

Cumberland Region Tomorrow



General Information

**Nonprofit
Address
Phone
Web Site
Facebook
Twitter
Email**

Cumberland Region Tomorrow
2817 West End Ave.
615-986-2698
www.cumberlandregiontomorrow.org
<https://www.facebook.com/crtomorrow/>
<https://twitter.com/crtomorrow>
info@cumberlandregiontomorrow.org

Mission & Impact

Statements

Mission

CRT supports and advocates for quality of life in Middle Tennessee. We believe that how communities grow and develop has a tremendous effect on the day-to-day lives of residents -- their homes, their health, the schools their children attend, the taxes they pay, their daily commute, the natural environment around them, economic growth in their community, and opportunities to achieve their dreams and goals. What, where, and how communities build will affect their residents' lives for generations to come. Throughout its history CRT has worked to educate the region's local leaders and decision-makers across about how the region is growing and the steps they could take to ensure that that growth enhances, rather than detracts from, the beauty, vitality, and character of our communities. We have produced studies and reports that have projected future growth patterns and outlined alternate scenarios. In 2018 CRT produced the Open Space Study, which provides specific information about the region's open, natural, and working lands, including the economic benefits they provide. CRT is committed to convening engaged citizens and leaders to share best practices from around the nation, better understand the region, and shape efforts to address concerns. Our annual Power of Ten Summit, which convenes up to 400- 600 people to discuss issues, is a great example of these efforts.

Background

Cumberland Region Tomorrow was established in 2000 to provide private sector, citizen-based leadership for growth and development concerns in our ten-county region. The first stage of work from 2000 to 2003 was to define the region's future growth trends through the CRT Regional Visioning Project and to begin a regional discussion on growth issues and opportunities. Through the Regional Visioning Project along with 200+ community presentations, CRT was able to gather information on what residents of the region value and how they think growth should be guided. This effort led to the creation of the CRT Quality Growth Toolbox, released in 2006, which is still used today as the innovative source for planning and for implementing Quality Growth and Sustainable Communities Principals. With support, encouragement, and some additional resources from CRT, almost every local town or jurisdiction in the region now has adopted a comprehensive growth plan. Our success comes from building local leadership's acceptance of and investment in Quality Growth principles rather than pushing new land use regulations. This

model has been particularly well-suited to Tennessee traditions and culture. CRT helps community leaders recognize quality growth as a practical pathway toward becoming stronger and avoiding the consequences of unplanned growth and unsustainable development.

Impact

IMPACT 1. **POWER OF TEN SUMMIT & FORUM SERIES:** Due to COVID CRT hosted the Power of Ten Summit online once again in 2021. The summit brought together nationally recognized leaders on waterfront development to discussed the impact that thoughtful, inclusive riverfront development can have on a city and region. In addition, CRT hosted several online forums as part of the Power of Ten Series. The webinars addressed some of the region's most pressing challenges and shared best practices and insights from leading experts from across the Nashville region. More than 500 people participated in these discussions. 2. **ORGANIZATIONAL STRENGTH:** In 2021 CRT was able to bring on some great new people to our Board of Directors. We made a conscious effort to increase the breadth of knowledge directors bring to the organization, as well as to ensure a greater diversity of backgrounds and perspectives. In addition, we contracted with a development consultant to help grow and expand our funding resources. 3. **OUTREACH:** CRT continued its outreach through its newsletter and social media activity. **GOALS** 1. **POWER OF TEN SUMMIT & FORUM SERIES:** In 2022 we will continue to build and grow these educational programs. 2. **ORGANIZATIONAL STRENGTH:** In 2022 we look forward to continuing our efforts to build a strong, diverse, and knowledgeable Board. 3. **OUTREACH:** CRT plans to grow its outreach efforts.

Needs

CRT is a small organization with big results. We work hard to be efficient and keep our expenses low. In addition to administrative support, CRT needs funds for (1) Power of Ten Summit (Estimate \$100,00) (2) Power of Ten Forums (Estimate \$60,000) (3) Outreach (Estimate \$24,000)

Statement from CEO/Executive Director

Cumberland Region Tomorrow works to ensure Middle Tennessee remains a place that people want to live -- a place where communities are vital and full of character, where the environment is healthy, and people have housing and mobility options. Our region's rapid growth makes CRT's work more important than ever. Development can either enhance our communities or scar them for generations. The decisions we make today have tremendous ramifications. We are looking forward to continuing and expanding our efforts to ensure our continued effectiveness and influence in the region.

Statement from Board Chair

Service Categories

Primary Category	Community Improvement, Capacity Building - Alliances & Advocacy
Secondary Category	Environment - Land Resources Conservation
Tertiary Category	Public & Societal Benefit - Citizen Participation

Areas Served

All towns in the 10-county region of Middle Tennessee, which includes Ashland City; Kingston Springs; Pleasant View; Pegram; Columbia; Mt Pleasant; Spring Hill; Dickson; Franklin; Nolensville; Brentwood; Fairview; Goodlettsville; Hendersonville; Gallatin; Cottontown; Westmoreland; Lebanon; Mt Juliet; Watertown; Springfield; Greenbriar; Cross Plains; Cedar Hill; Lebanon; Mt. Juliet; Clarksville; Murfreesboro; Smyrna; LaVergne; Eagleville; and Nashville.

