

T E N N E S S E E   D E P A R T M E N T   O F  
**ECONOMIC &  
COMMUNITY DEVELOPMENT**

**Jobs4TN  
Impact Kingsport  
Economic Development Forum  
July 31, 2012**

March 2012





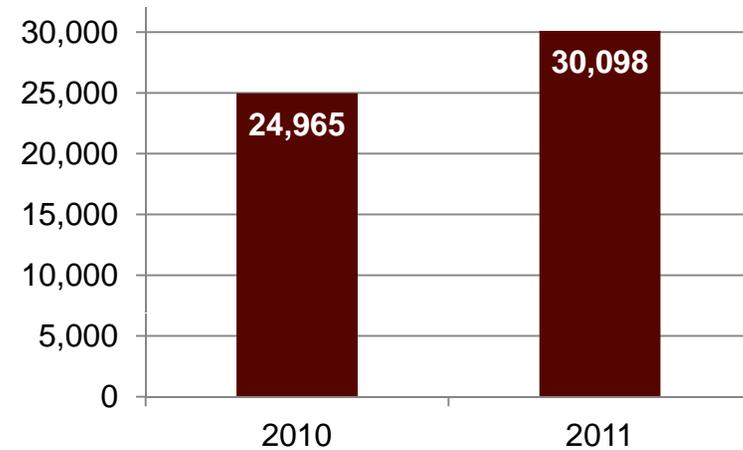
# 2011 Highlights



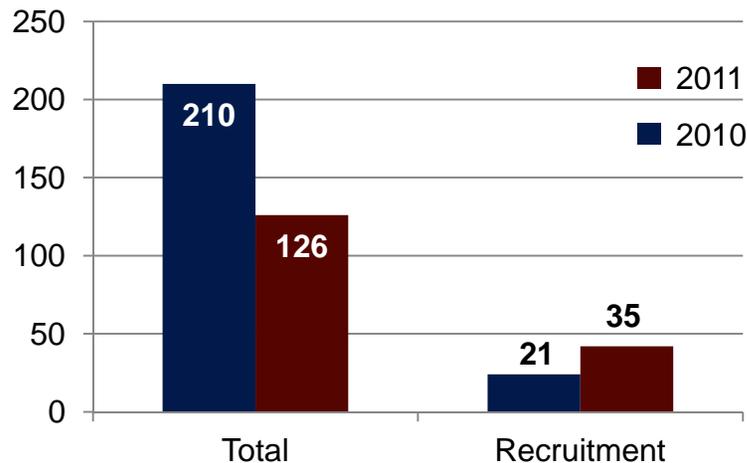
## Key Initiatives

- Top-to-bottom review
- Recruitment focused on target sectors
- Decentralized regional approach
- Regulatory review
- INCITE innovation initiative
- Monthly performance dashboard

