Tennessee Valley Authority serves:

- 7 states
- 58 directly
- 154 local power companies
- 80,000 square miles
- nearly 10 million people
“Power is really a secondary matter. TVA is primarily intended to change and to improve the standards of living of the people of that Valley.”

- President Franklin D. Roosevelt
TVA Mission of Service

Serving the People of the Valley to Make Life Better

ENERGY
ENVIRONMENT
ECONOMIC DEVELOPMENT
Economic Development Departments

Community Development
Research
Target Market Specialist

Product Development
Incentives
Tech Services
Marketing & Communications
Economic Development: Through the Years

- **2005**: Certified Megasite Program
- **2007**: Datacenter Target Industry Rate Change
- **2009**: Datacenter Site Identification
- **2012**: Investment Credit
- **2018**: Site Selection Magazine Top Utility in Economic Development 13 years in a row
Economic Development

Jobs and Capital Investment
Why

• Jobs
• Investment
• Prosperity
• Pride
• Security

How

• Quantifiable, lengthy, difficult process
• Competitive
• Sometimes unreasonable, challenging, complicated
• Rewarding
The Moments of Truth in Economic Development

- **Moment 1:** Winning the Opportunity to Compete
- **Moment 2:** Winning the Competition
- **Moment 3:** Winning the reinvestment
Evolution of a Project

Company has a need → Information request (RFI/RFP) → Community response → Community visit

Negotiations → Announcement → Ground-breaking → After care
Realities in Project Decisions

Compressed timeframe

Competitive

Workforce/talent

Community’s ability to eliminate risk
Product Development
TVA InvestPrep™
Partners with KPMG for the analysis of all projects

Brings new/improved sites and facilities to market

Leverages local, regional, state, federal and/or private matching funds
PROGRAM SUCCESS IN TENNESSEE THROUGH SIX ROUNDS:

- 8 PLANT LOCATIONS
- 3,657 JOBS
- $711.7 MILLION IN CAPITAL INVESTMENT

TOTAL PROGRAM IMPACT IN TENNESSEE:

- 33 PROJECTS
- 230,000 SQUARE FEET OF NEW INDUSTRIAL SPACE
- 6,999 ACRES IMPROVED
- $40.3 MILLION IN COMBINED INVESTMENT
Project Case Study: Van Hool
Van Hool builds bus factory in Morristown, Tennessee, US

- Van Hool invests more than $47 million dollars in a second foreign production site after Skopje, Macedonia.
- The "Buy America Act" obliges Van Hool to build a factory in America for the local bus market with growth potential.
- The factory in Morristown will be operational during the first quarter of 2020 with 600 employees.
Project Drivers

- Zoning & Restrictions
- Environmental & Permitting
- Labor
- Transportation
- Utilities
June 2015

PROJECT BUS

TVA makes contact with company at SelectUSA in Washington, DC
PROJECT BUS
TVA continually communicates with the company to develop lead
Company conducts its own site search, directly contacting:

- Georgia
- South Carolina
- North Carolina
- Virginia
- Kentucky
- Tennessee
July 2017

Company hires Global Location Strategies to take over search.

Project Bus is renamed to *Project Kings Hay*.
Company and GLS conduct 18 site visits:

- Georgia (3)
- South Carolina (2)
- North Carolina (2)
- Virginia (1)
- Kentucky (1)
- Alabama (1)
- Tennessee (8)
Oct – Dec 2017

Total participants per site visit (direct & indirect)

State Participation 47
Local Participation 177
TVA Economic Development 30
Other TVA Business Units 62

Total Participation 316

= 2,528

total participants in 8 site visits
PROJECT KINGS HAY
Company and GLS shortlist five sites:

- Muscle Shoals, Alabama
- Morristown, Tennessee
- Dalton, Georgia
- Richmond, Virginia
- Savannah, Georgia
PROJECT KING'S HAY CONCEPTUAL SITE PLAN
CARBONDALE BUSINESS PARK
WHITFIELD COUNTY, CARBONDALE, GEORGIA
PROJECT KING’S HAY CONCEPTUAL SITE PLAN
EAST TENNESSEE PROGRESS CENTER - LOT #3
MORRISTOWN, HAMBLEN COUNTY, TENNESSEE
PROJECT KING’S HAY ARCHITECTURAL VISUALIZATION

EAST TENNESSEE PROGRESS CENTER - LOT #3
MORRISTOWN, HAMBLEN COUNTY, TENNESSEE
PROJECT KINGS HAY

Company selects Morristown, Tennessee

January 2018
Company formally announces
Morristown, Tennessee

**PROJECT KINGS HAY**

April 2018

640 new jobs over 5 years

$47M capital investment
Q + A