

The Roane Alliance

Roane County's Economic Development Organization

Executive Summary # 7

February 2011

THE ROANEALLIANCE

Innovation Valley Partner



INDUSTRIAL DEVELOPMENT BOARD
CHAMBER OF COMMERCE
VISITORS BUREAU

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The Roane Alliance

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History

- Founded by local community and business leaders
 - Idea formed in the 1980's
 - One-stop shop – cost effective/efficient
- Alliance formally incorporated in 2000

Purpose

- Roane County's economic development organization (EDO)
- The Alliance is made up of three organizations
 - Roane County Chamber of Commerce
 - Works to enhance the lifestyle of the county
 - Works to enhance the business climate of the county
 - Industrial Development Board –
 - Recruits new business and industry by promoting Roane County
 - Facilitates expansion of existing business and industry
 - Manages county owned industrial parks
 - Assists cities with industrial recruitment
 - Visitors' Bureau
 - Encourages tourism development
 - Provides a one-stop shop for tourism information

Programs

- Industrial/Retail Recruiting
- Existing Business/Industry Retention and Expansion
- Tourism Development
- Business Assistance
 - Seminars/event assistance, etc.
 - Small Business Resource Center
- Entrepreneurship Development
 - How to Start a Business in Roane County

Goals

- Increased prosperity for Roane County
- Improved standard of living

Internal Operations

- Employees work for the Alliance
 - Alliance President/CEO oversees staff and operations
- Building & equipment shared
- Alliance pays staff/bills & bills partners

Industrial Park Operations

- Oversight, maintenance and development of existing county owned industrial parks
- Assistance to cities with prospective development and marketing of their industrial parks

Funding

- Chamber of Commerce
 - Private funding from dues and non-dues
- Industrial Development Board
 - Majority is public funding from the county based on the annual appropriation resolution which requires the Alliance to:
 1. Maintain accounting records including an annual independent audit.
 2. Follow written purchasing procedures
 3. Adopt performance measures annually
 4. Provide open access for all of the above to the County Executive, Director of Accounts and Budgets or their designees
- Visitors' Bureau
 - Majority is public funding from county's hotel/motel tax

Roane County's Industrial Parks

- Plateau Partnership Park – brand-new, nearly 1,000-acre site along I-40 corridor where Innovation Valley meets Cumberland Plateau
- Roane Regional Business and Technology Park – 600-acre, campus-style industrial park in East Roane....approximately 250 acres left
- Roane County Industrial Park – older, established park between Rockwood and Harriman. Has rail access....approximately 100 acres left
- Parks in city limit portions of Roane County :
 1. Heritage Center (The East Tennessee Technology Park) – Brownfield site was home of Manhattan Project during World War II
 2. Horizon Center – Greenfield industrial park with more than 1,000 acres
 3. Science and Technology Park – 100 acres on the ORNL campus
 4. Harriman Park

Regional Partnerships

- **ETEDA:**
 - East Tennessee Economic Development Agency
 - a 15-county marketing & business recruitment organization

- **Innovation Valley:**
 - New partner and new funding source - \$75,000 plus annually
 - Knoxville, Oak Ridge and four surrounding counties (Anderson, Blount, Loudon, Knox)
 - Regional economic development effort focusing on:
 - High-tech industrial recruitment;
 - Improving education/workforce to serve high-tech industry needs



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The Roane Alliance...

...is here to serve!