

JACKSON AREA CHAMBER OF COMMERCE



CONTACT

*“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”*

Megan Seals
Communications Coordinator

731.423.2200

mseals@jacksontn.com

www.jacksontn.com

FOR IMMEDIATE RELEASE

June 3, 2011

Jackson Region Meets to Reveal Economic Development Planning Effort

JACKSON, TN – A meeting was held June 2 to reveal the blueprint of a comprehensive regional economic development strategy which is designed to position the area to successfully assist existing businesses and compete for new quality jobs in the 21st Century economy.

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. In the meeting, BSA delivered a presentation outlining the Regional Economic Development Strategy for the Jackson Region, which includes the counties of

JACKSON AREA CHAMBER OF COMMERCE



CONTACT

“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”

Megan Seals
Communications Coordinator

731.423.2200

mseals@jacksontn.com

www.jacksontn.com

Carroll, Chester, Crockett, Gibson, Hardeman, Haywood, Henderson, Madison and McNairy and the West Tennessee Megasite, which is located in Haywood County.

Attendees included officials, local mayors, local economic developers, TVA electric distributors, state and TVA representatives and other interested parties from throughout the region.

Kyle Spurgeon, President and CEO of The Jackson Area Chamber of Commerce, will act as managing director of the strategy during the first three years and will work closely with an advisory council with representatives from each of the nine counties. This group will work together to implement the strategy.

The blueprint will guide economic development efforts in the Jackson region over the next five years. This nine-month study includes a thorough assessment of the region’s unique assets, which were identified 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, marketing, regional economic development structure, workforce development and others.

Recommendations for the strategic blueprint have been developed based on a tour of the region, stakeholder interviews and group discussions conducted throughout the region. More than 1,100 people were interviewed or participated in an online survey. BSA also used research into other

JACKSON AREA CHAMBER OF COMMERCE



CONTACT

*“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”*

Megan Seals
Communications Coordinator

731.423.2200

mseals@jacksontn.com

www.jacksontn.com

successful regional economic development organizations and practices and considered the region’s existing resources and opportunities.

Targeted sectors for the region that have been indentified are advanced batteries/energy storage devices, advanced food processing, automotive suppliers, customer care centers, data centers, distribution and logistics services and solar component manufacturing. BSA will provide specific company targets for each sector that may be looking to expand or open new locations. Quarterly checkpoints with BSA and the advisory council will be held for the first year.

The Jackson Area Chamber of Commerce received a \$500,000 grant from the state of Tennessee in 2010 to launch a regional economic development partnership.

About 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 1,200 business members – all committed to growing the economy and quality of life for everyone in Madison County and the region. Governed by a board of directors, the chamber is a nonprofit that concentrates its efforts on economic development, which consists of marketing the area to potential employers, developing and enhancing minority and new business partnerships, workforce development, job creation, and the overall promotion of Jackson-Madison County as a great place to work, live, play and do business.

###