

INDUSTRY LEADER

MAY 2020

Middle Tennessee Industrial Development Association



Gorman Woodyard LLC to Expand in Humphrey's County

MCEWEN (January) Gorman Woodyard announced that the company will create 46 new jobs and invest \$1.5 million in Humphreys County over the next five years.

Gorman Woodyard is a wood chipping company based in McEwen that provides wood for several paper mills, including Hood Container in Waverly.

The company plans on expanding its current operations in Humphreys County and adding new equipment to keep up with growing demand.

Source: TNECD

Newell Brands Announces \$11M Expansion

SHELBYVILLE (January) Newell Brands officials announced that the company will expand in Shelbyville. The consumer goods manufacturer will create 115 new jobs and invest \$11 million in Bedford County over the next five years.

Newell Brands is a leading manufacturer and distributor of consumer goods including appliances and cookware, writing products, home fragrance and more. Newell Brands and its subsidiaries currently employ more than 1,000 Tennesseans across the state.

Newell Brands plans on expanding its Shelbyville operations to keep up with growing demand. The company will expand into an existing 211,000-square-foot facility in Bedford County.

Source: TNECD





V&F Transformer's Jobs Impact in Clay County

CELINA (January) From day one, Governor Lee has made rural Tennessee a priority, especially the 15 economically distressed counties.

At his State of the State Address, Lee promised "to do even more for rural Tennessee" in the year ahead. That includes calls to spread broadband access to more unserved areas, expand agricultural enterprise programs and invest \$20 million in the Rural Opportunity Fund.

At the end of the day, these efforts are about creating stable and thriving communities where people can live and work. A big part of that is quality jobs. In Celina, V&F Transformer is one of the many companies driving rural Tennessee's job growth. By hiring and training local residents, you can feel V&F's impact on Clay County.

Source: TNECD

Spirit Airlines Touches Down in Williamson County

FRANKLIN (February)

Spirit Airlines officials announced that the company will relocate its Operations Control Center (OCC) from Miramar, Fla., to Williamson County. The project represents an investment of \$11.3 million and will relocate more than 240 positions and create 100 additional jobs in Williamson County in the next five years.

Spirit's OCC serves as the company's 24/7, mission-critical operations function that directs operational control over all Spirit flights. It includes functions such as flight dispatch, crew scheduling, maintenance control, aircraft routing, air traffic control coordination, guest solutions and more. The facility will contain robust infrastructure to support significant technology and operational reliability.

The Music City came out on top in a nationwide search due to its geographic location, business climate and growing aviation sector. Spirit started Nashville service in October 2019 with new nonstop




flights to Baltimore/Washington (BWI), Fort Lauderdale (FLL), Las Vegas (LAS), New Orleans (MSY), Orlando (MCO) and Tampa (TPA). Soon, Nashville gets even More Go with the upcoming launch of nonstop flights to Austin (AUS), Newark (EWR), Los Angeles (LAX) and Cancun (CUN).

The OCC move coincides with Spirit's plan to double its all-Airbus fleet to about 300 aircraft over the next five years. The airline recently finalized an order for the delivery of 100 new Airbus A320neo Family Aircraft through 2027.

Headquartered in South Florida, Spirit is the seventh-largest commercial airline in the U.S. and operates more than 650 flights a day to 77 destinations throughout the U.S., Caribbean and Latin America.

Source: WilliamsonSource



GENESCO

Expanding Nashville Headquarters

NASHVILLE (February) Genesco Inc. officials announced that the company will expand in Nashville. Genesco will create 60 new jobs and invest \$31 million in Davidson County over the next five years.

Genesco will be relocating from its 55-year home on Murfreesboro Road to 535 Marriott Drive in Nashville, former home office of Bridgestone Americas on the north side of Nashville International Airport. It is expected to occupy approximately two-thirds of the existing 310,000-square-foot facility. The company's corporate headquarters have been at 1415 Murfreesboro Road in Nashville since 1965 and more than 800 employees currently work there. The company's Davidson County expansion will be complete by 2021.

Genesco, founded in Nashville in 1924, is a retailer and wholesaler of footwear, apparel, and accessories. The company operates under several retail brands including Journeys, Johnston & Murphy, Schuh and sells at wholesale under the Johnston & Murphy and Trask brands and the licensed Levi's and Dockers brands. Genesco operates approximately 1,490 stores throughout the United States, Canada, the United Kingdom and the Republic of Ireland, and employs approximately 21,000 employees worldwide.

