



2020

# Summer Update

MIDDLE TENNESSEE INDUSTRIAL DEVELOPMENT ASSOCIATION

*For the last 20 plus years, MTIDA has held an informational seminar as part of our annual meeting of the Board of Directors. The intent of the seminar was to offer information on items of interest to our community partners along with input from our State and TVA partners. This program is one we look forward to each year as also being a time of networking and enjoying being together as economic development professionals across middle Tennessee.*

*The Covid-19 crisis has had an impact on all of us. The way we conduct business, communicate with each other and even our own internal operations have suffered significantly. We can only hope that this will all soon change, and we can get back to some sort of normalcy. What normal will look like is still another question.*

*The following items in this “summer update” contain information that we would have presented at this year’s seminar. Our goal is to be a resource to all our communities for the things you need that will assist you in your economic development efforts. Please let us know if you have any questions on any of the following items and we look forward to seeing everyone again soon.*

Robert T. Bibb  
Executive Director

Last year at this time we were in the midst of conducting the second biennial wage and benefit survey of industries in the mid-state. Over 300 companies ultimately participated in the survey and MTSU prepared a report that was shared with industry and economic development partners in the fall. Feedback received is that this survey has value to existing industry and it is one of the consistent items requested by prospective companies considering the region for a new or expanded operation. Therefore, we remain committed to continuing to conduct this survey with the help of our partners.

Working with the Nashville Chamber’s research staff we conducted a follow-up survey to find out how we encourage greater participation. The feedback confirmed certain trends we suspected and informed us about others. For instance, one improvement we plan to make to the survey when it is conducted in 2021 is the time of year when it is available.

Overwhelmingly, human resource managers indicated a preference for completing the survey in the months of February and March and this is our plan for the 2021 update. Hopefully by the first quarter of 2021 the disruption to the economy and workforce resulting from the Coronavirus will have settled to the new normal.

Providing industry with a better understanding of the new reality of wage and benefit compensation in the region at that point will be valuable and matches with their preferred timing. As we move toward this goal, we plan to promote the survey this fall and winter and will be in touch with our local partners to prepare updated contact lists for industries who will be sent the 2021 survey. If you see opportunities to promote the survey please do so. If a presentation about the survey to an HR group would be helpful let us know.

**2021** MIDDLE TENNESSEE  
WAGE & BENEFIT SURVEY  
**PLAN FOR  
QUARTER 1**

# MARKETING & VIRTUAL SITE VISIT ASSISTANCE

As everyone is all too familiar, the Coronavirus has disrupted normal life and business. This has impacted both the number and type of companies currently looking for new locations in which to locate or expand. However, it has also impacted the way in which prospects undertake and conduct this search. Technology for some time has been changing the industrial recruitment process and the Coronavirus has the potential to accelerate the trend to use technology to explore and assess both communities and real estate to an even greater degree than ever before.

Several technologies and software platforms are available to assist with virtual visits, and it remains to be seen which of these present the best option for communities to showcase their assets to prospective companies. A few of the leading options include: GoogleEarth, ESRI Story Maps, and GeoThinQ. Important aspects of each of these differ as do their advantages and drawbacks.

Regardless of the platform, it is even more important now that communities use the resources available to put their best foot forward in a digital environment as we may see fewer opportunities to make our case in person. Therefore, resources such as those available through TVA's Tech Services division or the videos TNECD prepares for Certified Sites become even more important than they were before Covid-19.

As we continue to support middle Tennessee with preparedness to attract investment, it is our goal to help communities compete with high-quality marketing materials and the information needed to set our region apart from others. To this end we are continually working with our partners at TVA and TNECD as we evaluate the technologies and platforms available. Following, we highlight a few ways that together we can support local community recruitment efforts.

