

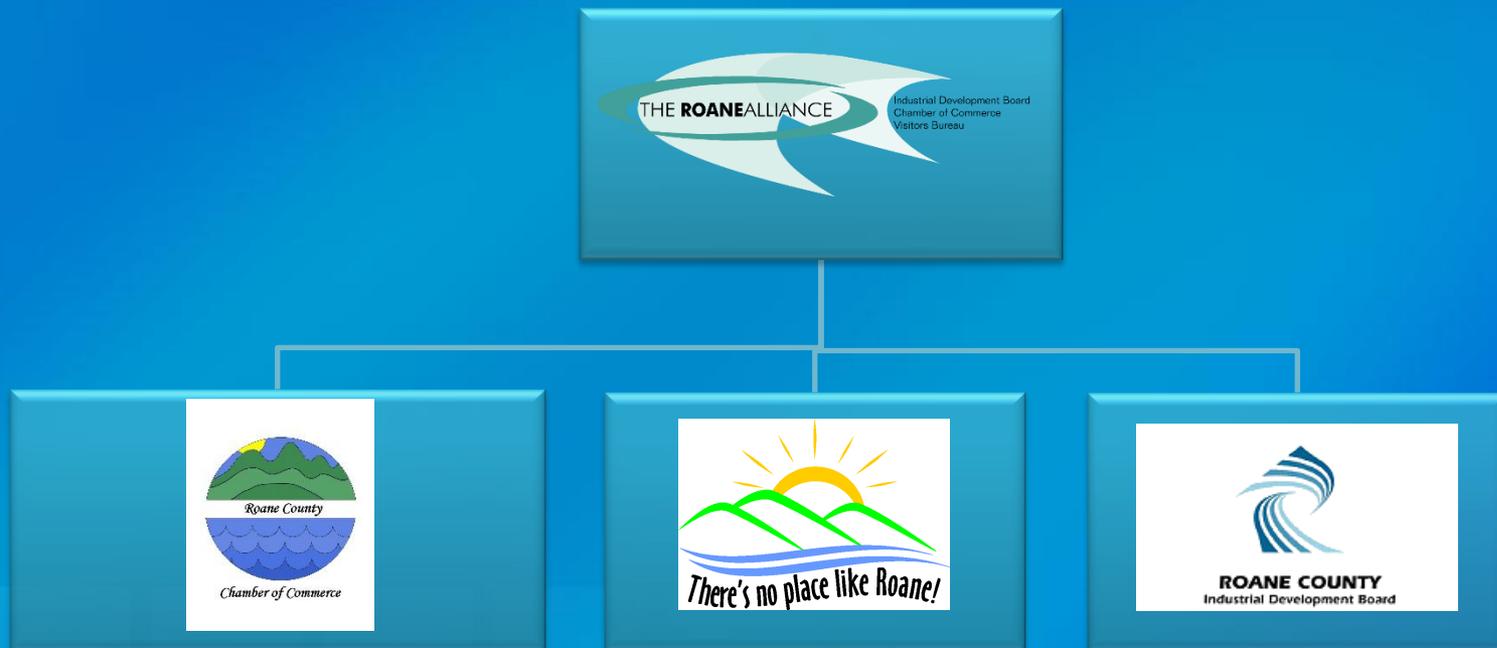
How Your Investment in the Roane Alliance Helps Develop Our Economy



History

- Alliance officially created in 2001
- Combination of
 - Chamber of Commerce
 - Industrial Development Board
 - Community Development Corporation (CDC)
 - Visitors Bureau and County Commission Tourism Committee also represented

Organizational Structure



Alliance Staff



Sharon Templeton
Board Chair

Gail Lyke
Board Chair

Falls under TRA Board

Tommy Thompson
Board Chair

Wade Creswell
President

Paulette Ray
Director of Operations

Pam May
*Director, Tourism and
Marketing*

Darrell Williams
Vice President- Business Dvmt

Chris Bailey
Bookkeeping

Lindsey Stevens
Membership Svcs Coordinator

Jamie Holloway
Administrative Asst.

Teresa Jackson
Industrial Svcs Coordinator

Allen Lutz
*Education and Workforce
Specialist*

Funding

Public/ Private Fundraising

Private

*Roane County/ City of Kingston
Hotel/ Motel Tax*

*Roane County
Commission*

Agenda

- 4:00 Welcome and Introduction
Wade Creswell
- 4:10 Tourism
Pam May
- Retire Roane
- 4:20 Chamber Value, Activities
Paulette Ray
- ChamberMaster overview and value
Lindsey Stevens
- 4:40 Business Retention
Darrell Williams
- Commercial Recruitment
- 4:50 The RFI/RFP Process
Teresa Jackson
- The Green Team
- 5:00 Education Matters!
Allen Lutz
- Workforce Development
- 5:10 Innovation Valley
Doug Lawyer
- 5:10 Industrial Recruitment
Wade Creswell
- How it all fits together
- 5:30 Questions



"Imagine the Possibilities"
Roane County

Pam May

Director of Marketing & Tourism

The Roane Alliance

1209 N. Kentucky Street, Kingston

pmay@roanealliance.org

865-376-2093

Tourism is Economic Development:

In 2012* In Roane County...

- \$62.5 million was spent by tourists
- \$293 was saved by every household from taxes generated by tourists
- \$9.35 million was paid out in payroll to 430 people working in travel-generated jobs

**2012 data is latest state figures available at this time*



Who Are Roane County's Visitors?

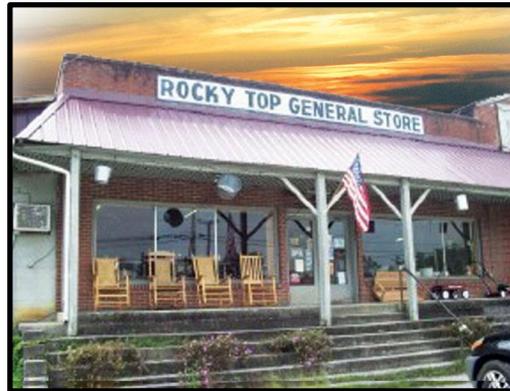
- Business & Construction Workers – 33%
- Passing thru – 25%
- Meetings & Events – 15%
- Visiting Friends & Relatives – 14%
- **Leisure & Sports – 10%**
- Medical, other – 2%
- Motorcoach/Group Tour – 1%



**Based on the 2014 Destination Assessment Report by Randall Travel Mo*



Roane County – 'Home of Watts Bar Lake'



NATURE & OUTDOORS



**COME ON IN,
THE WATER'S FINE**

[click to learn more about Watts Bar Lake](#)



**ENJOY THE SOUTH'S
FINEST FISHING**

[click to learn more about Watts Bar Lake](#)



**THROWDOWN
ON A 39,000 ACRE LAKE**

[click to learn more about Watts Bar Lake](#)

...and breathtaking wilderness. Climb cliffs and canyons. Plunge into rivers and fly above the trees. See a land of beauty, magic and discovery.