TN - Cheatham, TN - Davidson, TN - Dickson, TN - Maury, TN - Montgomery, TN - Robertson, TN - Rutherford, TN - Sumner, TN - Williamson, TN - Wilson

Programs

Educational Programs--POWER OF TEN

Description

CRT hosts the annual POWER OF TEN Regional Summit. This event convenes leaders and thinkers from the design, planning, consulting, and policy communities--both public and private-- to discuss issues of regional importance. Topics include transportation/transit, land use/quality growth/sustainable development, infrastructure coordination/investments, air and water quality/quantity, open space conservation, and economic competitiveness.

Budget \$40,000.00

Population Served Adults
General Public/Unspecified

Regional Communications and Outreach

Description

CRT is the go-to source for information and resources pertaining to growth-related issues, planning and action in Middle Tennessee for professionals and interested citizens alike. We use this information and our resources to engage and educate the various regional stakeholders through a comprehensive regional communications strategy. Our communications efforts combine the latest in web-based and social media tools, but also communicate the "old fashion" way by contributing to regional news stories and articles, speaking in local communities, conducting local training and workshop sessions, and hosting the POWER OF TEN Regional Summit.

Budget \$30,000.00

Population Served

Quality Growth Planning Tools and Continuing Education

Description

The CRT Quality Growth Toolbox, CRT GIS Greenprint Tools for Quality Growth and Robertson County AFT Cost of Communities Study provide planning tools and resources to aid decision makers in implementing Quality Growth Principles and Practices focusing on Land Use/Transportation, Reinvesting in Towns and City Centers, Creating Housing Choice, Conserving our Land and Natural Resources, and Infrastructure Coordination and Funding. These copyright registered resources are available on the CRT website and are used by numerous Middle Tennessee city and county governments to create, adopt and implement a new standard of practice in comprehensive plans and implementation strategies, tools and resources. Training and development workshops are made available to local communities and elected officials in, providing needed professional education and certifications.

Budget \$130,000.00

Population Served

Educational Programs - Power of Ten Forum Series

Description

The POWER OF TEN Forum Series brings the discussion on important quality of life issues in our region to residents. These online conversations bring together leaders and thinkers from the design, planning, consulting, and policy communities--both public and private-- to discuss issues of regional importance. Topics include transportation/transit, land use/quality growth/sustainable development, infrastructure coordination/investments, air and water quality/quantity, open space conservation, and economic competitiveness. Forums are offered free of charge to participants.

Budget \$30,000.00

Governance

Board Chair	Scott Black
Company Affiliation	Bristol Development
Term	January 2021 to January 2023
Email	black@bristoldevelopment.com

Board of Directors

Name	Affiliation	Status
Mr Scott Black	Bristol Development	Voting
Rupa DeLoach		Voting
Ms. Margot Fosnes	Robertson County/Springfield Chamber of Commerce	Voting
Mr. Gary Hawkins		Voting
Mr Robbie Hayes	WSP	Voting
Carol Hudler		Voting
Mr. Justin Lowe	Centric Architecture	Voting
Lynn Maddox		Voting
Arik Murat		Voting
Mr. Robert Murphy	RPM & Associates	Voting
Marc Pearson		Voting
Ms Khandra Smalley	F&M Bank	Voting
Reggie Smith		Voting
Brian Straessle		Voting
Paul Stumb		Voting
JT Terrell		Voting
Alan Thompson		Voting
Ms Deb Varallo	Varallo Public Relations	Voting
Bridget Winstead		Voting

Board Demographics - Ethnicity

African American/Black	2
Asian American/Pacific Islander	2
Caucasian	15
Hispanic/Latino	0
Native American/American Indian	0
Other	0

Board Demographics - Gender

Male	12
Female	7
Unspecified	0

Governance

Board Term Lengths	3.00
Board Term Limits	2
Board Meeting Attendance	80%
Does the Organization have written Board Selection Criteria?	Yes
Does the Organization have a Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100%
Percentage Of Board Members	25%

**Making In Kind Contributions
Does the Board include Client
Representation?
Number of Full Board Meetings
Annually**

6

Standing Committees

Advisory Board / Advisory Council
Communications / Public Relations
Development / Fund Raising
Executive
Nominating
Program / Program Planning

Risk Provisions

Commercial General Liability
Directors and Officers Policy

CEO/Executive Director/Board Comments

Cumberland Region Tomorrow enjoys the leadership and participation of community and business leaders residing in our 10-county region on our Board of Directors. These Directors represent key constituent groups necessary to a successful understanding of and leadership in encouraging proactive growth planning and development aimed at conserving and enhancing our region's unique quality of life and economic vitality. Cumberland Region Tomorrow draws from the many talents and networks of these Directors in both operational and programming activities. Our Officers and Executive Committee members are sage, experienced leaders who provide their knowledge and experience to our work. We enjoy excellent business, government, development, public relations and legal expertise from our Directors and Partners from our Partner Agencies, which greatly enhances our organizational effectiveness. In 2019, CRT has contracted with the staff Greater Nashville Regional Council for operational and approximately 400 hours of program support. We see this as a way to implement programs more quickly without creating the overhead of payroll.

