



**BROKEN
ARROW**

CHAMBER of
COMMERCE

FRANKLIN & MURFREESBORO
T E N N E S S E E

**BEST
PRACTICES
TRIP 2025**



WHY DO WE VISIT OTHER CITIES?

- Learning and Inspiration
- Community and Economic Development
- Visible Outcomes
- Strategic Alignment
- Tangible Results
- Relationship Building
- Build the Next Best Version of BA



WHERE HAVE WE BEEN?

- Northwest AR
- Chattanooga, TN
- Greenville, SC

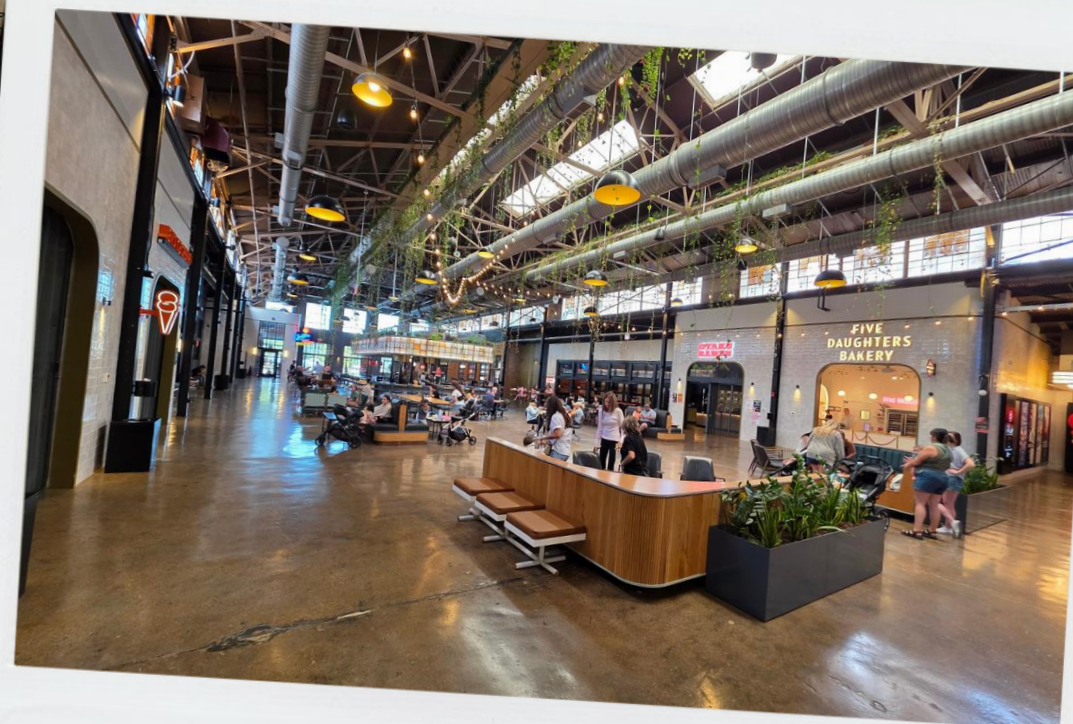
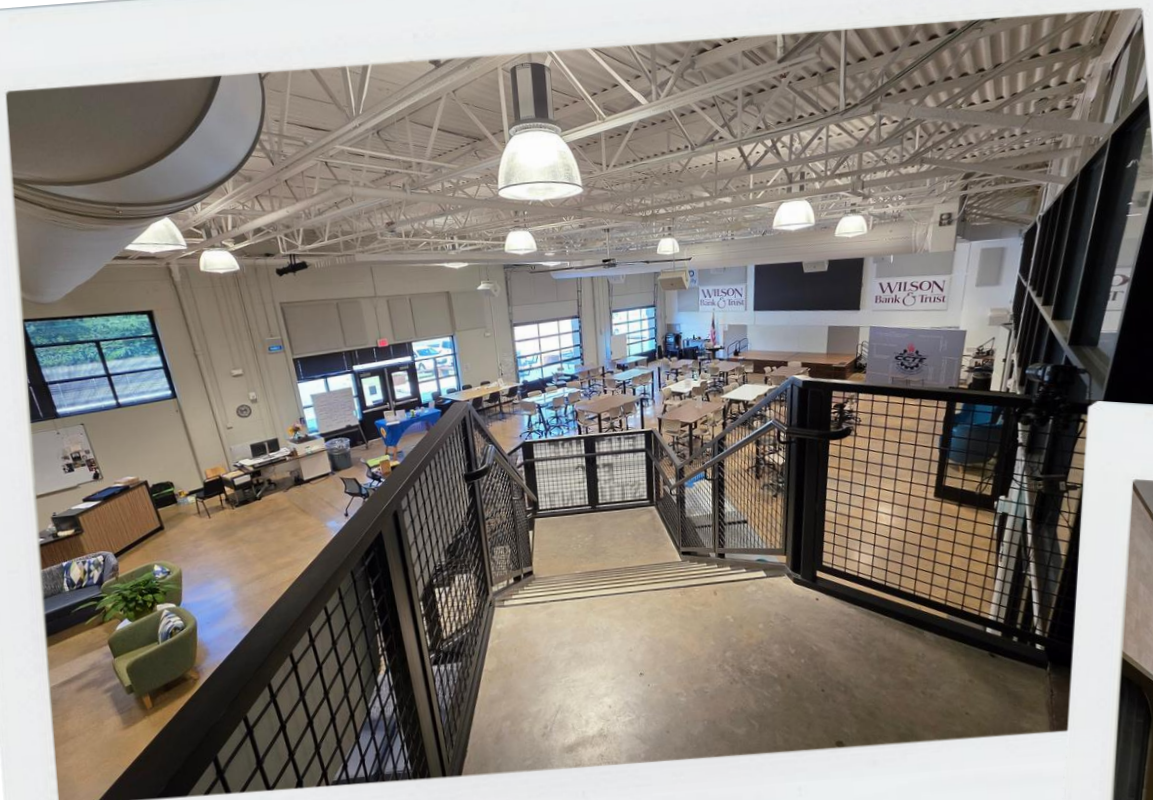
WHERE ARE WE GOING?

- Franklin, TN
- Murfreesboro, TN

WHY?

- City Hall Visioning
- Downtown Master Planning
- Retail Development Strategies
- 4-Year University Impact
- Entrepreneurial Ecosystem Development
- Cultural Similarities
- Suburbs Proximate to Larger City





FRANKLIN, TN AGENDA

- New City Hall
- Downtown Redevelopment
- Retail Development
- Entrepreneur & Innovation Center
- The Factory at Franklin
- Welcome Reception

MURFREESBORO, TN AGENDA

- Square and Downtown Commerce Expansion
- City Hall Visioning
- Middle Tennessee State University Growth & Community Impact



Questions?

