

Maury Alliance Strategic Plan Balances Thoughtful and Sustainable Growth With Quality of Life for Maury County

Advance Maury 2024: Invest, Elevate, Thrive

SCORECARD



INITIATIVES

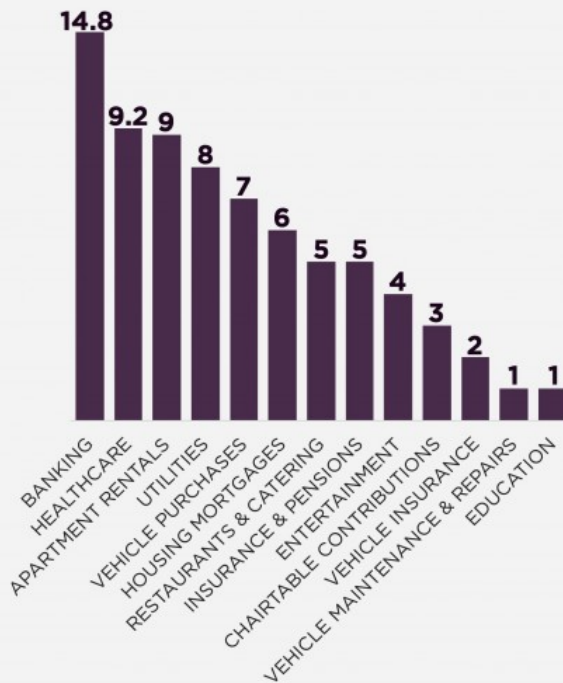
- > Workforce Development & Talent Pipeline Enhancement
- > Business Development & Investment
- > Product Development
- > Cultivate Entrepreneurship & Innovation
- > Become Maury County Quality of Life & Economic Thought Leader
- > Investor Relations
- > Organizational Development & Retention

GOALS



ESTIMATED ECONOMIC IMPACT

NEW ANNUAL OUTPUT BY SECTOR
(in millions)



RETURN ON INVESTMENT



Columbia, Jan 30, 2020 (IssueWire.com) - During the Maury County Chamber and Economic Alliance's (MCCEA) 2020 Annual Meeting, with over 300 business and community leaders in attendance, the organization unveiled Advance Maury 2024, a new \$5.9 million five-year economic development plan for Maury County.

Through the support of investors, stakeholders, and local business, Advance Maury will promote growth that is projected to drive \$265 million into the local economy. The plan focuses on molding Maury County into a preferred Middle Tennessee talent destination where businesses can expand and thrive. The vision of Advance Maury is to create thoughtful and sustainable growth to make Maury County the best place to live.

"We have spent more than a year designing this plan to take full advantage of the strategic position that Maury County finds itself in," said Wil Evans, President of MCCEA. "An essential part of this process was listening to key stakeholders in our community while asking 'Where do you see Maury County in the next 5-10 years?' 'What translates into success for your business and Maury County?'"

Advance Maury builds on the successful key initiatives of our previous plan, such as New Business Development and Existing Business Support, while adding new ones focused on Workforce, Development, Entrepreneurship, and Livability. For more details on the seven initiatives making up Advance Maury 2024, visit www.advancemaury.com.

"Ultimately the Advance Maury campaign is about taking a long-term, thoughtful, and measured view about growth and development while considering the current community characteristics and personality when growth decisions are made as opposed to livability and quality of life being an afterthought," says Michael Davis, Advance Maury Campaign Director.

The Advance Maury campaign has the leadership and support of an engaged group of municipal and executive leaders. The General Campaign Chairmen are Andy Ogles, Maury County Mayor; Brian Williams, President, First Farmers & Merchants Bank; Chaz Molder, City of Columbia Mayor. The Honorary Campaign Cabinet are Rich Graham, Mayor, City of Spring Hill Mayor; Bill White, City of Mount Pleasant Mayor; Dr. Janet Smith, President, Columbia State Community College; Ken Knight, Executive Director, General Motors Spring Hill Plant; Alan Watson, Chief Executive Officer, Maury Regional Health; Jan McKeel, President, South Central Tennessee Workforce Alliance.

Maury County is located just 35 miles south of Nashville, TN and 80 miles north of Huntsville, AL. Made up of three unique award-winning cities; Columbia, Mt. Pleasant and Spring Hill, Maury County's affordability and quality of life coupled with rural amenities, urban accessibility, and small-town charm have made it one of the areas for population growth in Tennessee.

Maury County is home to a diverse group of dynamic industries from automotive and ceramics to food and healthcare. Capitalizing on a business-friendly environment and comparative advantages including location, accessibility, and affordability, Maury County is enjoying a run of sustained growth and expansion. Maury County continues to be a leader in Tennessee in manufacturing job growth, incoming investment, and new building permits.

About Maury County Chamber & Economic Alliance

Serving the cities of Columbia, Mount Pleasant, and Spring Hill as the leading voice for business and industry in the community, Maury Alliance provides programs, networking opportunities, advocacy and support for business professionals. Maury Alliance is focused on growing business and economic

