

Select Tennessee and the IDEA Initiative

Economic Development for Rural Communities

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Select Tennessee



- A new, statewide site certification program to help Tennessee communities prepare available sites for investment and expansion consistent with modern global standards
- Sets a consistent and rigorous standard upon which companies can rely in making critical location decisions
- **34 sites certified to date**
- **Four sites** selected for **manufacturing** facilities and **two** for **distribution centers**.

Background and Industry Trends



Missouri Certified Sites Program





Austin Consulting



- Professional site selection consulting firm within The Austin Company, a premier engineering and construction firm
- Assist clients to develop and implement location strategies based on specific requirements
- Complex operations - Manufacturing, technical, distribution, back office
- Experienced Team: Frank Spano, Jonathan Gemmen, Brandon Talbert



- Industries Served Include:

- Aerospace & Defense
- Aviation
- Broadcasting
- Consumer Products
- Food & Beverage
- Pharmaceuticals
- Nutraceuticals & Ingredients
- Meat & Poultry
- Printing & Publishing
- Renewable Energy
- General Manufacturing
- Distribution



Select Tennessee

Benefits - Prospect



Minimizes risk and uncertainty

Preemptively identifies issues

Demonstrates that the site has undergone a thorough due diligence process

Shortens the development timeline.

Reduces the due diligence cost that an interested buyer would incur

Select Tennessee

Benefits - Community



Advice / guidance from a national site selection firm

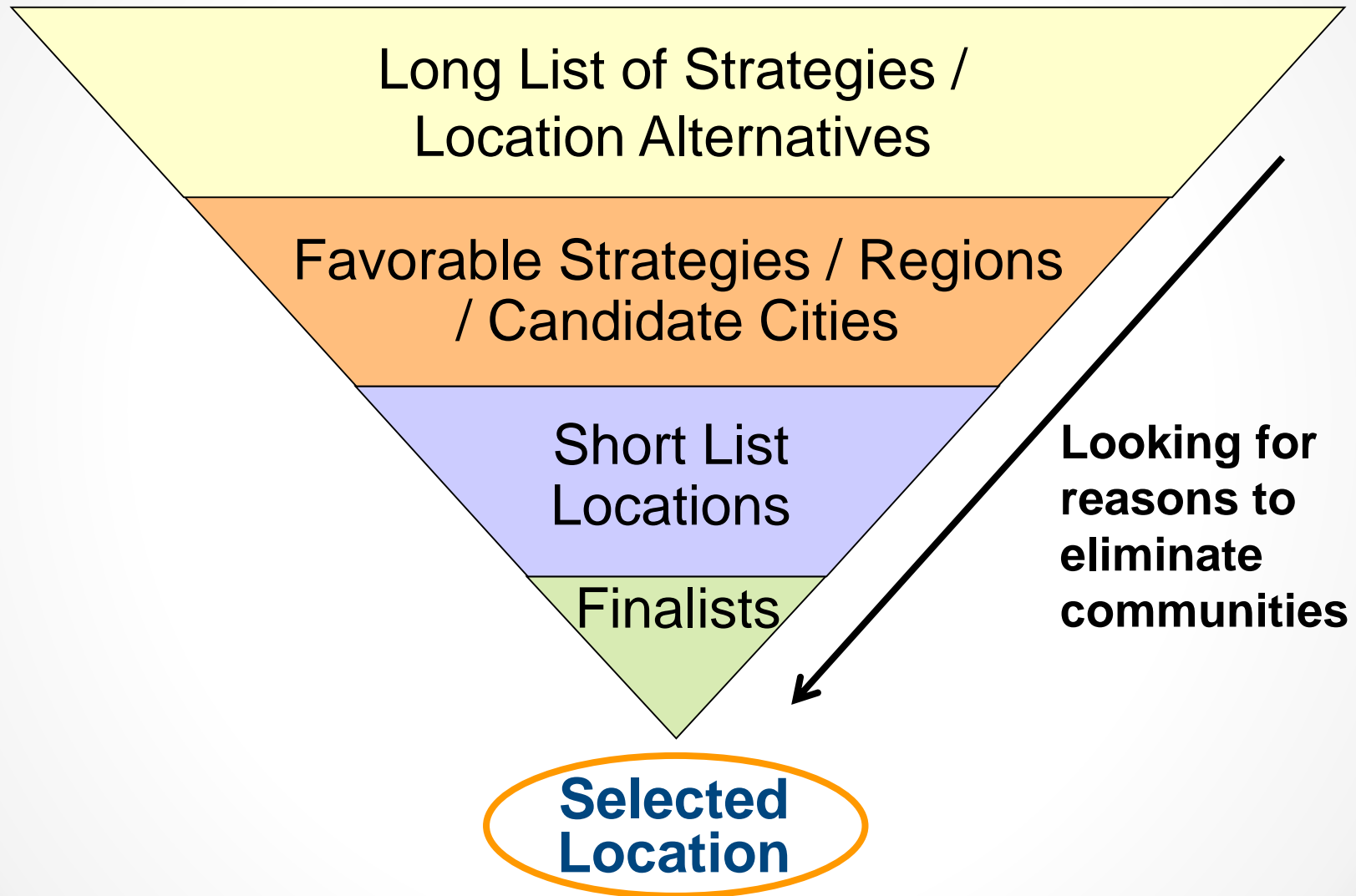
Process to:

