

# WHO WE ARE

Bridge Bedford: a connector and catalyst for Shelbyville and Bedford County

## QUALITY OF LIFE

Family-centered projects and experiences that create places to gather, connect and belong.



### Create Community Experiences

Bring people together through events, programs and shared spaces.



### Strengthen Quality of Life

Support projects that enhance recreation, arts, culture and family-friendly opportunities.



### Build a Stronger, More Connected Community

Help make Shelbyville and Bedford County a place people are proud to call home.

## BEAUTIFICATION + REVITALIZATION

Activating public spaces, strengthening community identity and helping turn underused places into welcoming destinations.



### Activate Public Spaces

Transform and enhance parks, downtown areas and key community spaces.



### Preserve and Enhance Our Community

Support beautification projects that strengthen local pride and identity.



### Turn Possibilities into Places

Help repurpose underused spaces into vibrant, welcoming destinations for residents and visitors.

## EDUCATION + ENGAGEMENT

Creating opportunities for students, families, organizations and partners to participate in the future of the community.



### Invest in the Next Generation

Create opportunities for students to learn, lead and get involved.



### Engage the Community

Bring together residents, businesses, organizations and government around shared goals.



### Inspire Action and Ownership

Provide education, resources and opportunities for people to be part of what's next for Shelbyville and Bedford County.

**Our role is simple: help bridge people, ideas and resources so long-range vision becomes visible action.**

# THE ORIGIN STORY

From a 50-year vision to something families can experience today.



## A PRIVATE INVESTMENT IN SHELBYVILLE'S FUTURE

Cooper Steel made a private investment to bring national expertise to Shelbyville and Bedford County — asking a bigger question about what intentional growth could look like over the next 50 years.



## NATIONAL EXPERTISE. A LOCAL FOCUS.

TIP Strategies, a national economic development consulting firm, studied our community's strengths, challenges and opportunities and led an extensive community-engagement process.



## 680+ COMMUNITY TOUCHPOINTS

From late 2024 through fall 2025, more than 680 residents, business leaders, students and community stakeholders shared ideas, priorities and a vision for the future.



## A 50-YEAR INVESTMENT BLUEPRINT

This work became **Shelbyville 2075: Legacy in Motion** — a long-range community framework built by our people, for our future.

• A BRIDGE BEDFORD INITIATIVE •

# Shelbyville 2075: Legacy in Motion



### GOAL 1

#### Thrive: Quality of Place

Cultivating vibrant places where people and possibilities flourish.



### GOAL 2

#### Prosper: Economic Growth

Building a resilient, diverse economy that endures across generations.



### GOAL 3

#### Equip: Talent Pipeline

Preparing every learner and worker with the skills to shape tomorrow.



### GOAL 4

#### Attract: Tourism

Transforming Shelbyville into a destination that inspires visitors and investment.

## WHY WAIT 50 YEARS TO BEGIN?

Walking in a Winter Wonderland is one of the first opportunities to begin putting that long-range vision into motion today.

*It takes an existing Shelbyville asset — the Celebration Grounds — and creates a new experience for residents, families and visitors.*

## OUR WHY

This is bigger than filling volunteer positions.

# Walking in a Winter Wonderland exists to create a brighter tomorrow for our community today.

*More Than an Event*

A STRONGER TOMORROW



### WELCOME FAMILIES

CREATE A MEMORABLE EXPERIENCE

Provide a warm, safe and welcoming environment where families can make memories, enjoy time together and experience the joy of the season.



### SERVE TOGETHER

STRONGER PEOPLE. STRONGER COMMUNITY.

Bring churches, civic organizations, businesses, schools and neighbors together in a shared effort to serve Shelbyville and show what's possible when we work together.



### BUILD A TRADITION

A BRIGHTER TOMORROW

Help create a Christmas experience that families look forward to year after year — strengthening our community, supporting local businesses and showcasing all that makes Shelbyville special.

*“People may not remember every attraction, but they will remember how they were treated.”*

# WHY SERVE SHELBYVILLE?

Because stronger communities are built when people choose to show up for one another.

70<sup>th</sup>

Bedford County's overall child well-being ranking among Tennessee counties.

72<sup>nd</sup>

Family & Community ranking among Tennessee counties.

*Community connection isn't just a nice idea.*

*It is part of building a stronger place for families and young people.*

TENNESSEE COMMISSION ON CHILDREN & YOUTH – COUNTY PROFILES 2025



## BRING PEOPLE TOGETHER

Serve Shelbyville unites churches, civic organizations, businesses and neighbors.



## CREATE A WELCOMING EXPERIENCE

Your service helps families feel safe, informed and cared for throughout the event.



