

APRIL 2009

Volume 7, Issue 2

In this Issue

Executive Director's
Report

University Medical Center

Kake Haus Pastry Shop

Thornton Metals Studio

Cedar Crossings
Business Center

Existing Industry Forum

International Council of
Shopping Centers
Program

Spotlight on Industry -
Campbell-Hausfeld

115 N Castle Heights Ave.

Suite 102

Lebanon, TN 37087

Phone: 615.443.1210

Fax: 615.443.0277

www.doingbiz.org

Executive Director's Report

From the desk of G.C. Hixson ...



"What do we do Now?"

Not in recent history has our economy experienced the type of transition as it is today. The key difference in this recession as opposed to others in the past however has been the continued increase in our unemployment numbers. While the nation addresses the financial, insurance, construction and automotive industries it is critical that we continue to address the direction of our economic efforts. When this recession ends (and it will), it is more important than ever that we are positioned to take advantage of it.

What is most important is that our fears can not allow us to become paralyzed in our efforts and programs by simply trying to ride out the storm. Our efforts and plans must be both directed and strategic. I thought it appropriate therefore to summarize what our immediate efforts and direction will be in 2009-2010.

Retail Development: By working with our local economic and governmental partners we must continue to recruit revenue producing customers. Mt. Juliet's sales tax collections rose over \$500,000 in 2008 contributing to both city and county coffers. The JECDB will be coordinating Wilson County's marketing events with the International Council of Shopping Centers in two cities this spring. We believe that this coordination will provide cost savings and can serve as the format for future retail and commercial marketing activities.

Industry Development: We must continue to re-evaluate and understand our targeted industries. Area solar industry announcements will provide clients seeking existing buildings and sites. We must continue to work with our governmental agencies and developers to develop "client ready" and "certified buildings and sites".

Product Improvements: Our office must continue to improve our marketing products and services. These include continual improvements in our website, marketing materials, economic data and the ability to respond to our demanding client requests.

Existing Industry Services: We must continue to work with our existing industries in providing assistance for available services. Recent assistance has included acquiring retraining funds for local industry.

In conclusion we must not "fall off the radar screen" with our clients and projects. Successful firms don't stop marketing. We will continue to be selective yet effective in our efforts. While we must be aware of the economic times, we must also continue to take control of our activities. Our location, community and available products will certainly allow us to prosper when and as recovery occurs.

University Medical Center Patient Tower Nears Completion



University Medical Center (UMC) will cut the ribbon April 28th to open the new four-story, all private patient room tower containing approximately 77,000 square feet of new construction.

The tower includes 60 new private patient rooms, space to be built out for future use in anticipation of the county's continued growth, outpatient rehab space, a new entry/drop-off area, a lower entrance level lobby, and support spaces.

"We are very excited to bring this new facility to our community," said Vince Cherry, CEO of UMC. "Our patients, families and physicians have requested and will soon get private patient rooms...the design of the patient tower will

allow for all private patient rooms using maximum efficiency and flexibility for future growth. Through recent renovations we have converted several of our units to all private rooms and on an ongoing basis we make every effort possible to make these available to our patients. Although a significant number of our rooms are private, this tower will ensure once and for all that patients will have private rooms in the future. The new patient tower, coupled with our expanded emergency department, obstetrics renovation and the addition of an extensive amount of new equipment and state-of-the-art systems ensure the very best in patient care. We will continue to grow with Wilson County."

UMC is a 245-bed, two-campus acute health care facility with more than 250 physicians on staff.

Kake Haus Pastry Shop Opens in Watertown

"Where we make your life a little sweeter"

Owners Duane and Kelly Schmelhaus cut the ribbon at the grand opening of their new business in late January.

Duane comes from a family with a long history of bakers originating in Cleveland, Ohio back in 1910. He is continuing the family tradition...but in Tennessee.

Duane is a Master Pastry Chef and graduated from the Culinary Institute of America in New York. He has perfected his skills and developed his own recipes. Duane is also one of only 500 professional ice carvers in the United States.