## 1

### Aerial Photography & Mapping



One of the most important pieces of information when marketing an industrial property is a current, high-quality aerial map showing the site and its surroundings. Unfortunately, in more rural communities where aerial imagery is not updated as regularly this can be a challenge and puts the site at an undue disadvantage. To address this MTIDA has invested in the technology needed to capture current imagery to show new buildings or building pads on marketing maps. If you have need of a current aerial map to show a change that is otherwise not available, please contact Bob Bibb to discuss how we can assist you. An example of this "before and after" imagery is shown for a pad that was recently completed in Winchester, Tennessee. This pad was created as part of TNECD's Site Development Grant program, but new imagery is/was unavailable otherwise. *(continued next page)*







## 42 ACRE PAD SITE - CONCEPTUAL SITE PLAN

CMCCBP NORTH  
CLARKVILLE, MONTGOMERY COUNTY, TENNESSEE

Created in June, 2020 By  
**THE VALLEY WORKS**  
**TVA**

This series of three maps of a newly constructed industrial pad in Clarksville, Tennessee also illustrates the importance of timely imagery and the impact of combining it with the site design expertise available through TVA. This property is adjacent to a R. J. Corman rail-yard and next door to the LG Electronics' newly constructed manufacturing facility. Awarded a Site Development Grant in February 2019, the 300,000 sq-ft pad was completed in November and ready to be actively marketed. However, the development occurred so quickly, the aerial imagery available still showed the site in its pre-graded condition with trees where the pad now exists (middle photo). The top photo shows the integration of this updated imagery into the conceptual design layouts that TVA Tech Services prepares, illustrating the partnership that exists and the support between the state, TVA, the local community and MTIDA.





## 2 3D Virtual Models

One exciting byproduct that can be created from the imagery we are able to capture with the aerial drones is 3D models. Examples of these are shown. This is done in partnership with TVA's TechServices division. They are able to further assist with professional renderings for your community. Please let us know if you have sites and/or buildings for which this type more "virtual" rendering would be helpful to send to a prospective industry.

INTERCHANGE BUSINESS PARK PAD  
Crossville, TN



300K PAD-READY SITE  
Clarksville, TN



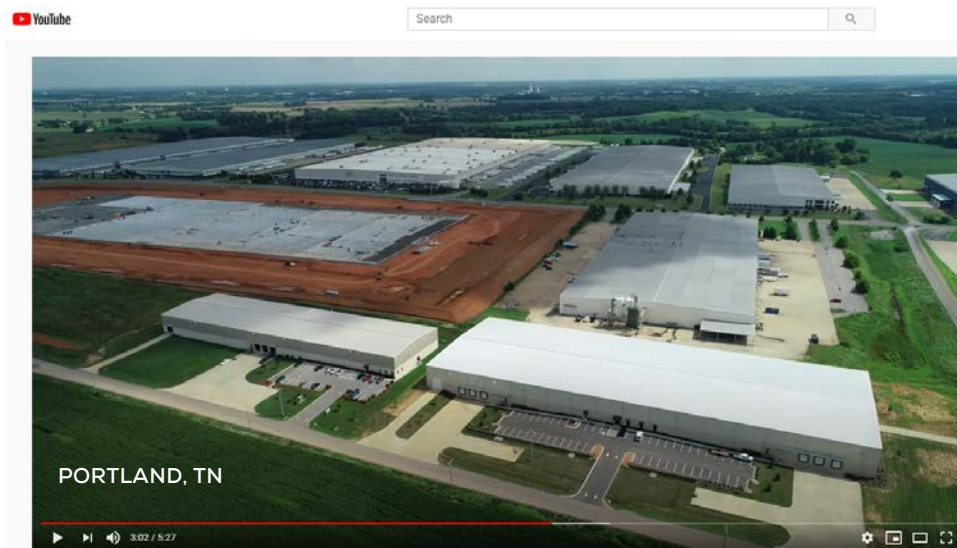
COFFEE CO. JOINT PARK SPEC BUILDING



## 3 Aerial Videos

As travel is curtailed and companies seek to make assessments from a distance, it becomes more difficult to provide an experience where the decision makers can accurately gain a sense of a community and its industrial property – and yet accomplishing this is all the more important in times like this. Video is not a new tool, but it is one that can support a community's presentation in a powerful way as it shows the property in a familiar way. For people less comfortable reading maps, this can be one of the best means of "virtually" experiencing the property.