"For the past 95 years, Genesco has been a proud partner of the Middle Tennessee community. We look forward to investing in our tremendously talented and dedicated employees, and the community, as we begin our next chapter of growth as a leading footwear-focused company," said Mimi Vaughn, president and chief executive officer of Genesco. "We would like to thank the state of Tennessee and TVA for their commitment and support with our new headquarters and expansion."

Source: TNECD and Nashville Post



Longtime Manufacturer Plans Major Expansion in McEwen

MCEWEN (February) Accurate Energetic Systems, LLC (AES) will expand its operations in McEwen. AES will invest approximately \$9.7 million and create 80 jobs in Humphreys and Hickman counties. The company is modernizing and expanding its Tennessee operations, which is situated on 1,300-acre site in Hickman and Humphreys counties, where the company operates a full lab and test range.

Founded in 1980, AES develops, manufactures, and supplies a wide range of explosives for the defense, aerospace, mining, oil and gas industries.

Source: TNECD

Tech Company Moves Headquarters to Williamson County

FRANKLIN (March) Thnks will relocate its corporate headquarters from New York City to Williamson County and create 50 jobs over the next three years. Thnks, a Loeb Enterprises portfolio company, intends to hire positions across engineering, customer support, sales, marketing and administration at its Williamson County-based headquarters in the following months. An office location hasn't been selected yet.

Thnks provides a digital platform that enables enterprise teams to send gestures of appreciation that strengthen their business relationships and drive revenue growth. Users can send a Thnks— such as coffee for a busy week, a rideshare on a rainy day or chicken soup for someone under-the-weather— to shorten sales cycles, improve client relationships and engage employees. A Thnks can be sent instantly via SMS or email. The platform provides analytics, reporting and control features to ensure compliance with company policies as well as industry-specific regulations.

Source: TNECD



CloudOne to Create 320 Jobs in Nashville

NASHVILLE (March) CloudOne officials announced that the company will invest \$2 million to establish a call center operation in Nashville and create nearly 320 jobs.

Founded in 2010, CloudOne provides auto dealerships with customer service infrastructure to facilitate new and used car sales. The company also offers digital marketing services, customer retention marketing and credit-based lead generation through its wholly-owned subsidiary.

CloudOne will locate its new Nashville operations at 1101 Kermit Drive in Nashville. The facility will accommodate CloudOne's continued business growth

Source: TNECD



Stevens Aerospace Announces Relocation to Facility

SMYRNA (April) In response to strong customer support and consistent business growth at its Nashville facility, Stevens Aerospace has announced the company will be relocating its operation to nearby Smyrna Airport (MQY). Located just 12 miles from its current location, and still only minutes to downtown Nashville, the Stevens hangar will be part of the Hollingshead Aviation FBO campus, with a 30,000 sq. ft hangar and room to grow.

Constructed in 1938, the current BNA hangar has been home to Stevens' Nashville operation since 1989. The company expects to be completely transitioned out of the BNA facility by June 30th.

Stevens Aerospace will relocate 75 jobs from Nashville to Smyrna and will add 30 new jobs initially with the intention of growing its workforce. Stevens' move brings them closer to MTSU, which has an award-winning aerospace program with numerous concentrations aligned to develop talent in the fast-growing subsectors of aviation.

"The BNA facility has served us well,"

said Stevens BNA general manager Kenyon Blacker, "but as business has continued to expand, we simply don't have the floorspace to efficiently meet demand. This move will give us more room and offers our customers easy access to our operation."

Stevens Aerospace and Defense Systems ("Stevens") provides MRO (maintenance, repair, and overhaul) services on a wide range of aircraft produced by manufacturers such as Textron, Bombardier, Gulfstream, Pilatus, Dassault, and Embraer. Stevens is a provider of depot level aircraft maintenance, refurbishment, and modification for federal, state, and local governments. All Stevens locations hold FAR Part 145 repair station certificates. GYH, MCN, and BNA also hold DGAC certification. GYH holds EASA certification and also conforms to ISO9001: 2015, AS9110C, DCMA 8210.1C guidelines. Stevens presently operates facilities in Greenville, SC (GYH), Dayton, OH (DAY), Nashville, TN (BNA), and Macon, GA (MCN), as well as a 24 hour/365 day AOG (aircraft on ground) mobile maintenance division.

Source: TNECD and Stevens Aerospace website

UP IN THE AIR

Drone Technology Lifts Industrial Development to New Heights



NASHVILLE (April) The Phantom drone lifted into the air with no problem, but then it leaned suddenly and plummeted. “I crashed it the very first day,” says Bob Bibb, executive director of the Middle Tennessee Industrial Development Association (MTIDA). “Fortunately, it crashed in a honeysuckle bush, which gave it a soft landing.”