Kelly has been a professional cook for 25 years, has studied accounting, and has managed high volume restaurants and hotels for over 20 years.

You can get your gourmet cakes, desserts, pastries, cookies, breads, and chocolate confections at the Kake Haus Pastry Shop at 404 Public Square in Watertown.



Thornton Metals Studio Opens in Watertown



Susan Thornton gathered recently with friends, local business owners and the Lebanon/Wilson County Chamber Ambassadors for a ribbon cutting ceremony in Watertown.

Thornton Metals Studio, a working metals studio producing fine art jewelry and teaching metalworking and jewelry is located at 101 West Main Street, Watertown. The gallery features handmade fine craft artists working in metals, fibers, ceramics, glass, wood and other media. The space also has a small fiber arts studio. The gallery is open Wednesday through Saturday 11 a.m. until 5 p.m. and 12:30 p.m. until 4 p.m. on Sunday.

Did You Know

That by visiting the City of Lebanon's Museum and History Center's "Modern Era" section, you can get a glimpse of Lebanon during the World War I and World War II eras, witness its industrial and social changes to the present?

Also, the "Antebellum, Civil War and Reconstruction" era depicts the Battle of Lebanon, along with many photos and artifacts dating from the 1850's to 1870's.

Cedar Crossings Business Center

Located directly behind the Cedar Crossings Retail Center on West Main Street in Lebanon is the Cedar Crossings Business Center. The office suite condos project is nearing completion, with several of the buildings ready for lease or purchase. The project consists of 15 buildings of 4,500 sq. ft. each and can be divided into 1,500 sq. ft. offices. The overall square footage of the project is 67,500.



Bridgestone Hosts Existing Industry Forum Luncheon

Thank you to Bridgestone Americas Tire Operation-Lebanon Distribution Center and Steve Clayton, Lebanon DC Manager for hosting the quarterly Wilson County Existing Industry Forum Luncheon.

Steve started off the program by giving a presentation on the company's history. Speakers were: **Jerome Terrell, Project Manager, TVA Economic Development** who gave an overview of programs for existing industry from TVA, including information on the "Valley Investment Initiative" noting that the TVA Board had approved the new economic development initiative and that more information would be on the program in the near future. Andy Duncan, Key Accounts Coordinator with Middle Tennessee Electric Membership Cooperative gave a presentation on "Residential, Commercial and Industrial Bill Comparisons". Andy also talked about how industry could possibly reduce energy consumption and costs. Everyone enjoyed a guided tour of the facility.

