



Obion County JEDC



2009
Annual Report

AIRPORT GROWTH AND EXPANSION

RUNWAY EXTENSION

Design & Bid Phase

- \$463,115 (90/10) grant

Land Acquisition for Runway Protection Zone

- \$412,421 (90/10) grant
- \$75,000 from both Obion and Weakley County

Runway Extension

- \$3.2 million grant pending to extend runway to 6,500'
- \$5 million grant for access road from SR 22 into the Airport
- \$6,500 Access Road Title Search

Taxi Lane/Ramp Area

- \$460,000 Federal grant (90/10)



HANGARS

New Hangars

- 10 New Hangars - \$410,000 Federal grant
- Black Top - \$460,000 Federal grant

Existing Hangars

- Roof Repairs and Painting -\$256,115 (50/50) State grant
- Future Renovations Planned



FUEL FARM

- Refueling Ramp - \$92,000 (90/10) grant
- Above Ground Fuel Farm - \$333,334 (90/10) grant

OTHER GRANTS

Runway Security

- \$222,223 Grant for additional fencing, electric gates, manual gates, electric entry, security camera and lighting (90/10) grant

Lighted Wind Cone

- \$34,000 (90/10) grant

Rotating Beacon

- \$103,000 (90/10) grant

Airport Layout Plan

- \$56,000





EXISTING INDUSTRY

Throughout the year, the JEDC staff was intricately involved with the local industrial base in an effort to assist in new employment growth and to preserve existing jobs. Much of this work came in the form of being involved in statewide forums/initiatives and the support of regional/statewide policy that promotes Tennessee as a positive climate in which companies can prosper economically. To further support existing industry, the JEDC ensured the continuation of the Regional Plant Manager's Association. Through this venue, information can easily be shared regarding other facility's operations and how those can help increase productivity in other plants.

In 2009 our local industry recalled 96 workers that had been laid off and added 230 new employees to the Obion County Workforce. Spinoff employment is estimated at 1.7 for every new job created by industry. Therefore, from those 230 jobs, that added 391 additional employment in other parts of our county's business sectors.

INDUSTRIAL RECRUITMENT

To assist in the attraction of additional outside capital to the community, an ample set of resources and support was developed. To date that has included:

1. Manufacturing Building #2 - The construction of a new 100,200 sq. ft. building on a 20-acre site was completed in May 2008. The funding for this project was provided by the County with \$3 million being approved as a loan to the City Bond Board for the purpose of constructing this facility. Currently, there are 5 prospects interested in the facility.
2. Goodyear Road - A \$1 million TDOT grant was awarded to upgrade the road and railroad crossing into Goodyear Tire & Rubber Company. This project will begin in 2010
3. Water Storage Reservoir - A \$750,000 P.I.L.O.T. Grant from the Tennessee Department of Economic & Community Development was awarded for the construction of a 500,000 gallon water reservoir within the industrial park. This grant was only 1 of 3 PILOT grants awarded within the State of Tennessee. This project will be constructed in 2011.
4. Midwest CBK - Union City was selected as the state of the art distribution center for CBK gift products and Midwest holiday and home décor products. Union City is the headquarters for Midwest-CBK, with its main office located in the previous CBK facility. This merger has generated approximately 40 new positions and has resulted in rehires at the facility.
5. Lennox - Headquarters relocating to Tennessee from California and the main manufacturing facility is in Union City. Fifty-six employees have been hired back. This move will create 12 new positions in Union City.
6. Goodyear - Saw markets strengthen, resulting in increased monthly production requirements, and inventory challenges; current production is at 26,500 tires/day. Plant is approximately 100,000 tires ahead of requirements since conversion.

MARKETING DEVELOPMENT

During 2009, the following marketing materials were produced:

1. **Local Advantages Outline** - Lists the advantages to locating in Obion County.
2. **Marketing Guide** - Identifies important Obion County demographics such as the "Trade Area" population, transportation, recent retail additions, annual wages, major employers, community patterns, and traffic counts. The Guide has also been transferred to jump drive, providing convenience and ease of viewing when distributed at trade shows. The Marketing Guide has also been put in a condensed Power Point format to be given to prospective industry.
3. **USB Drives** - To relay a "high tech" image, these 1 GB drives will be used at trade shows and for commercial and industrial recruitment.
4. **Website Update** - Provides four major research areas for website visitors - the Joint Economic Development Council, Industrial Opportunities, Commercial Opportunities, and Life in Obion County.