- **identify risk and uncertainty**
- **increase community preparedness** for new business investment

Equips the community with the information that industry expects

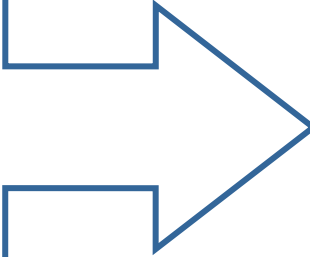
Increased knowledge by your organization about your site!

Location Selection = Process of Elimination



Modern Utility Infrastructure

Potable Water
Waste Water
Electricity
Natural Gas
Communications



Available
Reliable
High quality
Redundant
Reasonable cost

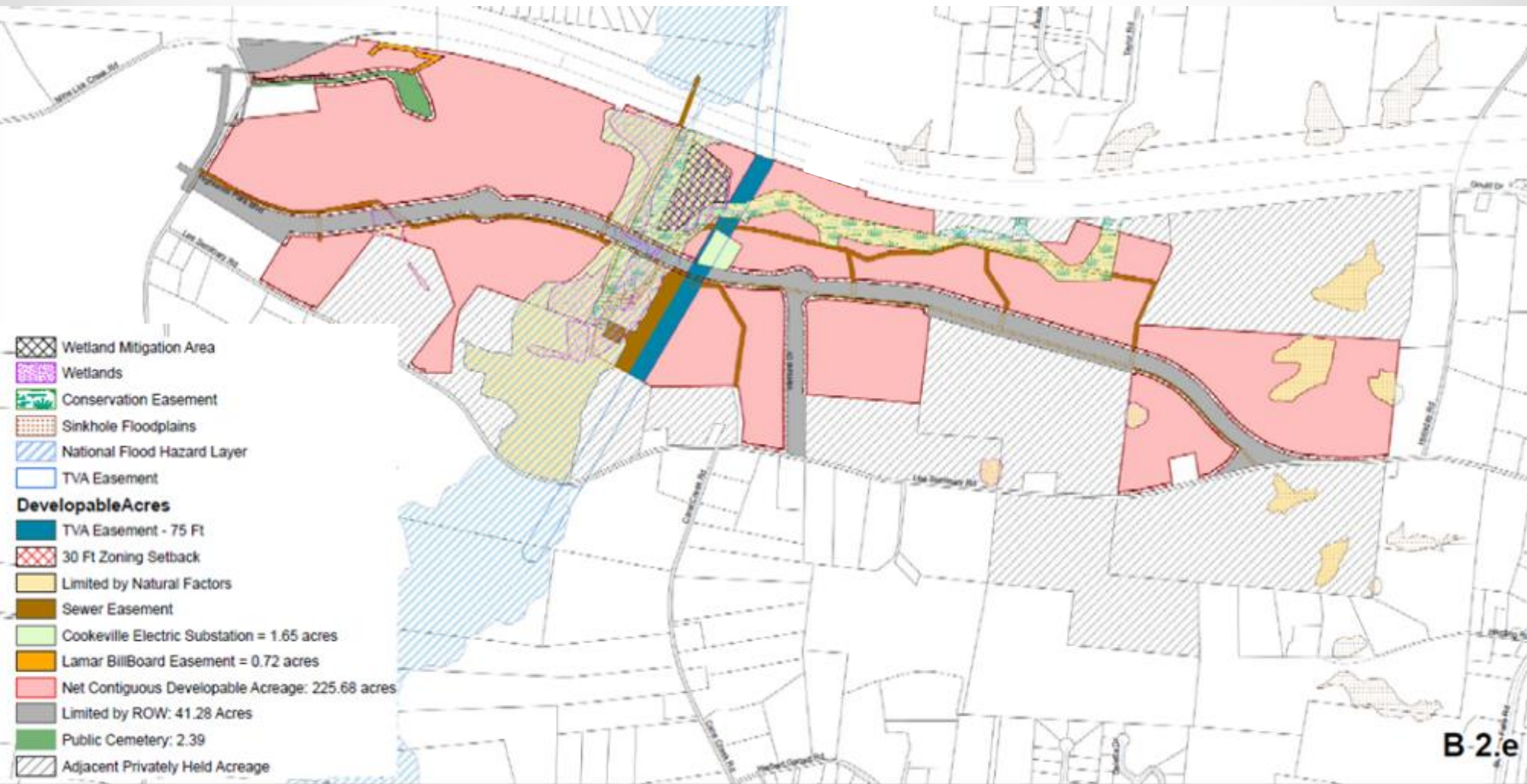


Site Planning and Preparation

Design Standards make for good industrial sites

- ✓ **Ingress/egress** – Sight lines, acceleration/decelerations lanes
- ✓ **Roads** - All season industrial quality road
- ✓ **Drainage** - Centralized storm water system / 100yr floodplain
- ✓ **Water Service** - Looped water lines reduces insurance rates, avoids need for on-site water tank
- ✓ **Design** - Landscaping, architectural standards
- ✓ **Safety** - Fire fighting capability and distance/routing to station, fire fighter training and equipment
