

ECONOMIC DEVELOPMENT COMMISSION
Thursday, March 1, 2012
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, March 1, 2012, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 5:30 p.m.

PRESENT: Jerry Klein, Rocky Janda, Greg Marcom, Chris Harrison, James King, Donald Robbins, Charles McCraw, Susan Burrow, David Rea, Brian Pecon and Jim Stock

GUESTS: Ted Townsend, Ordis Copeland, Patrick Lawton, Phil Johnson and Jim McDougal

ABSENT: John Wagner and Michael Cody

STAFF PRESENT: Andy Pouncey, Director Economic Community Development and Marie Burgess, Planner

A quorum for tonight's Economic Development Commission meeting was established.

MINUTES: The February 2, 2012 minutes were approved.

Mr. Pouncey introduced Ted Townsend, Regional Director and Ordis Copeland, Business Development Consultant from the Tennessee Department of Economic and Community Development. Their regions include Fayette, Lauderdale, Shelby, and Tipton counties.

Ted Townsend made a presentation from the Tennessee Department of Economic and Community Development. The Smart Guide from the (State of Tennessee) is (39) pages and the City will post a link on the web site for small businesses to reference.

GREATER MEMPHIS *AT A GLANCE*

	Population 2010	Median Age 2005-2009	HS Graduate or Higher % Population aged 25+	Bachelor's or Higher % Population aged 25+	Labor Force (Oct. 2011)	Available Labor (Oct. 2011)	Unemployment Rate (Oct. 2011)	Average Private Sector Annual Income (2010)	Nearest Public Riverport (in miles from county seat)	Nearest Commercial Airport (in miles from county seat)	Nearest Interstate (in miles from county seat)
GREATER MEMPHIS	1,054,953	34.5	84.1%	25.9%	502,320	57,780	10.3%	\$45,565	Memphis and Caruthersville	Memphis International	I-40 and I-155
Fayette	38,413	39.9	80.3%	17.8%	19,120	2,950	14.1%	\$37,539	Memphis - 49 miles	Memphis International - 50 miles	Direct access to I-40
Lauderdale	27,815	36.1	71.8%	8.7%	10,020	1,480	13.3%	\$31,157	Caruthersville - 47 miles	Memphis International - 84 miles	24 miles to access I-40, 28 miles to access I-155
Shelby	927,644	34.1	84.7%	27.5%	444,480	50,120	10.1%	\$47,315	Memphis - 0 miles	Memphis International - 12 miles	Direct access to I-40 & I-55
Tipton	61,081	36.3	82.6%	14.1%	28,700	3,230	10.1%	\$30,601	Memphis - 38 miles	Memphis International - 49 miles	20 miles to access I-40

Source: U.S. Census Bureau, US Bureau of Labor Statistics, Tennessee Department of Labor and Workforce Development

Shelby County:

Historically known as “America’s Distribution Center”, Memphis is now also known worldwide as “America’s Aerotropolis” and a global hub for FedEx. According to the 20120 census, Memphis is the 20th largest city in the U.S. and the largest city in Tennessee, ranking it larger than Atlanta, Boston, Denver, St. Louis and Washington DC. The Memphis metro economy (as measured by gross metro product) is larger than the economy of 12 states and is ranked 44th out of 366 metro areas in the United States. Memphis is home to three Fortune 500 headquarters (FedEx, AutoZone, and International Paper) and was named in 2010 by Site Selection magazine as one of the Top 10 Metro Area’s for site relocation in the nation and by *Inc.* magazine as one of the “Best Places to do Business in America.”

Regional Strategies:

- **Recruitment**
 - Market Targeted Sectors
 - Support Regional Marketing Efforts
- **Existing Business Outreach**
 - Coordinate “One-Stop-Shop” Visits
 - Organize Supplier Fairs
- **Innovation**
 - Support the ECD-Funded Accelerator
 - Support the Memphis Research Consortium
 - Hold a Regional Investor Showcase
 - Identify Urban Market Opportunities
 - Identify Agribusiness Innovation
- **Workforce Development**
 - Key Employer Needs Analysis
 - Develop Industry-Specific Training Programs

Greater Memphis Tennessee Regional Partners:

- Alt. Consulting
- Black Business Association of Memphis
- Connected Tennessee
- Downtown Memphis Commission
- Local Chambers of Commerce
- Local Utility Districts
- Memphis Airport Area Development Corporation
- Memphis Depot Business Park
- Memphis Light, Gas and Water Division
- Memphis/Shelby County Office of Economic Development
- Mid-South Minority Business Council Consortium
- Mid-South Quality Productivity Center
- Millington Tennessee Industrial Development
- Seedco
- Society for Technical Communication, Memphis Chapter
- Southwest Tennessee Community College
- Startup Tennessee
- Tennessee Career Centers
- Tennessee Small Business Development Center

- Tennessee Valley Authority
- Tennessee Department of Agriculture
- Tennessee Department of Economic and Community Development
- Tennessee Department of Environment and Conservation
- Tennessee Department of Labor and Workforce Development
- Tennessee Department of Tourist Development
- Tennessee Department of Transportation
- Tennessee Technology Centers
- University of Tennessee Municipal Technical Advisory Service
- University of Tennessee County Technical Assistance Service
- U.S. Department of Agriculture Rural Development
- U.S. Economic Development Agency
- U.S. Small Business Administration
- University of Tennessee Center for Industrial Services
- Workforce Investment Network

Action Items:

- I. Develop a system for monitoring and ensuring the progress of key regional infrastructure projects.
- II. Match currently unemployed workers with currently available jobs.
- III. Partner with region's ECD-funded accelerator and other innovation partners to ensure the region's entrepreneurial programs are available to entrepreneurs, mentors and investors throughout the region with particular emphasis on urban and rural markets.
- IV. Create a collaborative environment between the region's economic development partners both inside and outside of Shelby County.