## STRENGTHEN OUR COMMUNITY

We all have a role in creating a place where families can thrive.



## BUILD A TRADITION

Help create a Christmas experience families will look forward to year after year.



We may be volunteering for one night.  
But what we're really building is *belonging*.



# EVERY TEAM NEEDS A LEADER

The Team Leader is the bridge between the volunteer group and event operations.

1



## BUILD THE TEAM

RECRUIT & PREPARE

- Recruit and confirm approximately 15–20 dependable volunteers.
- Share the vision, expectations and available shift dates with your team.

2



## COMMUNICATE

SHARE THE DETAILS

- Share shift details, arrival times, parking information and any updates.
- Be the main point of contact between your volunteers and the event team.

3



## CHECK IN

GET READY TO SERVE

- Make sure the team arrives together, on time and prepared.
- Check in with event staff, receive any final instructions and make sure everyone knows their assignment.

4



## LEAD THE SHIFT

ENCOURAGE & SUPPORT

- Stay connected with event organizers throughout your shift.
- Help keep the team focused, flexible and positive, ensuring a great experience for our guests.



*Great events don't just happen — **they're led.***

THANK YOU FOR BEING A LEADER.



# THE VOLUNTEER COMMITMENT

12 event nights • 4 weekends • 4 team shifts per weekend • 16 total shifts

**FRIDAY**

**4:00–9:00 PM**

1 TEAM SHIFT

**SATURDAY — EARLY**

**12:00–4:30 PM**

1 TEAM SHIFT

**SATURDAY — LATE**

**4:00–9:00 PM**

1 TEAM SHIFT

**SUNDAY**

**3:00–7:00 PM**

1 TEAM SHIFT

**Goal: approximately 15–20 volunteers per team so every guest-facing area is covered with dependable, friendly support.**

# WHERE VOLUNTEERS MAY SERVE

Assignments will be coordinated through Team Leaders and event organizers.



*Together  
We Serve*



## **POLAR EXPRESS** HELP CREATE THE MAGIC

- Help with guest flow and boarding support.
- Keep the line moving and provide friendly wayfinding.
- Create a positive, memorable experience for every guest.



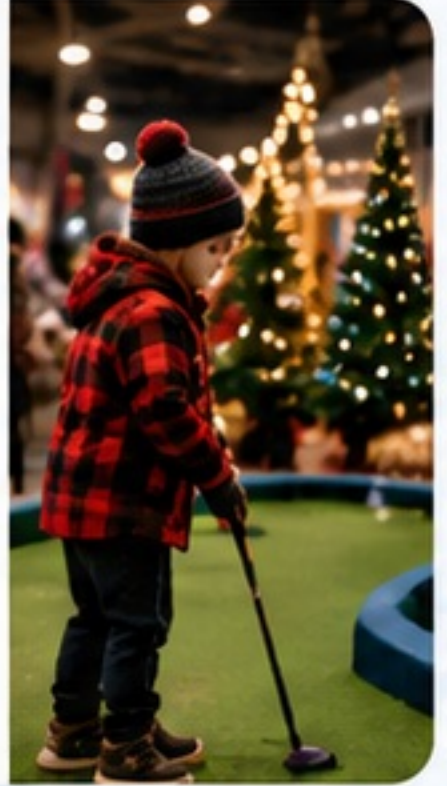
## **FAMILY FUN ZONE** SUPPORT FAMILIES

- Assist with family activities and games.
- Help keep the area clean, organized and safe.
- Encourage and engage with families.



## **MINIATURE GOLF** WELCOME & ASSIST

- Welcome guests and explain how to play.
- Manage guest flow and keep the course moving.
- Assist with equipment and ensure a fun, safe experience.



## **GUEST ASSISTANCE** BE A WELCOMING PRESENCE

- Answer questions and help families navigate the event.
- Provide directions and information.
- Be a friendly, helpful face throughout the event.



## **ACTIVITY SUPPORT** LEND A HAND

- Assist with crafts, inflatables and other family experiences.
- Set up, monitor and help restock supplies.
- Jump in wherever needed to keep things running smoothly.



## **FLEX SUPPORT** BE READY TO HELP

- Step into high-traffic areas as needed.
- Support changing needs throughout the event.
- Be part of a team that keeps everything running smoothly.