Because of the importance of video, MTIDA has continued to invest in the aerial video equipment we operate and provide this as a service at no cost to our community partners. High-quality video files can be a burden to send by email and because all aspects of an interaction reflect on

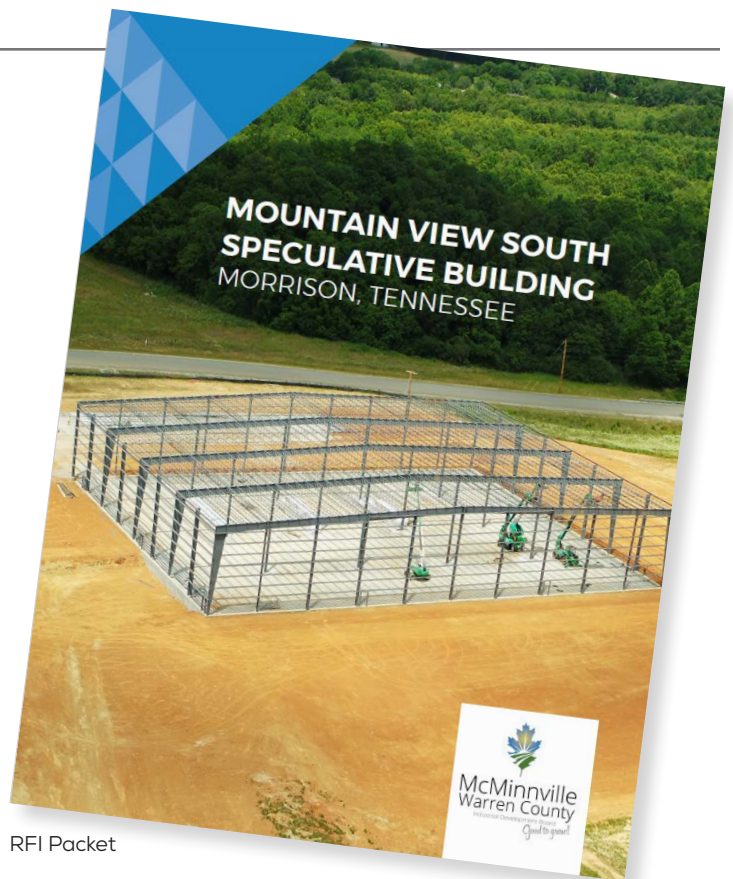


To view this video, go to <https://youtu.be/i09AZgRpRDc>

our communities and the state, we have sought out ways to ease the sharing of these files. This is typically done through postings of the video on cloud-based services such as GoogleDrive or YouTube so that the prospect receives a web link rather than be burdened with downloading a full file – unless that is what they desire. If we can assist you with the capture of aerial video or still photography, please let us know.

## 4 Real Estate Marketing & Graphic Support

Although less flashy than 3D models or video, tried and true marketing flyers remain a critical means of communicating information about industrial real estate and communities. In the current environment it is even more important that these be prepared in a clear and professional way to set your community apart. MTIDA recognizes the importance of graphic support to help present the industrial properties in our region in the best means possible and remains committed to helping our local communities prepare professional RFI Brochures, PowerPoint presentations, and select marketing advertisements when requested. The information collected often needs to be either added or updated in TVAsites and we assist many communities with the entry of data for listing sites on TVASites.



RFI Packet



Marketing ad for Lewisburg



Logo design



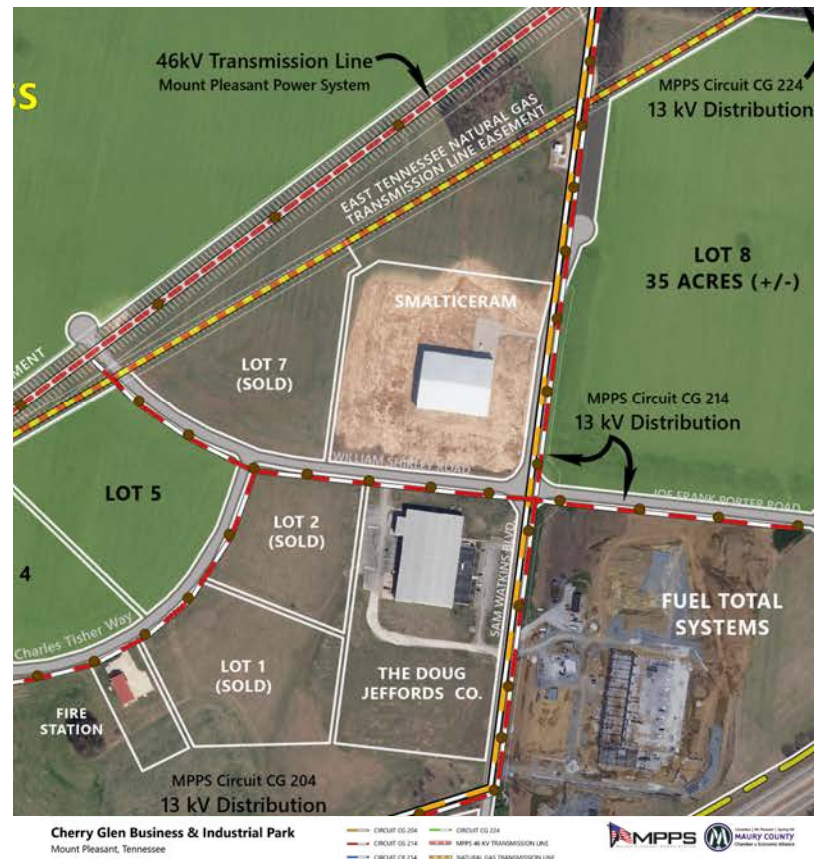
PowerPoint presentation for Perry County