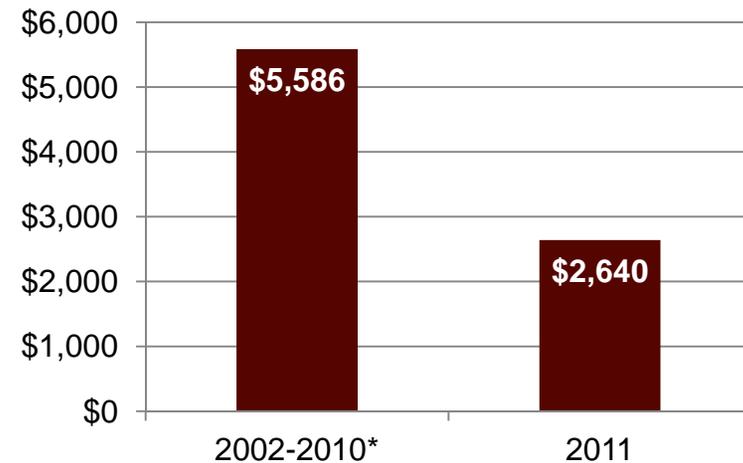
## Jobs Created



## ECD Staff



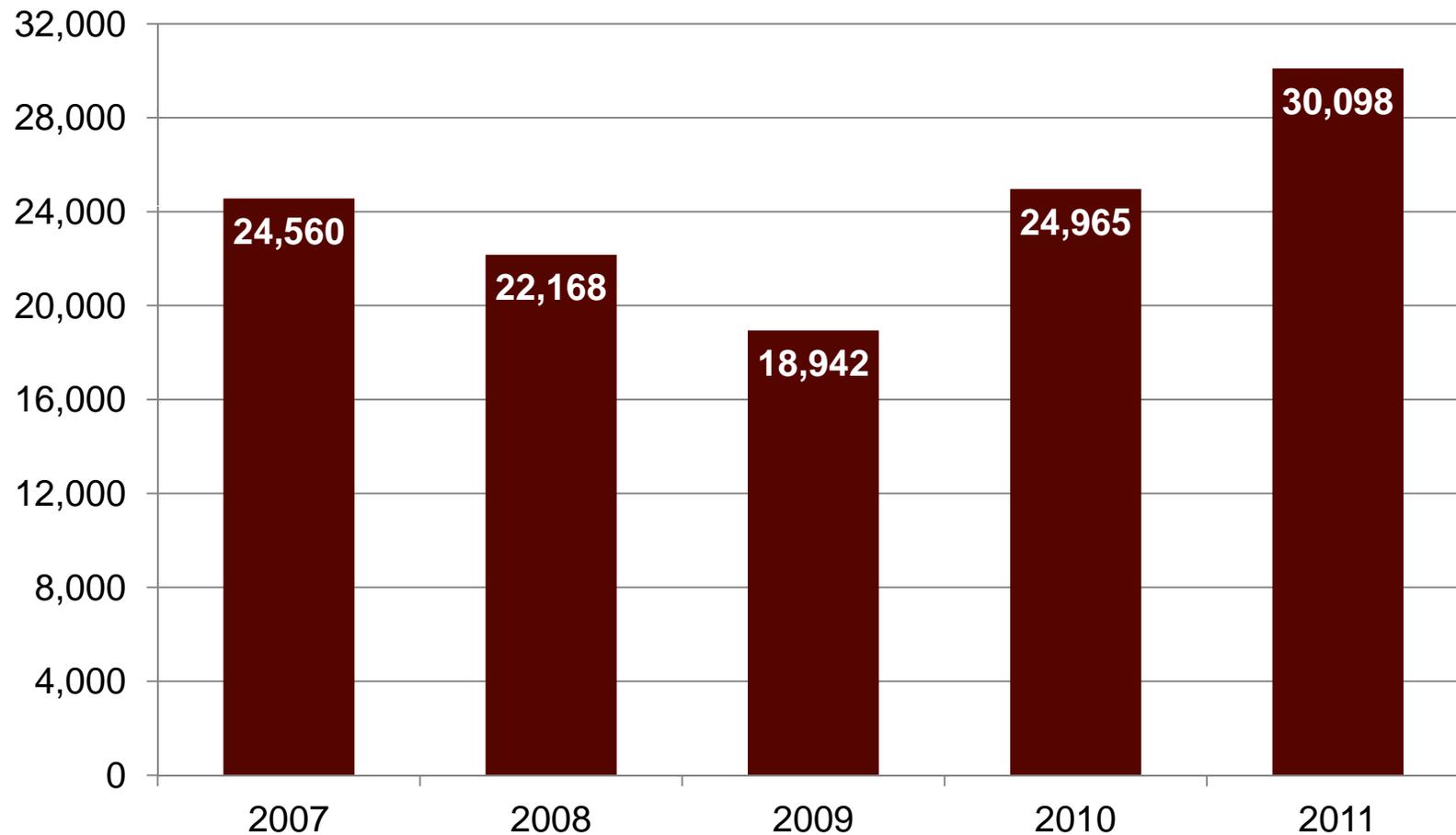
