EXISTING INDUSTRY

The Obion County Joint Economic Development Corporation is very aggressive in its efforts to bring additional industry to Obion County. To assist in the attraction of additional outside capital to the community, an ample set of resources and marketing materials were developed; including flyers, presentations, and new information added to the newly designed website, www.obioncounty.org. Numerous proposals were sent to companies and industries that expressed interest in Obion County as a potential place of location.

BAPTIST MEMORIAL HOSPITAL - Modern Healthcare Magazine included Baptist Union City in its “Best Places to Work 2010 and 2011” list. To be named to the list, hospital employees had to complete an in-depth survey, which was evaluated based on eight core areas: leadership and planning, culture and communications, role satisfaction, working environment, relationship with supervisor, training and development, pay and benefits and overall satisfaction.

WILLIAMS SAUSAGE - One of Obion County’s biggest employers is forming a new joint business venture with an Oklahoma company. Williams Sausage and Potter Sausage of Durant, Oklahoma have formed a 50/50 joint venture. The move will give both companies new capital to expand their product lines. The president of Williams Sausage said the Union City plant is already seeing the benefits with a new expansion that will eventually mean 25 new jobs at the Obion County plant.

INDUSTRIAL RECRUITMENT

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. Topics are also covered by the guest speakers on hand that are beneficial to all that attend.
Industry Updates

ECONOMIC DEVELOPMENT ACTIVITIES AND PROJECTS IN OBION COUNTY

Norwest Tennessee Regional Industrial Center

INDUSTRIAL PARK SIGNAGE: Three new identification signs have been completed (two at new industrial park and one at Cloys industrial park).

NEW WATER TOWER: Presently in design phase with work to begin in Spring 2012.

RAILROAD SPUR: Railroad spur in the industrial park is under construction and should be completed by Summer 2012.

VETERAN'S PARK: Now open in industrial park. It includes a 3/4 mile walking track, restrooms, and fishing pier.

NEW TURN LANES ON HWY 21: New turn lanes into the industrial park from Highway 21 have been constructed by TDOT.

PROSPECTS FOR Spec Building: 30 plus RFP’s (Request for Proposals) were prepared and submitted to industries that expressed interest in purchasing the building. Multiple prospects visited the park.

FREE TRADE ZONE: A free trade zone is being proposed for this area with a portion of the new industrial park being classified as a free trade zone. Application expected to be approved mid 2012.

Other Projects

REELFOOT SPILLWAY PROJECT: New road and spillway at Reelfoot Lake under construction.

CATES LANDING: The Northwest Tennessee Port and Industrial Park received $13 Million in federal Transportation Investment Generating Economic Recovery Grant and $7 million from state of TN that will be used to finish construction of the port.
ECONOMIC DEVELOPMENT ACTIVITIES AND PROJECTS IN OBION COUNTY

Everett-Stewart Regional Airport

Each year the Tennessee Airports Conference plays host to recognizing those facilities, individuals and staff that have advanced the cause of safe, efficient and effective aviation in Tennessee. The conference is a function of TDOTS’s Aeronautics Division. Five awards of excellence were announced at this year’s conference, which was held in Nashville.

Each of these winners is setting an example for others through their leadership, dedication, persistence and overall commitment to excellence.

Everett-Stewart Regional Airport Board received “The Governing Body of the Year Award” during the 2011 Awards of Excellence Banquet held during the Tennessee Airports Conference.

Everett-Stewart Regional Airport received Tennessee Airports 2011 Red Carpet Award.

The airport was selected on exterior appearance and cleanliness of airport, terminal and public areas, airport Customer service plan and activities, maintenance and operation of the airport, and local airport unique programs and activities.
During 2011, the following materials were used to market Obion County:

**Obion County Website - www.obioncounty.org**

**Obion County Chamber Membership Investment Brochure**

**Obion County 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.

**Various Print Media 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.

**Tennessee Vacation Guide** - Obion County advertises in the Tennessee Vacation Guide which is distributed to approximately 550,000 visitors annually. The JEDC received a (50/50) grant from the Tennessee Department of Tourism Development to assist with the cost of the ad.
ThreeStar

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 Public Library, Obion County Health Council, Mayors and City Managers, Obion County Adult 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 2011.

