tickets for sponsors, teams, host families and college coaches
- Assisted the Greenville Exchange Clubs in coordinating the Annual Greenville Christmas Parade which had approximately 150 entries



### COMMUNITY DEVELOPMENT

- Coordinated 21st Leadership Greene County Class, graduating 18 members



# Chamber of Commerce

## 2017 Annual Report



- Coordinated 17th Greene County Youth Leadership Program, graduating 47 students; also, coordinated activities for 120 students in the Youth Council Program. The Youth Council Program won the Youth Builders/Greeneville Sun Volunteer of the Year Award for the 12th consecutive year

- Recognized outstanding educators in

the city and county schools, at Tusculum College and Walters State Community College with Outstanding Service to Students Awards

- Provided office space and coordinated seminars and appointments for counseling sessions for possible new business startups with counseling provided by East Tennessee State University Small Business Development Center professionals
- Assisted in recruiting volunteers for the tn Achieves Scholarship Program
- Assisted the U.S. Small Business Administration in providing two local seminars on financing for small businesses

### AGRIBUSINESS

- Planned and hosted the June Dairy Days Celebration to honor local dairy farmers and their contributions to the community. The event drew more than 600 visitors
- Assisted in hosting the Beef Days Celebration to recognize the local beef industry



- Supported Kids' Day on the Farm to educate local third and fourth grade students about the dairy industry, drawing more than 700 students and volunteers
- Hosted the Annual Farm-City Banquet, bringing the agriculture community together with the business community for a social event. More than 180 were in attendance
- Continued the Monthly Agribusiness Committee meetings, providing minutes and coordinating monthly "Farm Tips" for distribution to agriculture-related businesses and organizations





# Chamber of Commerce

## 2018 Business Plan

### ORGANIZATION & MEMBER DEVELOPMENT

- Continue Greene County Partnership Foundation efforts, providing an additional benefit to Partnership members who wish to make major contributions to Partnership programs
- Continue promoting and recruiting new members through ribbon cuttings, groundbreakings, open house



events and Business After-Hours

- Expand Member E-Mailing as a source of non-dues revenue
- Maintain and update website and continue to use Facebook as an informative resource for members and the general public
- Increase membership investment revenue

- Continue the work of the Green Coat Ambassadors, focusing on retention of members, development of services and recruitment of new members
- Coordinate and host seminars on topics of interest as determined by the membership
- Conduct 2017 audit of financial records
- Coordinate Annual Membership Directory



### EVENTS

- Host 24th Annual Meeting to include special recognition awards
  - Host the Annual Legislative Breakfast to provide communication opportunities between members and state elected officials
  - Coordinate the 24th Annual Iris Festival
  - Continue to provide networking opportunities for members through monthly Membership Breakfasts and Business After-Hours
- Co-ordinate 24th Annual Greene County Partnership Golf Shoot-Out
- Host the Annual Industry Appreciation Reception



# Chamber of Commerce

## 2018 Business Plan

- Coordinate, along with the Greeneville Exchange Club, the Annual Greeneville Christmas Parade
- Assist in coordinating the Andrew Johnson Bank Ladies' Classic
- Host the Annual Partnership Christmas Luncheon

### COMMUNITY DEVELOPMENT

- Initiate 24th Leadership Greene County Class



- Initiate 19th Greene County Youth Leadership Class and Youth Council Program
- Continue to recognize outstanding educators in the city and county schools, at Tusculum College and Walters State Community College with Outstanding Service to Students Awards



- Host, along with the Small Business Development Center and Small Business Administration, small business seminars covering a wide variety of business-related topics
- Continue staff support for ETSU Small Business Development Center's local counseling sessions for possible new business startups

### AGRIBUSINESS



- Continue support and recognition of the agriculture community through the Partnership's Agribusiness Committee
- Continue and expand agriculture-related events such as June Dairy Days Celebration, Beef Days Celebration, Kids' Day on the Farm and the Annual Farm-City Banquet