## Cost Per Job



Source: ECD Database

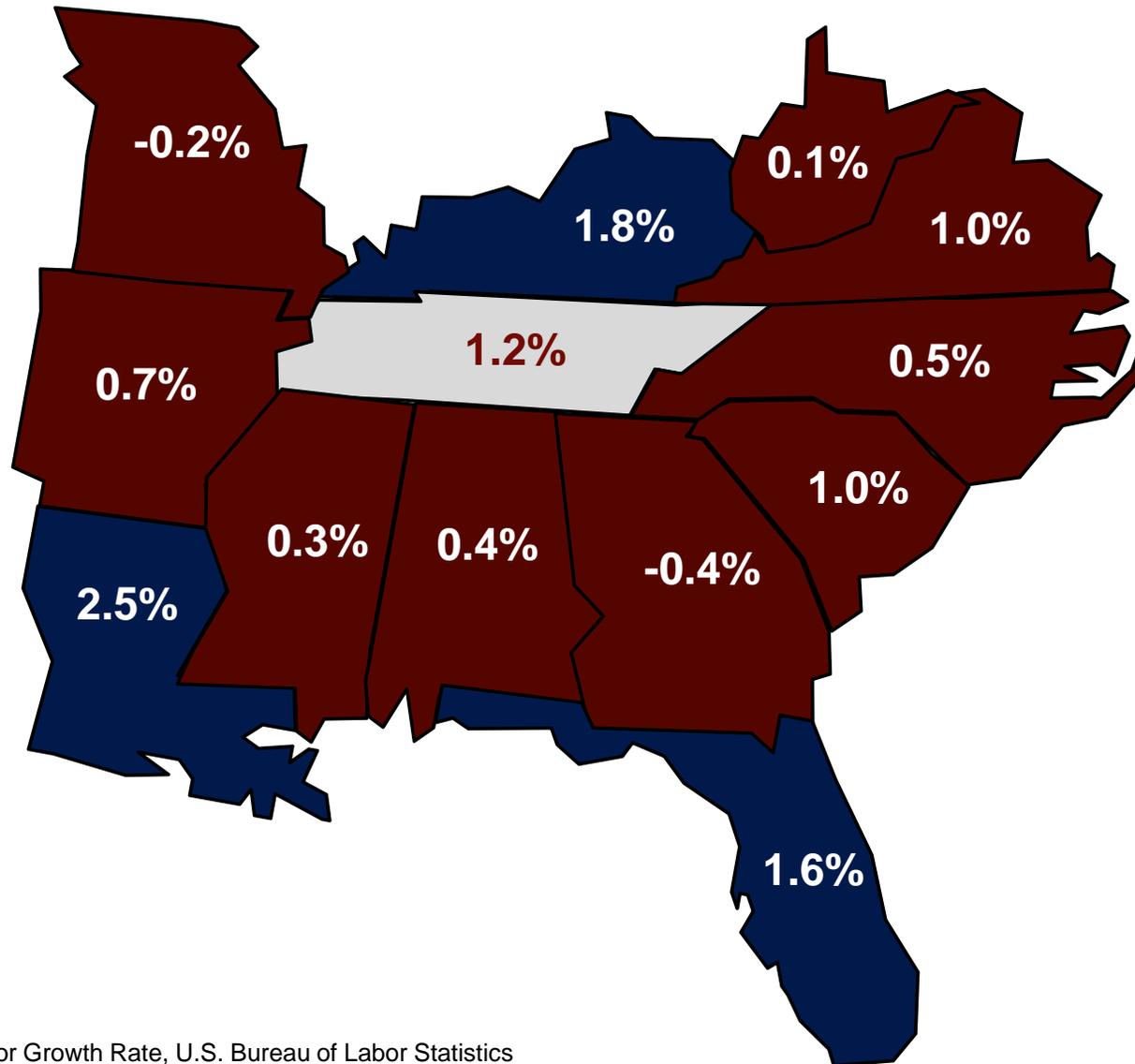
\* Comparable data not available prior to 2002