- ✓ **Buffers** - Minimize neighborhood impact (odor, dust, noise, traffic, light pollution, litter)

Site Planning and Preparation







LEGEND

- SITE BOUNDARY
- POTENTIALLY JURISDICTIONAL WATERS OF THE STATE**
- WETLAND BOUNDARY
- PERENNIAL STREAM
- INTERMITTENT STREAM
- EPHEMERAL STREAM
- WET-WEATHER CONVEYANCE / UPLAND DRAINAGE SWALE
- USACE ROUTINE WETLAND DETERMINATION DATA POINTS**
- UPLAND DATA POINT (UPL#)
- WETLAND DATA POINT (WTL#)

APPROXIMATE EXTENTS OF JURISDICTIONAL WETLANDS:

WTL-1: 0.42 AC	WTL-7: 0.63 AC
WTL-2: <0.01 AC	WTL-8: 0.64 AC
WTL-3: 0.01 AC	WTL-9: 0.26 AC
WTL-4: 0.18 AC	WTL-10: 0.17 AC
WTL-5: 0.10 AC	WTL-11: 0.48 AC
WTL-6: 0.02 AC	
TOTAL WETLAND: ~2.92 ACRES	

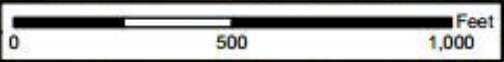
APPROXIMATE EXTENTS OF JURISDICTIONAL STREAMS:

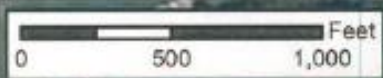
STR-1: 780 FT (INT)
STR-2: 508 FT (INT)
STR-3: 212 FT (PER)
STR-4: 69 FT (INT)
STR-5: 1569 FT (INT & PER)
STR-6: 400 FT (EPH)
STR-7: 256 FT (EPH)
TOTAL EPHEMERAL: 656 FT
TOTAL INTERMITTENT AND PERENNIAL: 3138 FT
TOTAL STREAMS: 3794 FT

