



“As part of the Certification, MSC provided suggestions for target industries that are a fit with the PRP. “In addition to automotive-related industries, the data shows that primary metal and fabricated metal production, alternative energy equipment manufacturing, and chemical / advanced materials would be well-suited for the site and workforce.””

- Jeannette Goldsmith, Principal at MSC

# PRP PURCHASE REGION INDUSTRIAL PARK

www.kyindustrialpark.com

## SHOVEL READY



### 2008 - 2009 ANNUAL REPORT



### STRATEGIC PARTNERS

#### Local Economic Development Partners

- Ballard County Chamber of Commerce
- Ballard County Economic Development and Industrial Board
- Carlisle County, Kentucky
- Chamber of Commerce of the Twin Cities - Fulton, South Fulton
- EntrePaducah
- Fulton County - Hickman County Economic Development
- Greater Paducah Economic Development Council
- Graves Growth Alliance
- Hickman Chamber of Commerce
- Marshall County Chamber of Commerce
- Marshall County Economic Development
- City of Metropolis, Illinois
- Murray-Calloway County Chamber of Commerce
- Murray-Calloway Economic Development Corporation
- Paducah Area Chamber of Commerce

#### Education Partners

- Mid-Continent University
- Murray State University
- Shawnee Community College
- West Kentucky Community and Technical College

#### Other Partners

- 5H Technologies
- GeoTech Engineering
- KRW Strategies
- ZebraGraphics, Inc.

#### Utility Partners

- Atmos Energy
- Big Rivers Electric
- Jackson Purchase Energy
- Mayfield Electric & Water Systems
- West Kentucky Telephone
- Tennessee Valley Authority
- Hickory Water District
- West Kentucky Rural Electric Cooperative Corporation

#### Transportation Partners

- Barkley Regional Airport
- Canadian National Railroad
- CSX Railroad
- Eddyville-Lyon County Riverport
- Hickman-Fulton County Riverport
- Marshall County-Calvert Riverport
- Paducah and Louisville Railroad
- Paducah-McCracken County Riverport
- Tennessee Tombigbee Waterway
- Wickliffe-Ballard Riverport

#### Purchase Regional Industrial Park Authority Counties

- Ballard County, Kentucky
- Calloway County, Kentucky
- Carlisle County, Kentucky
- Fulton County, Kentucky
- Graves County, Kentucky
- Hickman County, Kentucky
- Marshall County, Kentucky
- Massac-Metropolis, Illinois
- McCracken County, Kentucky

#### State, Federal and Regional

- Kentucky Governor, Steve Beshear
- Senator, Jim Bunning
- Senator, Mitch McConnell
- Congressman, Ed Whitfield
- State Representative, Mike Cherry
- State Representative, Will Coursey
- State Representative, Melvin Henley
- State Representative, Brent Housman
- State Representative, Fred Nesler
- State Representative, Steve Rudy
- Senator, Bob Leeper
- Senator, Ken Winters
- Kentucky Cabinet for Economic Development
- Kentucky Chamber of Commerce
- Purchase Area Development District
- West Kentucky Workforce Investment Board

#### Staff

- Bill Beasley, President & CEO (270) 556-4995, billbeasley@insightbb.com
- Kim Toon, Administrative Assistant (270) 251-6131, kim.toon@purchaseadd.org P.O. Box 588, 1002 Medical Drive, Mayfield, Kentucky 42066
- Site is between I-24 and I-69 designated corridor. Located between Nashville, TN and St Louis, MO 2/3 of U.S. population is within a one day drive



“Essentially this stamp of approval sends the message to those looking for large-acre sites that we are project-ready... it lets companies know that they can get started on their project, right away. By going through this process, we have saved potential companies anxiety, time, and money - making their location decision easier.”

- Tony Goodman, Chair of the PRP Board of Directors

“This site will now be very easy to market to prospective industries. You won't have to spend valuable time going through site due diligence. This certification enables you to close the deal much more quickly.”

Ed McCallum, Senior Principal with MSC

“You are showing that western Kentucky is open for business”

- Adam Edelen, chief of staff for Governor Steve Beshear

# Letter from the Chairman

When I think about where the Purchase Region Industrial Park is today, as compared to 12 months ago, I couldn't be more pleased. It is remarkable what the board and staff have accomplished. With focus and determination, we can say with no hesitation, we are "shovel-ready" and open for business.



We have covered some important ground: from investing in engineering and geotechnical studies to eliminate any potential issues with the site, to collecting comprehensive labor force information for potential clients, to making our website "consultant-friendly," we are proud of what we have accomplished.

Everything we have done this past year has been to reduce the potential risk our clients might face and speed up the start time of a project. With the board's commitment and guidance, the staff's expertise and tenacity, the park will be in a better position for success.