## Number of Jobs Created



Source: ECD Database

# 2011 Private Sector Job Growth



Source: 12 Month Private Sector Growth Rate, U.S. Bureau of Labor Statistics

# 2012 Recruitment Team



## **Kingsley Brock (Assistant Commissioner)**

Kingsley Brock serves as assistant commissioner for business development after having served in economic development at ECD for the past nine years. Kingsley has served as lead recruiter on a number of significant projects including Federated Department Stores, Oreck, Verizon Wireless, Hemlock Semiconductor and Jackson National Life Insurance. He is a graduate of North Carolina State University and resides in Nashville with his three children. Kingsley will manage ECD's business development functions, project managers, field staff, FastTrack and film and entertainment functions.



## **Toby Compton (Project Manager)**

**Target Sectors:** Transportation, Warehouse and Logistics; Back Office Services  
Toby Compton comes to ECD from the Office of the Mayor in Nashville where he has served as legislative director since 2007. A graduate of Lipscomb University and Cumberland University, Compton advised Nashville's mayor on legislative issues in the Tennessee General Assembly as well as a broad array of municipal boards and commissions. He gained recognition for his management of Nashville's Emergency Operations Center during the flood of 2010.



## **Lori Odom (Global Project Leader)**

Lori has been with ECD since 2004 and was formerly director of international development. During her tenure, Tennessee successfully recruited the Office of the Consulate General of Japan and opened the Tennessee-China Development Center in Beijing. Lori manages the state's day-to-day recruitment activities. A graduate of the University of Tennessee-Knoxville, Odom has led Tennessee trade missions to Canada, China, Europe and Japan



## **John Butler (Project Manager)**

**Target Sector:** International Companies  
John Butler is currently an international projects specialist for ECD with responsibility for handling foreign direct investment projects in Tennessee and manages a portfolio totaling more than \$500 million in potential capital investment in the state. He was formerly vice president of international development for the Nashville Area Chamber of Commerce and managed export policy for the state of Tennessee during the mid-90's and is a graduate of the University of Westminster-London



## **Brenda Pfeiffer (Project Manager)**

**Target Sector:** Automotive, Chemicals and Manufacturing  
Brenda Pfeiffer is currently a national recruitment specialist for ECD, having successfully managed more than 100 economic development projects since 2007 with capital investments totaling more than \$500 million. Prior to joining ECD, she worked as economic development director for Hickman County where she successfully recruited more than 500 new jobs and \$125 million in new capital investment. She is a graduate of Oakland University in Rochester, MI and in 2004 graduated from the Economic Development Institute at the University of Oklahoma.



## **Gina Brown (Project Manager)**

**Target Sector:** Healthcare and Headquarters  
Gina Brown currently works as a jobs development specialist at ECD with responsibility for projects in the Middle Tennessee region. She has been with ECD since 2008 and has successfully managed large scale investments such as Loews Hotels Shared Services Center, 3M and Asurion and currently manages projects representing more than \$150 million in potential capital investment in Tennessee. Brown is a graduate of the University of Tennessee-Chattanooga.

# 2012 Recruitment Events



- **SEUS-Japan Annual Meeting:** The Governor and Commissioner will lead a delegation of economic development and business leaders to the SEUS-Japan meeting in Tokyo on September 13-15, 2012.
- **Dinners at the Governor's Residence:** Governor Haslam will host a series of dinners for CEOs at the Governor's residence. Dinners currently being planned focus on the healthcare information technology sector and companies headquartered in Tennessee.
- **Out-of-State Recruitment Trips:** The Governor and Commissioner will make several out-of-state recruitment trips to key markets including California, Dallas, and New York City.
- **New Marketing Materials:** ECD will produce a series of new marketing materials focused on each of the state's target sectors. These materials will be available in electronic and hard copy in Spring 2012.
- **New Site Selection Consultant Newsletter:** ECD will launch a new recruitment newsletter targeting site selection consultants. This quarterly newsletter will focus on the state's incentives, available sites, and recently located projects.