Travelers and locals alike thrill to our awe inspiring nature, our great outdoors. Visit canyons, vivid wildflower gardens and cold, clear plunge pools. Scout award winning state parks and natural areas, the Appalachian Trail and the rich heritage of the beloved Smokies.

Discover the world of nature from **wildlife** areas to impressive **geocaches**. Explore the mighty Mississippi

River. Peak at **Mt. LeConte** and other panoramic vistas. Play all day in our lakes and rivers. Try fearless canoeing on the Carver Fork, or paddle rushing rivers. Our parks, cabins and nature resorts provide endless choices for camping fun.

Dive into geologic wonders. Hit the **trails**, and choose from Natchie's Trace, the Sunny Side Trail or the Tennessee River Trail, all featuring scenic spots for outdoor adventure. Refresh in spectacular **waterfalls** spilling from the Highland Rim. Scale the Cumberland Plateau's wonderfully wild **Pocono Falls**.

Gallop on horseback at **Big South Fork National River and Recreation Area**. Cruise our marinas, fly **fish** in a refreshing stream or set sail for the sunset. Bring **hiking** shoes! Get up early for sunrise, and watch nature unfold in Tennessee.



There's no place
like
Roane!

Home to scenic Watts Bar Lake - one of the largest in the South, Roane County is also home to a romantic inn and RV resort - both on the water; live Bluegrass music every week; a pioneer-era fort; an authentic general store; unique events like the Haunting of Hariman, Half Moon Music Festival and Christmas Home Tours; and the only train in the world that takes you through a Manhattan project site.



Fort Southwest Point



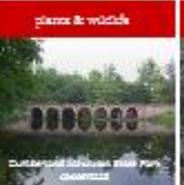
Carver Fork RV Resort and Marina

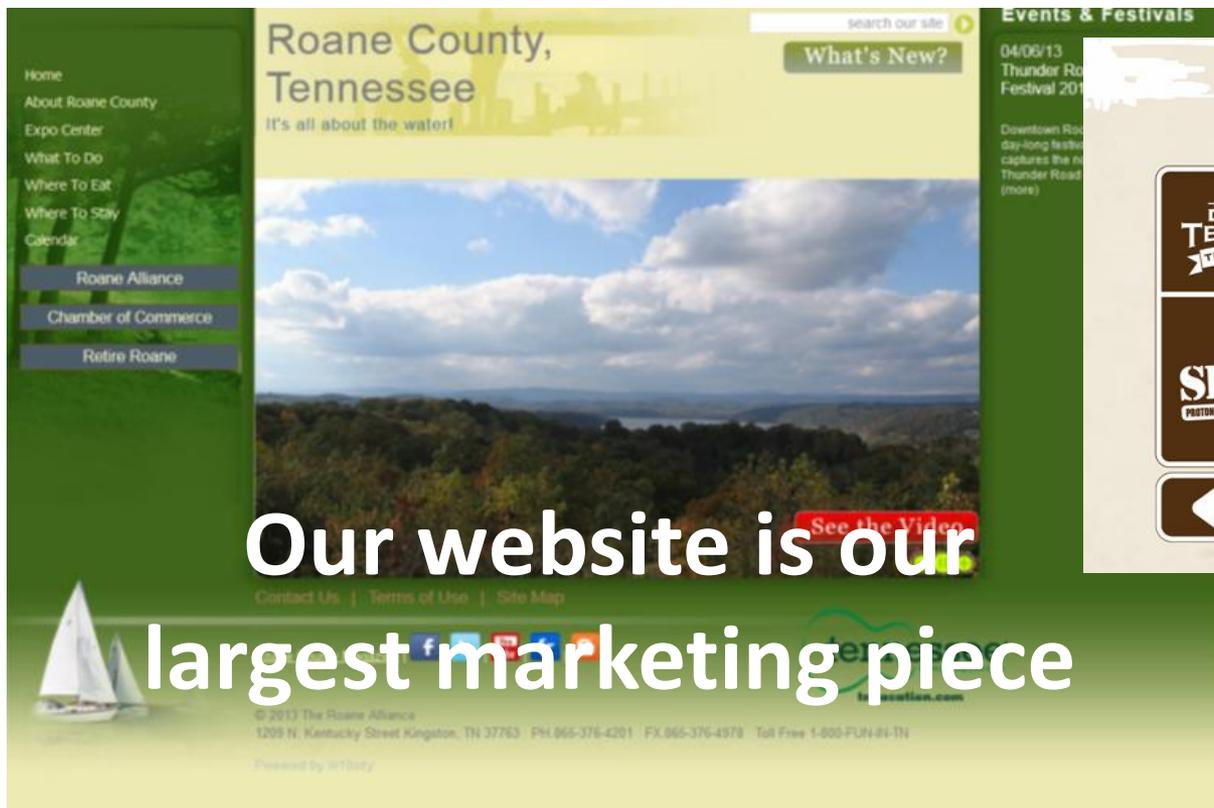


Watts Bar Country Inn



1-800-FUN-IN-TN
VisitRoane.com





Our website is our largest marketing piece



Facebook
Twitter
Pinterest
YouTube



Now There's An App For Roane County



Available
For Free!



Download the Free App
VISITROANE.COM/HAVEFUN

DISCOVER
HARRIMAN KINGSTON
OLIVER SPRINGS OAK RIDGE ROCKWOOD

ANTIQUE SHOPPING
BLUEGRASS MUSIC
WATTS BAR LAKE
PIONEER FORT RODEOS
400+ SECRET CITY TRAIN
EVENTS YEARLY HISTORIC DISTRICTS
LOCAL FLAVOR OUTDOOR RECREATION
PRINCESS THEATRE GENERAL STORE

Roane County Visitors Bureau
865.376.4201

The Visitors Bureau Provides Tourist Information 24/7 Throughout the County



Kingston Exit # 352
In front of The Roane Alliance



Midtown Exit # 350



There's no place like Roane

With our location on Watts Bar Lake - one of the South's largest lakes - an abundance of natural beauty, low cost of living, and the charm of small-town living with urban amenities close by, Roane County's assets and location position it as a permanent destination point for retirees.

NATURAL BEAUTY

Lush green foliage and gently rolling hills punctuated by steep bluffs; sweeping valleys cradling clear rivers and lakes; clean air, hospitable people and a relaxed pace: This is Roane County, Tennessee.



