

# POWER INTO THE FUTURE

1989

SEIDA 20 YEAR ANNIVERSARY

2009

Athens Utilities Board · Blue Ridge Mountain EMC · Chickamuga Electric System · Cleveland Utilities · Dayton Electric Department · Electric Power Board · Etowah Utilities · Murphy Power Board · North Georgia EMC · Sequachee Valley Electric Cooperative · Tri-State EMC

The Southeast Industrial Development Association, comprised of eleven local power distributors and the Tennessee Valley Authority, works with strategic economic development partners across the three-state region to attract and retain jobs that generate capital investments to create vibrant economies in the communities it serves. 2009 marked SEIDA's 20th year of service in southeast Tennessee, north Georgia and southwest North Carolina. Over the 20 year span, the SEIDA staff, board, power distributor members and partners have collaborated to attract companies to invest and create jobs in the southeast region.

Two significant foreign capital investments took place in the SEIDA region capitalizing on the region's attractiveness as one of the best places for investment and job creation. SEIDA and its partners were pleased to be part of new location announcements for Wacker Chemie AG, a German company that produces hyperpure polycrystalline silicon, a key component in photovoltaics for solar energy and semi-conductors for the electronics industry; and Gestamp Corp., a Tier 1 automotive supplier to Volkswagen. Alstom and Volkswagen continue to build their new facilities while many existing industries announce investment and expansion plans across the region.

The southeast region maintains its progress in obtaining significant capital investment into its communities and the creation of jobs for its citizens. Companies are locating within the SEIDA region because of opportunities available for training, access to a skilled workforce, great transportation networks and leadership with a vision.



SEIDA's Board continues their vision to improve the region. The Corridor K Economic Development and Transportation Study, funded by the Appalachian Regional Commission and the Tennessee Department of Transportation, was completed by Wilbur Smith Associates in February 2008. Since that time, SEIDA continues to play a vital role in southeast Tennessee, northwest Georgia and southwest North Carolina coordinating informational briefings and meetings around the outcomes of the report. These efforts emphasize the need for the completion of the ADHS corridor system in the southeast to facilitate economic development between Chattanooga and Asheville.

The report clearly documents the need for an alternative transportation corridor to alleviate competing impacts on existing roads and to provide for future job retention and creation.

SEIDA staff continues to be actively involved in public involvement and coordination activities as a prime motivator throughout the tri-state region, working diligently with local, state, federal and regional partners to move Corridor K to the top of the priority list.

Businesses have been adversely impacted by road closures, due to rock slides on I-40 in October 2009 and US 64 in December 2009, threatening their sustainability and competitiveness in a global economy. The time has come for the completion of Corridor K in Tennessee and North Carolina to generate economic development, supplement the interstate system and provide access to the Eastern seaports, connect the Copper Basin region to the interstate system and to provide access within the region as well as to markets in the rest of the world!

## FY 2009 Highlights

Andrews-Murphy Airport in North Carolina expands its runway and adjacent industrial park resulting in the renaming of the airport to Western Carolina Regional Airport Aviation Park

Chattem, Inc. announces \$35.5 million expansion plan resulting in creation of 70 new jobs

EPB launches 100% fiber optic network and is awarded over \$100 million in federal stimulus funds to expedite build out of state-of-the-art electric system Smart Grid

Gestamp Corp. — First parts supplier to Volkswagen announces location in Enterprise South

IVC US, Inc. announces its first US vinyl flooring manufacturing facility in Dalton, Georgia

North Georgia Network Cooperative receives \$33 million in stimulus funds to construct an ultra-high speed fiber optic network throughout north-east Georgia

SIAG Schaaf Industriest AG buys Aerisyn LLC investing \$3 million to add 120

Volkswagen host the first Supplier Integration Day for 100 automotive suppliers

Wacker Chemie AG announces \$1 billion investment into Tennessee

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SEIDA . . . Connecting Economic Development Partners With Powerful Resources Creating Reliable Services

## Industrial Recruitment and Expansions

New Locations	9
Capital Investment	\$1,451,300,000
Jobs Created/Retained	2,173
Existing Ind. Expansions/Retention	13
Prospect Inquiries	57
Prospect Visits	31
Potential Investment	\$719,000,000
Potential Jobs	2,571



**SEIDA's Site Selection Activity - The organization maintains a site and facility database on 300 plus pieces of property in the region.**

Total Number of Hits	185,107	Site and Building Searches	3,629
Regional Profiles	3,025	Financing Product Searches	1,412

## Project Financing

Financing of industrial infrastructure with capital investments of \$1,313,318,000 resulted in leveraging grant funds totaling \$13,716,375 to support regional industrial projects in 2009.

In conservative times, sustainability of small business is critical. Technical assistance was provided for small business and industrial project financing utilizing EDA/RLF funds processed in 2009, resulted in 2 loans totaling \$58,476, creating 16 jobs for a total investment of \$272,476. In addition, four SEIDA communities received SOC funds from TVA to assist in industrial development.



## Strategic Marketing

- SEIDA and its partners continue to offer excellent marketing resources and opportunities for the southeast region with the creation of executive summary brochures, aerial photos, topos, graphic maps and sponsored economic development informational workshops.
- During 2009, the fourth edition of the Southeast Resource Magazine was published and disseminated of 15,000 copies throughout the region. 100 electronic flash drives were sent to interested industrial suppliers in Germany. Approximately 250 electronic and hard copies of the SE Resource Magazine were distributed to attendees and participants of the SAE World Congress 2009, *Automotive Technology-Racing to Green Mobility*, tradeshow in Detroit.
- In March, SEIDA and TVA sponsored an economic development workshop, *Site Readiness Investing for the Future*, over a two-day period at four regional locations reaching fifty-six community leaders. As our region positions itself to accommodate future growth in development spurred by two billion dollar projects, attendees were able to learn about site identification, site development and marketing.
- Kathy Johnson, program director for SEIDA, was a keynote speaker at The Northwest Georgia Joint Development Authority's regional economic forum for development authority board member training. Over forty community representatives were in attendance to enhance their leadership skills, abilities and responsibilities in local and regional economic development.
- SEIDA staff attended a regional workshop session in Nashville to assist local communities in identifying potential data center locations throughout its service delivery area.
- SEIDA assisted communities in creative marketing of industrial sites, facilities and communities by using technology. SEIDA assisted with the launch of a new marketing video, highlighting one of the first technology "smart parks" in the region.

## Workforce Development

A skilled and trainable workforce continues to be one of the region's greatest assets in attracting new business and industry and in supporting the existing employer base. The Tri-State Regional Workforce Alliance, Inc. commissioned a Strategic Skills Forecast, due in May 2010, with the University of Mississippi to identify current and future workforce needs. The Alliance coordinated recruitment activities as Volkswagen began recruiting for 1,200 Production Team Members. Alliance members provided extended hours at area community and technical colleges and career centers throughout the region providing the opportunity and resources for those interested in applying for employment.

## SEIDA Leadership

As the year 2009 came to a close, board of directors David Falls and Joe Satterfield retired and new board members were welcomed. The SEIDA board and staff wish to express sincere gratitude for their years of valuable service to the region.

Thank You



Pictured above L-R: Beth Jones, SEIDA Exec. Director; Joe Satterfield, SEIDA Board Director; Ron Hutchins, Vice-Chairman. Not pictured: David Falls, SEIDA Board Director