

1st Quarter 2008

ETEDA Regional Update

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15-County Region

Anderson
Blount
Campbell
Claiborne
Cocke
Grainger
Jefferson
Knox
Loudon
Monroe
Morgan
Roane
Scott
Sevier
Union



Regional Marketing Activities

The region has had a stronger than expected quarter with 19 active projects and 6 site visits. Each of the active projects has been in various manufacturing and warehousing / distribution related industries. We're preparing for an additional visit later this month.

The ETEDA, TVA, ECD co-located team continues to work together effectively as the region's single point of contact for prospects.

We are working closer with local communities in the 15-county region who have participated in TVA's Consumer Connection retail program. In partnership with TVA, ETEDA is assisting communities in their retail recruitment efforts by identifying prospects and providing demographic information and marketing assistance. This initiative will also enhance ETEDA's added value in local prospect preparedness.

Recruiting

Through our recruiting efforts this year, we have exhibited at the International Boat Builders Exhibition and Conference (IBEX) Tradeshow in Miami and the Fabtech tradeshow in Chicago. The leads generated at the shows contributed to our strong first quarter. ETEDA is continuing to follow up with contacts made at both shows.

Ron Hammontree, executive director, Tellico Reservoir Development Agency and Pat Phillips, director, Loudon County Economic Development Agency attended the boat builders show with us.

ETEDA will join the State of Tennessee at the upcoming SAE World Congress automotive tradeshow in Detroit in mid-April. April – June are busy travel months. We are planning recruiting trips to California, Michigan and other Midwestern states.

Site Consultants

We continue to focus on site consultants who always have projects and provide our region with over 40% of active leads.

In the past few months, we have met with and responded to site consultants at the CoreNet Global Summit in Atlanta, the Southern Economic Development Council (SEDC) meeting in Little Rock, the Area Development consultant series in Savannah and a 14-state consultant event in Atlanta.

As a result of our long-term consultant contacts, Jonathan Sangster, senior managing director, Atlanta, with the internationally recognized real estate firm CB Richard Ellis, will be the luncheon speaker at the ETEDA semi-annual luncheon on April 24.

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Advisory Committee

The ETEDA Advisory Committee is comprised of the local economic developers from the 15-counties that serve as our key point of contact for business prospects. They are very engaged in our marketing and business recruitment efforts. Our February meeting focused on the quarterly activities report and 2008 market visit and trade show schedule.

The April Advisory Committee meeting will include the first ETEDA Roundtable and luncheon of the year. Representatives from agencies engaged in areas that affect economic development such as transportation, air quality, air travel, workforce or technology will join us to share ideas, become better informed on critical issues and to explore partnering where appropriate.

National Corporate Survey

Area Development, a leading site and facility planning publication, conducts a national annual corporate survey to determine their site selection priorities. More than 70% of respondents to the corporate survey represented manufacturing companies, 50% are with mid-sized firms and 68% are involved in their companies preliminary or final location decision.

Corporate Survey 2007 Site Selection Factors

Ranking		2006	2007
1.	Highway accessibility	90.9	96.9
2.	Labor costs	95.0	92.3
3.	Energy availability and costs	82.4	89.0
4.	Availability of skilled labor	85.1	88.7
5.	Occupancy or construction costs	85.5	88.2
6.	Available land	73.3	85.4
7.	Corporate tax rate	90.8	83.8
8.	State and local incentives	88.6	83.4
9.	Environmental regulations	68.9	83.2
10.	Tax exemptions	86.7	82.8

Quality of Life Factors

Ranking		2006	2007
1.	Low crime rate	70.8	74.0
2.	Ratings of public schools	64.4	62.6
3.	Housing availability	54.4	62.1
4.	Housing costs	63.9	58.8
5.	Health facilities	60.8	57.4

Source: *Area Development Corporate Survey 2007*

**Mark your calendar for the 10th Annual
ETEDA Golf Tournament on Friday, May 16**