

# Support for Existing Business and Industry

## COMMITTED TO YOUR LONG TERM SUCCESS

Research shows that 70 to 80 percent of all new jobs in the Tennessee Valley are created by a community's existing businesses. Knowing this fact, TVA Economic Development is committed to the long-term success of the Valley's established companies. We offer products and services that help communities and companies prosper and grow in the Valley.

### Services for Businesses

- **Financial Support** – Companies planning an expansion may be able to reduce their capital outlay or financing cost by using TVA's financial services. The funds can be used for building expansions, equipment, and other purposes and are offered with flexible terms and rates. Our most popular programs include the Economic Development Loan Fund, Enhanced Growth Credit, and Security Deposit.
- **Technical Services** – Our technical services staff can assist in making the expansion or business-planning process more efficient. Services include site evaluations, land development concept plans, economic impact analyses, supplier/customer listings, market research, and demographic data.
- **Energy-Use Evaluation** – TVA and our distributor customers offer a wide variety of services designed to identify opportunities to increase energy efficiency and reduce power costs. These services include energy audits, heating-and-cooling loss detection, power-quality studies, and more.
- **Industry-Specific Assistance** – TVA's Energy Solutions experts provide industry-specific expertise to help improve efficiency and productivity while minimizing environmental impacts. This assistance is available for a variety of industries, including automotive, distribution and warehousing, food processing, furniture, metals production and fabrication, plastics, and technology.

### Services for Communities

- **Strategic Planning and Training** – Our Economic Development staff offers an array of programs to aid communities in developing effective business retention and expansion programs. Services include goal setting and action planning, workshops on how to establish or enhance an existing industry program, and expert speaker forums.
- **Business Information System** – Synchronist is a software tool and interview system used to gather intelligence about local industry. This system, when used strategically, can assist in retaining and expanding local businesses. TVA provides implementation assistance for the Synchronist database's company interview tools.
- **Publicity and Marketing Support** – Marketing materials and public relations tools are offered to communities interested in enhancing their existing industry program. These materials can be tailored to individual community needs. Assistance with special events or promotions is also available.

