

Jobs4TN PLAN

RESULTS FROM ECD REVIEW

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The Jobs4TN plan lays out Governor Bill Haslam’s administration’s economic development strategy resulting from a review of the department of Economic and Community Development (ECD), focusing on

- prioritizing the strategic recruitment of target industries,
- assisting existing Tennessee businesses in expansions and remaining competitive,
- supporting regional and rural economic development strategies, and
- investing in innovation and reducing business regulation.

“My top priority is for Tennessee to be the number-one location in the Southeast for high-quality jobs,” Haslam said. “Our Jobs4TN plan is a blueprint for doing just that. By leveraging our existing assets in each region, we will be able to attract new businesses to the state while helping our existing businesses expand and remain competitive. We will also be making significant investments in innovation to

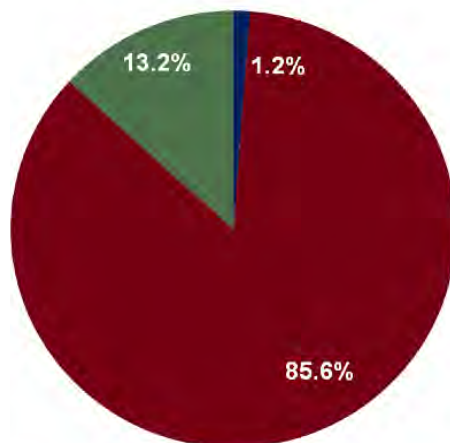
position Tennessee as a national leader well into the future.”

The governor’s Jobs4TN plan was developed over a 45-day period and involved interviews with more than 300 stakeholders, community leaders, and national experts as well as through seven roundtables across the state. The plan includes four key strategies.

Target Clusters, Existing Industries

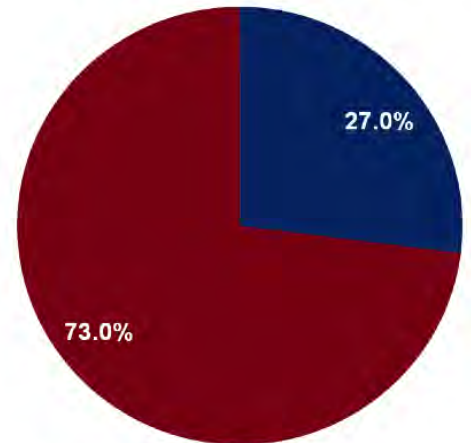
Tennessee will focus recruitment efforts on six target clusters in which the state has a clear competitive advantage: automotive; chemicals and plastics; transportation, logistics, and distribution services; business services; healthcare; advanced manufacturing and energy technologies. In 2010, expansion of existing business accounted for nearly 86 percent of new jobs in Tennessee. The state will focus on helping existing businesses expand and remain competitive through a targeted outreach program and a new existing-business toolkit of incentives and resources.

All Jobs

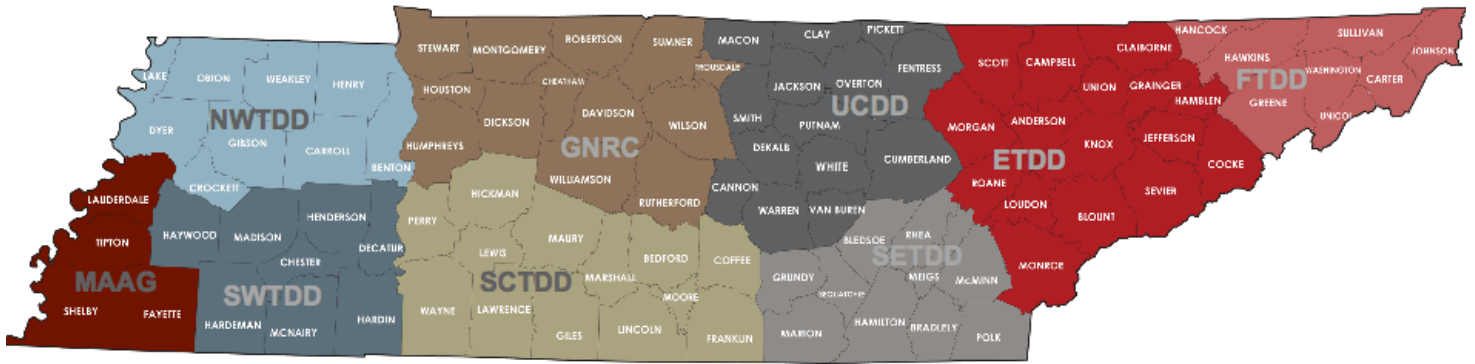


- Relocations to Tennessee
- Expansions of Tennessee Businesses
- Newly Created Businesses

ECD Announced Jobs



- Relocations to Tennessee
- Expansions of Tennessee Businesses



Regional Jobs Base Camps

ECD fundamentally restructured its field staff to establish a jobs base camp in each of nine regions across the state. Each camp is working with local partners to develop or revise a regional economic development plan and align existing federal and state resources around that plan. A key function of these base camps is reaching out to rural counties to incorporate them into broader regional economic development strategies that leverage existing resources and maximize the assets of rural communities. An assistant commissioner of Rural Development will help to lead this effort. ECD has selected regional directors to run each jobs base camp:

- **Northeast Tennessee** – Allen Borden;
- **East Tennessee** – Kirk Huddleston;
- **Southeast Tennessee** – Patsy Hazlewood;
- **Upper Cumberland** – Rebecca Hargrove Smith;
- **Northern Middle Tennessee** – Reggie Mudd;
- **Southern Middle Tennessee** – Jamie Stitt;
- **Northwest Tennessee** – Blake Swaggart;
- **Southwest Tennessee** – Cary Vaughn; and
- **Greater Memphis** – J. Edward (Ted) Townsend III.

Investing in Innovation

At the Tennessee Next Conference in May 2011 in Nashville, Haslam detailed a major state-wide innovation initiative focusing on better coordination of innovation activities across the state, increasing technology transfer and commercialization, promoting entrepreneurship, and enhancing Tennessee companies' access to early-stage capital.

Reducing Business Regulation

Haslam asked ECD to lead a review of federal and state business regulations. ECD worked

with existing Tennessee businesses, business advocacy groups, and state agencies to identify federal and state laws and regulations inhibiting job growth. After performing a cost-benefit analysis of regulations identified as burdensome, ECD presented recommendations to the governor and congressional delegation in fall 2011.

To implement the plan, ECD has undergone a significant reorganization resulting in a new senior leadership team as well as a 35 percent reduction in staff. ECD was the first state agency to complete the efficiency and effectiveness review process Haslam requested of every state government agency.

“In an age of limited resources, Tennessee taxpayers want the state to focus on those activities that will result in a substantial return on investment,” said ECD Commissioner Bill Hagerty. “ECD’s reorganization aligned the department’s resources with the governor’s Jobs4TN plan while simultaneously eliminating functions the state should no longer be performing.”

Jobs4TN is another component of the governor’s comprehensive jobs plan to support and encourage investment of new business and existing business in Tennessee. His jobs plan also includes education reform initiatives that focus on children in the classroom and a well-educated, quality workforce, which is the most important long-term strategy for successful economic development.

Another piece of the plan is ensuring a business-friendly environment in Tennessee strengthened through less cumbersome rules and regulations on business along with tort reform to curb lawsuits and provide certainty around corporate legal issues. ■

For more information on the Jobs4TN plan and the department’s review, please visit www.tn.gov/ecd.

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