UT Martin Reed Center/TSBDC

Partnership with the Reed Center and TSBDC (Tennessee Small Business Development Center). In 2011, the UT Martin REED Center/TSBDC served 90 individuals in Obion County through one-on-one consulting and small business seminars. 18 seminars were held in Obion County.

Mayors Economic Development Meetings

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

Union City Downtown:

Saw over $700,000 invested in improvements for curbs, gutters, sidewalks, streets, signs, and water infrastructure.
New Retail Establishments
Information regarding Obion County was continually sent to various retailers and restaurant establish-
ments to keep them informed of the actions occurring within the county, to make connections, estab-
lish 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. As reported by the Obion County Tax Assessors office, the businesses below obtained a business license in 2011.

A Style for You
Amanda's Snack Shop
Auto Central
B & A Organic Coffee
B & R Mini Storage DBA Union City
RV Park
BB's Wholesale and Retail
Best Donuts
Betty Miller DBA Farm Bureau
Braylees LLC
Brown's Tax Service
Bushido Martial Arts Inc
Busting Deals LLC
Butler Welding
C & C Janitorial Service
Casey RV
CBR Construction
Chad Slaughter
Chef Hunan 99 Inc
Coinstar, Inc.
Computer Mechanix
Consolidated Management Co
Cowboy Connection
Credit Central Inc
D & G Scarborough Auction
Dawkins Raceway
Desert Wind Delivery Services
Dixie Welding Services
DME of Union City
D's Auto Restoration
Ed's Lawn and Garden
Endless Memories Photography Studio
Fantastic Finds Consignment
Gamestop 6758
Garden Gate Florals
Garden House Boutique
Gentle Touch Massage
Great Getaways
Greenway Reclamation
H & M Ice
Harper Construction LLC
Harpeth Cumberland Group
Hayre's Metal Fabrication
Idas Wings and Things
Inco Maintenance LLC
Indoor Party Place
Izzy's
Jeff Swearingen Siding & Gutter
Jeff's Custom Taxidermy
Jones Electrical & HVAC
Jones Furniture
Ken Tenn Relics
Ken Tenn Video
L & L Janitorial Service
La Korita
La Speech Therapy PC
La Villa Market
Ladd Cell Booster
Lake Rd Plaza
Leigh Ann Russell
Lester Flying Service LLC
Lester's Book Shop
M & G Farms Excavating
Matt's I.T. Products
Mayse Construction
McNeals Asphalt
MidSouth Geothermal LLC
Moore Memories
MVP Group International Inc
MVP Group International Inc
Nevtat Concealment
New Leaf Technology
Off Broadway
P & M Construction LLC
Persnickety's Consignment Shop
PetSense
Pleasant Hill Pecans
Precision DVR
Private Paradise Pools
Property Maintenance Company
Robert & Jenny Kirkland Foundation
Robin's Auto Repair
Roll Ur Own Tobacco Shop Inc
S & H
Shape Rattle & Roll
Sherry Baker
Shoe Shack
Siena Hair Studio
Skyline Forming Southeast
Stephanie & Company
Stoneworks
Taco Bell #361
Terrell Aesthetics LLC
That Cake and Candy Place
The Alabaster Box…Gifts
The Bargain Store
The Casket Store
The Donut Shop
The Galaxy Group
The Tanning Tunnel
TN Calls
TPG Rentals LLC
U-Haul Co of Tennessee
Walter H. Balcerak
Webber Water Solutions
Weed Wizard
Willareo LLC
Yamato Japanese Steakhouse
Yard Sale Gallery
Tourism Development

Discovery Park of America Update

Discovery Park Hired 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 selected Verner Johnson, Inc. of Boston, MA as the new architect for the venue for Discovery Park of America.