# 5 Utility Mapping

Utility service is a key item of interest to industrial prospects. Companies and site consultants locating a new facility need to know that the utilities required for their operation are available (or can be extended). However, it is not enough that the utilities be present. In this "virtual environment" prospects are eliminating sites before sometimes even conducting a visit that they would have in pre-Covid times. Accurately communicating the ability of a site to meet the project's utility needs is of paramount importance. Because multiple utility providers typically serve a site this can result in a series of three or four separate maps showing individual utilities. Combining several maps and presenting a unified, master utility map can be helpful in simplifying the "pitch" of the site's viability.



**Coffee County Joint Industrial Park**  
Coffee County, Tennessee

THIS MAP IS A GRAPHICAL REPRESENTATION AND IS TO BE USED FOR GENERAL PLANNING PURPOSES ONLY. IT IS NEITHER A SURVEY OR A RECORDED MAP AND IS NOT INTENDED TO BE USED AS SUCH.  
 Based on a master plan provided by Coffee County Industrial Board prepared by St John Engineering. Current utility location and service capacity should be confirmed with the appropriate utility provider. Prepared by the Middle Tennessee Industrial Development Association, May 8, 2020.

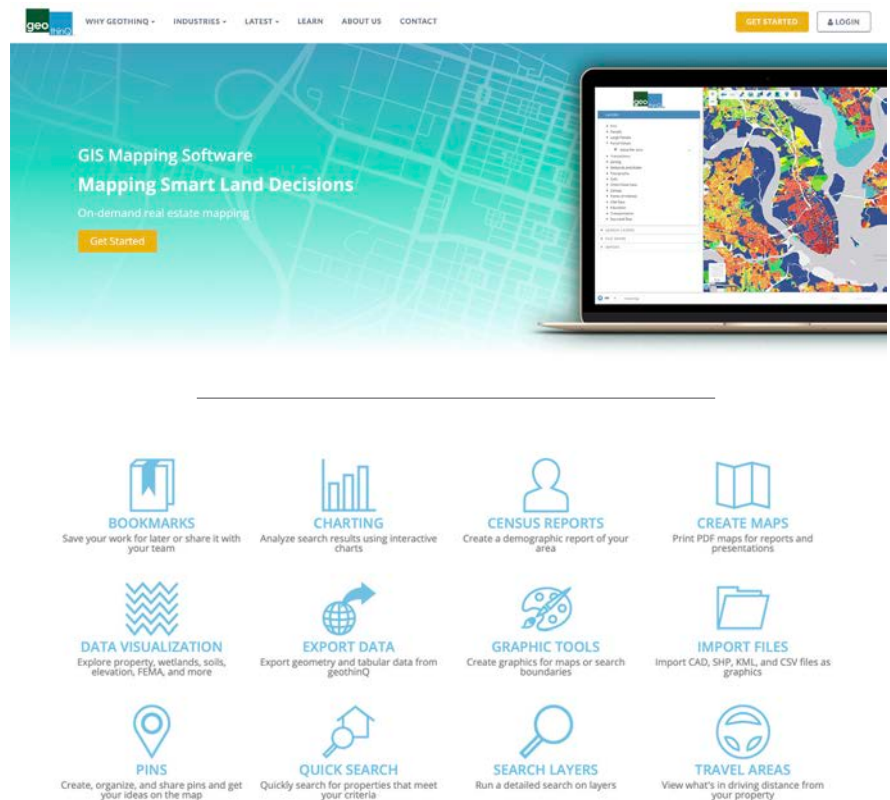




# 6 geothinQ

Another resource you may see or hear being used is geothinQ. This is a web-based GIS platform that subscribers use to explore a range of GIS mapping layers. It is a subscription-based application with a monthly or annual fee. It has strong application for land assessment as it combines multiple datasets related to real estate such as parcel boundaries, contour lines, floodplain boundaries, and NWI wetland data. It also provides functions related to distance analysis such as drive times and demographic related Census information. If your community would benefit from access to this system, please contact MTIDA to discuss the service and costs associated with subscribing to geothinQ.

<https://geothinq.com/>



# 7 Topographic Maps

Sites in middle Tennessee vary tremendously from one area to another regarding terrain, and evaluating this aspect of a site is an early step in gauging a site's developability. It is also important information that must be communicated to an industrial prospect. For many years, topographic maps prepared by the USGS were the best tool for this evaluation. Today, because of the investment of state and federal partners, including USGS, TDOT, TVA, USDA and through a coordination effort led by Tennessee's Department of F&A STS-GIS Services, we now have high-quality elevation data obtained through LiDAR technology available in Tennessee. This data enables the preparation of 2 foot contour intervals that are of sufficient resolution for preliminary planning and site assessment though not suitable for official engineering purposes.



Waynesboro Industrial Park  
Waynesboro, Tennessee

This map is a graphical representation and is to be used for general planning purposes only. It is not intended to be used for engineering or construction purposes. The map is prepared by the Tennessee Department of Transportation and is subject to change without notice. The map is prepared by the Tennessee Department of Transportation and is subject to change without notice.