County Road 170

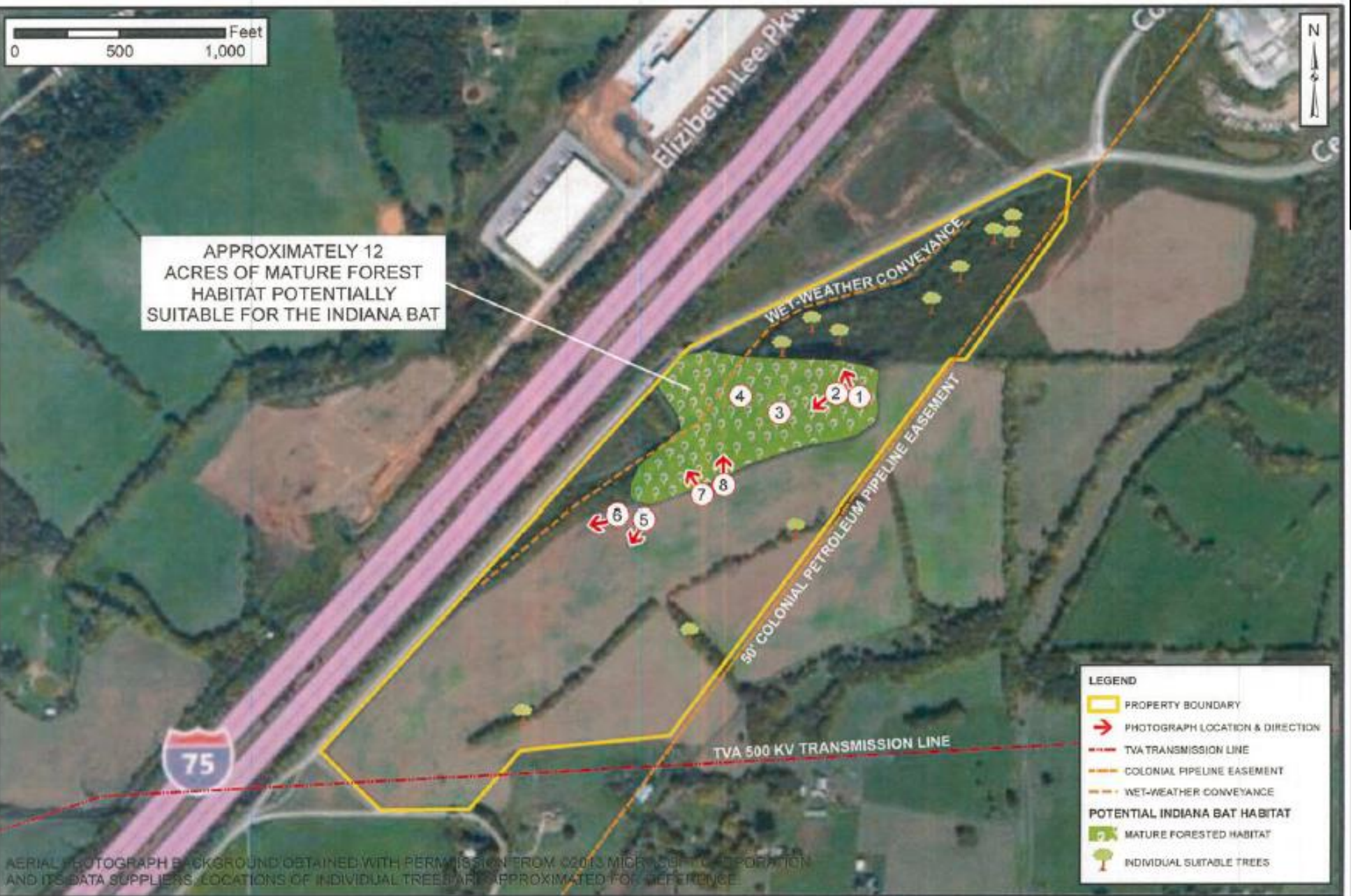
County Road 171

STR-5
UNNAMED TRIBUTARY





APPROXIMATELY 12 ACRES OF MATURE FOREST HABITAT POTENTIALLY SUITABLE FOR THE INDIANA BAT



LEGEND

- PROPERTY BOUNDARY
- PHOTOGRAPH LOCATION & DIRECTION
- TVA TRANSMISSION LINE
- COLONIAL PIPELINE EASEMENT
- WET-WEATHER CONVEYANCE
- POTENTIAL INDIANA BAT HABITAT**
- MATURE FORESTED HABITAT
- INDIVIDUAL SUITABLE TREES

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SCALE: AS SHOWN	DATE: 02-05-13	
PROJECT NO: 1437-13-041	DRAWN BY: SAS	CHECKED BY: EMP