As a result of this change in architects, Discovery Park has a new design. For this reason, renderings of the original design have been removed from the web site and replaced with the current rendering.

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 County 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.
Tourism Development contin-

Discovery Park of America Update

Other Areas of Discovery Park

Similar learning and stimulation will occur outside Discovery Center. 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
- Children’s Exploration
- Enlightenment Area
- Travelling Exhibit Area
- Transportation
Tourism Activities
1. Obion County CornFest
2. Reelfoot Lake Bicentennial Committee participation
3. Welcome/Relocation Packets distributed materials to visitors and people showing interest in visiting and living in Obion County
4. Obion County Brochures mailed as requested to inquiries from the TN Vacation Guide
5. UC Parks and Recreation hasted various ball tournaments
6. Cattle Show

New Chamber Members
Purchase Paint Partners
Master Design Marketing
CareAll Home Care
United Way of Obion County
Sakura Garden
Ace Design Group
Butterfly Estate Gallery
Reefoot Family Walk-In-Clinic
Hammer’s Portable Buildings
Hunt and Morris DBA H & M Ice
In today’s times, it is more important than ever for business owners and managers to commit to ongoing learning and skills training to maintain a competitive edge and stay abreast of the changing times. Business Matters provides Chamber members an opportunity to learn from community business leaders who come to share their subject matter and business expertise. This FREE monthly gathering is a great way to meet and network with other business people in the area. In 2010, we covered some very useful topics:

**January**
Presenter: Brad Parsons  
Chief Executive & Administrator at Baptist Memorial Hospital

**February**
Presenter: Al Creswell  
Alexander, Thompson, Arnold

**March**
Presenter: Ann Pennell  
Northwest Tennessee Workforce Board

**April**
Presenter: Hollie Holt  
Reed Center

**May**
Presenter: Faith Thomas  
Master Marketing Design

**June**
Presenter: Jason Kizer  
Americlear Rx

**July**
Presenter: Kim Anderson  
External Affairs Field Specialist  
Federal Emergency Management Agency

**August**
Presenter: Matt Harris  
Chiropractic and Wellness Center

**September**
Presenter: Al Oliver  
Westan Insurance

**October**
Presenter: Brian Kissell  
First State Bank

**November**
Presenter: Tim Tanner & Doug Durkee  
Cox Oil
Business Matters

On April 5, the Obion County Chamber of Commerce held its spring 2011 Business After Hours at the Celebration Centre’.

Area chamber business men and women attended the event for an evening of networking, food and door prizes. Sponsors for the event were Celebrations By Sheila, Celebration Centre’, Hamilton Ryker, Another Thyme, and The Obion County Chamber of Commerce.
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)
- Adult Leadership of Obion County Board of Directors
- Southern Economic Development Council (SEDC)
- Tennessee Economic Development Council (TEDC)
- Tennessee Economic Partnership (TEP)
- Tennessee Chamber of Commerce Executives (TCCE)
- Union City Main Street Board of Directors
- West Tennessee Chamber of Commerce Executives (WTCCE)
- West Tennessee Industrial Association
- West Tennessee Retail Alliance
- International Economic Development Council (IEDC)

Staff Training

- WestStar
- QuickBooks
- InDesign
- TN Chamber Institute
- US Chamber Institute
- TN Business Retention & Expansion

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:

- Canadian National Railroad Annual Meeting
- Governors Conferences (Tourism, ECD)
- ICSC Conferences & Networking Events
- IEDC Education Courses
- I-69 Meetings
- Legislative Reception
- SEDC Conference
- TCCE Conferences

- TVA Forums
- WTIA Economic Development Summit
- West TN Retail Alliance Regional Meeting
- TEDC Conference
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 Memorial
Cancer care facility
Nursing homes and assisted living facilities

Obion County

Multiple Industry Sites
548-acre “certified” industrial park
Available Building Program
Over 750 acres available for manufacturing/distributing

Quadramodel Transportation System
Location
500 mile equal distant travel to over 75% of the nation’s population center

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

Chamber of Commerce