

JULY 2007

Volume 5, Issue 3

In this Issue

Executive Director's Report

ICSC Spring Conference

Sherlock's Emporium

Horizon Travel Center

New Watertown Restaurants -

LuLu's Coffee House, Good Ole Days Café & Café Creole

KFC

Spotlight on Industry - Sportswear Promotions, Inc.

115 Castle Heights Ave. N.

Suite 102

Lebanon, TN 37087

Phone: 615.443.1210

Fax: 615.443.0277

[www.doingbiz.org](http://www.doingbiz.org)

## Executive Director's Report

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

### Wilson County's Development Policies Provide Benefits

*The following information was presented to the Wilson County Sewer Access Board & the Wilson County Finance Committee. It highlights the results from recent developments in Wilson County.*



For many years the State Route 840 and Couchville Pike Interchange area was that of agricultural zoning and in many cases in family ownership for multiple generations. Even with the completion of SR 840, development was limited due to deficiencies in utilities, mainly sewer service. With the completion of the Nashville SuperSpeedway and with the partnership of the City of Lebanon and Wilson County governments, opportunities began to present themselves shortly after those governmental agencies provided sewer service. Early on, Prime Properties, Inc. of Nashville Tennessee, the developer of Eastgate Business Park in Wilson County saw the property as the "Diamond in the Rough" and began the process of developing the first phase of what was then referred to as the Nashville-East Regional Logistics Center. From that time forward and with the commitment of the City of Lebanon, Wilson County Government, Sewer Access Board and the Wilson County Planning Commission the property has become the asset that as was envisioned.

In 2003 the German food distributor ALDI began the development by acquiring 98 acres for its 495,000 sq ft distribution center. In 2004 Big G Express purchased 22 acres then added 10 acres for its Fleet Operation Center while First Industrial purchased 56 acres and completed over one million square feet of facilities, TACLE Seating; USA purchased 20 acres completing their 100,000 sq ft facility in 2007. The remaining 23 acre tract in Phase I was acquired by Verus Partners, LLC in 2006 on which a 406,000 sq ft facility is under construction. The park today has only 55 acres available in Phase I with additional distribution/manufacturing and retail/commercial development targeted for those properties.

To date the above developments have generated 429 jobs including those in logistics/distribution, production positions at TACLE Seating and drivers, mechanics etc at Big G Express. It is estimated that these 429 jobs will generate over \$13.3M dollars in yearly wages. Using economic indicators for Wilson County it is also projected that for each job created another 1.3 positions will result in the construction and service areas making a total of 558 new jobs to date for this property.



In addition to the 429 plus positions, the county has also seen a return on its investment through additional property tax revenue. In a review of county tax filings, it was determined that in 2003 the 472.34 acres when zoned agricultural and residential provided the county a total of \$2,793 in real property taxes. **Through the completion of present facilities and with the increased value of land since 2003 it was determined that the total real property taxes paid in 2006 was \$266,467.52 with a projected real property tax due in 2007 of \$651,946.00. These totals did not include the increase in personal property taxes which will be reflected when companies file their reports with county officials.**

The future offers additional opportunities not only at the Nashville East Logistic Center but for other developments along State Route 840. Regional and national developers

*(Executive Director's Report continued P.2)*

## Lebanon Chosen to Host Visioning Workshop - August 9 & 10

Lebanon, TN has been chosen by the AIA (American Institute of Architects) and Cumberland Region Tomorrow as a PILOT community for a "Blueprint for America -- Visioning Workshop". The workshop to be conducted by a panel of architects who specialize in Transit Oriented Development and Historic Town Center Redevelopment is designed to engage city, county and local community leaders in a vision process for growth and development of the historic town center. The information gathered during the workshop will assist the community in identifying important attributes of the community and of new opportunities. Lebanon and Wilson County was selected as one of the workshop locations due to the potential of Transit Oriented Developments associated with the Music City Star.

**The visioning workshop will take place on Thursday, August 9<sup>th</sup> from 12:30 to 5:00 pm and Friday, August 10<sup>th</sup> from 8:30 am to 1:00 pm in the Fine Arts Building at Cumberland University.** Individuals, city and county officials and community leaders are encouraged to attend and participate and may do so by contacting the Lebanon/Wilson County Chamber of Commerce at 615.444.5503 or by emailing [lebchamber@bellsouth.net](mailto:lebchamber@bellsouth.net). Participation is encouraged for as much time as can be provided but seating is limited to the first 200 registrants with a registration deadline of August 1<sup>st</sup> 2007. There is no cost to attend the workshop.

The workshop is an important opportunity for governments, organizations and citizens to provide input in shaping future community actions. Entities serving on the Local Chair Committee include the Historic Lebanon Tomorrow, Cumberland Region Tomorrow, Cumberland University, City of Lebanon and the Joint Economic and Community Development Board of Wilson County.

### Horizon Travel Center Taking Shape



Construction is well underway on the 4,237 sq. ft. Horizon Travel Center on the NE corner of Maddox-Simpson Parkway and U.S. 231. Approximately 1,000 sq. ft. of the facility will be dedicated to an eating area and will feature Nathan's Famous Hot Dogs and

Godfathers Pizza. The Center is expected to open around Labor Day. The project is a joint venture with Horizon Travel Center, Tri-State Contractors and 5 Bravo Construction Company.

### JECDB Exhibits at ICSC's Spring Convention

The JECDB participated in the International Council of Shopping Centers (ICSC) Spring Convention held in Las Vegas May 20-23. The theme of this years program was "Reaching Beyond the Gold" in celebration of the organizations 50th anniversary. The ICSC is the global trade association of the retail real estate industry. Over these 50 years, the organizations membership has grown to 65,000 in more than 92 countries, and consist of shopping center owners, developers, managers, marketing specialists, investors, lenders, retailers, academics, students, economic developers and public officials.