Greg Marcom stated that the BMA board-discussed sales tax as being a main focus for funding the school system.

Patrick Lawton discussed what happen at the Board of Mayor and Alderman Retreat: (1) Economic Development Strategic Plan, (2) Vision 2020, and (3) Property tax and sales tax increase.

During the annual retreat the Board of Mayor and Alderman expressed support for pursuing the development of an economic development strategic planning document. Based on information and findings contained within the plan, we would be in a better position to recruit and retain businesses within our community and also bring the City organization an economic development director.

The following is the scope of work to be incorporated into the Request for Qualifications (RFQ) from potential firms to prepare the strategic plan.

General Scope of Services:

Development of a Germantown Economic Development strategic plan for the City of Germantown to assist in the retention and recruitment of Businesses to the City based upon the city's economic profile and strategic advantages and supported by established performance metrics.

The scope of work shall include but not be limited to the following items:

1. Identify and develop the demographic and economic profile for the City of Germantown and determine its trade area.

2. Identify the community's assets and competitive advantages.
3. Develop a concise qualitative market analysis for the city, analyze demographic trends, general/market construction trends as well as recommended strategies to promote development/redevelopment for the city.
4. Collect and analyze the demographic and economic data of the city to determine its market potential for proposed commercial uses, including office and retail land uses. The following methodologies will be addressed in the analysis:
 - Economic Base Analysis – determine real estate demand, utilizing employment, income and other data.
 - Highest and Best Use – determine most appropriate use of land, given physical and legal constraints and the underlying economic base.
 - Central Place Theory – evaluate the feasibility of the market area and the City's ability to provide goods and services to its residents and surrounding population.
5. The culmination of this research and analysis will identify the elements of environmental, social and economic sustainability to provide a framework for an economic development strategic plan to include attraction, retention, small business development and tourism that supports the City's long-range vision, mission and core values.

I have developed a 120-day action plan to follow through on the direction provided by the Board of Mayor and Alderman in the retreat.

1. March 1 – Meet with Economic Development Commission and review scope of work for RFQ.
2. March 5 – Mail to select vendors and advertise RFQ availability.
3. March 23 – Proposals submitted to City.
4. April 9 – Board of Mayor and Alderman contract approval.
5. May 25 – Study complete and delivered to City.
6. June 7 – Joint presentation of consultant findings to Economic Development Commission and Board of Mayor and Alderman.
7. June – Funding appropriated in FY13 budget for economic director and recruitment efforts begin.

This proposed calendar of events assumes we recruit for this position as full time City employee. There is also the possibility of contracting this service with an economic development corporation or other non-for-profit entity.

OLD BUSINESS:

a) Economic Sustainability Strategic Plan (Performance Measures)

- 1) Business Development – Promote existing businesses to generate revenues for the City to balance the tax base. Conduct one promotion strategy 3rd quarter (January – March): Medical Legislative Breakfast.
- 2) Heart of Germantown – Create a bicycle and pedestrian friendly Environment: There will be a bike to work week in May.
 - i. Farmington Phase II – The bids are in now from (Allenby to Germantown Road).
- 3) Retail Development: 7% to 8% Vacancy - Office Vacancy 5.7%.
 - i. Visit five businesses each month: (1) Art Center, (2) Boyle – Germantown Village Square, (3) Solana of Germantown, (4) Jones Germantown Auto Service, and (5) Vera Bradley.
 - ii. Vesta Home Show will be in Germantown on Forest Hill Irene Road at Saint James Place October 8, 2012.
- 4) Attract new businesses to locate and invest: (1) Tru Temper Sports.

- 5) Medical and Healthcare Strategy: There is a major Medical conference meeting with (200 people) in May where they have vendors and booths at U of M Holiday Inn. The medical initiative is about attracting medical business such as physical offices, labs, and electronic medical records.
- 6) Home-based Businesses: The month of February had 14 new business licenses – 5 outside the city limits, 5 home-based and 4 brick and mortar businesses.

NEW BUSINESS:

- a) Economic Development Brand Identity RFQ – We received 12 bids.
- b) Roadway Projects:
 - 1) Poplar Avenue - The contract began in April 2011 with a contract end date of June 2012. As of today, that is still the end date. The contractor has requested an additional 60 days. The reason is due to a bust in the survey at the very beginning of the project, and the elevation in the plans was not determined until after the project began (which cause a one month delay). Within the next two weeks, the mast arm at Germantown and West Street will be installed. That will be one of the longest mast arms in the country. It will be 90 feet long. The five driveway aprons on the north side of Poplar between Germantown and Exeter are to be replaced one at a time. An announcement will go out so traffic can be planned accordingly. MLGW will continue their work between Germantown and West Street. All the new power poles are in. Now they have to transfer the old to the new.
- c) WRB - The Wolf River Boulevard is at 38% complete. They are working on both bridges.
- d) Economic and Community Development (Projects in Progress):
 - 1) Solana of Germantown is a retirement community and they have opened an office.
 - 2) Elysium is a residential community and will be coming up in March at the DRC.
 - 3) The Enclave Phase 4 wants to record its plat, so another 16 to 17 new houses can be built.

ADJOURNMENT:

There being no further business, the meeting was adjourned. The next meeting will be April 5, 2012.