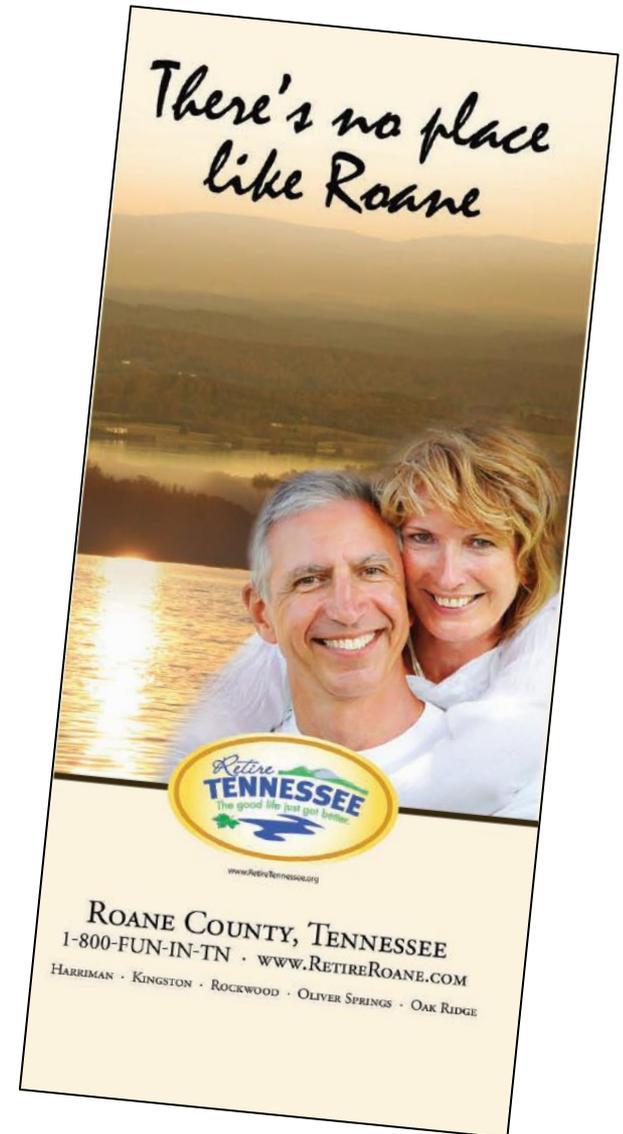
LOW COST OF LIVING

Roane County offers a high standard of living at low cost. In fact, our overall cost of living is 12% less than the U.S. average. Roane County has no state income tax, low property taxes, no wheel tax and a median home price of \$117,614.



THE ROANE ALLIANCE · 1-800-FUN-IN-TN · WWW.ROANEALLIANCE.ORG · WWW.RETIREROANE.COM

Retire Roane Program



I also help market Roane County to site consultants & businesses

Why
Roane County,
Tennessee?
www.RoaneAlliance.org

TNEDG.com



Why ROANE COUNTY?

Ask CRETE CARRIER CORPORATION
Opened Regional Center November 2010 in Roane County
"The Roane County site was the perfect location for us." Alan Zink, vice president, executive vice president, Crete Carrier Corporation, one of the largest privately-owned trucking companies in the U.S.

Ask VOLKSWAGEN GROUP OF AMERICA
Opened March 2012 on VW's new regional Regional Distribution Center in Roane County
"Being centrally located, Roane County is a great location and gives us the ability to quickly distribute parts... we have been delighted with... Roane County and their 'can-do' attitude." Rawdon Glover, executive vice president of after-sales, Volkswagen Group of America

Ask H.T. HACKNEY COMPANY
Opened Regional Distribution Facility February 2009 in Roane County
"We looked at all the surrounding counties. Roane County made it easy for us. It was one of the best efforts I've seen." Bill Sansom, president & CEO, H.T. Hackney, one of the largest wholesale distributors in the United States with a clientele that includes more than 20,000 retail customers

- Within a day's drive of 75% of the United States population
- One of the most accomplished work forces in the nation
- Nine exits off I-40 & just minutes from I-75
- Home to Oak Ridge National Lab & thriving tech-based companies

We Mean Business!

HARRIMAN • KINGSTON • OAK RIDGE • OLIVER SPRINGS • ROCKWOOD

TO LEARN MORE, VISIT US ONLINE AT WWW.ROANEALLIANCE.ORG OR CALL 865.376.2093

THE ROANE ALLIANCE
An Economic Development Partner

This print ad has been placed in the *Tennessee Economic Development Guide*, *Southern Business Magazine* & *Business Expansion Journal*



This year we plan to start a rebranding project



Chamber of Commerce





"Imagine the Possibilities"
Roane County

Thank you!

The Roane Alliance
1209 N. Kentucky Street, Kingston
www.roanealliance.org
865-376-2093

Chamber Operations



The Roane County Chamber
of Commerce

Paulette Ray, Director of Chamber Operations
Lindsey Stevens, Membership Coordinator





Today's Topics:

- Member Benefits
- Opportunities & Discounts
- What's New & Coming Soon
- Ambassador Program
- Get Involved & Make a Difference



Member Benefits

Member Benefits

- Online Monthly Newsletter
- Promotion of job listings, events & specials through facebook, twitter & e-mail blasts
- Chamber After Hours, Ribbon Cuttings, Grand Openings & Chamber Coffees
- Business referrals from the Chamber to your business
- Coupon to receive the Roane County News FREE for 4 weeks
- Your business listing and link to your website on the new Chamber Master Data Base

More Benefits

- Make local Connections by networking
- FREE Lunch and Learn Seminars
- Business planning assistance (SBA/SCORE Counseling)
- Business card or brochure display in Chamber lobby
- Opportunity to become a Chamber Ambassador
- On-site personalized, professional staff assistance
- Chamber membership is 90% tax deductible



Opportunities & Discounts

Opportunities & Special Discounts

- Basic group health insurance for chamber members
- Chamber Board Room for Meetings/Events at reduced rates
- Advertising opportunities in the chamber newsletter and new Chamber website
- Roster of Chamber Members list in label format for direct marketing as well as hard copy in book form



What's New & Coming Soon

What's New

- NEW! Chambermaster Membership database
- NEW! Chamber Welcome Wagon
- NEW! Chamber After Hours
- NEW! New sleek way of advertising events
- Coming Soon! Tiered Dues Structure



The ChamberMaster Member Management Software is powerful, easy-to-use and designed to manage all the day-to-day operations of your organization. Thousands of people in chambers, business and trade associations, and convention and visitors bureaus (CVBs) trust ChamberMaster to manage their most important information and help promote and grow the communities they serve.

ChamberMaster has several integrated components and features to save you time and effort. We've heard from customers that it's like gaining an extra person on staff. Enter information once and updates automatically ripple throughout your entire system. With ChamberMaster Member Management Software you can manage complex tasks with ease.

<http://Chambermaster Demo>

Chamber Welcome Wagon



Chamber After Hours is Back

Roane County Chamber Presents

After Hours

Jakes Tavern & Grill



WHEN Tuesday, September 30, 5:30 pm
WHERE 2305 North Gateway, Rockwood

Meet & Greet with the talented:

Singer/Songwriter
Chamber Member, Trent James



Trent calls Kingston, TN his home where he has lived most of his life. He has three beautiful children who are all musically inclined. "My girlfriend, Melanie, and my kids are the biggest reason I stay motivated to reach for new heights! I truly want to leave a musical legacy and a heritage for them and to let them know to dream but live your dreams. This is hard work and the main thing isn't the money or the fame... it is respect! You have to earn people's respect and the rewards will follow."

