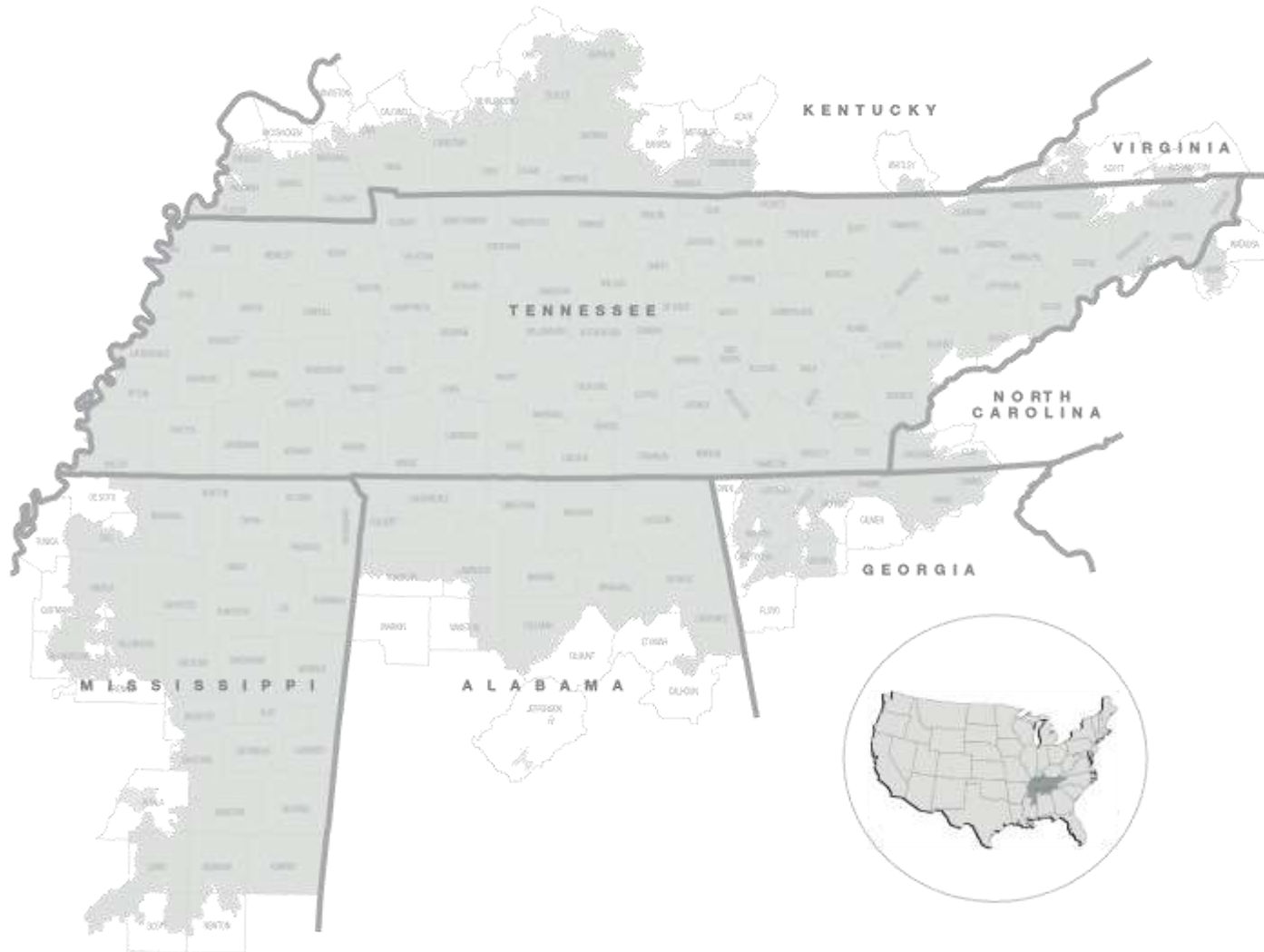




Supply Chain & Economic Development

Adam Murray
Sr. Target Market Specialist
September 6, 2017



TVA Economic Development

ATTRACT
NEW COMPANIES
& INVESTMENTS



ENGAGE
COMMUNITIES & INDUSTRIES



SERVE
WITH PARTNERS
FOR ECONOMIC GROWTH



Attract

Recruit
Companies and
Investments

Project
Management

Product
Development

Marketing and
Communications

TVAsites.com

Engage

Valley Incentive
Programs

Community
Development

Young Talent Initiative
& Community
Livability

Research

Technical Services

Serve

Economic
Development
Organizations

Local Power
Companies

Regional Partners

State Partners

Federal Partners

Attract

Marketing & Communications

TVAsites.com

relationship
marketing

brand
management

Promote and help sell the Valley:



support
recruitment efforts



internal and external
communications



community
assistance

Engage

Valley Incentive Programs

- Investment Credit
- Performance Grant
- Loan Funds
- Security Deposit Coverage

Engage

Valley Incentive Programs: Investment Credit

rewards
customers in
targeted
business sectors

5 or 10-year
commitment to
the Valley

jointly offered by
TVA &
participating
local power
company

Customer Characteristics:



capital investment
commitment



at least 25
employees or
additional 5 million
kWh annual usage



no plans to
reduce workforce
by 50% or more



at least 500kW
peak monthly
demand



financially
viable

Engage

Valley Incentive Programs: Performance Grant

qualifying
NAICS code

competitive
project (outside
TVA region)

\$2.5 million or
25 new jobs
over 5 years

Program Metrics:



capital
investment



existing jobs



new jobs



wages



special
considerations

Engage

Valley Incentive Programs: Loan Funds

low-interest
lending

partner with
other entities

amount, term &
structure dictated
by economic
impact &
business needs

Key Loan Criteria:



jobs
created/retained



capital
investment



financial strength



loan purpose

Serve

Teamwork with Partners

local power
companies

economic
development
organizations

state agencies

regional partners



federal partners

Factors in Economic Development and Site Selection

- Real Estate
- Incentives
- State and Local Taxes
- Grants
- Phase 1 Environmental
- Soil Borings
- Workforce
- Training
- Wages
- Infrastructure
- Power Rates
- Water/Sewer Rates
- Gas Rates
- Transportation
- Access
- R&D Partners
- Local Economic Development Organization
- State Agencies
- Wetlands
- Suppliers
- Due Diligence

THE VALLEY
WORKS



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