We will stay the course in the coming year. In the works is a proactive marketing campaign focused on site-selection consultants and the addition of international marketing efforts. We will continue to clean up the site and work through the list of infrastructure priorities for the Park. And, soon there will be a virtual tour of the Park on our website complete with downloadable site information.

The park is shovel ready and the board is anxious to use a shovel to break ground on a major project! We can do that by staying focused and by working together.

My personal thanks to the board, staff, investors, and partner agencies for a great year.

Sincerely,  
Tony Goodman

## Megasite Certification

What does the Megasite certification mean for the Purchase Region Industrial Park?

On March 31, 2009 McCallum Sweeny Consulting put their stamp of approval on our site as a certified Megasite. PRP is one of two (2) certified sites in Kentucky and the only existing Megasite that is 100% owned by a public authority.

Since 2004, eight (8) sites have been named "Megasite" and there are only three (3) remaining.

## Board of Directors

### Ballard County

#### John Summers

Owner/Manager - New Wave Home and Improvements  
Appointed by: Judge Executive Vicki Viniard

### Calloway County

#### Dr. Jack Rose

College Of Education - Murray State University  
Appointed by: Judge Executive Larry Elkins

### Carlisle County

#### Leon Boyd

Retired Manufacturing Executive  
Appointed by: Judge Executive Greg Terry

### Fulton County

#### Tom Hodges

Fulton County Administrator  
Appointed by: Judge Executive David Gallagher

### Graves County

#### Tony Goodman

Owner/Manager - CB Goodman Lumber Co.  
Appointed by: Judge Executive Tony Smith

### Hickman County

#### Bruce Kimbell

President - First Community Bank  
Appointed by: Judge Executive Greg Pruitt

### Marshall County

#### Betsy Flynn

President - CFSB Bank  
Appointed by: Judge Executive Mike Miller

### McCracken County

#### Dr. Charles Shields

Retired Physician  
Appointed by: Judge Executive Van Newberry

### Metropolis, IL

#### Sue Barfield

Retired Administrator - Shawnee Community College  
Appointed by: PRP Board of Directors, ex-officio member

With the designation came detailed analysis of the strengths and weaknesses of the PRP by McCallum Sweeny – a company that knows a thing or two about large-scale economic development projects. Their advice is helping to guide our infrastructure development and marketing efforts.

Although not a guarantee for a site location, Mega Site Certification carries with it a weight and respect in the industry that major companies understand. We are proud of having accomplished a level of attainment that shows PRP is a quality industrial park site.

## Accomplishments

### Site-related

- Phase I Environmental Assessment on both tracts – no significant findings
- Geotechnical Evaluation of Tract II – no negative findings
- Water well drilling completed – determined there is an abundant supply for an on-site treatment facility
- Wetlands Delineation on both tracts and permitting completed - no mitigation required
- Archeological Assessment of both tracts - no significant findings
- Endangered Species Assessment of both tracts – only requirements of the US Fish and Wildlife is that any deforestation occur during winter months
- Completed all cost estimates and engineering for water, wastewater, rail spur, natural gas extension, and highway interchange.

### Marketing

- Branding of the PRP with color schemes, stationary, new logo, and coordinated marketing pieces
- Completely revamped the website including:
  - Owning the domain name www.KYIndustrialPark.com
  - Provision of detailed workforce information provided by TVA Economic Development Research
  - Search word optimization and ad campaigns
- Coordination between our graphic design and engineering firms to provide visually-pleasing and informative site-related materials
- Postcard mailed to 750 site selection consultants announcing Megasite Certification
- 2-page advertisement in the 2009 Kentucky Economic Development Guide
- Participation in Area Development's Consultant Forum

Worked with three (3) clients evaluating the PRP as a potential site

In conjunction with Megasite Certification, McCallum Sweeny Consulting conducted community visits to the eight (8) Purchase Counties and Metropolis, Illinois. Written reports were provided to the agencies that participated.

2008-2009



## Work Plan

2009-2010

### Site-Related

- Continue to clean up the site by the removal of structures not in use by tenants
- Continue pursuit of Tax Increment Financing District designation on both Tracts
- Update the 2003 Master Plan of the site
- Pursue permitting on any relevant issues in order to decrease the start time projects

### Marketing

Develop fact sheets on each of the target industries suggested by McCallum Sweeny Consulting

- Alternative Energy
- Automotive Assembly
- Chemicals

- Food and Beverage Manufacturing
- Materials/Advanced Materials
- Primary Metals/Metal Fabrication

Send information to site-selection consultants at least six (6) times

Develop fact sheet about the PRP and translate it into German, Chinese and other languages as necessary; make available on-line

Provide access to engineering studies and reports via the website

Attend at least one (1) Consultant's Forum

Contract with a nationally-recognized firm to complete a Labor Force Analysis for industrial recruitment purposes covering the nine-county PRP area.