ICSC Middle TN Alliance Program well attended

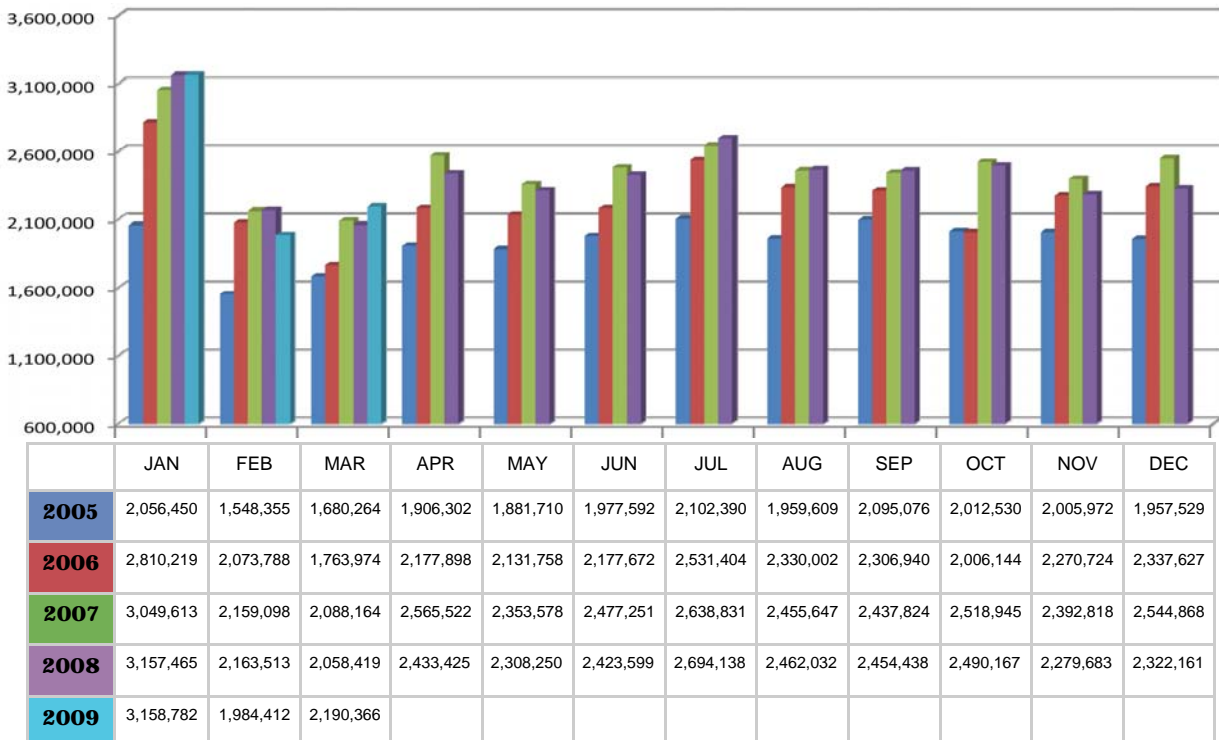
The International Council of Shopping Centers, Middle TN Alliance recently presented a program on "Adapting to Changing Times: How can public officials, brokers, developers and consumers work together to survive the economic downturn?"

The Alliance Program is a special ICSC initiative which provides forums for the public and private sectors to network, share ideas and discuss industry issues and explore retail development opportunities.

Dianne Fletcher, JECDB, serves as the Tennessee Alliance Co-Chair representing the public sector.

WILSON COUNTY

(includes Watertown, Lebanon, Mt. Juliet)
Local Option Sales Tax Revenue Collections for 2005 - 2009



Source: Tennessee Dept. of Revenue

Spotlight on Industry

CAMPBELL HAUSFELD



Campbell Hausfeld's long legacy of quality products began in 1836 when it manufactured horsedrawn wagons and agricultural equipment. For more than 165 years, the longest history in the industry Campbell Hausfeld has manufactured quality products for both the consumer and the professional.

In 1984 Campbell Hausfeld opened a facility in Mt. Juliet. In the 1990's the company experienced significant growth selling products through retail channels, such as national home centers and mass merchandisers. They also launched several new product lines. Campbell Hausfeld expanded the air tool business with the introduction of four new tools, and re-launched their line of consumer and professional high pressure washers. They expanded their focus on powered equipment with the introduction of new lines of portable welders and generators. They also launched a new logo and tag line "**Built to Last**" to emphasize their tradition of producing durable, reliable products.

Campbell Hausfeld is a recognized leader in the home improvement and automotive industry. The company product line has expanded over the years to include a variety of tools and equipment designed to help do-it-yourselfers and professionals finish their jobs faster and easier. Today the company offers a complete line of air compressors, air tools and accessories, inflators, nailers and staplers, paint sprayers, pressure washers, tire safety products, and welders. In 2005 the company entered the power tool industry with a new line of cordless drills and accessories.

Campbell Hausfeld continues to be a leading manufacturer and marketer of products and services for the do-it-yourselfers and professionals. The company aims to offer leading edge products and solutions that exceed customer expectations.

Mike Houge is the President of Campbell Hausfeld located on Millennium Parkway in Mt. Juliet. They employ 150.

JOINT ECONOMIC & COMMUNITY DEVELOPMENT

JECDB

BOARD of
WILSON
COUNTY

Lebanon
Mount Juliet
Watertown

115 N Castle Heights Avenue, Suite 102
Lebanon, Tennessee 37087