Management

**Executive Director
Email
Term Start
Shelly's Experience:**

Ms. Shelly Hazle
shelly@cumberlandregiontomorrow.org
January 2019

Staff

Number of Full Time Staff	0
Number of Part Time Staff	0
Volunteers	50
Contractors	1
Staff Retention Rate	100%

Plans & Policies

Fundraising Plan?	Under Development
Strategic Plan?	Yes
Years Strategic Plan Considers When Strategic Plan Adopted?	3 August 2016
Management Succession Plan?	No

Policy and Procedures Plan?	Yes
Nondiscrimination Policy?	Yes
Whistle Blower Policy?	
Document Destruction Policy?	

Formal Evaluations

Is there a formal evaluation for...		Frequency
CEO/Executive Director	Yes	Annually
Senior Management	Yes	Annually
Non-Management	Yes	Annually

Affiliations

Affiliation	Year
Center for Nonprofit Management Excellence Network	
Lebanon/Wilson County Chamber of Commerce	2018
Nashville Area Chamber of Commerce	
Smart Growth America Coalition	
Williamson County Chamber of Commerce	

Awards

Award/Recognition	Organization	Year
Conservation Organization of the Year	Tennessee Wildlife Federation	2008
Governor's Environmental Stewardship Award in Excellence in Environmental Education and Outreach	Governor Bill Haslam's Office	2013
Presidential Citation	American Institute of Architects Middle Tennessee Chapter	2008

CEO/Executive Director/Board Comments

2019 was a pivotal year for CRT. We have partnered with the Greater Nashville Regional Council to provide staffing for at least this calendar year. This arrangement will allow CRT to focus on building our organizational capacity, with the goal of hiring full-time staff. We have a loyal board and excellent contractors to complete our work and keep administrative costs low.

Financials

Financials

Fiscal Year Start

Fiscal Year End

Projected Revenue

Projected Expenses

Detailed Financials

Revenue and Expenses

Fiscal Year	2022	2021	2020
Total Revenue		\$75,030.00	\$46,080.00

Total Expenses		\$100,254.00	\$84,450.00
Revenue Less Expense	(\$-0.00)	(\$25,224.00)	(\$38,370.00)

Revenue Sources

Fiscal Year	2022	2021	2020
Foundation and Corporation Contributions		\$12,000.00	\$0.00
Government - Federal		\$0.00	\$0.00
Government - State		\$0.00	\$0.00
Government - Local		\$0.00	\$0.00
Government - Unspecified		\$0.00	\$0.00
Individual Contributions		\$5,949.00	\$0.00
Indirect Public Support		\$0.00	\$0.00
Earned Revenue		\$0.00	\$0.00
Investment Income, Net of Losses		\$0.00	\$0.00
Membership Dues		\$0.00	\$7,645.00
Special Events		\$57,081.00	\$38,435.00
Revenue In-Kind		\$0.00	\$0.00
Other		\$0.00	\$0.00

Expense Allocation

Fiscal Year	2022	2021	2020
Program Expense		\$100,254.00	\$84,450.00
Administrative Expense		\$0.00	\$0.00
Fundraising Expense		\$0.00	\$0.00
Total Revenue/Total Expenses		75%	55%
Program		100%	100%

Expense/Tot al Expenses			
Fundraising Expense/Con tributed Revenue		0%	0%

Top Funding Sources

Fiscal Year	2022	2021	2020
Top Funding Source & Dollar Amount	\$0.00	Fundraising Events - \$57,081.00	Fundraising Events - \$38,435.00
Second Highest Funding Source & Dollar Amount	\$0.00	Foundation and Corporations - \$12,000.00	Membership Dues - \$7,645.00
Third Highest Funding Source & Dollar Amount	\$0.00	Contributions, Gifts, Grants - \$5,949.00	\$0.00

Assets and Liabilities

Fiscal Year	2022	2021	2020
Total Assets		\$173,795.00	\$205,987.00
Current Assets		\$173,795.00	\$205,987.00
Long-Term Liabilities		\$0.00	\$0.00
Current Liabilities		\$6,157.00	\$13,125.00
Total Net Assets		\$167,638.00	\$192,862.00

Endowment Info

Do you have an endowment?

No

Capital Campaign Info

Currently in a Capital Campaign?

No

Solicitation Permit Info

**State Charitable Solicitations
Permit**

Yes

CEO/Executive Director/Board Comments

Cumberland Region Tomorrow operates in a sound, responsible manner. We balance effective organization operations with our provision of services in all financial management activities. We enjoy active leadership from our Treasurer and Vice-Chair in financial management and operational activities, which brings much integrity to CRT's organizational processes.