# Economic Development

## 2017 Annual Report & 2018 Business Plan

### INDUSTRIAL DEVELOPMENT

- Announced Jarden Expansion which will create 30 jobs over the next five years
- Announced Paker expansion of \$30 million and creation of 50 new jobs
- Received a site development grant for \$450,000 to create a pad-ready site the Hardin Industrial Complex
- Responded to 19 Requests for Proposal (RFP) from the state of Tennessee and Tennessee Valley Authority (TVA)



- Continued to participate with the Tennessee Economic Partnership (TEP) in events and programs designed to attract more prospect leads to Tennessee and to this region
- Coordinated efforts to certify Greene County as a Three-Star Community under the Governor's revised ThreeStar Program
- Participated in the TNECD Property Evaluation Program (PEP) to identify future industrial sites with Austin Consulting
- Attained Silver level in the TVA Sustainability program

- Awarded a TNECD Marketing Grant that created a marketing video and website: [Greenecountyecd.com](http://Greenecountyecd.com)



### INDUSTRIAL & RETAIL DEVELOPMENT

- Continue outreach efforts with local manufacturers to determine ways to help them grow and create new jobs
- In conjunction with the Town of Greeneville establish a retail marketing group to represent Greeneville at retail events
- Participate in Regional Industrial Development Association (RIDA) and TEP events in order to meet with more site selection consultants and potential industrial prospects
- Continue to improve communications between the Partnership and strategic partners such as the Tennessee Valley Authority (TVA) and the Tennessee Department of Economic and Community Development
- Identify additional industrial land that can be rezoned and marketed for manufacturing uses
- Coordinate Greene County's certification as a ThreeStar Community



### TECHNOLOGY DEVELOPMENT

- Maintained [GrowInGreene.com](http://GrowInGreene.com)
- New data layers were added to the building database including national energy infrastructure data and broadband availability overlays, as well as local parcel outlines, building footprints and topography contours

# Education & Workforce Development

## 2017 Annual Report & 2018 Business Plan

### EDUCATION

- Worked with the Greene County Manufacturing Council to coordinate the first "Made In Greene County" traveling exhibit. Seven businesses set up at all five high schools and the Greene Technology Center to provide a hands on look at locally made products
- Hosted Teacher Supply Depot (TSD) opening involving 60 teachers who received free supplies to stock their classrooms and provide for students unable to purchase their own supplies

### WORKFORCE DEVELOPMENT

- Completed the first TVA Valley Workforce Institute
- Organized Job Fair involving 11 companies seeking to recruit new employee
- Continued to support the Career Pathways Initiative developed by the Education & Workforce Development Advisory Board through discussions with local manufacturing leaders
- Continued facilitation of the Manufacturers' Council, which resulted in three informative meetings with more than 23 companies coming together to discuss and exchange ideas on "Best Practices"
- Coordinated the 2017 Wage & Benefit Survey

### COMMUNITY INVOLVEMENT

- Received \$1,750 in donations for the Teacher Supply Depot in addition to supplies throughout the year
- Set up at the Greeneville City and Greene County Schools opening in-service
- Participated in the Greene County Manufacturing Council
- Host Grow In Greene Career Expo 2018

### EDUCATION

- Stock and maintain Teacher Supply Depot; schedule at least two openings
- Continue to coordinate the annual Eighth Grade Career Day for county students to provide on-site observation of professional positions within one of the five Career Pathways
- Maintain and increase the number of Master Partnerships between schools and businesses/industries

- Serve on planning committee for Tennessee Scholars and on the Junior Achievement Board

### WORKFORCE DEVELOPMENT

- Work closely with local school directors and the Education & Workforce Development Advisory Board to facilitate the process of discussion with key industry leaders concerning the Career Pathways Initiative
- Work with local students and manufacturers to identify internship opportunities
- Continue promoting the Niswonger Foundation Career-Connect Program for area high school students
- Complete and distribute the 2018 Manufacturers' Wage and Benefit Survey
- Hold annual "Made In Greene County" exhibit and grow industry participation