# INDUSTRIAL PRODUCT DEVELOPMENT

## TNECD Select Tennessee Program

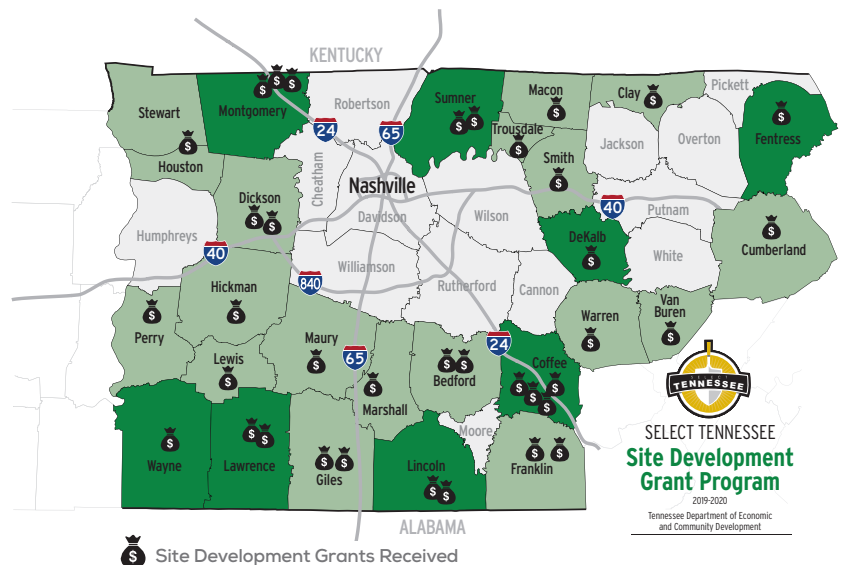
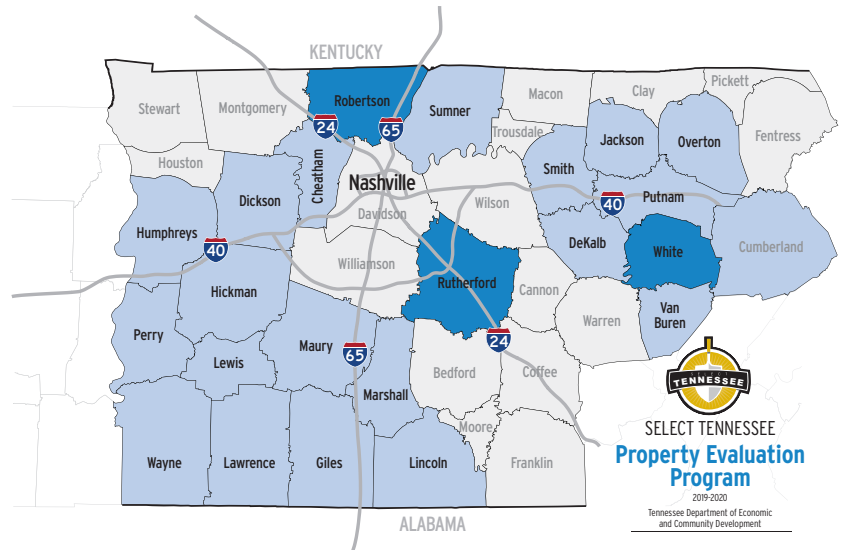
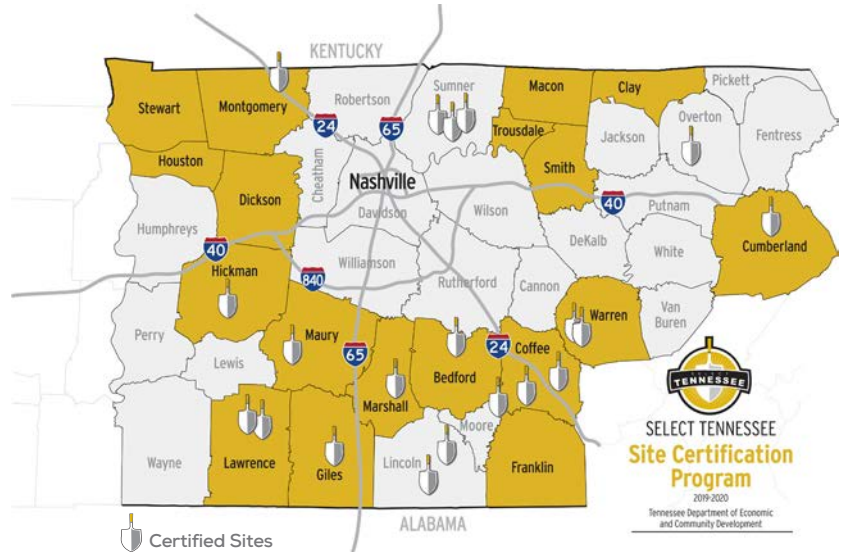
"Ready" industrial property prepared for investment offers an important advantage to communities because it reduces the risk and uncertainty associated with development and shortens the time required for an industry to become operational. As the economy recovers from the shock we have experienced from the Coronavirus in 2020, it is reasonable to expect that the companies looking to move in 2021 will value ready-sites and buildings. Therefore, continuing to invest and develop real-estate is an important economic development activity and having ready sites will be important to successfully recruiting a new industry or (possibly more likely) to accommodate an expansion by industry within the region.

Over the last several years many mid-state communities have benefitted from the valuable programs made available through both TVA Economic Development and TNECD to help prepare sites and buildings for future investment and job creation. MTIDA remains committed to supporting communities working through these programs to develop property. These maps provide an update on activity in the mid-state over the last year. Counties in the darkest shade of blue or green had some involvement in the past 12 months while the lighter blue or green shades show past participation.



For information about SelectTN please contact:

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# INDUSTRIAL PRODUCT DEVELOPMENT

## TVA InvestPrep

### PROGRAM SUCCESS:



NINETEEN PLANT LOCATIONS

5,345  
✓ JOBS



OVER \$1.1 BILLION

✓ IN CAPITAL INVESTMENT

### TOTAL PROGRAM IMPACT:

88 ✓ PROJECTS

894,150 SQUARE FEET  
OF NEW INDUSTRIAL SPACE  
BROUGHT TO MARKET



✓ 16,960 ACRES IMPROVED

\$73.6 MILLION

✓ IN COMBINED INVESTMENT



INDUSTRIAL PARK SOUTH LOT 5  
256K GRADED PAD  
PULASKI, TN



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