**AERIAL PHOTOGRAPH LOCATION MAP
INDIANA BAT HABITAT SUITABILITY SURVEY**

TENNESSEE SELECT SITE
CENTRE PARK DR, LOUDON, TENNESSEE

FIGURE NO.
2

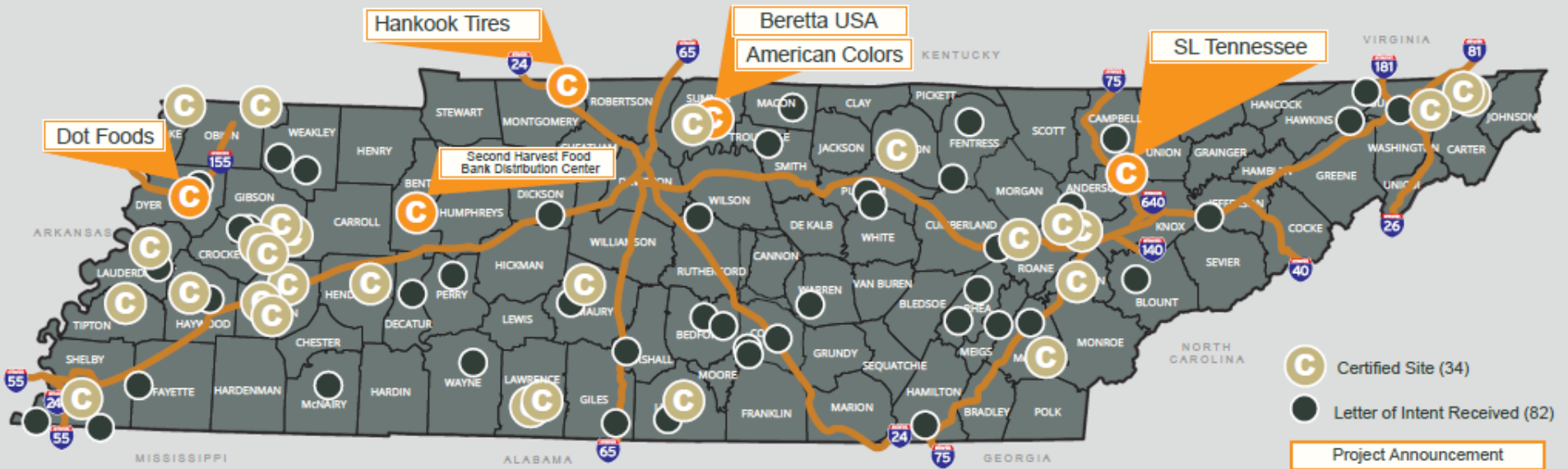


Select Tennessee Certified Sites

83 Letters of Intent / Over 70 applications / 34 Certified Sites

Select Tennessee Certified Sites

Tennessee Department of Economic and Community Development



TNECD



Dyersburg Certified Rail Site

Dot Foods - \$24 million distribution center



Dot Foods breaks ground on new facility

Friday, November 15, 2013
Dyersburg State Gazette

A windy, cold morning would not keep civic leaders, elected officials and the Dyersburg community from giving a warm welcome to Dot Foods Inc. and its senior managers on Thursday morning as they broke ground on a new home. Company leaders gathered with the Dyersburg community to place the first shovels in the ground for a \$24 million distribution center in Dyersburg Industrial Park next to the Nordyne building off Highway 211. The 166,494-square-foot distribution center is scheduled for completion by September 2014 making it the company's ninth distribution center in the United States.

"What a great day it is for Dyersburg, Tennessee!" exclaimed Dyersburg Mayor John Holden. "We as a community are very fortunate to have been selected as the site of their newest operation. On behalf of the citizens of Dyersburg, we welcome you today to our community and look forward to a long-lasting, successful relationship."

Larry White, chairman of the Dyersburg-Dyer County Chamber of Commerce, thanked the countless number of individuals involved in the over three-year process to secure Dot Foods Inc. He welcomed Dot Foods as a partner and encouraged them to not only get involved with the chamber but with local charitable organizations as well.

"Dyer County is not only a great place to work but a great place to live," said White.

Senior leaders from Dot Foods, other local elected officials and state representatives also spoke at the brief ceremony hosted by Tim Loyd, general manager of the Dot Foods Mid-South Distribution Center in Dyersburg. Loyd shared what a great community he has found Dyersburg to be. A University of Memphis graduate, Loyd said he was secretly pulling for the site in Dyersburg to ultimately win out and was thrilled when it did.