# Tourism

## 2017 Annual Report

### TOURISM DEVELOPMENT

- Promotional efforts contributed to a 1.5% percent increase in tourist spending in Greene County in one year. Out of 95 counties within the state, Greene County is ranked 22nd in this category
- Realized \$2.37 million in local travel-generated tax receipts in Greene County, which is a 0.04% percent increase from the previous year
- Received a \$12,000 matching funds grant from the Tennessee Department of Tourist Development
- Received Convention South's Reader's Choice award for the second time for exhibiting excellence, creativity, and professionalism in the meetings and conventions industry
- Attended the Tennessee Association of Convention and Visitors Bureau's Blizzard in Manchester, TN

### EVENTS

- Assisted in the coordination of the Northeast TN Tourism Association's Legislative visits and breakfast in Nashville
- Hosted the "Get Your Business Googleized" workshop with 30 local attractions and businesses in attendance
- Hosted an advanced Facebook workshop with 35 total business representatives and attractions in attendance
- Hosted the Fifth Annual Tourism Festival of Trees in November with 53 entries from local businesses
- Participated in National Tourism Week by visiting area TN Welcome Centers receiving an award at the Pinnacle Awards
- Coordinated the Model T group tour with 50 cars and 150 participants
- Coordinated the "Spring Palooza" Facebook campaign and awarded five winners with gift baskets filled with items donated by 15 local businesses
- Coordinated the County's Tourism Listening Tour that hosted the Tennessee Department of Tourist Development's Commissioner Kevin Triplett with local elected officials and attractions represented

### SPORTS

- Hosted the 2017 National Junior College Athletic Association's Division III World Series at Pioneer Park with eight teams and an economic impact of \$1.2 million
- Hosted the fifth annual Sports Council Luncheon featuring ProStock Champion Allen Johnson
- Coordinated the marketing for the 29th Annual Andrew

### JOHNSON BANK LADIES' CLASSIC BASKETBALL TOURNAMENT

- Assisted the Greene County Tennis Center with a \$44,000 Tourism Enhancement Grant from the State of TN for court improvements
- Continued working with the state's Play TN group on cooperative advertising efforts as well as supplying information for itineraries that are distributed at sports related trade shows
- Continued our partnership with the National Association of Youth Sports and participated in cooperative advertising efforts to bring more youth sports to our community.

### PROMOTION

- Hosted a Tennessee Welcome Center Familiarization Tour with 15 representatives
- Updated and reprinted Tourism's Top 40 Day Trips and Antiques & Treasures brochures. These brochures accompany the Greene County Visitor Guide in all 15 TN Welcome Centers
- Led an advertising campaign with GuestQuest 1,525, American Road Magazine 4,379 Sports Destination Management 12 direct leads (dl), Convention South Magazine 11 dl, Civil War Times/America's Civil War 4,274, TN Vacation Guide 2,332
- Maintained Tourism's website as well as social media pages such as Facebook, Twitter, Pinterest, Instagram, Google+ and Youtube accounts
- Fulfilled, through email, thousands of inquiries from leads acquired through Tourism's website and in response to ads placed in magazines
- Continued working with local cultural arts groups and tourism attractions
- Continued to promote Tourism's Faith Based Tourism initiative as well as Student Travel by co-oping with local businesses
- Continuing cooperative advertising efforts with the Tennessee Department of Tourist Development and the Northeast TN Tourism Association



# Tourism

## 2018 Business Plan

### EVENTS

- Assist in the coordination of the Northeast TN Tourism Association's Legislative breakfast and visits in Nashville
- Coordinate the Tourism Spring Social at the General Morgan Inn
- Coordinate the Sixth Annual Tourism Festival of Trees
- Coordinate a TN Welcome Center Familiarization Tour, a TN Department of Tourist Development Writer FAM tour and a cooperative FAM tour with Rogersville and Jonesboro along with American Road Magazine
- Coordinate the 2018 National Tourism Week Celebration for Greene County
- Coordinate two marketing workshops in cooperation with Summit Marketing and the Small Business Administration at ETSU
- Attend the 2018 TnHTA Tourism Blizzard in Clarksville, TN along with the Northeast TN Tourism Association's Legislative visits and breakfast in Nashville
- Coordinate a strategic planning workshop in cooperation with Summit Marketing
- Assist in the coordination of the TN Department of Tourist Development's Governor's Conference on Tourism



