City of Fairview Economic Development Plan
Summary Background

Economic Development Funding & Activities

- **2021-B Bond Issue** – All projects are either complete or in progress. All projects to be completed and all funds dispersed prior to 12/15/2026.
    - **Completed Projects:** Fire Station 32 Design, Fire Classroom/EMS Housing Facility, Fire Station 31 Upgrades, Fire Training Tower, Temporary Fire Station 32 Upgrades, Veterans Park Upgrades, Mobile Command Unit Upgrades, Justice Center Design, Sidewalk Repairs, Historical Village Design, I-40 Exit 182 Lighting Grant Match, Property Acquisitions (Fire Station 32 Property, City Campus Properties, Police Training Facility Property), Steet Resurfacing.
    - **In Progress Projects:** Tree House Playground, Hwy 96 / NW Hwy Intersection Engineering & Design, City Hall Upgrades, Police Training Facility, Welcome Signs.
    - As of September 30th, $1,899,257.82 funds are available to complete projects.
- **Federal American Rescue Plan Funds –** Designated for Stormwater Improvements. Projects to be completed by 9/30/2026 and all funds dispersed prior the 12/31/2026.
    - Stormwater Projects located on Northwest Highway, Chester Road, and Horn Tavern with possible additional locations including Sleepy Hollow Road.
    - As of September 30th, $2,202,585.53 funds are available to complete projects.
- **Economic Development Funding & Grants**
    - **Awarded**
        - Tennessee Department of Transportation STP Funds combination with Multi-modal Sidewalk Grant for Cumberland / Highway 100 Intersection & Sidewalks - $6,987,981
            - Multi-Modal Grant combined with STP Funds in 2017. Remained dormant until recently due to inactivity.
            - Economic Development Officer revived the Project with multiple meetings with TDOT.
            - Addresses one of the most problematic intersections in the city and provides walkability in the school corridor.
            - 100% State & Federally Funded.
        - TDOT Interstate Lighting Initiative Grant – Exit 182 - $2,028,500
            - Economic Development officer learned about the grant through meetings with TDOT.
            - Increased probability for business and development opportunities for the I-40 corridor.
            - 50/50 match of which the city's portion funded by the 2021-B issue.

Applying

- TDEC Local Parks and Recreation Fund Grant for the Historical Village Project which has a projected cost of $2.2 M.
  - Provides a minimum or $1.1 M impact to the community with the potential of the state funding and additional amount equal to the appraised value of the property which is estimated to be above $500 K it the city designates the property to preserved as a park ongoing.
  - 50/50 match where the city's match would be funded by a combination of the Appraisal Funds, Donations, Tree Bank Funds, and possibly Park Building Permit Revenue.
- TDOT Transportation Planning Grant for updating the city's Major Thoroughfare Plan with an estimated maximum cost of $155,000.
  - This grant was discovered through a meeting with GNRC scheduled by our Economic Development Officer.
  - 90/10 match where the city's match would come from General Fund Operating funds.
  - Potential $139,500 impact to the community and deliver a path to address safety and congestion traffic issues.

- **Seeking**
  - Transportation, infrastructure, stormwater, city facilities.

- ***Please see current 2021-B Bond Plan Spreadsheet in Appendix*** (Page 23)

- **Economic Development Activities**
  - Establishing relationships with entities that can be leveraged for the benefit of Fairview including GNRC, TDOT, TDEC, Williamson County Government, Williamson Inc., State & Federal Representatives,
  - Fostering collaborative relationships between the city businesses, influential entities, and the city through initiatives such as the Town Coffees, and the forthcoming "Invest Fairview" and "Lunch & Learn" initiatives.
  - Seeking Funding opportunities for city projects.
  - Working with several businesses with interests in Fairview.
  - Local business inventory.
  - Local property inventory.
  - ***Please see business & property inventories in Appendix*** (Pages 24-28)

City of Fairview Economic Development Plan
Evaluation Framework

GOAL 1: PROMOTE BALANCED AND RESPONSIBLE GROWTH

Objective 1.a. Implement 2040 Comprehensive Plan Objectives - Contract for a retail (and lodging) market analysis.

Projected Outcome:

Obtain reliable information to be utilized in a target market initiative for retail and lodging business attraction within 1 year.

Measures:

1. Contract with a market analysis vendor within 6 months. (Primarily EDO)
2. Provide a working list of businesses that align with the analysis to target within 12 months. (Primarily EDO)
3. Establish a specific number of businesses to be targeted annually for retail and for lodging industries within 12 months. (Primarily EDO)
4. Provide a written target market plan within 12 months. (Primarily EDO)

Objective 1.b. Implement 2040 Comprehensive Plan Objectives - Recruit light manufacturing businesses.

Projected Outcome:

Develop and implement marketing, recruitment, and retention strategies that target building & construction supply and light manufacturing businesses within 2 years.

Measures:

1. Develop strategies within 12 months. (Primarily EDO)
2. Implement strategies within 24 months. (Primarily EDO)
3. Establish number of businesses to be targeted annually within 24 months. (Primarily EDO)

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Objective 1.c. Implement 2040 Comprehensive Plan Objectives - Collaborate with Dickson County, the City of Dickson, and Williamson County in a joint economic development effort to establish a distribution / logistics hub and/or mixed-business park in the I-40 and/or I-840 locations

Projected Outcome:

Develop contacts and relationships for future development of I-40 and I-840 corridors within 5-10 years.

