



2024

ANNUAL REPORT

A Unified Drive. A United Force.



WWW.ROANEALLIANCE.ORG/ANNUALREPORT

THE ROANE ALLIANCE MISSION

Our mission is to create an environment and unified voice that promotes job creation, economic development, enhanced quality of life, and education and workforce development across Roane County.

A Unified Drive. A Unified Force. Through the Industrial Development Board, the Visitors Bureau, the Roane Chamber, and programs such as Educations Matters and Retire Roane, we represent the best Tennessee offers businesses, citizens, and travelers.



LETTER FROM THE PRESIDENT

With great enthusiasm, I present the 2024 Roane Alliance Annual Report, reflecting a landmark year defined by groundbreaking achievements, robust community engagement, and our team's dedication to launching transformative events that benefit Roane County.

The Roane Chamber of Commerce has had another stellar year, supporting our business community with more than 30 ribbon cuttings, showcasing significant growth. Our Ambassadors have been instrumental in these efforts, devoting their energies to enhancing the Chamber's reach and impact across the community.

This year, our 38 volunteer Ambassadors and leaders within our community have gone above and beyond in supporting the Chamber's initiatives. They've participated in numerous events, including the ROAM'R Jeep Festival and Kid's Cafe, fostering connections and community spirit. The Ambassadors have reinforced their team dynamics with regular monthly meetings and strategic planning sessions, maintaining excellent attendance and making six impactful contributions to the community in 2024. Noteworthy initiatives include their bi-yearly involvement in the Adopt-a-Highway program and regular support for local law enforcement through the Adopt-a-Cop program.

Our inaugural Industry/Education Collaboration Summit, Connect Roane, was a resounding success. Nearly 60 industry and education leaders met on October 30th to discuss workforce challenges and successes at the Oak Ridge Emergency Response Training Facility, exemplifying our commitment to fostering collaborative growth.

Roane County shined brightly with several signature events. The Tennessee Bass Nation & Youth State Open at Rockwood's Tom Fuller Park attracted over 250 boats, highlighting our county as a premier destination for fishing tournaments. The ROAM'R Jeep Festival at the Swan Pond Sports Complex in Harriman debuted with over 200 Jeeps and 800 attendees, complementing the continued success of the Tennessee Medieval Faire, which once again recorded high attendance across its three weekends in October.

The October Sky Festival in Oliver Springs continues to grow. Now in its 16th year, it draws over 5,000 attendees and over 100 vendors, cementing its place as a key event in our community calendar. The City of Kingston's 225th birthday celebration on October 23rd was a historic event attended by notable dignitaries and marked by community pride and heritage appreciation.

The Roane County Industrial Development Board has been pivotal in advancing our economic landscape. Significant developments include Protomet Corporation's expansion, which is set to create 250 new jobs and represents a \$25 million investment in Rockwood.

A historic highlight was Governor Bill Lee's announcement of the largest single investment in Tennessee's history. Orano USA's decision to build a major uranium enrichment facility in Oak Ridge represents a more than \$5 billion investment and will create over 325 high-paying jobs.

We remain optimistic about the future as we reflect on these remarkable accomplishments. Our collective achievements have been made possible by the unwavering commitment of our dedicated team, who work tirelessly each day to fulfill the Roane Alliance's mission: to create an environment and unified voice that promotes job creation, economic development, enhanced quality of life, education, and workforce development across Roane County.

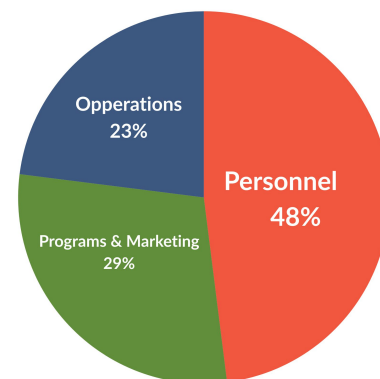
Our passion and determination seek to ensure that our county is a destination and a thriving community where people are proud to live, work, and play. Together, we are shaping a brighter future, united in our efforts to make Roane County a beacon of opportunity and excellence.



Justin Snow

PRESIDENT & CEO

TRA Budget FY25



THANK YOU TO OUR 2024 ROANE ALLIANCE CONTRIBUTORS!!