**DIFFERENT ROLES. SAME PURPOSE.**  
**A BRIGHTER TOMORROW.**

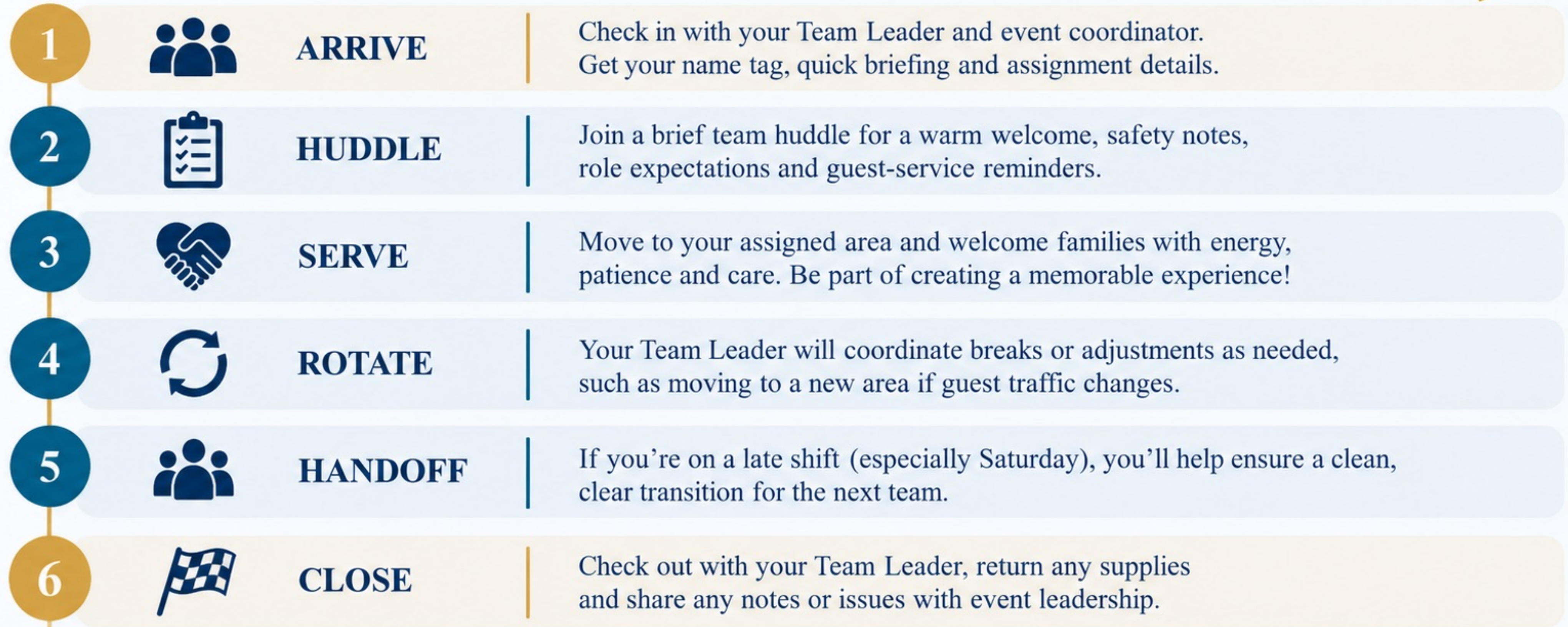


# WHAT A SERVICE DAY COULD LOOK LIKE

Here's a typical volunteer flow. Final arrival and assignment details will be provided to Team Leaders.



*Together  
We Serve*



*Different roles. Same purpose. **A brighter tomorrow.***



# WHAT WE ASK OF EVERY VOLUNTEER

The experience is built one interaction at a time.

**DEPENDABLE**

**RESPONSIBLE**

**FRIENDLY**

**FLEXIBLE**

**FAMILY-FOCUSED**

**Guests may not remember every attraction.  
They will remember how they were treated.**

# READY TO SERVE SHELBYVILLE?

The next step is simple. Here's what to do:



*Together  
We Serve*



1



## DESIGNATE A TEAM LEADER

BE THE POINT OF CONTACT

- Choose the person who will coordinate your organization's volunteer team.
- The Team Leader will communicate with event organizers and manage your team's schedule.

2



## SIGN UP FOR A SHIFT

CHOOSE WHEN YOU'LL SERVE

- Team Leaders sign up with the shift(s) you would like to serve.
- Shifts are available on Fridays, Saturdays and Sundays across the 4 weekends (12 nights total).
- We will confirm your shift and provide next steps.

3



## RECRUIT YOUR TEAM

AT LEAST 5 PEOPLE

- Recruit a **minimum of 5** responsible adults and/or mature youth.
- Commit to serve a **minimum of 2 shifts** within the 4 weekends.
- Aim for a full team of 15–20 volunteers if possible.
- Make sure your team is ready to serve, encourage and create a great experience for our guests.



**SAME COMMUNITY. BRIGHTER TOMORROWS.**

THANK YOU FOR BEING PART OF SERVE SHELBYVILLE!