*Pictured with Dianne Fletcher are ICSC President & CEO Michael Kercheval, and ICSC Chairman John Bucksbaum at the Conventions Public Sector Showcase.*

The JECDB participated in the Public Sector Showcase and exhibited in the Leasing Mall where staff talked with attendees about growth in Wilson County and its municipalities.

*Continued from P.1*

*(Executive Director's Report)*

including First Industrial, IDI and Opus South of Atlanta continue to acquire properties in the area. The intersection of State Route 840 and State Route 109 has seen over 400 acres acquired and the completion of a 650,000 sq. ft. spec industrial facility and the planned 450,000 sq. ft. Project Encore facility. With increasing density of workers along State Route 840 retail developments including food, gas and other commercial development are considering these properties and will be forthcoming.

The increase of jobs and the expansion of the county's tax base do not occur without the direction and support of many entities. The success could not have been accomplished without the efforts and support of members of the Sewer Access Board, Wilson County Planning Commission, the Wilson County Commission and the City of Lebanon. Their ability to vision the results of adding infrastructure and working in partnership with both investors and developers has resulted in this forward movement. By doing so, the community has provided new jobs and expanded the tax base from new and future commercial and industrial users.

## Watertown Adds New Restaurants

Joining the existing eatery's of the *Depot Junction Café*, *Angie's Family Restaurant (formerly Snow White Restaurant)* and *Subway* in Watertown are three new restaurants.



**LuLu's Coffee House** located at 120 East Main St. is the place for exceptional coffee, espresso drinks, and the best hot chocolate in town. They also serve a variety of interesting sandwiches, soups and other snacks, along with a selection of muffins pastries, pies and cakes. They pride themselves in providing food that is certified all organic. Saturdays they have live music. You can bring your own instrument and voice and take the stage.

**The Café Creole** "A Taste of New Orleans" located on the square in Watertown serves up New Orleans, Creole style food for their patrons. You will find on their menu the best Crawfish Étouffé, Gumbo, Red Beans, Muffulettas and Crab Cakes in Middle Tennessee. The restaurant is currently open on Friday, Saturday and Sunday.



**Good Ole Days Café** located at 8482 Sparta Pike in the C&L Plaza serves country fixins' for breakfast, lunch and dinner. The Café is open 5:00 a.m. to 8:00 p.m. Sunday-Thursday, and until 9:00 p.m. on Friday and Saturday. You can either go through the cafeteria style line, or order your favorites from the menu.

### Did You Know...

**Wilson County ranked 5th in the State in Per Capita Personal Income, 2003-2005:**

#### 2005 Per Capita Personal Income (by County Rankings)

1. Williamson	\$47,712
2. Davidson	\$42,192
3. Shelby	\$36,160
4. Hamilton	\$34,799
5. Wilson	\$34,030
6. Knox	\$32,815
7. Montgomery	\$31,812
8. Sumner	\$31,033
9. Loudon	\$30,538
10. Greene	\$30,371

Source: US Dept. of Commerce Bureau of Economic Analysis

### Sherlock's Book Emporium & Curiosities

Construction is well underway on what is to be Tennessee's largest independent bookstore and restaurant when work on the 16,000 sq. ft. facility is completed this Fall. The new facility is located on Maddox-Simpson Parkway just off U.S. Hwy. 231 South. Not only does Sherlock's have new books, used books and curiosities, but rare books and appraisals as well. Sherlock's is temporarily located at 122 N. Greenwood in Lebanon.



### Construction Underway for New KFC

Approximately eight million customers are served daily around the globe by the world's most popular chicken chain, Kentucky Fried Chicken. A building is being constructed for KFC on the corner of U.S. 231 and Holloway Drive with an opening date of late November-early December.

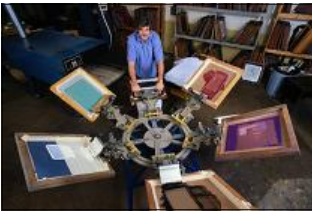
KFC is part of Yum Brands, Inc. who has restaurants in 100 countries and territories, totaling 32,500 restaurants that include not only KFC, but A&W, All-American Food, Taco Bell, Long John Silver's and Pizza Hut.





# Spotlight on Industry

## Sportswear Promotions, Inc.



Sportswear Promotions, Inc. located at 98 Belinda Parkway in Mt. Juliet has been serving the greater Nashville area for more than 22 years with professional screen printing and embroidery services. They take great pride in their work and guarantee satisfaction with every order. Tony Kohanski, President, says: “the company averages printing approximately 7,000 shirts a day, with the capacity of producing 15,000 shirts in an 8 hour shift. Normally we run one shift, but additional shifts are added to meet the customer demands at various times of the year. SPI has three full-time graphic artists that provide a broad range of creative and visual insights.”

SPI designs, prints, embroiders, warehouses and drop ships products directly to the customer. They are consistently changing and modifying their techniques to better themselves, their quality and their efficiency.

### Achievements

- Ranked #34 out of 100 top volume screen printing companies (printed over 1.5 million)
- Received Golden Squeegee Awards - 1st place in the 4-color process category from Impressions Magazine
- 2 Honorable Mentions for Outstanding Artist Design and Photographic Print on a dark garment
- Notably documented as one of the “Top 100” screen printers in the country for four consecutive years.

### WILSON COUNTY

(includes Watertown, Lebanon, Mt. Juliet)

Local Options Sales Tax Revenue Collections for 2003 - 2007

(Source: Tennessee Department of Revenue) (Prepared by: JECDB of Wilson County)