## FastTrack Economic Development Grants



- Governor Haslam has proposed a total of **\$80 million** in new FastTrack funding this legislative session
- The Governor has also proposed creating a **third category** of FastTrack grants
- These new grants would be **highly flexible** and could be used for a wide array of purposes including relocation costs, building repairs, retrofitting, and temporary office space
- These new grants are intended to be used in **exceptional circumstances**, when the company investment will have a disproportionate impact on the region
- These grants will be subject to the same public **reporting requirements** as other FastTrack programs

# 2012 Regional Jobs Base Camps



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**STATEWIDE DIRECTOR**  
Oversees and helps coordinate the activities of all nine Regional Directors



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Warrick, Carroll, Lacey, Lytle, Gibson, Henry, Lake, Olan and Wexley



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**NORTHERN MIDDLE TENNESSEE**  
Cheatham, Davidson, Dickson, Houston, Humphreys, Montgomery, Robertson, Rutherford, Stewart, Sumner, Trousdale, Williamson and Wilson



**Rebecca Smith**  
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**UPPER CUMBERLAND**  
Cannon, Gay, Cumberland, DeKalb, Hartness, Jackson, Meigs, Overton, Powell, Putnam, Smith, Van Buren, Warren and White



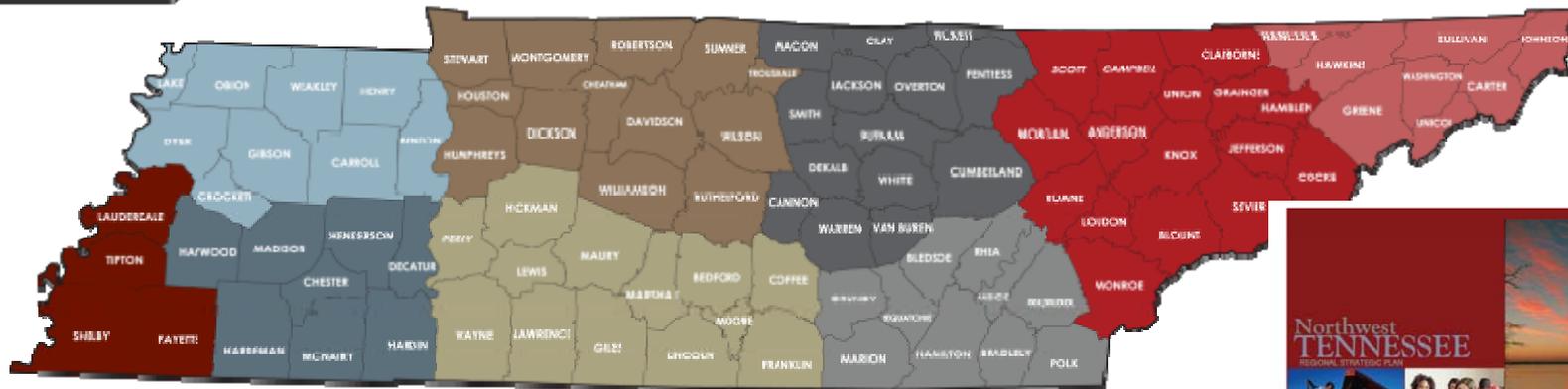
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**EAST TENNESSEE**  
Anderson, Bault, Campbell, Dalton, Cooke, Granger, Hamblen, Jefferson, Knox, Loudon, Morone, Morgan, Roane, Scott, Sevier and Union



**Iliff McMahan**  
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**GREATER MEMPHIS**  
Fayette, Lauderdale, Tipton and Shelby



**Clay Banks**  
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**SOUTHWEST TENNESSEE**  
Chester, DeKalb, Hickman, Hardin, Haywood, Henderson, Meigs and McNairy