Bibb says the early flights were rough, but after four months practicing on his farm, he is now an FAA-certified drone pilot, a skill he uses to market industrial sites to potential investors. With aerial photos and videos taken from the remote-controlled drone, he can market properties like never before. He is certain the use of drones will become a standard practice in industrial development.

“You know the adage about a picture being worth 1,000 words? In our business, it may be worth 10,000,” Bibb says. ***“I don’t understand why everyone isn’t already doing it.”***

GAME-CHANGER

In 2013, Bibb sent one of his first videos to Beretta USA’s Maryland headquarters. He calls the video elementary by today’s standards, but it helped seal the deal and bring a \$45 million manufacturing and R&D facility to the Gallatin (Tenn.) Industrial Center. Beretta, one of the world’s oldest gun manufacturers, employs more than 300 people at the 156,000-square-foot facility in Sumner County.

“Technology has changed the way we do business,” Bibb says. “You have to adapt to the changes technology brings you, and we have

been successful at using it to add value to the communities we serve.”

The MTIDA is an economic development agency funded by electric cooperative, municipal electric and natural gas distributors. MTIDA serves 40 Tennessee counties stretching from Kentucky to Alabama, and it provides plant location services in cooperation with the State of Tennessee Department of Economic and Community Development and the Tennessee Valley Authority.

Bibb says he uses a sophisticated GIS database maintained by TVA to track sites and buildings as part of the effort to promote industrial development in the region. Photos and videos taken from a drone are now key components of the data. “If you don’t have that visual image, you are missing 50 percent of what that data is all about,” he says.

Now, Bibb simply sends a link to anyone interested in a site, allowing them to see the property or building without traveling. Viewing the property firsthand is hard to beat, but when you market sites to companies across the country or on the other side of the globe, drone footage is a valuable resource. “If they can see it before they ever visit, they can answer many of their questions ahead of time,” he says.

THE SKY’S THE LIMIT

Investing in drone technology has been a great decision for MTIDA. Bibb says it has given them a leg up on much of the competition and has saved the association thousands of dollars.

Before switching to drone technology, MTIDA would occasionally charter a helicopter from TVA and spend a day or two shooting pictures. Vibrations



Bob Bibb, left, executive director of the Middle Tennessee Industrial Development Association, launches his UAV to get an aerial overview of a project site.

from the helicopter made photography a challenge, and at more than \$800 an hour, it wasn't a sustainable option.

MTIDA also used bucket trucks belonging to one of their members as a less expensive alternative, but that proved to be a poor substitute. Capturing a comprehensive aerial view or a visual representation of property lines from a bucket truck was difficult. Plus, there was a liability concern with some power companies.

Drones capable of carrying cameras hit the market in 2012. This was a game-changer for Bibb and MTIDA. MTIDA's original investment included \$600 for the Phantom drone, plus a \$200 GoPro camera.

Since then, MTIDA has evolved with continued advances in technology. The association upgraded as aircraft hit the market with better capabilities, longer battery life, high-definition cameras and

technology that allows potential investors to view images live as the drone soars above the property. Currently, MTIDA is awaiting delivery on a state-of-the-art aircraft that will carry two cameras simultaneously and include infrared capability.

Bibb is committed to drone technology and acknowledges that quality equipment can be expensive, but an industrial development association can get started for about \$2,000. Site selection and industrial development experts agree, the investment sets a site apart and can pay dividends in the highly competitive world of industrial recruitment.

Bibb believes that advancements will continue and the sky's the limit for drone technology. "It is a remarkable tool," Bibb says. "I couldn't imagine going back to life without it."

Source: Written by WordSouth for TVPPA Magazine



Amy New
President & CEO
Cookeville-Putnam
County Chamber

Amy New Selected as Next President and CEO of Cookeville-Putnam County Chamber

COOKEVILLE (April) The Cookeville-Putnam County Chamber of Commerce announced Monday its board of directors has selected Amy New as the organization's next president and CEO effective Monday, May 11th.

A native of Monterey, New brings a wealth of experience to her new role. Previously, she served as the Director of Programs in the Government and Community Affairs Office at Vanderbilt University Medical Center. Prior to Vanderbilt, she spent nearly a decade in state government. She served a four-year appointment as the first-ever Assistant Commissioner of Rural and Community Development for the State of Tennessee. She has tenure in the Upper Cumberland working for MMA Creative, Upper Cumberland Business Journal, WCTE as well as in the Putnam County Executive's office.

