

West Tennessee Industrial Association and Middle Tennessee Industrial Development Association

Site Certification Project

To foster Tennessee's economic growth, the West Tennessee Industrial Association (WTIA) and Middle Tennessee Industrial Development Association (MTIDA) initiated a "Site Certification Program" that would allow them to market an inventory of pre-screened development-ready sites to a wide range of industrial job-creating companies.

MTIDA and WTIA felt strongly that a spirit of inclusion should guide the project. Furthermore, they wanted to provide the communities of Middle and West Tennessee with a value-added service to assist them with community and economic development preparedness. Working together, MTIDA and WTIA retained Janus Economics' Principal, Jennifer Tanner, while employed at a major US engineering company, to:

- Design an inclusive evaluation process to provide site criteria;
- Prepare development profiles;
- Conduct site visitations and reviews and;
- Provide recommendations for site certification or a path forward towards certification.

Candidate sites were evaluated for their ability to meet minimum criteria that are representative of those that a corporate decision-maker for a general industrial site, or a consultant, would consider during the onset of the site selection process. Throughout the course of this project each site was evaluated on its own merits, and did not compare the sites against one another.

Thirty (30) sites were certified and are designated "Deal Ready," a branding initiative being executed now that the certification process has been completed.