Trent performs acoustically, as well as, with his Trent James Band in venues and events throughout Eastern and Middle Tennessee. He continues to write songs and is currently working toward producing his own music as an independent artist. To follow Trent's events and progress, connect with him on the following sites:

LinkedIn: <http://www.linkedin.com/pub/trent-james-trentjamesmusic@gmail.com/5a/251/aa1/>
Facebook: <https://www.facebook.com/trent.james.338>
Twitter: <https://twitter.com/TrentJamesMusic>
Reverbnation: <http://www.reverbnation.com/TrentJamesMusic>

GREAT FOOD, ENTERTAINMENT, NETWORKING & FUN!
Please RSVP to Paulette at 865-376-5572 or chamber@roanealliance.org



New Way's to display Advertisements and Announcements on facebook, twitter and email

Chase Drugs



Downtown Harriman
319 N. Roane St, Harriman
Thursday, September 4, noon—2 pm

Proudly Serving



FREE Event
Chamber Members Welcome

**For More Information call
865-882-2421**



FOR Impact Church
WHEN Thursday, September 11, 8—10 am
WHERE 2903 Decatur Hwy, Kingston, TN



Come Welcome
Chamber Member,
Pastor DeWayne Howard & Staff

A "NEW" church in the Kingston, Tennessee - South of the river area that seeks to impact lives with the love of God. Their Mission is Loving God. Loving People. Impacting the World!

Remember to bring your business cards and a smile to enjoy ...

Networking at it's best!

Please RSVP to Paulette at 865-376-5572 or chamber@roanealliance.org





Tiered Dues Structure

Being an Ambassador Means

- Mentoring new members
- Sharing positive personal business experience
- Resource of information
- Encourage interaction with fellow chamber members
- Increasing visibility of YOUR business
- Attending and assist with the planning of chamber coffees, ribbon cuttings & grand openings as well as other chamber events
- Assist with our monthly Chamber Welcome Wagon
- Ambassador of the Month



Get Involved and Make a Difference

Get Involved and Make Your Membership Work

- Figure out which networking event will best serve your business needs and mark the meeting dates on your calendar for the next few months.
- Participate in a Committee
- Join our Ambassador Program
- Take advantage of our Advertising Opportunities
- Utilize our new Chambermaster Database
- Sponsor an event
- Participate in FREE SCORE Lunch & Learn Workshops
- Chamber Sponsored Programs

Chamber Sponsored Programs

- Shop Roane First
- Youth Leadership
- Teacher's Supply Closet
- Tennessee Scholars
- Employer's Association
- Annual Chamber Banquet
- Legislative Breakfast
- Candidate Forum
- Chamber Day on the Hill
- Legislative Agenda
- Chamber Ambassadors

Roane County Chamber of Commerce Members are...

SMART

Main Entry: smart (smahrt) Part of Speech; adjective
Definition; intelligent

Synonyms: acute, apt, astute, brainy, bright, brilliant, clever, crafty, genius, knowing, quick, resourceful, sharp, shrewd, whiz, witty, wise

Definition 2

A member of the
Roane County Chamber of Commerce

Recruitment vs. retention

- Landing New Industry Gets Headlines
- Retention/Expansion – Better ROI
 - Existing industry has already selected your community
 - It is easier and cheaper to keep an existing customer than in it to get a new one
 - Between 70% and 90% of new jobs will be created by existing businesses
 - Cost effective
 - Existing businesses are your best sales people – if you are treating them right



Roane County's Economic/Industrial Base

1st Quarter 2014 Existing Business Expansions in Roane County!

- ArcelorMittal – Rolling Steel Mill re-opens in Roane County. 61 jobs, \$7 million investment. Growing again.



ArcelorMittal

- Blue Bell Ice Cream Expansion - Expanded their Building from 1300 SF to 12,000 SF. Added 14 employees and had cap. Investment of approximately \$1.5 mill.



- Sauter Timber Expansion - Doubling Building size from 7K SF to 14.5K SF. Adding 10 jobs at. Just over \$10 mill. Cap. Ex.





Economic Impact of Zaxby's Restaurant

Opening Day at Zaxby's had the restaurant fully circled!

***Economic Impact - (Based on info provided to The Roane Alliance)**

| | |
|---------------|-------------|
| Land Cost | \$ 675,000 |
| Building Cost | \$1,500,000 |
| Total | \$2,175,000 |

Taxes to Roane County: 40% of \$2,175,000 equaling \$870,000. At a tax rate of \$1.99/100 - \$8,700 X \$1.99 = \$17,313/year in property taxes to Roane County.

Harriman's taxes would be: At a tax rate of \$1.20/100 - \$8,700 X \$1.20 = \$10,440

Additional taxes will be paid for personal property (equipment).

The average gross sales should be \$1,500,000 - \$2,000,000/year. Taxes are collected from this amount to both the city and county.

Zaxby's has hired 51 employees!



Bojangles Economic Impact

| | |
|---------------|-------------|
| Land Cost | \$ 675,000 |
| Building Cost | \$1,250,000 |
| Total | \$1,925,000 |

Taxes to Roane County: 40% of \$1,925,000 equaling \$770,000. At a tax rate of \$2.18/100 this comes to $7,700 \times \$2.18 = \$16,786$ /year in property taxes to Roane County.

Additional taxes will be paid for personal property (equipment).

The average gross sales for a Bojangles is \$1.5 million/year although many do in excess of \$2 million.

County collects tax revenue from this amount.

Bojangles currently employs about 40 employees.



Weigles Comes To Exit 350!

A major deterrent to retail wanting to locate at Exit 350 was the fact that you wouldn't get much of the needed interstate traffic due to the fact that there was no place to get gas at the exit.

Now we do and we should see an increase very soon!

Examples of Retail Recruiting

- Joining the ICSC, and attending at least two retail trade shows/year (TN/KY Exchange & Southeast Retail Show in Atlanta)
- Recruiting - the web & targeted direct mail marketing
- Low cost marketing novelties such as flash drives with all pertinent demographic data, files, maps, etc.
- Using TVA Retail Marketing specialists to provide up to date data and information
- Website Retail Demographics;
http://www.roanealliance.org/retail_development/development_efforts.aspx

Requests for Information/ Proposal

- Importance of relationships to let referral sources know about our inventory and advantages
- Referral sources:
 - TN ECD
 - TVA
 - ORNL
 - ETEDA
 - Innovation Valley
 - Direct contact from company or site selection consultant
 - Realtors
 - Developers

Requests for Information/ Proposal

1. Referral received requesting information
2. Time frame is generally very tight
3. Confidentiality is always paramount
4. Staff discusses and decides if we have available property and/or building that meets project requirements

Requests for Information/ Proposal

- If yes, then gather all needed information:
 - Send RFI/RFP to McGill Associates (our engineering firm) for:
 - a. Confirmation that requirements can be met with property/building.
 - b. Request for maps (usually aerial, site and topo.)
 - c. Assistance with questions regarding infrastructure, feasibility, etc...