### SPORTS

- Coordinate the 6th Annual Sports Council Luncheon featuring ETSU's head basketball coach Steve Forbes
- Coordinate the 2018 National Junior College Athletic Association's Division III World Series at Pioneer Park
- Participate in Play TN marketing and promotional co-ops as well as tradeshow
- Continue to market Greene County as a sports destination through Sports Events Magazine and Sports Destination Management

### PROMOTION

- Continue selected marketing efforts with the Northeast TN Tourism Association, the Tennessee Department of Tourist Development and the TN Hospitality and Tourism Association (TnHTA)
- Work with local restaurants and attractions to promote and teach the department's Hospitality Training program
- Create and distribute the 2018/2019 Greene County Visitor Guide and locator map
- Continue to promote the community through www.VisitGreenevilleTN.com, as well as Facebook, Pinterest, Youtube, Instagram and T Continue selected marketing efforts with the Northeast TN Tourism Association, the Tennessee Department of Tourist Development and the TN Hospitality and Tourism Association (TnHTA)
- Work with local restaurants and attractions to promote and teach the department's Hospitality Training program
- Create and distribute the 2018/2019 Greene County Visitor Guide and locator map
- Continue to promote the community through www.VisitGreenevilleTN.com, as well as Facebook, Pinterest, Youtube, Instagram and Twitter
- Work closely with the Service Learning program at Tusculum College on creating an ad campaign and itinerary for Student Travel
- Work with WJHL's Daytime TriCities on a schedule of monthly interviews promoting Greeneville and Greene County
- Create and promote a new Greene County promotional video that will include five vignettes that highlight: Cultural Arts, Historic Attractions, Outdoor Recreation, Sports and Civil War Sites
- Continue to promote Greeneville's Faith Based Tourism program as well as the Wedding Itinerary program





# Keep Greene Beautiful

## 2017 Annual Report & 2018 Business Plan

### SERVIC

- Involved 250 volunteers in the Great American Cleanup March through May collecting 3,750 pounds of litter and debris
- Gave litter presentations to 1,085 youth and adults about recycling and litter collection
- Continued the partnership with the Tennessee Department of Transportation and the local sheriff's department to promote litter collection and recycling through local media, business, and public and student education, along with roadside litter pickup
- Organized numerous local cleanups and community improvement projects
- Organized the Electronic Recycling Day which drew 70 businesses and residents and recycled 10,196 pounds of electronics
- Assisted with the Hazardous Household Waste Collection with 80 households participating and 3,315 pounds of waste collected



### PROMOTION & AWARENESS

- Increase participation in the Adopt-A-Greene County Road Program
- Support and promote awareness of local recycling programs and Storm Water Phase II
- Continue efforts to increase environmental awareness by developing relationships with local agencies and municipalities to achieve common goals
- Foster the partnership with TDOT and the local sheriff's department to encourage litter prevention in the community
- Increase volunteer support and community involvement in the Great American Cleanup
- Increase and continue to promote beautification projects throughout the community, as well as support litter awareness by declaring local events "litter free"

### EDUCATION

- Increase Keep Greene Beautiful educational programs through "The Talking Tree," "Humphrey," solar-powered mobile classroom, environmental camps and custom classroom presentations throughout the local school systems

### COMMUNITY INVOLVEMENT

- Increase participation in the Annual "Swing Into Spring" Golf Tournament to raise money to support and expand Keep Greene Beautiful programs
- Expand Partners for a Clean Community memberships. This program was restructured to include students, families, businesses, non-profit organizations, and industries by level of sponsorships

### EDUCATION

- Hosted the annual Fifth Grade Conservation Camp for 259 students at Davy Crockett Birthplace State Park. The mobile classroom was one of the stations showcasing exhibitions powered by solar panels and facts about recycling and litter prevention
- Presented educational program of "The Talking Tree" and classroom presentations to local students
- Served on the planning committee for the two-day Tennessee Environmental Conference that offered environmental education to more than 450 individuals
- Gave storm water presentations to all city fourth graders as required by the Town of Greeneville

