

# STRATEGIC DEVELOPMENT GROUP, INC.



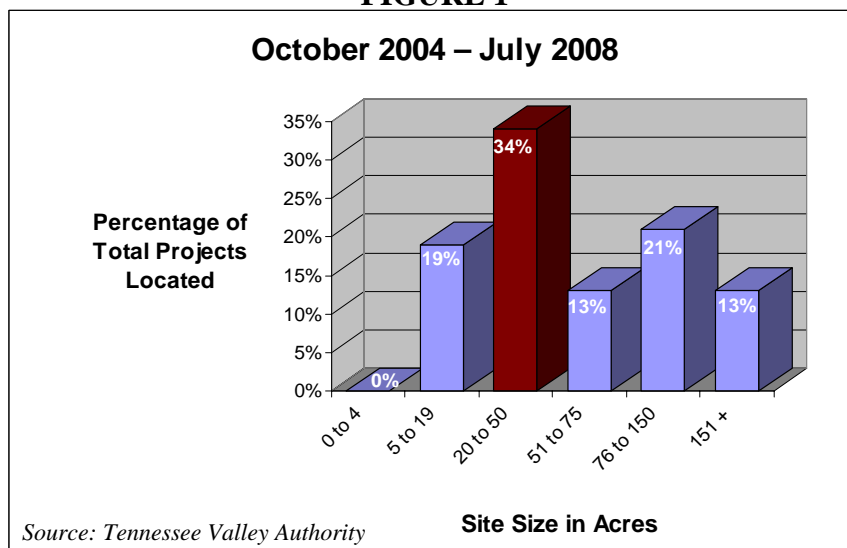
My name is Mark Williams and I am President of Strategic Development Group, Inc. (SDG). If you are not familiar with SDG, we are a site selection firm that has conducted a great deal of siting work in Tennessee and other Southeastern states. We are pleased to have been selected by the West Tennessee Industrial Association and the Middle Tennessee Industrial Development Association to conduct Round 2 of their Deal Ready site certification program.

We are excited about potentially working with you to certify new sites in West Tennessee and hope you will submit at least one site for consideration. The focus for Round 2 certification will be on sites in the 20-50 acre size range. Sites that are greater than 50 acres may still be considered for certification.

## Value of Site Certification

There are many reasons that certified sites heighten the probability of site location. As site selection timelines become tighter, it is more important than ever that key selection criteria for sites be verified even before sites are considered by site consultants or corporations conducting site searches. In most cases, sites without verification of key selection factors will be eliminated from consideration. Further, as shown in Figure 1, the greatest proportion of site locations within the TVA territory over the last three years occurred on sites in the 20 to 50 acre size range, which is the focus of Round 2 certification.

**FIGURE 1**



## Project Timing and Summary of the Certification Process

It is our intent to complete the entire certification project within eight months. The following table outlines the timing for key project benchmarks.

<b>Tentative Timeline</b>	
<b>Date</b>	<b>Activity</b>
<i>July 31, 2008</i>	Kick-off Meeting
<i>Week of September 2, 2008</i>	RFP's Distributed
<i>September 16, 2008</i>	Phase I Questionnaire Due
<i>October 17, 2008</i>	Phase II Questionnaire Due
<i>November</i>	Conduct Field Review
<i>December 31, 2008</i>	Final Certification Responses to Communities
<i>January 31, 2008</i>	Final List of Certified Sites Completed
<i>February</i>	Final Announcement of Newly Certified Sites

The procedure for Round 2 certification will be slightly different than the previous round in that it will consist of two phases.

The first is a Phase I screening application which lists "Essential" certification criteria. To become certified, sites must ultimately meet each of these criteria. By using this application, it is our intent to simplify the initial site screening process for you, allowing a quick appraisal of site certification potential before completing more detailed application information, which will be contained in the Phase II certification application.

For Phase I, please complete this application indicating "yes" for conditions that already exist. In cases where "essential" criteria are not currently met, please indicate your intent to satisfy these elements during the certification process.

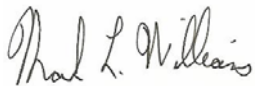
Submittals should be made electronically to SDG by September 16, 2008. Those that meet all criteria or show intent to meet all criteria will be immediately provided a Phase II application that will verify more detailed site attributes leading to final certification. Phase II applications will be due on October 17, 2008 and will be followed by field visits in November.

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September 5, 2008

We look forward to working with you on this important project and look forward to your site submittals and comments on the certification process. In the event you need to reach me, my contact information is:

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Strategic Development Group, Inc.  
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Cell Phone: (803) 917-6118  
Fax: (803) 771-0735  
Email [mwilliams@strategicdev.com](mailto:mwilliams@strategicdev.com)

Sincerely,



Mark L. Williams  
President

Attachment

CC: Mr. Mike Philpot, West Tennessee Industrial Association, Via email  
Mr. Jerry Bailey, Union City Electric System, Via email