"This is a very exciting time for Dot Foods as we begin construction on our ninth distribution center," said Loyd in a press release. "We can already tell that Dyersburg was the right choice for this facility because the people here have been tremendous to work with and have made it possible for us to make this project a reality. Thanks to the efforts of those here today, and many others, Dot Foods will be able to provide the best service to our customers in the Mid-South."

Loyd's sentiments were echoed by Dot Foods Senior Vice



Tim Loyd, plant manager (at the microphone) discusses the history and values of Dot Foods, which sets the company apart from others as Senior Vice President Jim Tracy looks on.

[\(Click to enlarge\)](#)



From left, Larry White, Kingsley Brock, Jim Tracy, John Holden, Richard Hill and Tim Loyd pose for a picture after opening remarks from chamber leaders, elected officials and Dot Foods representatives. Dot Foods Inc. broke ground a new \$24 million facility at Dyersburg Industrial Park on Thursday morning.

[\(Click to enlarge\)](#)



From left, Kingsley Brock, Jim Tracy, Richard Hill, John Holden, Tim Loyd, Larry White, Allen Hester, Blake Swaggart, Mike Crenshaw, Greg Parrish. Dot Foods Inc. is a family-owned and operated business that has been the nation's first and largest food redistributor for the



From left, Kingsley Brock, Jim Tracy, Richard Hill, John Holden, Tim Loyd, Larry White, Allen Hester, Blake Swaggart, Mike Crenshaw and Greg Parrish kick up the first dirt on the foundation for the newest Dot Foods facility.

[\(Click to enlarge\)](#)





Select Tennessee – *Process*

1. Submit Letter of Intent
2. Complete Step 1 Application
3. Consultant Site Visit (*discovery, verification, consultation*)
4. Complete Step 2 Application
5. Certification Award

Letter of Intent

Step 1 Application

Step 2 Application

Site Visit

Certification



Your future is in our site.



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View our interactive site selection tool at TNECD.com/selectTN.

TNECD



MAIN STREET[®]

Great Places at the Heart

Nancy Williams, Director

Tennessee Main Street &
Tennessee Downtowns Programs

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Tennessee Main Street Program

IDEA Initiative

“Ignite Downtown Economic Action”



In a nutshell: **Assistance refining economic development strategies**

- Integrated ED scope of work recommendations across the areas of design, organization, promotion, and economic restructuring
- Providing insight/expert opinion into the district’s market and a draft market position statement
- Providing insight into district clustering/leasing, market based promotions, or another district need or opportunity



Levels of Main Street

National

The **National Main Street Center**, a program of the National Trust for Historic Preservation, sets standards for national accreditation and serves as a resource for over 2,200 programs.

State

Tennessee Main Street is a coordinating partner of the NMSC through ECD and monitors local programs, provides technical assistance and encourages downtown revitalization

training,
strategies.

Local

The Community has an organization devoted to downtown management with staff and meets national accreditation standards annually.