The JEDC advertised Obion County by:

5. **Magazines** - Advertising in certain magazines targeted specifically to company CEOs and their financial entities within the company.
6. **Hard Copy Outlets** - Advertised specifically to entities within a certain area of the economy; particularly in terms of transportation due to the expansion of the Everett-Stewart Airport, the construction of the port facility at Cates Landing, and the availability of highway and rail; in hopes of getting Obion County's name and position known to those who are primarily concerned with transportation.
7. **Tennessee Vacation Guide Advertising** - Obion County advertises in the Tennessee Vacation Guide which is distributed to approximately 550,000 visitors annually. The JEDC received a (50/50) grant of \$3,500 from the Tennessee Department of Tourism Development to assist with the cost of the ad.



DiscoverObionCounty,Tennessee



NEW 100,200 S.F. BUILDING AVAILABLE
CERTIFIED INDUSTRIAL PARK SETTING
REGIONAL WORKFORCE/TRAINING
QUADRAMODAL TRANSPORTATION/INFRASTRUCTURE
ADDITIONAL INFORMATION - WWW.OBIONCOUNTY.ORG

FOR MORE INFORMATION, CONTACT JIM COOPER @ (731) 885-0211 OR JCOOPER@OBIONCOUNTY.ORG

Appeared in Site Selection Magazine



Quite Appealing

Obion County

731-885-0211 visitobioncounty.com

Appeared in Tennessee Vacation Guide



HOUSING DEVELOPMENT

Obion County had 64 new residential constructions for 2009*

MAYORS AND MANAGERS ROUNDTABLE

Obion County has an active Mayors and Managers Roundtable, as required by the Tennessee Department of Economic and Community development (ECD), with meetings held on a quarterly basis by a host city. At each meeting, the mayors and city managers discuss their strengths and weaknesses. This collaboration has proven to bring unity within the overall community.

OBION COUNTY INDUSTRIAL TRAINING AND EDUCATION CENTER

Building Renovations

- \$38,000 renovation of remaining 4,000 sq. ft.

Welding/Machining Center

- \$146,534 grant from Tennessee Department of Economic & Community Development
- Project Cost \$150,331, JEDC portion \$37,097
- JEDC will be purchasing \$26,000 of welding equipment
- \$2,500 Three Star Priority Grant awarded for 2 laptops to interface with new welding program



THREE STAR

The Three-Star Program assists Obion County with achieving excellence in economic and community development (ECD). The county is guided through a comprehensive plan of essential benchmarks with the assistance of the JEDC's Three-Star coordinator and an ECD team member. The goal of the program is to create new employment opportunities, preserve existing jobs, increase family income, and improve quality of life.

Meetings were held with the Obion County Library, Obion County Health Council, Mayors and Managers, Leadership, CornFest Board, Main Street Board, Beautification, Workforce Outreach Committee and Plant Managers to discuss the importance of their participation in the community for the Three-Star report. These entities are essential to obtaining Three-Star status and related state grants. Following a review of Obion County, Three Star status was once again obtained for 2009.

*As reported to us by the County Tax Assesor's Office



RETAIL DEVELOPMENT

Information regarding Obion County was continually sent to various retailers and restaurant establishments to keep them informed of the actions occurring within the county, to make connections, establish relationships, and to keep Obion County's name and community information in front of these investors. The JEDC also worked with local businesses in locating space, identifying markets, and other resources. These efforts culminated in 34 retail businesses opening and/or obtaining a business license in Obion County during 2009.

NEW RETAIL ESTABLISHMENTS

The list below indicates 34 new business license obtained in 2009 as reported to us by the county court house.

UC Lucky 168, INC	Magic Moments
Upsy Daisy Flowers & Gifts	Peterson Contractors Inc
Lisa Pate	Neven Barnett Trucking
Urethane of Kentuckiana	Studio A - Julie Morris
Volunteer Crane Service	Harold Coffey Construction Co INC
Nyalkaran Inc. DBA	Midsourht Geothermal, LLC (closed)
Kappis & Thompson	Maverick, INC
TWAS	J & J Auto
North American	Earthgrains baking Companies, INC
Lelsy Bennett	Warren Jewelry
Airgas Midsouth, INC	Dough Re Mi bake Shop (closed)
Advanced Medispa	Bubba's Catfish Buffet & More (closed)
Rose's Nail	
A to Z Thrift Store	
Lepanto Steak house	
Expressions Hair Salon	
Bucket's Neighborhood Pub & Grub	
Arby's	
Magical Minks Entertainment	
Jones Chicken Shack (closed)	
Reed Trailers	
Health Quest	

RETAIL COACH

The Retail Coach, LLC, a retail location firm, is in the process of developing and delivering a high-impact retail recruitment and development strategy for Obion County. The firm's final report will be presented in January 2010.