Measures:

1. Schedule a meeting annually with Dickson and Williamson County officials to discuss future opportunities for joint development of I-40 and I-840. (Primarily EDO)
2. Request annual updates on water/sewer capacity from mayor and planning staff. (Primarily EDO)

Objective 1.d. Implement 2040 Comprehensive Plan Objectives - Facilitate meetings with State and County workforce development providers with local businesses to ensure that Fairview is included in all outreach efforts and that available programming is marketed to existing and prospective businesses.

Projected Outcome:

Ensure workforce development programming is available to existing and prospective businesses within 1 year.

Measures:

1. Partner with State and County workforce providers within 12 months. (Primarily EDO)
2. Develop and implement a workforce development program distribution schedule with 12 months. (Primarily EDO)

Objective 1.e. Implement 2040 Comprehensive Plan Objectives - Create basic business retention and recruitment packages.

Projected Outcome:

Retention and recruitment packages developed and marketed within 1 year.

Measures:

1. Utilize retention and recruitment strategies to develop digital and hard copy literature within 12 months. (Primarily EDO)
2. Develop and implement a marketing strategy within 12 months. (Primarily EDO)

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Objective 2. Schedule 2040 Comprehensive Plan Update

Projected Outcome:

Updated 2040 plan within 2-3 years.

Measures:

1. Meet with Common Ground on contract update within 6 months. (EDO assist staff)
2. Contract with Comprehensive Plan vendor within 12 months. (EDO assist staff)

Objective 3. Coordinate and deliver land and greenspace preservation opportunities to the community.

Projected Outcome:

Land and greenspace preservation opportunities will be available and accessible to community members within 1 year.

Measures:

1. Research State, Federal, and non-profit initiatives within 6 months. (Primarily EDO)
2. Compile and organize within 10 months. (Primarily EDO)
3. Market within 12 months. (Primarily EDO)

Objective 4. Contract for a Major Thoroughfare Plan.

Projected Outcome:

An updated thoroughfare plan to provide guidance in future traffic and development planning within 2 years.

Measures:

1. Grant administration within 12 months. (EDO assist staff)
2. RFQ administration and selection within 12 months. (EDO assist staff)
3. Thoroughfare Plan development and implementation within 24 months. (EDO assist staff)
4. Develop prioritized transportation project list and begin seeking funding opportunities. (Primarily EDO)

City of Fairview Economic Development Plan
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GOAL 2: ENHANCE QUALITY OF LIFE

Objective 5.a. Improvements to city parks – Historical Village Project

Projected Outcome:

Improvements include a farmer's market, amphitheater, restrooms, and walking trail with the ability to host events and activities for over 300 residents.

Measures:

1. Grant application within 12 months. (EDO assist staff)
2. Grant administration within 24 months. (EDO assist staff)
3. Collaborate with Community Relations Coordinator on programming and marketing within 36 months. (Primarily EDO)

Objective 5.b. Improvements to city parks – Veteran's Park Project

Projected Outcome:

Improvements include a walking trail, entrance improvements, restrooms, and a fishing pier to be completed within 3-5 years.

Measures:

1. Collaborate with city staff on best funding options for project within 12 months. (Primarily EDO)
2. Seek RFQs and/or Bids on improvements within 36 months. (EDO assist staff)

Objective 5.c. Improvements to city parks – Bowie Nature Park Project

Projected Outcome:

Improvements include playground shade, covered pavilion, perimeter trail bridge to be completed within 2 years.

Measures:

1. Collaborate with city staff on best funding options for project within 12 months. (Primarily EDO)
2. Seek Bids on improvements within 12 months. (EDO assist staff)

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Objective 5.d. Improvements to city parks – Plan development for new park in Bellhaven community.

Projected Outcome:

Project establishes park design and site development plans within 3 years.

Measures:

1. Procure funding sources for project within 24 months. (Primarily EDO)
2. RFQ development, advertisement, and selection within 24 months. (EDO assist staff)
3. Funding administration through project completion. (EDO assist staff)

Objective 6. Improve access to educational opportunities and strengthen workforce development.

Projected Outcome:

Improved access to educational and workforce development opportunities within 2 years.

Measures:

1. Research and obtain workforce development information on programs & opportunities within 12 months. (Primarily EDO)
2. Develop strategies to market information to the community within 12 months. (Primarily EDO)
3. Partner with local businesses, K-12 schools, Universities, Community Colleges, and vocational schools for additional educational opportunities within 24 months. (Primarily EDO)

Objective 7.a. Invest in Public Safety Initiatives – Fire Station 32

Projected Outcome:

Fire Station 32 built and operational within 3-4 years.

Measures:

1. Procure Funding for project within 12 months. (EDO assist staff)
2. Site plans & bid preparation complete in 12-18 months. (Staff)
3. Construction begins within 24-36 months. (Staff)
4. Construction complete 36-48 months. (Staff)

City of Fairview Economic Development Plan
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Objective 7.b. Invest in Public Safety Initiatives – Judicial Center

Projected Outcome:

Judicial Center operational within 5-6 years.

Measures:

1. Procure Funding for project within 24 months. (EDO assist staff)
2. Site plans & bid preparation complete in 24-36 months. (Staff)
3. Construction begins within 36-48 months. (Staff)
4. Construction complete 60-72 months. (Staff)