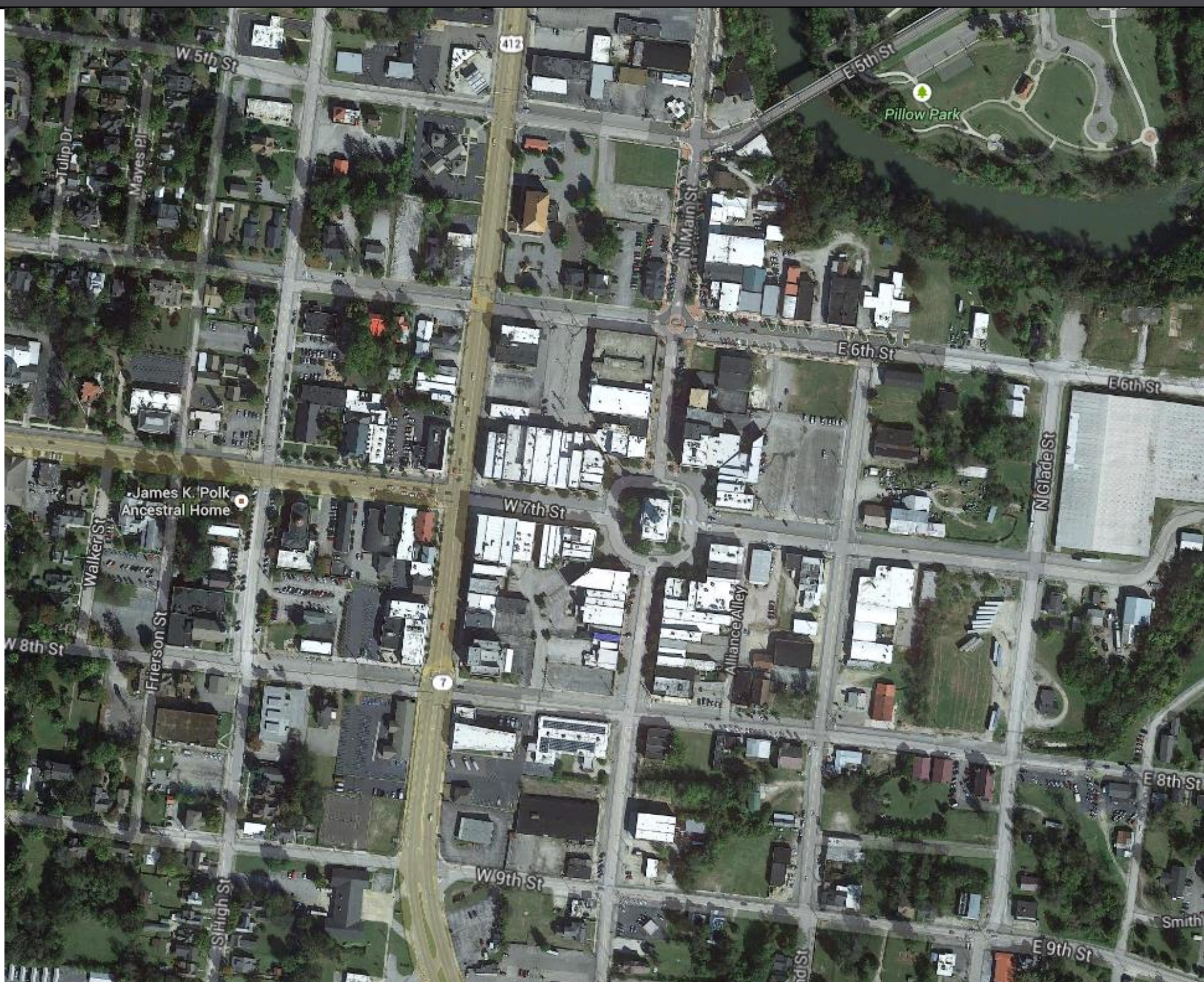
Bristol	Jonesborough
Brownsville	Kingsport
Cleveland	Lawrenceburg
Collierville	Lebanon
Columbia	McMinnville
Cookeville	Morristown
Dandridge	Murfreesboro
Dayton	Rogersville
Dyersburg	Tiptonville
Fayetteville	Ripley
Franklin	Savannah
Gallatin	Sweetwater
Greeneville	Union City
Jackson	Winchester

28 Designated Tennessee Main Streets

FOUR POINT APPROACH



Columbia





Design

- Combating Deferred Maintenance
- Storefronts
- Balancing Preservation/Budget
- Signage
- Cleanliness
- Parking Management
- Design Interruptions



Four Point Approach to Downtown Revitalization

Promotion

- Image/Branding
- Marketing
- Special Events
- Building Business Promotions
- Publications
- Website Assessment
- Leveraging Local History Assets
- Emphasis on Quality



Four Point Approach to Downtown Revitalization



Economic Restructuring

- Market Analysis
- Incentives
- Financing
- Business Inventory
- Small Business Assistance
- Retention
- Addressing Undercapitalization

The Four-Point Approach

Organization

- Management
- Work Plans
- Monitoring/Statistics
- Volunteer Recruitment
- Funding Options
- Strategic Plans
- Building the right team to work on difficult economic issues



Common Themes in IDEA Visits



- Traffic flow & parking to encourages business
- Changing with the times – changing hours of downtown shops
- Filling vacancies with businesses that are good for downtown and create retail clusters
- Addressing design issues that hamper business, such as reflective vs. clear windows
- Set the district apart from other communities
- Build on existing businesses successes
- Encourage upper story housing
- Focus on events that help business
- And many more



Several outcomes of the IDEA visits

Thank you!

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