COUNTY WIDE RETAIL SALES TAX

Calendar Year		Retail Sales Tax	
2002	\$		310,741,386.00
2003	\$		321,377,848.00
2004	\$		349,538,017.00
2005	\$		352,478,605.00
2006	\$		358,619,330.00
2007	\$		374,685,521.00
2008	\$		388,443,917.00
Jan. - June 2009	\$		174,231,016.00

DISCOVERY PARK UPDATE

Discovery Park Seeking New Architect

Project Will Proceed With Same Vision to Build a World-Class Education and Tourism Venue in Union City, TN

The Robert E. and Jenny D. Kirkland Foundation will select a new architect for Discovery Park of America. The current contract with Douglas Cardinal Architects was recently terminated by the Foundation.

As a result of this change in architects, Discovery Park will have a new design. For this reason, renderings of the original design have been removed from the web site. The new design will be developed after the new architect is selected. The Foundation expects to have a new architect within 2-3 months.

Kirkland Foundation Remains Committed

The Kirkland Foundation has reaffirmed its commitment to be the primary benefactor of Discovery Park of America and to help achieve the vision for DPA developed by hundreds of community volunteers.

Discovery Park of America will be a multi-million dollar educational venue for children and adults, which will enable visitors to understand and celebrate the culture, spirit and accomplishments of the human race in nature, science, art and history.

The Kirklands had the vision for this wonderful venue as a place where children and adults could learn in an entertaining and pleasant environment. The Kirkland Foundation acquired the land and provided funds to begin construction and will continue to provide financing for completion of the construction and purchase of artifacts. To ensure successful operation, the Foundation will also provide funding for the acquisition of artifacts as well as fund a portion of the operating expenses for the first 20 years.

Cooperation and Involvement

Discovery Park of America is a cooperative endeavor with broad participation by the citizens of Union City and Obion and surrounding counties. Hundreds of dedicated volunteers are planning each themed area of the venue as well as needed services. Local and state governments are also taking an active role in the development. The state of Tennessee is considering the construction of a Welcome/Tourism Center on the property when I-69 is built adjacent to the west side of the property.

Discovery Center

The centerpiece of the Park will be Discovery Center, a world-class museum that will offer a variety of exciting and stimulating learning experiences. Exhibits inside Discovery Park will educate children and adults about many current and historical aspects of the human race as well as provide a glimpse into the future. Discovery Center is also expected to contain a conference and convention facility for meetings, banquets, performances and social events. The facility will feature multi-purpose space with movable walls for flexible

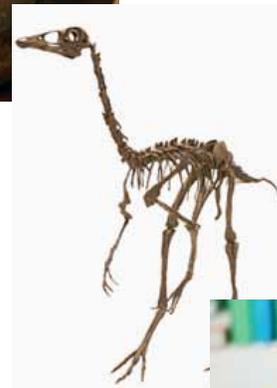
meeting spaces that can accommodate small or large groups up to approximately one thousand people.

