



CELEBRATIONS OF SUCCESS CONFERENCE

ASSESSING THE COMMUNITY ASSETS

RSCC- Cumberland County

June 22, 2012 Ron Woody, Roane County Executive

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Executive Summary #24

LIVABILITY IMPROVEMENT IS OUR GOAL

- “We don’t know, in most cases, how far social failure and success are due to heredity and how far to the environment. But the environment is the easiest of the two to improve.”

John B.S. Haldane

LEWIS CARROL'S ALICE ADVENTURES IN WONDERLAND

Quotes: Alice in Wonderland

Alice and the Cat:

Alice: Would you tell me, please, which way I ought to go from here?

The Cat: That depends a good deal on where you want to get to

Alice: I don't much care where.

The Cat: Then it doesn't much matter which way you go.

Alice: ...so long as I get somewhere.

The Cat: Oh, you're sure to do that, if only you walk long enough.

SOME BASIC QUESTIONS MUST BE ASKED

SELF EXAMINATION

- Where are you? **Inventorying**
- Where do you want to be? **Goal setting**
- Where does your citizens want to be? **Direction**
- Is your goal(s) and the citizens goal(s) the same? **Evaluation**
- When do you want to get there? **Timelining**
- What do you have in assets to get you there? **Inventorying**
- Do you have enough assets to get you there? **Evaluation**
- If you don't have enough assets where will you get what you need? **Analysis**
- If after your evaluation of yourself (county/city) has your path or planned changed? **Reevaluation**

EXAMPLES OF WHAT YOU SHOULD BE LOOKING AT/FOR IN EVALUATION OF YOUR COMMUNITY

- SWOT approach (Strength, Weaknesses, Opportunities and Threats)
- Grade Card- Evaluation Checklist
- Recreation Inventorying
- Industrial Inventorying
- Regulations Inventorying

Your community may need inventories of assets or weaknesses unique to your community

LOOK AT YOURSELF THROUGH SOMEONE ELSE EYES- THE PROCESS ON INVENTORYING

- What do companies see? **No Boundaries**
- A rising tide lifts all boats. **Regional Approach**
- What are companies looking for? **ROI (return on investment) not only the company's but also the family of management**
- Outsiders assess your community differently than you do . **(Professional Consultants)**

LIST YOUR COMMUNITIES STRENGTHS

- Low/no state income tax
- Low county/city property tax
- Great climate- mild winters and comfortable summers
- Recreation Opportunities
- Industrial/Commercial property availability
- Education
- Utilities availability
- Limited/No Regulation and Zoning and Building Codes

WHAT ARE YOUR COMMUNITIES WEAKNESSES?

- Utilities
 - Water
 - Sewer
 - Electricity
 - Adequate
 - Reliable
 - Natural Gas

- Education

- Limited Regulation, Zoning and Building Requirements

GRADE CARD- TRADING REAL ESTATE

Service	A	B	C	D	F
Road System					
Utilities-Water					
Utilities-Electricity					
Useable Acres					
Restrictions or Zoning					
Power Line Easements					
Wetlands					
Total Grade					
Market Price Estimate					
Estimate Offering Price					

INVENTORYING-AN EXERCISE IN ANALYSIS AND EVALUATION- EXCITEMENT

- Recreation/Tourism Assets/Opportunities
- Industrial/Commercial Assets/Opportunities
- Regulations and Requirements

- Processing of Executive Summary- a tool of management
- Let me tell you about us

- www.roanegov.org
 - County Executive
 - Executive Summaries (Recreation and Industrial)
 - #1 Plateau Park
 - #7 Roane Alliance
 - #12 Capital Projects
 - #16 Capital Outlay Plan Implementation
 - #17 Roane County Recreation Plan
 - #17a Roane County Recreation Plan update
 - #20 Swan Pond Revitalization
 - #21 Proposed Recreation Use of Closed Landfill Cell
 - #23 Industrial Inventory Summit
 - #24 Celebrations of Success Conference

RECREATION INVENTORY- EXAMPLE

PROVIDERS / ENTITIES

- *Inventories of Recreation Assets*
 - 1) *Roane County Government*
 - 2) *City of Kingston*
 - 3) *City of Oliver Springs*
 - 4) *City Of Harriman*
 - 5) *City of Rockwood*
 - 6) *State and Federal*
 - 7) *Private (Major)*

ROANE COUNTY'S RECREATION INVENTORY OF MAJOR ASSETS

Roane County has operated:

- *Roane County Park since 1961 and was previously operated by the Lion's Club. 52 Acres*
- *Caney Creek Marina was leased by Roane County since the mid 1970's.(part of the 60 acres listed below)*
- *Caney Creek RV Park was leased by Roane County since 1996. 60 Acres*
- *Emory Gap Park since 1972. 4 Acres*
- *Riley Creek Campground since June 2011. 81 Acres*