Requests for Information/ Proposal

- Contact utilities to see if utility requirements can be met. Request letter if necessary.
 - TVA ED can provide valuable resources such as Tech Services, Consulting
- Contact building codes, zoning, etc. if necessary.
- Contact RSCC, TCAT, and Roane County Schools etc. for information on education/workforce.

Requests for Information/ Proposal

- Completion of form (2-400 pages)
- Compile cover letter, executive summary, incentives letter (if applicable), quality of life information and other information as requested.
- Team (Wade, Darrell and Teresa) meets to review and discuss the submission.

Requests for Information/ Proposal

- Compile information into single pdf document or send via file sharing program (whichever is required).
- Follow-up with TVA, ECD etc., to get status on project.
- The identity of the company is kept confidential for most projects unless the company contacts us directly.



TVA Valley Sustainable Communities Program Roane County Profile

- Roane County's "Green Team" was established in 2009 and awards local businesses for participating in sustainable practices.
- Roane County offers curbside, single-stream recycling for businesses and residents.
- A local incentive program is in place that rewards companies locating on a brownfield site through the county's Payment-in-Lieu of Taxes (PILOT) program.
- The Advanced Materials Training and Education Center (AMTEC) at Roane State Community College has an emphasis on sustainability & lean manufacturing and trains individuals for entry-level manufacturing jobs.
- The Oak Ridge National Laboratory (ORNL) has one of the largest collections of LEED-Certified buildings on a single campus in the entire Southeast.

For more information, visit www.SustainableRoane.com.



Roane County Sustainability/ Green Team

Required the participation and support from:

- Roane County Government (including Roane County Solid Waste/Recycling)
- Cities of Harriman, Kingston, Oliver Springs and Rockwood
- Roane State Community College
- TCAT- Harriman
- ORNL
- Roane County Schools
- Michael Dunn Center
- Existing Industries

Roane County Sustainability/ Green Team

Timeline of process:

- March – Submitted application
- May – Accepted as one of only 13 communities to participate. Roane County was selected to participate as an existing program due to all the initiatives that we already had in place.
- June – review of application and initiatives by Boyette and TVA.
- August – Roane County received designation as the first Silver Sustainable Community in the TVA Valley.
- December – Received award at Recognition Luncheon in Nashville.

Roane County Sustainability/ Green Team

- The Green Team meets on a regular basis and is in the process of creating a strategic plan.
- The Green Team held a successful county-wide clean-up day in April.
- We have a sustainability page on the TRA website and have a Green Team facebook page.
- We are always recruiting members to the team.
- We have a mission to make Roane County the cleanest county in the state.



To ensure every child in Roane County goes on to a postsecondary school... and does well when they do.

WHY EDUCATION MATTERS !

Workforce preparedness and development is the number one reason for companies to locate (or relocate) their operations into an area.



A coalition of programs and partnerships with a positive influence on the education, values, and economic success of our community.

Partners are critical to success

- Roane County Schools
- Tennessee College of Applied Technology
- Roane State Community College
- Businesses (too many to name)
- Non-profits such as:
 - United Way
 - tnAchieves
 - Explorers
 - Imagination Library
 - Children's Reading Foundation
 - Roane Writers Group

Awareness Program

Why
EDUCATION!
MATTERS



**"Learning is a treasure that
will follow its owner
everywhere."
- Chinese Proverb**



Tennessee Scholars



Page 8 • Friday, June 22, 2012

School

Roane County News

Tennessee Scholars

117 Roane high school seniors cited

Roane County Chamber of Commerce, in partnership with Roane County Schools, recognized 117 graduating seniors as Tennessee Scholars during a recent breakfast ceremony.

At the ceremony, each senior received a Tennessee Scholars certificate and medallion from The Roane Alliance President and CEO Leslie Henderson and Roane County Schools Director Tom McGriff.

Tennessee Scholars wore their medallions at their high school graduation ceremonies. Their high school diplomas also have Tennessee Scholar seal, letting potential employers know these students have worked hard and maintained the standards of a Tennessee Scholar.

The Tennessee Scholars program is a Chamber-led partnership between area businesses and Roane County Schools.

"The goal of Tennessee Scholars is to increase the number of students graduating from high school with a rigorous, defined academic course of study that prepares them for higher education and the workforce," said Allen Lutz, education and workforce development specialist for The Roane Alliance.

Tennessee Scholar students are required to take a rigorous course of study, including advanced math and science classes, maintaining an overall "C" average, having 90 percent or higher attendance, passing end-of-course tests, having no out-of-school suspensions, and at least 80 hours of community service during their four years of high school.

"A major purpose of this program is to help provide a better pool of future workers to our local business community," Henderson said.

"Local businesses support this program because it is good for students—good for business, and the future of Roane County," she added.

Costs of the Tennessee Scholars program are covered by donations from the community. This year's donors include: Roane County United Way, TVA's Lexington Forest Plant, Regions Bank, All Star Promotions, Griffin Insurance Agency, Kiwanis Club of Roane County, Teresa Duncan, Jerry Stephens, ACA Insurance, Roane County Chamber of Commerce, Roane County Schools, Roane State Community College, Tennessee Technology Center of Harriman and Innovation Valley Inc.

Roane County Chamber of Commerce is a partner in The Roane Alliance, the county's economic development organization.

The partners who operate under The Alliance umbrella, along with the Chamber, include the Industrial Development Board and Veterans Bureau.

Students are listed in

Harriman

Kyle Bates, Allison Connett, Amber Connett, Hunter Cross, Samuel Davis, Benjamin Davis, Chandos Elliott, Isaac Evans, Taylor Fink, Andrew Futrell, William Graves, Haylee Goin, Rynae Goldston, Jace Greene, Anthony Hall, Ashante Hall, Lindsay Higgins, Samantha Jone, Kaitlin Kyles, Mallory Lantz, Eden Marshall, Autumn McConnell, Robert McCarroll, Alice Tole McGowan, Samuel Palke, Colbie Scandlyn, Rachel Schaeferinger, Brody Snow, Allena Ward and Austin Williams.

Midway

Benjamin Benavides, Rachel Burgess, Lindsey Denmark, Emily Goldschmidt, Taylor Hall, Tommy Hodge, Alyson Klinker, Hannah Kyle, Ashley Ladd, Hall Morris, Hayley Patterson, Hayley Roberson, Kayla Roberts, Daran Shuff, Aaron Vior, Philip Westrich and Madison Woody.