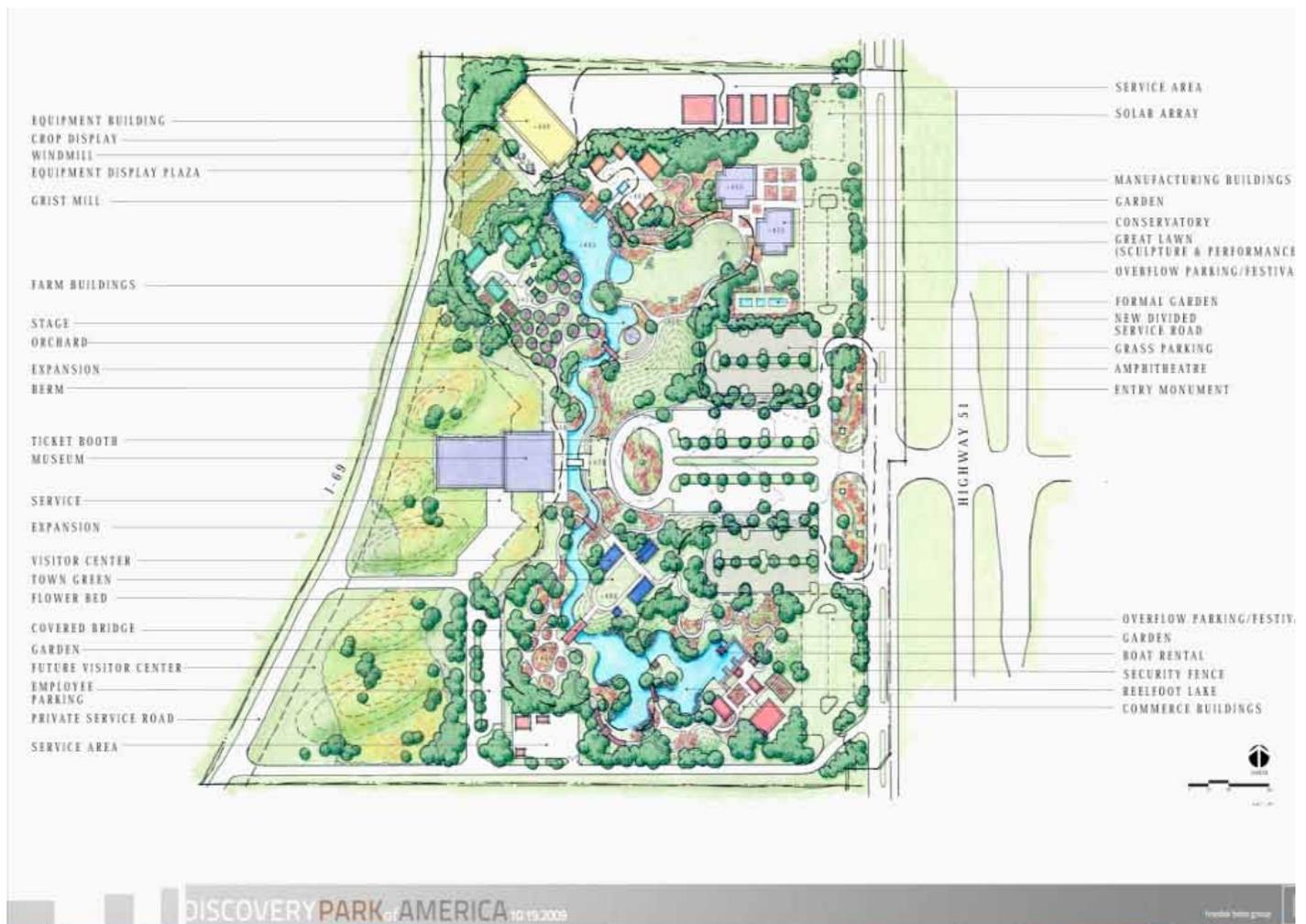
Other Areas of Discovery Park

Similar learning and stimulation will occur outside Discovery Center with additional buildings dedicated to transportation and military exhibits. The 50-acre site will also feature botanical gardens, working farm plots and a YesterYear Village, an area devoted to preserving and sharing local historical structures and historical items associated with life in the mid-1800's through the early 1900's.

The museum is expected to have exciting exhibits and interactive experiences in the following areas:

- Regional History
 - Native Americans
 - Natural History
 - Science, Space, & Industry
 - Transportation History
 - Art
 - Military Equipment History
 - Children's Exploration
 - Enlightenment Area
 - Travelling Exhibit Area
- (see following page for grounds layout)





Tourism Activities

1. **Grand Hunting Retriever Championship** - Obion County was chosen as the location for the 2009 championship.
2. **Obion County CornFest** - Members of the JEDC staff served on the CornFest Board of Directors, chaired two of the events, and assisted with other events as needed.
3. **Tourism Brochure** - Members of the JEDC staff produced a new tourism brochure for Obion County. It has been distributed to visitors center, hotels, and upon request to individuals.

Excerpts from:
Caudle, Glenda. "Discovery Park Tops News Stories 2nd Straight Year." *The Messenger* [Union City] 1 Jan 2009, 84th Year, No. 1, 1+.

PERSONNEL DEVELOPMENT

For the JEDC to become and remain an effective resource to/for the local community, the organization (its staff and its Board of Directors) must establish and maintain an effective working relationship with elected officials at the local, regional, state, and federal levels. In addition, strong ties must be formed with regional, state, and federal agency personnel to ensure the strongest advocacy possible for the local community. Active liaison between these groups is essential for success and is an ongoing integral part of the JEDC work scope.