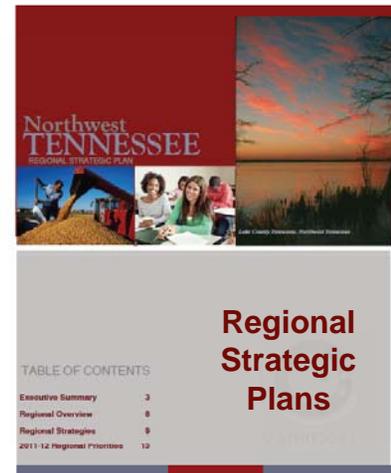
**Jamie Stitt**  
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**SOUTHERN MIDDLE TENNESSEE**  
Bedford, Coffee, Franklin, Giles, Hickman, Lawrence, Lewis, Lincoln, Marshall, Maury, Moore, Peery and Wayne



**Patsy Hazlewood**  
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**SOUTHEAST TENNESSEE**  
Beale, Bradley, Grundy, Hamilton, Marion, McMinn, Meigs, Putnam and Sequatchie



# 2012 Northeast Regional Priorities



- **Priority #1:** Partner with TVA, First TN Development District and the Northeast TN Valley Regional Industrial Development Association to develop a marketing plan for the region.
- **Priority #2:** Partner with local economic development organizations to meet with the Top 100 employers in the region.
- **Priority #3:** In partnership with the ECD-funded regional accelerator and Startup Tennessee, ECD staff and local innovation professionals will develop a network of angel investors and mentors to support emerging entrepreneurs in the region.
- **Priority #4:** ECD's regional staff will attend and participate in eight local workforce development and education committee meetings.



*The Governor announced his INCITE Initiative on May 5, 2011 at the TTDC Annual Conference.*

## INCITE Initiative (Innovation, Commercialization, Investment, Technology and Entrepreneurship)

Startup Tennessee

Regional Accelerators

Co-Investment Fund

Governor's Innovation Conference  
*April 26-27, 2012*

# 2012 TNTrade Initiative



- **TNTrade** is the state's new export promotion initiative funded by a \$375,000 grant from the U.S. Small Business Administration (SBA).
- One key component of TNTrade is a **trade mission** to China and South Korea for medical device manufacturers and other healthcare companies. Commissioner Hagerty will lead the trip, which will occur between April 15 and April 21, 2012.
- The second key component of TNTrade is a **Market Access Program** that provides medium- and small-size companies with up to \$5,000 for qualified export promotion activities.
- Additional details on the TNTrade program are available at **[www.tn.gov/ecd/tntrade](http://www.tn.gov/ecd/tntrade)**.



# 2012 Rural Economic Development Initiatives



## Tennessee Premier Sites

- ECD will launch the Tennessee Premier Sites program in Spring 2012 to certify high-quality sites across the state through a respected national site selection firm
- ECD will aggressively market Premier Sites to site selection consultants and companies, helping create a level playing field for all high-quality sites across the state

## Retail, Tourism & Agriculture

- ECD will enhance its Tennessee Main Street, Tennessee Downtowns and Retire Tennessee programs to focus on supporting tourism and retail development
- ECD will also strengthen its partnerships with the Tennessee Department of Tourism and the Tennessee Department of Agriculture

## Rural Business Services

- ECD will roll out a Rural Business Services Initiative in Spring 2012 to help grow work-at-home employment opportunities in rural areas

# 2012 Federal Grant Programs



2011 Communities Served: 48  
2012 Grant Funding: \$5,987,728  
Next Deadline: October 2012



2011 Communities Served: 59  
2011 Grant Funding: \$23,955,506  
2011 Loan Funding: \$4,000,000  
Next Grant Deadline: February 29, 2012  
Next Loan Deadline: Rolling to ECD



2011 Communities Served: 34  
2011 Grant Funding: \$521,000  
Next Deadline: Rolling to DRA



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