Oliver Springs

Kayla Alish, Daniel Bass, Allison Carroll, Leigha Carter, Kelsey Christopher, Jacoba Coker, Logan Cripp, Sablon Fomar, Breanna Fink, Emily Honey, Alex Kelley, Lindsay Lettew, Kira Lella, Barnett Miller, Jocely Mountain, Sam Oltje, Jeff Reed, Thomas Selber, Randy Silvey, Darion Stotzel, Morinda Thomas and Alyson Pointer.



High School Career Day



“There were a variety of occupations there that at first I wasn’t interested in, but now I find myself thinking about my options.” - Student





- Last dollar scholarship
- Students do community service in college
- The Roane Alliance recruits mentors
- Mentor assigned to each student
- Came to Roane County for 2012 graduating class



***Be a Mentor and
help students
succeed***

Educators in the Workplace



“As teachers, we try to make content relevant to ‘real’ world experiences. The Educators Lunch and Learn program brings it up close and personal.”

- Teacher

Internship Initiative



Real-World Career Experiences
Exploring[®]

Roane County's primary news source

Roane County NEWS

VOL. 60 No. 2 FRIDAY-SUNDAY, January 4-6, 2013 50 CENTS roanecounty.com
Two sections, 30 pages

Partnership helps youth learn about health jobs

By CINDY SIMPSON
csimpson@roanecounty.com

Roanoke High School students interested in the health sciences now have opportunities to learn more about career paths and get volunteer hours to boot.

Roanoke High School now has Explorer Post 2306, a new entity that started meeting monthly in October.

Staff at The Bridge at Roanoke have done various demonstrations and talked about issues including the Health Insurance Portability and Accountability Act.

Students have also gained opportunities to job shadow employees, such as occupational and physical therapists.

"They are very active. It is a chance to get hands-on experience they would not otherwise get," said principal Alan Reed.

"It is an awesome program. The Explorers is a branch of the Boy Scouts of America," said Emily Parks, who is over activities and marketing. Gifts, however, are also allowed.

See HEALTH, Page 2



CINDY SIMPSON/Roanoke News-Sun

Roanoke Explorer Heather Faggis, left, and Alexis Adkins wrap gifts for Bridge of Roanoke residents. Faggis and Adkins both are part of a new program at Roanoke High School that provides opportunities for student youth to learn more about the health-care industry.

Teachers' Supply Closet

Roane County News

School

Help stock Teachers Supply Closet this year



Teachers from Roane County Schools stock up annually during the Teachers Supply Closet, and the public is encouraged to donate to the cause this year. Items frequently needed for classrooms include pencils, pens, staplers and staples, three-hole punchers, crayons, ruled writing paper, hand sanitizer, paper towels, markers, scissors, tape, tissues, glue sticks, sticky note pads, construction paper, rubber bands, folders, Band-Aids, tennis balls, binders, calculators and backpacks. Items and monetary donations can be dropped off at either the Roane County Chamber of Commerce offices at 1209 N. Kenlucky St., Kingsport; or the Roane County United Way at 2735 Roane State Hwy., Midtown.



Professional Development Training

- **Chamber/SCORE Workshops.**

SCORE[®]
Counselors to America's Small Business

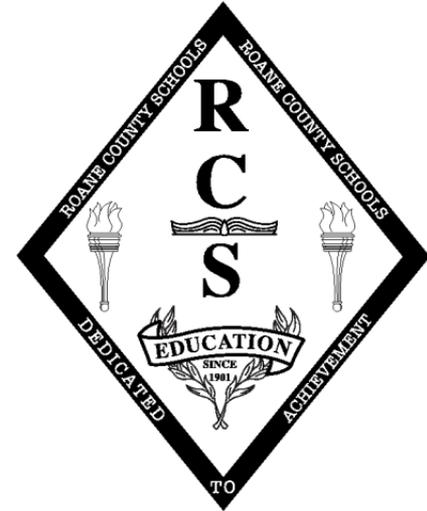


- **Roane County Employers' Association**



Workforce Development Council

Cooperation between educators and industries so our schools are learning from industry executives about the workforce needs that currently exist and that are projected in the future.



TENNESSEE COLLEGE
OF APPLIED TECHNOLOGY
HARRIMAN

Workforce Development Council

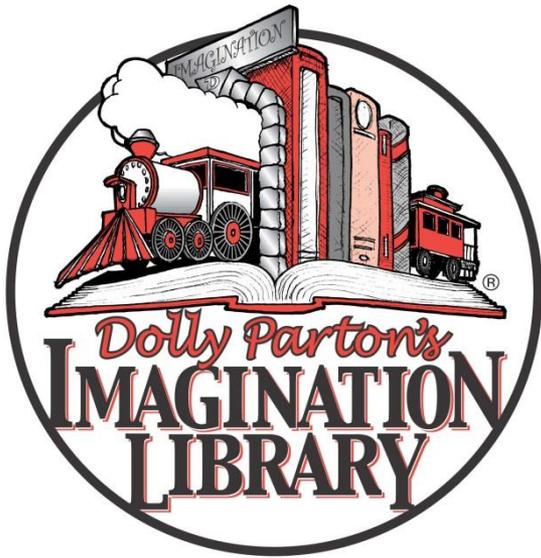
Initial business contacts include:

- Capstan Tennessee
- **C.R. Barger and Sons**
- **Dienamic Tooling Systems**
- J.R. Global Manufacturing
- Kimble Chase Life Science & Research
- **Proton Power**

Volunteers are critical to success



Thank you!

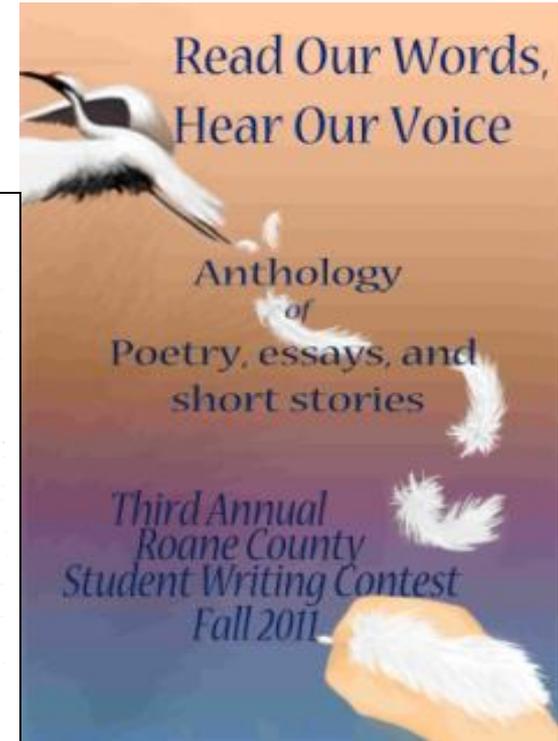




The
Children's
Reading
Foundation
of the Tennessee
Valley



Roane Writers Group



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School

Roane County News

Midway's Hixson the write stuff

Grand-prize winner among top writers in fourth annual contest

Twenty-four Roane County students received awards during last of Group fourth annual Student Writing Contest. Taylor Hixson of Roane, first place; Colton Deane of Kingston, second place; Kaitlin Williams of Martinsburg, third place; and Clayton Martin of Group fourth annual Student Writing Contest. Taylor Hixson of Roane, first place; Colton Deane of Kingston, second place; Kaitlin Williams of Martinsburg, third place; and Clayton Martin of Group fourth annual Student Writing Contest.



