

# **Jobs4TN Strategy Session**

**McMinn, Meigs, Polk and Rhea Counties on August 23, 2011**

## **Strategies for Business Recruitment/Retention**

- Market and publicize ongoing educational efforts
- Develop outdoor opportunities based on natural resources. Promote natural resources as attractive to business.
- Alternative Marketing, social media, facebook, twitter, virtual tours, videos
- Evaluate and implement region's best practices for industrial sites and park development
- Enhanced incentives for non traditional sectors, ( health care, retail, service industry)
- Market Technology Corridor
- Better promotion of cultural/heritage assets
- Improved marketing to a global economy
- Act regionally, improve intergovernmental relationships
- Create new markets/businesses, business incubators, entrepreneurship
- Strong transportation corridors, I-75, Rail, River,
- Site ready land~ road, rail, water, sewer
- Affordable, reliable power, increased emphasis on renewable energy
- Grow existing industry
- Technology transfer
- Technical education
- Shop local, encourage business to promote each other
- Promote fiber optics availability and capability
- Target industries that need water
- Pilot program incentives
- Healthcare~ preventative, healthy choices, elder care (cradle to grave)
- Regional web site
- Co-op programs
- Develop Regional Brand

## **Assets**

- LOCATION
- Quality of Life, Natural Beauty,
- Strong Work Ethic, Available work force
- Right to Work State

- Strong Economic Development Partners~ state and local government, SETDD, SEIDA, TVA, TNECD
- Educational partners~ UTK, Technology Center, Cleveland State, TWC
- Infrastructure~ Fiber at Industrial Parks, Utilities
- Interstate Access, Rail lines, 2 Commercial Airports within one hour drive
- Available industrial property, land and vacant buildings
- Low Taxes, Low Cost of living, affordable real estate
- Recreational opportunities
- Churches,
- Healthcare/Hospitals
- Climate
- Safe communities, low crime rate
- Collaboration and Cooperation between communities