

**JULY 2008**
**Volume 6, Issue 3**
**In this Issue**
**Executive Director's Report**
**Eastern Connector Groundbreaking**
**The Paddocks Breaks Ground**
**Best Places for Business & Careers**
**Per Capita Personal Income Ranks 4th**
**Providence Commons**
**Spotlight on Industry - Technical Plating & Rubber, Inc.**

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**Executive Director's Report**
*From the desk of G.C. Hixson ...*

**Will the Cost of Fuel become a Competitive Advantage?**

Anyone that has recently visited the fuel pump might find this to be a strange question. The price of fuel impacts our daily lives and certainly affects the cost of doing business for any transportation, logistics or delivery-based business. Not only does it affect these companies but it indirectly affects every company that uses their services. Unfortunately we will continue to see these costs passed on to us as consumers. The question becomes then, how will these additional costs enter into the determination of relocation/expansion decisions?

Another issue of increased fuel costs has become the ability of the workforce to get to work. Employers today are realizing the problems of recruiting and maintaining their workforce in light of employee commuting expenses. Employees are finding it more difficult to meet their family budgets and in many cases are sacrificing vacations, scheduled purchases and the family's food budget creating a stressed and less productive work force. Increased fuel cost not only drives up the cost of products and services it also increases personnel expenses through cost of living adjustments.

The question becomes how does a community position itself in this changing environment? Below are some of the trends and alternatives that will distinguish successful communities:

1. Employers will begin to adjust work schedules with reduced days and where possible work from home. This will favor communities that have or are recruiting professional, scientific and other technical professions.
2. Manufacturers with critical transportation issues will begin to favor lower fuel-cost regions moving away from states like California, New York and others. (our central location, transportation network and lower fuel costs will become a marketing plus).
3. Regions with lower fuel and logistic costs that can continue to offer a traditional 8 to 5, five day work week will offer a competitive advantage over communities that have to change.
4. Areas that now have high fuel costs, but also have lower income and educational levels will be negatively impacted more than others.

While the issues above provide a glimpse into each "new location/expansion" factor, the exact effects will depend upon the demands of industry. With increased employer and employee transportation costs a shift from high-cost to lower-cost regions is just a matter of time. While Wilson County will continue to offer its location advantages, our community must be willing to be flexible in this changing environment.

## Groundbreaking on the Eastern Connector

A group of dignitaries were on hand for the groundbreaking ceremonies of Mount Juliet's new Eastern Connector Route. The connector road at Interstate 40 and Beckwith Road will provide access to Beckwith Farms, a commercial/industrial business park developed by Panattoni Development Company.

Below is a rendering of the Beckwith Farms development, which encompasses 125 acres of land. Construction is scheduled to begin Summer 2008. The first three buildings will be 100,000 sf, 247,500 sf and 480,000 sf respectively. For leasing options contact David McGahren at (615) 301-2810 or Chad Tuck at (615) 301-2829.



### Best Places for Business and Careers

The Nashville-Davidson-Murfreesboro MSA (which includes Wilson County) was ranked 15th in *Forbes* magazine's study of Best Places for Business and Careers. To determine the ranking, *Forbes* examined overall job growth, educational attainment and cost of doing business for 200 U.S. metro areas.

### Did You Know...

**Wilson County ranked 4th in the State in Per Capita Personal Income for 2006:**

#### 2006 Per Capita Personal Income (by County Rankings)

1. Williamson	\$51,841
2. Davidson	\$42,092
3. Shelby	\$38,204
4. Wilson	\$35,644
5. Montgomery	\$35,232
6. Hamilton	\$35,027
7. Knox	\$33,963
8. Loudon	\$32,715
9. Sumner	\$32,710
10. Fayette	\$31,193

## The Paddocks at Mt Juliet Groundbreaking



Speaking to the crowd gathered at the groundbreaking of The Paddocks at Mt. Juliet is John Gipson Sr. of the Gipson Company. The Paddocks development will consist of almost one million square feet of shopping center space. Phase I tenants will include both a Wal-Mart Supercenter and a Lowe's Home Improvement Warehouse scheduled to be open by December 2008. As you can see in the background excavation is underway. For leasing information contact The Shopping Center Group at (615) 259-0200.