Photo courtesy of Timothy Joseph, 1st. Photographs award winners in Roane Writers Group's fourth annual Student Writing Contest are, from left, Kaitlin Williams, first place poetry; Colton Deane, grand prize winner; and Taylor Hixson, second place short story. All three winners attend Midway High School.

...the honor for Hixson, principal of Midway Middle School, Hixson also received two other prizes...



Photo courtesy of Timothy Joseph, 1st. Photographs award winners in Roane Writers Group's fourth annual Student Writing Contest are, from left, Kaitlin Williams, first place poetry; Colton Deane, grand prize winner; and Taylor Hixson, second place short story. All three winners attend Midway High School.



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Changing the mindset about the importance of education, obtaining a postsecondary education, and workforce development.

Education Matters! is “an incredible asset” that is having “a dramatic impact on student achievement, attendance and increased postsecondary enrollment rates...Students are beginning to realize that a college degree is obtainable.”

Russell Jenkins
Secondary Supervisor
Roane County Schools



2013

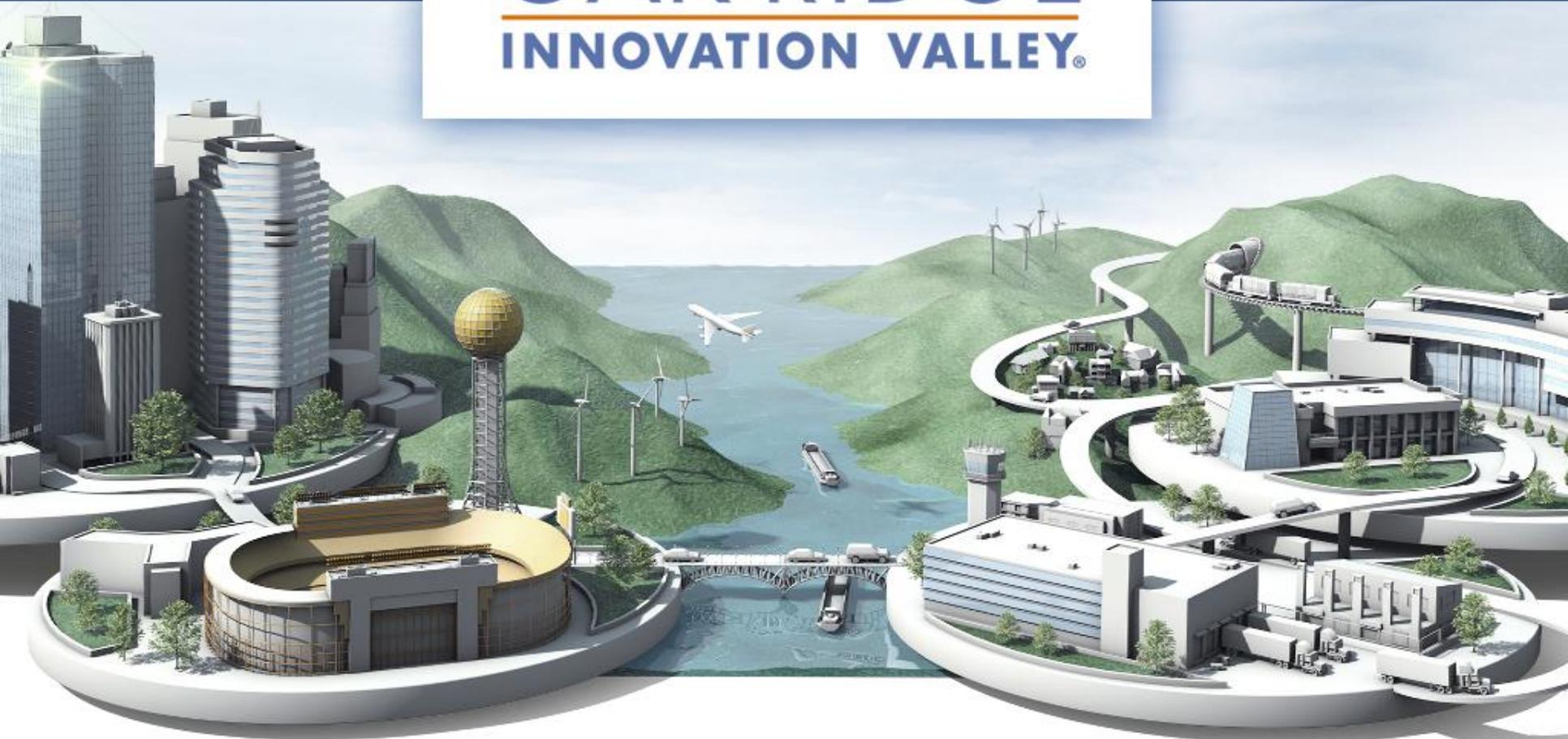
INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL
EXCELLENCE
IN ECONOMIC DEVELOPMENT
AWARDS

GOLD



received the award
in the category of
Partnerships with
Educational
Institutions in
communities with
a population
between 50,000-
200,000.

KNOXVILLE OAK RIDGE INNOVATION VALLEY®



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Innovation Valley Results

2008-2013

\$8,300,000 BUDGET

JULY 2008 - JULY 2013

10,266 NET NEW JOBS

JULY 2008 - JULY 2012

SOURCE: U.S. Bureau of Labor Statistics; Knoxville MSA & Roane County

\$1.138 BILLION
CAPITAL INVESTMENT

JULY 2008 - DECEMBER 2012

SOURCES: TN Dept. of Economic & Community Development & Company Disclosures

10% INCREASE
IN ANNUAL AVERAGE WAGE

\$39,112 TO \$43,459

2008 - 2012

SOURCE: TN Dept. of Labor & Workforce Development



- I. AGGRESSIVE BUSINESS RECRUITMENT/EXPANSION**
- II. STRENGTHEN GLOBAL BRAND AWARENESS**
- III. TALENT RETENTION AND DEVELOPMENT**
- IV. ENHANCE ENTREPRENEURSHIP AND INNOVATION**
- V. CELEBRATE THE REGION'S SUSTAINABILITY EFFORTS**

ADVANCED TECHNOLOGY & MANUFACTURING

- Automotive Suppliers
- Carbon Fiber & Composites
- Medical Equipment
- Specialty Foods

CORPORATE SERVICES

- Corporate & Regional Headquarters
- Data Centers
- Transaction Support

CREATIVE MEDIA SERVICES

- Digital & Interactive Media
- Film, Television & Video Production

ENERGY

- Energy Storage Systems & Advanced Batteries
- Nuclear Component Manufacturing
- Smart Grid Technologies
- Renewable Energy