"I am honored to take on this role and thrilled to bring my family back to the place I've always been proud to call home,"

New stated. ***"Opportunity in Putnam County and the region is boundless, and I'm excited to lead an exceptional team that will work tirelessly to help our membership and the community to realize its fullest potential in this dynamic and ever-changing market."***

She earned her bachelor's degree in business administration at Tennessee Technological University before moving on to gain a license as a Tennessee Certified Economic Developer at the University of Tennessee. In her new role as chamber president, New will be responsible for overall operation of the organization including chamber membership, the Highlands Economic Partnership, the Highlands Foundation, the Public Building Authority, Leadership Putnam and the Cookeville-Putnam County Visitors' Bureau. New will become only the third-ever president of the organization, following local chamber founder Eldon Leslie and, most recently, long-time chamber executive, George Halford.

"We are very excited to have Amy come aboard," said Halford, who announced his retirement last year. "Her experience is unrivaled, and her state-wide connections will be a consistent asset to the Upper Cumberland."

The decision comes after months of deliberation and effort from the board of directors and the chamber's CEO Search Committee. "The search committee worked diligently to arrive at a decision based on an impressive field of applicants," said committee chairman Phillip Baker. "Amy is a stand-out professional who is an ideal match for this position."

Source: Highlands Economic Partnership



\$19.7 Million in Broadband Accessibility Grants

NASHVILLE (April) Tennessee Gov. Bill Lee and Department of Economic and Community Development Commissioner Bob Rolfe announced \$19.7 million in broadband accessibility grants that will expand service to support 31,000 unserved Tennesseans in nearly 12,700 households and businesses. With the assistance of these grants, communities across 21 counties will now have access to broadband that will aid in their success. Seventeen broadband providers play a fundamental role in the efforts to boost rural communities throughout Tennessee. Since 2018, funds have been awarded to connect 34,000 Tennesseans to broadband.

The State continues to focus on expanding broadband access in rural areas. According to the FCC's 2019 Broadband Deployment Report, nearly one in four rural Tennesseans lack access to broadband. In response, Gov. Lee has included \$25 million in his fiscal year 2021 recommended budget to continue the grant program.

Tennessee's broadband program has been recognized nationally for its efforts to expand broadband connectivity, most recently in a report by The Pew Charitable Trusts on "How States are Expanding Broadband Access." The report highlights Tennessee's investment in broadband infrastructure with a dedicated grant program and efforts to address adoption and digital literacy.

The 17 grant recipients demonstrated a high need for grant funding as well as the ability to implement and sustain the projects long-term with strong community support.

Grantees will provide \$29.8 million in matching funds to complete the projects for a combined investment of \$49.5 million across the state in this third year of the program. Infrastructure should be built out with customers able to sign up for service within two years of receiving the grant funds.

This round's grant recipients in the Middle Tennessee counties include:

- **Ben Lomand Connect:** \$2,000,000 serving parts of Cumberland County
- **Comcast:** \$568,509.64 serving parts of Cheatham and Dickson Counties
- **Fayetteville Public Utilities:** \$1,750,000 serving parts of Lincoln County
- **Meriwether Lewis Electric Cooperative:** \$593,166 serving parts of south Perry County
- **Tri-County Fiber Communications, LLC:** \$501,811 serving parts of Trousdale County
- **Twin Lakes Telephone Cooperative:** \$1,406,000 serving parts of Fentress and Overton Counties
- **United Communications:** \$1,331,504.80 serving the Eagleville community in rural Rutherford and Williamson Counties

Source: TNECD

New TVA Economic Development Team Member



Tyler Chaffee
Target Market Specialist
TVA

NASHVILLE (May) Tyler Chaffee has accepted a position on TVA's Target Market Specialist team (TMS).

Tyler comes to TVA from Winston Salem, NC where he has been working as the Vice President at Winston-Salem Business, Inc., the Economic Development Agency in Winston-Salem, NC.

Prior to his time with Winston-Salem Business, Inc. Tyler worked for the City of Opelika, Alabama's Economic Development Department as a Project Manager. He began his Economic Development career as an Economic Development Intern for PowerSouth Energy Cooperative in Montgomery, Alabama.

Tyler will join Joseph Burchfield, Chris Berryman and Adam Murray in recruitment efforts, as TVA ED continues to work to attract new business and investment to the Valley.

Tyler officially began working on the TVA ED Team Monday, May 11.

Source: TVA

Middle Tennessee Industrial Development Association 2019-2020 Executive Committee

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