# Providence Commons

Memphis-based Boyle Investment Company has purchased 30.8 acres of land for \$5.75 million and will build a new shopping center in Mount Juliet. Boyle is planning a 200,000 square foot retail plaza, called Providence Commons. The plaza located at 731 South Mount Juliet Road, just south of the Providence MarketPlace shopping center, will be anchored by a 55,000 square foot Publix grocery store.

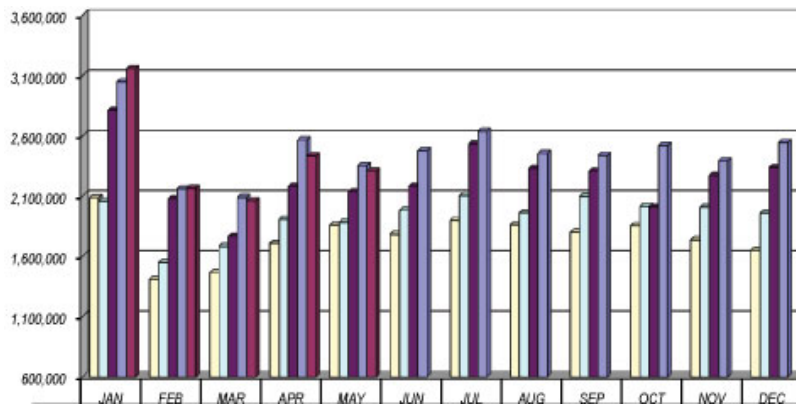
Providence Commons will feature two additional anchor tenant locations in the 30,000 sf range as well as a 15,000 sf junior anchor space and other small shop retail space. Six outparcels are also available for restaurants and banks.



The shopping center will start construction in Fall 2008 with completion expected in Fall 2009. For leasing information contact Mark Traylor or Grant Kinnett at (615) 550-5575.

## WILSON COUNTY

(includes Watertown, Lebanon, Mt. Juliet)  
Local Option Sales Tax Revenue Collections for 2004 - 2008



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>2004</b>	2,084,310	1,409,587	1,462,618	1,706,484	1,858,839	1,780,987	1,897,083	1,861,324	1,800,266	1,851,539	1,735,516	1,647,622
<b>2005</b>	2,056,450	1,548,355	1,680,264	1,906,302	1,881,710	1,977,592	2,102,390	1,959,609	2,095,076	2,012,530	2,005,972	1,957,529
<b>2006</b>	2,810,219	2,073,788	1,763,974	2,177,898	2,131,758	2,177,672	2,531,404	2,330,002	2,306,940	2,006,144	2,270,724	2,337,627
<b>2007</b>	3,049,613	2,159,098	2,088,164	2,565,522	2,353,578	2,477,251	2,638,831	2,455,647	2,437,824	2,518,945	2,392,818	2,544,868
<b>2008</b>	3,157,465	2,163,513	2,058,419	2,433,425	2,308,250							

Source: Tennessee Dept. of Revenue

## Spotlight on Industry

# Technical Plating & Rubber, Inc.

- *Known for High Quality and Fast Turnaround*
- *Protectors of the Environment through Recycling*
- *Platers of the Difficult*

**Technical Plating & Rubber, Inc.**, located at 102 Woodland Street in Watertown, was established in 1978, and is a specialist in corrosion resistant coatings. They provide Zinc, Silver, Tin, and Copper plating, both barrel and rack. They also provide environmentally friendly trivalent chromates in black, clear, and yellow which meet new zinc plating standards.

### PLATING AWARDS INCLUDE:

**Square D Company:** **Technical Plating** is the first in Tennessee to become Quality Certified by Square D Company. They achieved zero defects for five consecutive years and was awarded "Supplier of the Year" by Square D. **Technical Plating** provides Zinc, Silver, and Tin Plating for the Square D Company.

**ISO Certification:** Through internal know-how, **Technical Plating** developed and implemented their ISO-9002 Quality Management System and became certified by the registrar on the first surveillance audit in 1998.

**Most Valued Supplier:** **Technical Plating** received the "Most Valued Supplier" award from their customer, Livingston Tubular. They plated fuel lines manufactured in very high volume for Chevrolets.

**Customer Performance Rating:** Each quarter **Technical Plating** receives numerous performance ratings by their customers that states the number of lots plated and supplied to them was with 100% Quality and 100% On-Time Delivery services.



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