ORGANIZATIONAL MEMBERSHIPS

To be an effective advocate for the community, it is essential that the JEDC maintain membership and an active presence in the following organizations:

- International Council of Shopping Centers (ICSC)
- International Economic Development Council (IEDC)
- Obion County Leadership Board of Directors
- Southern Economic Development Council (SEDC)
- Tennessee Economic Development Council (TEDC)
- Tennessee Industrial Development Council (TIDC)
- Tennessee Chamber of Commerce Executives (TCCE)
- Union City Main Street Board of Directors
- West Tennessee Chamber of Commerce Executives (WTCCE)
- West Tennessee Industrial Association (WTIA)
- West Tennessee Retail Alliance (WTRA)

STAFF TRAINING

- Obion County Adult Leadership
- WestStar - tuition provided by a WTIA grant
- Microsoft Excel Beginner and Intermediate - provided free by the Reed Center
- IEDC Leadership Summit
- Adobe Photoshop Training
- InDesign Training

SEMINARS & CONFERENCES

All state and federal agencies, private sector business development organizations, as well as regional advocacy groups distribute information to their membership and to the general population through regular and annual seminars and conferences. It is essential that JEDC staff attend all such events to keep abreast of new information program changes that will affect funds delivery or impact local business, and to maintain a strong relationship with service providers. During 2009, JEDC staff attended the following events:

- Automotive Conferences = 2
- Canadian National Railroad Annual Meeting
- Governors Conferences = 2
- ICSC Conferences & Networking Events = 4
- IEDC Conference
- IEDC Education Courses = 2
- I-69 Meetings
- Legislative Reception
- Manufacturing Summit
- Poultry Show
- SEDC Conference
- TCCE Conferences = 2
- TEDC Conference
- TIDC Conference
- Tennessee Center for Performance Excellence
- Tennessee Climate Change Conference
- Tourism Summit
- Public Affairs Conference
- Rural Development Conference
- TVA Forum
- WestStar Working Woman's Conference
- WTIA Economic Development Summit
- West TN Retail Alliance Regional Meeting

DEVELOPMENT OVERVIEW

- **Housing Development**
 - 64 new residential constructions
- **Industrial Development**
 - 230 new workers
 - 96 Recalled workers
- **Retail Development**
 - 35 new retail establishments
- **Tourism Development**
 - 4th Best Place to Live (*Progressive Farmer Magazine*)
 - #1 Best Place to Live, Readers Choice (*Progressive Farmer Magazine*)
 - Discovery Park of America have chosen new architects

• GRANTS AWARDED

Airport			\$16,583,708
	Runway Extension and Roads	\$9,617,036	
	Access Road	\$5,000,000	
	Hangars - New Construction	\$870,000	
	Hangars - Improve Existing	\$256,115	
	Fuel Farm	\$425,334	
	Other Airport Improvements	\$415,223	
Industrial Park			\$1,750,000
	Goodyear Road Upgrade	\$1,000,000	
	Water Storage Reservoir	\$750,000	
Industrial Training Center			\$146,534
	Welding/Machining Center	\$146,534	
Tourism			\$2,500
	TN Vacation Guide Ad	\$2,500	
			TOTAL GRANTS
			\$18,482,742

• **EDUCATION**

- New educational facilities
- Low pupil-teacher ratios
- Southern schools accredited
- Scholarships & Financial Assistance
- After school activities

• **QUALITY OF LIFE**

- Cultural activities
- Outdoor Recreation
- Fishing & Hunting
- Reelfoot Lake
- Outlet Stores including Decor Direct (CBK's outlet store)
- Thriving Downtown
- Southern cuisine and more!

• **MEDICAL FACILITIES**

- Hospital facility by Baptist Memphis
- Cancer care facility
- Nursing homes and assisted living facilities



Live

OBION COUNTY

Work



• **MULTIPLE INDUSTRIAL SITES**

- 548-acre "certified" industrial park
- Spec Building Program
- Over 750 acres available for manufacturing/distributing

• **QUADRAMODAL TRANSPORTATION SYSTEM**

• **LOCATION**

- 500 mile equal distant travel to over 75% of the nation's population centers

• **AVAILABLE, ABUNDANT WORKFORCE**

• **COLLEGES & TRAINING FACILITIES**

- Colleges - 4 colleges within 1 hour's driving time
- Industrial Training Center

• **STATE INCENTIVES**

- No State Income Tax
- One of the three lowest taxed states in the Union
- Tennessee Tax Incentives
- Right-to-Work State

