

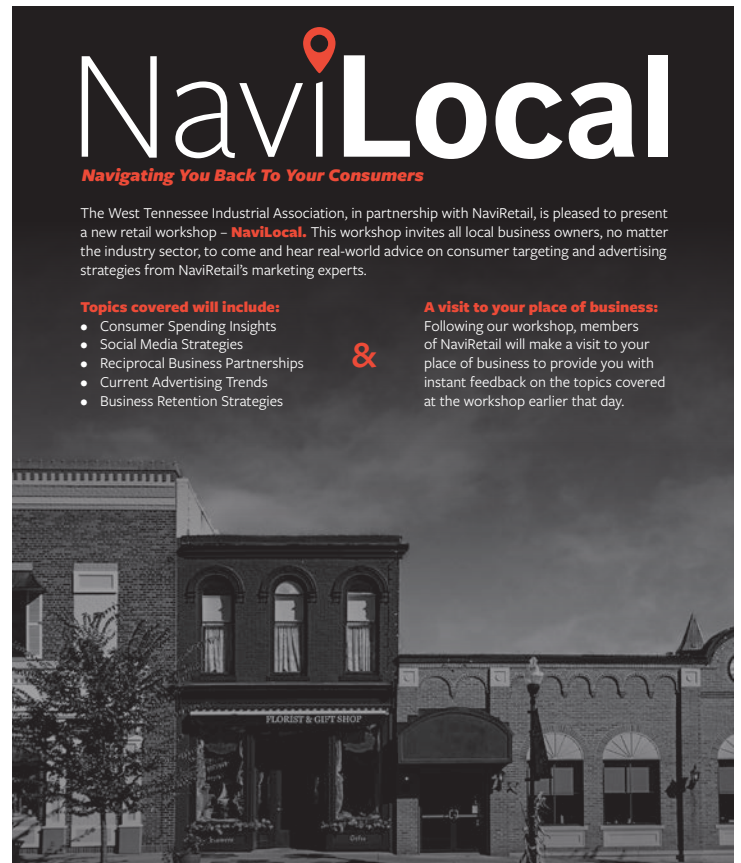


WEST
TENNESSEE
INDUSTRIAL
ASSOCIATION
Work

wtia
2019

Focus Initiatives

- NaviLocal
- Mobile Data
- Worker Flow Data
- Building Spec Sheets
- Site Spec Sheets
- Workforce Analysis
- 2020 Census
- Foreign Trade Zone



NaviLocal
Navigating You Back To Your Consumers

The West Tennessee Industrial Association, in partnership with NaviRetail, is pleased to present a new retail workshop – **NaviLocal**. This workshop invites all local business owners, no matter the industry sector, to come and hear real-world advice on consumer targeting and advertising strategies from NaviRetail's marketing experts.

Topics covered will include:

- Consumer Spending Insights
- Social Media Strategies
- Reciprocal Business Partnerships
- Current Advertising Trends
- Business Retention Strategies

A visit to your place of business:
Following our workshop, members of NaviRetail will make a visit to your place of business to provide you with instant feedback on the topics covered at the workshop earlier that day.

&

FLORIST & GIFT SHOP



What We Offer

WTIA supports, supplements, and prepares the communities we serve to create jobs and economic prosperity for West Tennessee.



Sites & Buildings Assistance - Review site & building data, assist in updating data in TNECD & TVA databases, create/maintain site & building sheets



Assistance in completing RFIs & Workforce Data Requests



Retail Recruitment Assistance



Foreign Trade Zone Support











Data & Research Assistance for Grant Applications

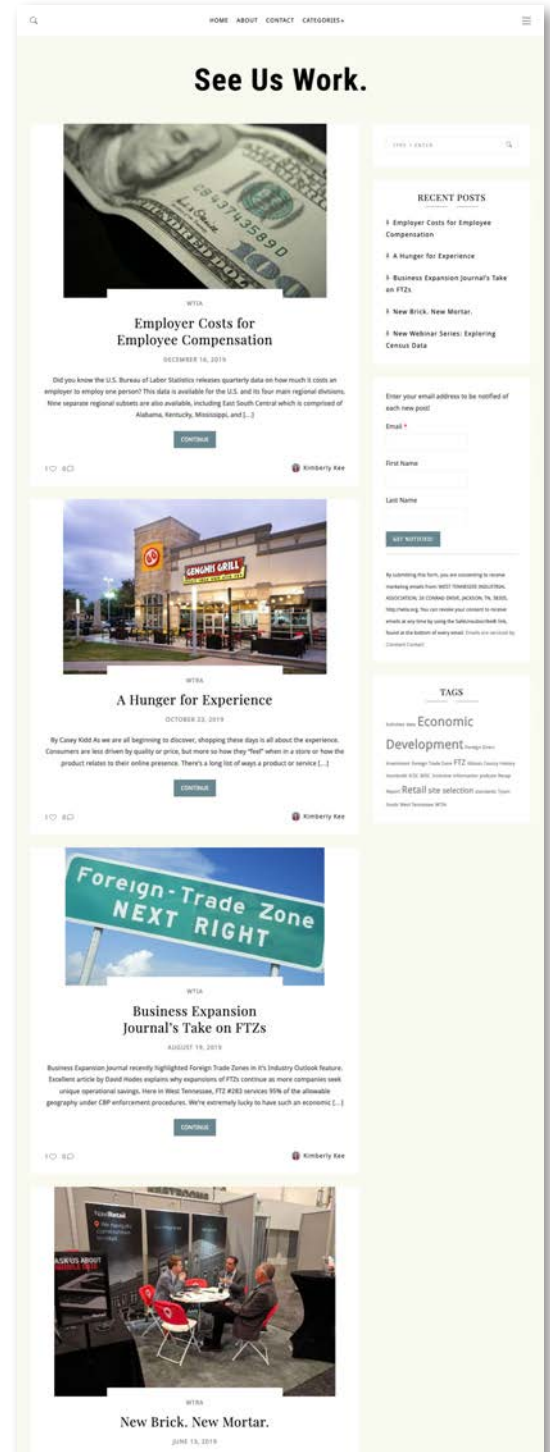


WTIA Facilities available for conferences, meetings, & offices for TNECD & all allies

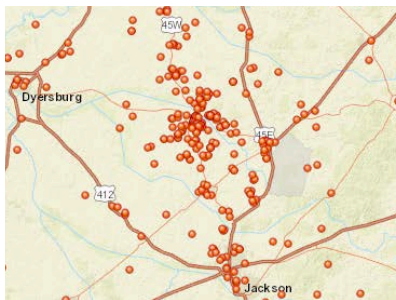
Facts & Figures

-  **323,063** total population
-  **136,534** total jobs
-  **125,277** total households
-  **\$58,637** average household income
-  **115 visits/assists** to WTIA communities
-  **27 data** requests & responses
-  **24 buildings & sites** reviewed & updated
-  **20 RFI** requests & responses
-  **11 grant assistance** requests & responses

SeeUs**Work**.com



Mobile Data



WTIA is very pleased to offer single-site mobile data options for our communities.

BESURE TO VISIT OUR BLOG

