

Oct.15, 2010

By email: Statement on seismic hazard for the NMSZ from Chad Chancellor:

Having worked as an economic development profession in other regions, I can tell you firsthand the seismic issue is a huge hindrance in attracting jobs and investment to the New Madrid Fault region. I am aware of multiple companies who have considered locating facilities in this region, only to decide to locate elsewhere when discovering the New Madrid Fault issue. I, myself, used the worst case scenario studies as leverage against this region when I was recruiting in both Mobile, Alabama, and Lawrenceburg, Tennessee. One such example is ThyssenKrupp steel, which located in Mobile after strongly considering a Mississippi River site in Arkansas. I am told the seismic issue was one of the strongest issues which caused the elimination of the Arkansas site. The ThyssenKrupp project was a \$4 billion investment creating 2,700 jobs. It is very common to find seismic related questions on RFIs from industries seeking new locations. I, personally, feel the seismic issue is one of our greatest weaknesses in Western Kentucky when it comes to recruiting multi-million dollar investments.”

Economic Development is as competitive a game as I know. When influencing companies to choose your community over another, a good developer figures out the strengths and weaknesses of both his/her own community and that which he/she is competing against. When we widely broadcast a “worst case” scenario possibility on the internet, we are begging other regions to use the seismic issue against us in the recruiting process.

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