COUNTY INVENTORY

ROANE COUNTY PARK

- Splash Pad
- Practice Ball Field
- Playgrounds
- Picnic Areas
- Primitive Campsites
- 18-hole Disc Golf Course
- 1.5 mile Paved Trail
- Tennis Courts
- Fishing Pier
- Covered Pavilions
- Grills
- Swimming Area
- Meeting Space
- Old Caney Creek Campground
- Caney Creek Boat Ramp

COUNTY RECREATION INVENTORY

Emory Gap

- Basketball Court
- Picnic Facilities
- Pavilion
- Walking Trail

Riley Creek Campground

- 45 Camping Sites (water, electric, bath houses, and sewer disposal)
- Swimming Area
- Boat Launch
- Picnic Facilities
- Camp Store
- Playground

PLANNED DEVELOPMENT FOR RECREATION



STATE AND FEDERAL INVENTORY

- Roane State Community College

1. Expo Center
2. Walking Trail
3. Tennis Courts

- Mt. Roosevelt Wildlife Management Area

- TVA Sites

1. Boat Launches
2. Primitive Camping Sites
3. Walking Trail
4. Swan Recreational Facility
5. Lakeshore Recreation Area

PRIVATE INVENTORY

➤ Golf Courses

- Lakeside (Kingston)
- Southwest Point (Kingston)
- County Club Estates (Oak Ridge)
- Rockwood Country Club (Rockwood)
- Emory Country Club (Harriman)

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➤ Camps

- John Knox
- Buck Tom
- Episcopalian

RECREATION: WHAT HAVE WE DONE? WHAT ARE WE DOING?

- Executive Summaries in process of improving recreation opportunities
 - Chamberlain Trail
 - Riley Creek
 - Roane County Park and Campground
 - Swan Pond Complex
 - Cultivating Partnerships
 - Master Plan

INDUSTRIAL INVENTORYING SUMMIT

- Provide a means for exchange of information related to industrial and commercial property inventory available in Roane County or where Roane Government has an investment
- Describe the available industrial and commercial properties related specifically to:
 - Locations
 - Park Inventory
 - Total acres/tracts
 - Acres/tracts occupied
 - Acres/tracts sold but either vacant land and/or vacant private building(s)
 - Spec Building(s)
 - Acres/tracts available for sale by the IDB(s)
 - Available infrastructure on site/percentage complete
 - Timetable for infrastructure not currently available
 - Estimated cost of the infrastructure not yet available
 - Property restrictions
 - Property highest and best use (desired businesses)
 - Website and other information

50,000 FOOT VIEW: WHAT DO SITE SELECTORS LOOK FOR?

- #1 - Good Sites
 - Owned by the community, or at least have a solid option to purchase the site in a quick manner
 - Developable
 - Infrastructure in place or can be extended within a reasonable timeframe (must have engineering plans in place)
 - Possess up to date Phase I environmental survey and other necessary reports (geotechnical, archeological, etc.)
 - Spec Buildings that can be expanded in two directions, ceiling height of approx. 30 feet or more, etc.
 - Rail is a HUGE plus

50,000 FOOT VIEW: WHAT DO SITE SELECTORS LOOK FOR?

- #2 - Leadership Committed to Growth
 - “Leadership” includes: Elected officials; Business leaders; School administrators; Local non-profits
 - What are local rules and regulations for businesses? (Or, what is the “business climate” of the community?)
 - Do relevant local Economic Development organizations receive any public funding (financial partnership)?
 - Are any public officials actively involved with Economic Development boards, commissions, Chamber, etc.?
 - What is the tax structure for industry?
 - Does the community offer any incentives for new and expanding industries?
 - Tax abatements?
 - Land incentives?
 - Infrastructure incentives?
 - Cash grants or loan guarantees?

INDUSTRIAL PARKS' NAME

- Roane Regional Business and Technology Park
- DOE reindustrialization ED-3
- Science and Technology at ORNL
- Heritage Center
- Horizon Business Park
- Roane County Industrial Park
- Harriman Industrial Park
- Plateau Park
- Other privately held properties inside or outside of parks

WHERE DO WE GO FROM HERE?

- Identify other properties in our communities that are or could be for sale in the near future
- The Roane Alliance host industrial and commercial properties for sale. Add to the list.
- Cultivate relationships with private owners of commercial and industrial properties to help market their respective properties
- Continue to work with our planners and our industrial representatives on understanding our market place
- Determine if additional investment should be made in industrial properties; and if so, where would the county get the best return?

QUESTIONS

- Where do you want to go?
- How are you going to get there?
- Start an Inventorying Process
- Evaluate your inventories
- Plan Improvements

- Don't forget to market your sweet spot(s).