

# THE JACKSON AREA CHAMBER OF COMMERCE



*“To develop and maintain an economic climate, which creates and retains jobs and enhances the quality of life for all citizens of Jackson/Madison County and West Tennessee.”*

**CONTACT**  
Ashley Anthony  
Communications Coordinator  
731.423.2200  
[aanthony@jacksontn.com](mailto:aanthony@jacksontn.com)  
[www.jacksontn.com](http://www.jacksontn.com)

## FOR IMMEDIATE RELEASE

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### **Jackson region launches economic development planning effort**

JACKSON, TN – The Jackson region is in the process of launching the development of a comprehensive economic development strategy that is designed to position the area to successfully assist existing businesses and compete for new quality jobs in the 21<sup>st</sup> Century economy.

This effort will be spearheaded by the Jackson Area Chamber of Commerce. The Jackson region includes the counties of Carroll, Chester, Crockett, Gibson, Hardeman, Haywood, Henderson, Madison and McNairy and the West Tennessee Megasite, which is located in Haywood County.

The Jackson region is a recipient of a Regional Economic Development Strategy as part of the Tennessee Valley Authority’s Valley Targeted and Prepared (**TaP**) Regional Program, which is designed to promote regionalism and assist regions in being better prepared as they compete for jobs and investments.

Boyette Strategic Advisors (BSA), an economic development and public policy consulting firm based in Little Rock, was chosen by the Tennessee Valley Authority (TVA) to facilitate this new program and develop the strategy for the Jackson region.

The Regional Economic Development Strategy will guide economic development efforts in the Jackson region over the next few years. This project includes a thorough assessment of the region’s unique assets, which will be obtained through both qualitative and quantitative research; a determination of the targeted business sectors that are the best fit for the region; and development of strategic recommendations in the areas of business recruitment, education, existing industry support and retention, incentives, marketing, including development of key messages, regional economic development structure, workforce development and others.

Recommendations for the strategic blueprint will be developed based on a tour of the region, stakeholder interviews and group discussions conducted throughout the region, thorough research into successful regional economic development organizations and practices, online surveys, and consideration of the region’s existing resources and opportunities.

Once targeted sectors are identified for the region, BSA will provide specific company targets for each sector that may be looking to expand or open new locations. An implementation plan with checkpoints will also be part of the project to ensure recommendations are successfully executed.

“This effort will provide a comprehensive look at how our region is prepared to compete over the next few years,” said Kyle Spurgeon, President/CEO of the Jackson Area Chamber of Commerce. “It will help us confirm positive attributes of the region and identify opportunities to enhance our resources and improve our competitiveness.”

City of Jackson Mayor Jerry Gist and Madison County Mayor Jimmy Harris said the city and county are pleased to participate in this important regional economic development effort.

"It is essential that we develop a long-term, comprehensive economic strategy for our region as we compete with other locations for new projects and industrial expansions," Gist said. "Working cooperatively with several counties will create much-needed jobs for our region."

Harris said, "When our entire region works together, we all benefit. When a new industry chooses to bring their business to our community, it leads to the growth of more jobs and more opportunities for the citizens of West Tennessee."

BSA is an economic development, public policy and communication strategy firm with more than 85 years of cumulative experience helping communities, organizations, companies and governments accomplish their strategic objectives.

#### **About Tennessee Valley Authority:**

The Tennessee Valley Authority (TVA), a corporation owned by the U.S. government, provides electricity to large industries and 155 power distributors that serve approximately 9 million consumers in seven southeastern states. Economic development is a major part of TVA's core mission. TVA's Economic Development services are focused on attracting targeted new industries, retaining and growing existing businesses and helping communities be better prepared for economic growth. More information is available at [TVAed.com](http://TVAed.com).

#### **About the Jackson Area Chamber of Commerce:**

The Jackson Area Chamber of Commerce was founded in 1905 – seven years prior to the United States Chamber of Commerce. The Chamber consists of a diverse and talented staff, an executive committee, dedicated volunteers, and more than 1,350 business members – all committed to growing the economy and quality of life for everyone in Madison County and the region.

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