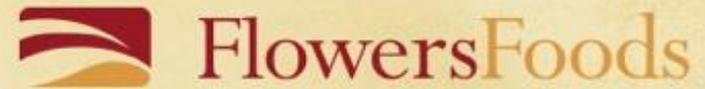
TRANSPORTATION

- Distribution & Logistics

Innovation Valley New Recruits & Expansions

July 1, 2013 – June 30, 2014

AISIN



Industrial Recruitment

Tour of Our Industrial Parks

Current Activity

| Project | Project Details | How Received | Date | Jobs | Capital Investment | Site Proposed | Status |
|---------|---|------------------------------|-----------|------------|--------------------|---|---|
| ##### | Rolling Steel Mill | Company | Jan-14 | 61 | \$7 million | Existing facility in Harriman | Company reopening facility in Harriman |
| ##### | Air purification systems company looking to purchase former Protean Instruments in RRBTP | Owner of Protean Instruments | Jan-14 | 2 to start | Unknown | RRBTP | Company located in former Protean Instruments facility |
| ##### | Knoxville clothing manufacturer; need 25-30 acres for 45k sf bldg. | Direct from company | Feb-14 | 100 | \$7M-\$8M | Looked at several parcels in the RRBTP | Project Dead |
| ##### | Looking for 18,000 to 35,000 sf building. | State ECD | 2/6/2014 | 120/1900 | \$2M-\$3M | Visited Cardiff Properties Building in RCIP | Visited the Cardiff Building and also the 5 acre site behind DTS in RRBTP-Word back to us is they didn't like any bldgs in this region. They will come back again to look at parcels. |
| ##### | Care based service facility purchased 30k sf Cardiff Properties building in RCIP. | Directly called us | | 80-100 | \$3M | Cardiff Properties Bldg. in the RCIP | Omni purchased building and are doing renovations/construction and hope to open soon |
| ##### | West Knoxville high-end textile manufacturer looking to expand; needs 20,000-25,000 sf bldg | Direct from company | Feb-14 | 20-25 | \$6M | RRBTP | Project on hold for now |
| ##### | Auto parts supplier looking for 90+ acres for 100K sf bldg. - High electric demand | State ECD | 2/21/2014 | 300+ | TBA | Roane Alloys Site | Submitted proposal - one of 6 other sites - electric demand cannot be met at this time - waiting on further word-Roane Alloys site no longer an option |
| ##### | Well-known developer involved with a company looking for prime parcel | Direct from a Developer | 3/10/2014 | 7/18/1900 | TBD | Jones Road site in the RRBTP | We proposed the Jones Road site on 3/10 with a conceptual 400K SF building. Awaiting word back from developer. |
| ##### | Tool manufacturer looking for existing building. | State ECD | 3/14/2014 | 50 | \$6M | Diesel Head Building in the RRBTP | Submitted proposal - Building is in process of being sold to Proton Power |
| ##### | Auto supplier working with TMS to qualify sites in East TN. Needed a 30 acre site. | TVA | 3/14/2014 | | TBD | Jones Road site in the RRBTP | We proposed Cardiff Valley Site. The auto supplier is still in the process of reviewing/qualifying sites |

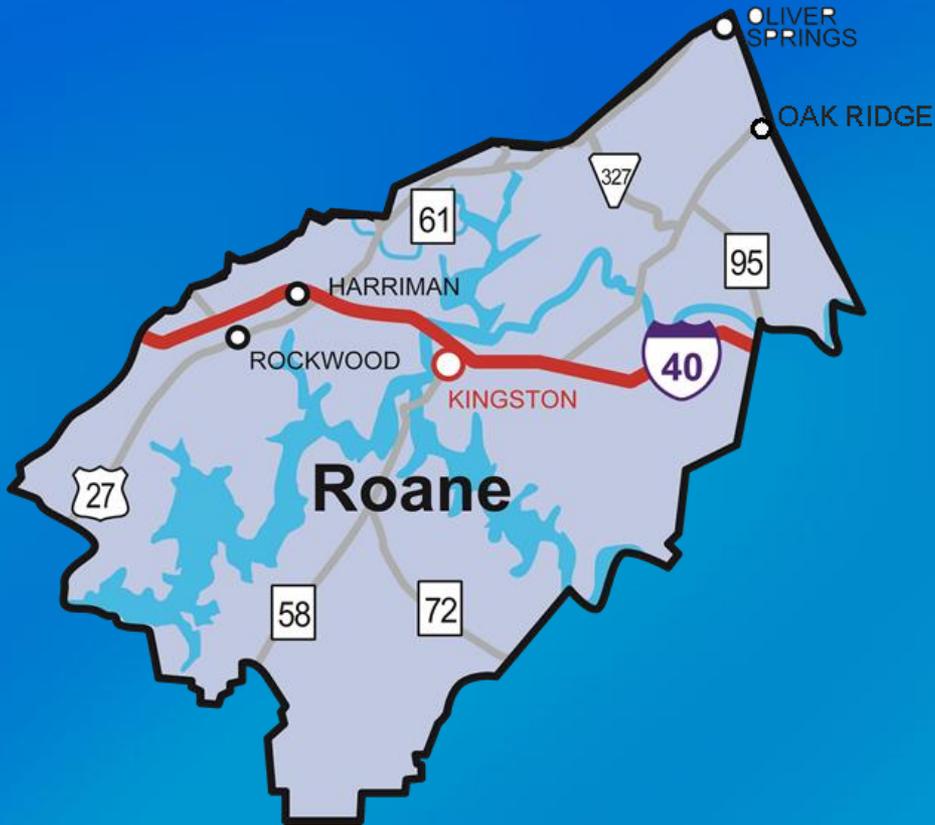
Economic Development Priorities

- Product Development
 - Infrastructure improvements
 - Utility upgrades or commitments
 - Partner Inclusion
 - TVA, ECD, Innovation Valley, ORNL, ETEDA, ORIDB, Utilities, ETDD
- Marketing
 - Inbound Focused
 - *62% of corporate executives planning on opening new facilities in the next 2 years stated they use the internet to vet locations prior to committing to gauge further interest in locating in any particular community- **Area Development Magazine**, 28th Annual Corporate Survey, 2014*
 - Utilize partner channels to promote sites, features and benefits
 - http://roanealliance.org/available_properties/property_search.aspx
 - <http://tvasites.com/InSite.aspx?searchArea=FeaturedProperties>
 - <http://tnecd.com/sites/>
 - http://eteda.org/buildings_sites.aspx
 - <http://www.knoxvilleoakridge.com/sites-buildings/>
- Relationships
 - Referral Sources
 - Site Selectors
 - Current Businesses

Tying It All Together



Tying It All Together



"I can do things you cannot; You can do things I cannot; Together we can do great things."

- Mother Teresa

Questions?

We want to bring this presentation to
your community
Will you please help us?