### COMMUNITY INVOLVEMENT

- Coordinated three-mile walk fundraising event
- Coordinated 19th Annual Keep Greene Beautiful Golf Tournament
- Coordinated Trash to Art Contest at Debusk Elementary (6th-8th grades)- 50 students



# Membership Services

### ADVERTISING OPPORTUNITIES

Showcase a business through ads in the Greene County Partnership's Member E-Mailing, or become a sponsor for one of the many Partnership events

### NETWORKING

Opportunities to meet and make valuable business contacts can be achieved through monthly Membership Breakfasts, Business After-Hours, Industry Appreciation Reception, and other special events

### REFERRALS

The staff only refers Partnership members when responding to inquiries about local products and services. Several thousand inquiries were answered by the Partnership during the past year

### FREE PUBLICITY

Member businesses will be listed in many area reference publications including the Greene County Partnership Membership Directory and the Greene County Guidebook

### WEBSITE

Members receive a free reciprocal link from the online Membership Directory. Non-reciprocal links are available for \$25

### MAILING LABELS

The most up-to-date business labels of the business community are available at a reduced cost to members

### RIBBON CUTTINGS

Available to new members. The Partnership coordinates the publicity and provides ribbon cutting supplies

### MAPS

The Partnership publishes the most current map of the Greeneville/Greene County area

### INDUSTRIAL/DEMOGRAPHIC DATA

The Partnership provides site location information, market data, demographics and cost-of-living information

### BUSINESS SEMINARS

Topics range from health care to international trade

### NEWSLETTER

Receive a "Partners" monthly newsletter to stay informed of all Partnership activities and events

### LEGISLATIVE UPDATES

The Partnership holds an annual legislative event which facilitates direct contact with elected officials

### PARTNERSHIP BOARD ROOM

When the board room is not in use for Partnership business, it is available by reservation to members

### COMMITTEE PARTICIPATION

The Partnership gives members the opportunity to influence business and community development through participation on a variety of Partnership committees and community action teams

## PARTNERSHIP STAFF

Matt Garland  
President / CEO

Lori Collins Dowell  
Accounting/Member Services

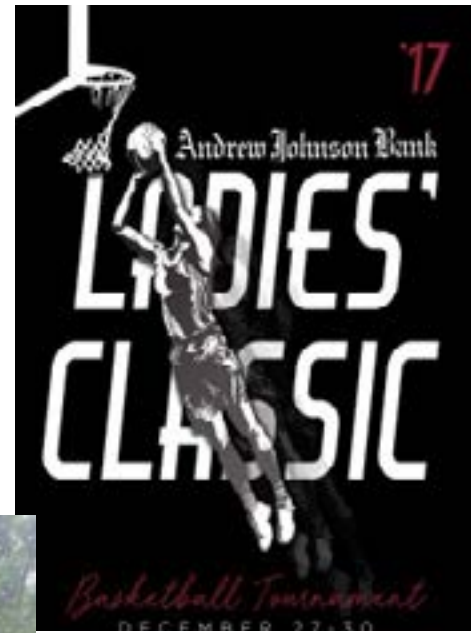
Jennifer Wilder  
Keep Greene Beautiful Director/  
Leadership Director

Joni Parker  
General Manager

Tammy Kinser  
Tourism Director

Dana Wilds  
Business Development Specialist







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## *Online*

Greene County Partnership  
Economic Development  
Tourism

[GreeneCountyPartnership.com](http://GreeneCountyPartnership.com)  
[GrowInGreene.com](http://GrowInGreene.com)  
[VisitGreenevilleTN.com](http://VisitGreenevilleTN.com)



[Greene County Partnership](#)  
[Discover Greeneville TN.Now](#)  
[Greeneville Iris Festival](#)  
[Landair Ladies' Classic](#)  
[All Star Greeneville, TN Sports](#)  
[Greeneville Antique Appraisal Fair & Show](#)



@GreeneIndustry  
@Tourismlady66

GREENE COUNTY PARTNERSHIP  
CHAMBER OF COMMERCE