City of Harriman
City of Kingston
City of Oak Ridge
City of Rockwood
East Tennessee Economic Council
EnergySolutions
Oak Ridge Utility District
Roane County Schools
UCOR
UT Battelle ORNL
Harriman Utility Board
Dr. Julian Ahler

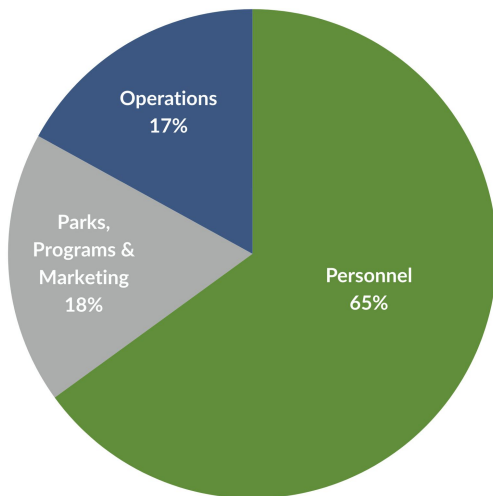
ABOUT THE ROANE ALLIANCE

The Roane Alliance is the economic development agency for Roane County. As the umbrella organization over the Industrial Development Board (IDB), Visitors Bureau, and Chamber, it oversees the management and day-to-day operations of the entire team. Established in 2001 as a catalyst for 'positive economic and community development programs,' the primary reason for the Alliance was to bring the three organizations together under one roof to share operating costs and create a central location that works together to promote and market the county. A 'one-stop-shop' under one roof provides more efficiency and productivity, allowing Roane County to be more competitive and successful in promoting our quality of life and place. The Alliance also works as a forum to unite leaders, stakeholders, and residents to discuss and share key economic development issues and build consensus across the county. This annual report provides a snapshot of the Alliance's economic and community development efforts in 2024 that helped increase economic prosperity for the county and its residents.

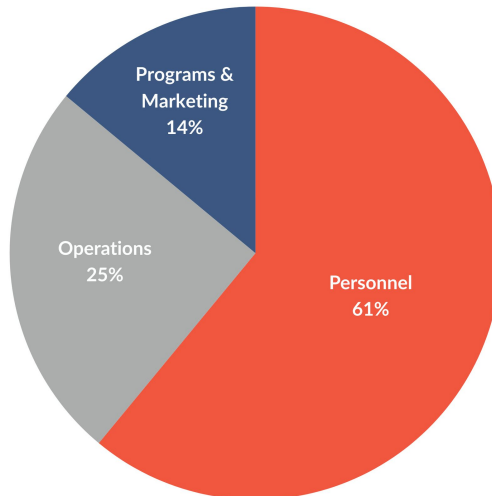
ROANE COUNTY JOINT ECONOMIC AND COMMUNITY DEVELOPMENT (JECD) BOARD

Established in 2001 by an interlocal agreement between the county and its municipalities, the Alliance encourages all segments of the local community to communicate about economic development issues. The Alliance administers the JECD and other programs that affect the county's ability to qualify for state grants, like ThreeStar. Without this board, local governments can not be eligible for state grants. The JECD, along with the Alliance board, meets once a quarter.

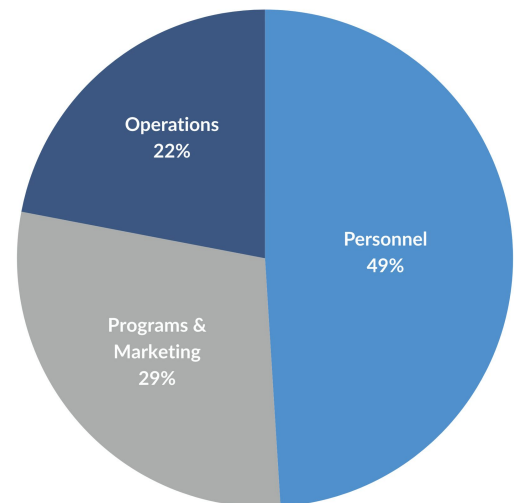
IDB Budget FY25



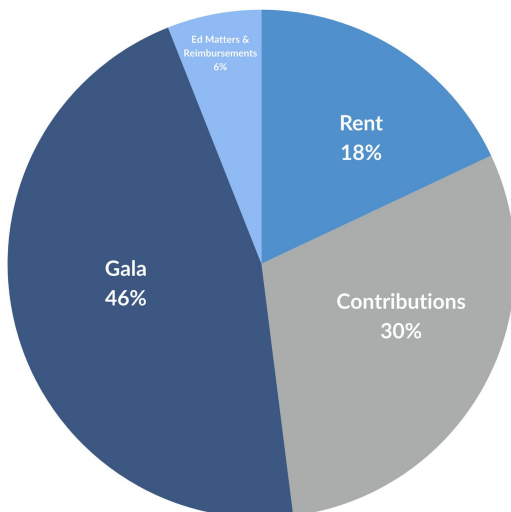
Chamber Budget FY25



VB Budget FY25



TRA REVENUE BREAKDOWN FY25



ROANE ALLIANCE FUNDING

The Alliance budget is funded through contributions, the Gala, and rent from the three partner organizations – the Industrial Development Board (IDB), the Visitors Bureau, and the Chamber. Fundraising is more than 75% of the Roane Alliance's total budget, so annual support through contributions, sponsorships, and donations is critical to Roane County's growth and economic success. The Alliance budget provides funds for the personnel and operating expenses needed to manage the team. The Roane County Tourism Committee and the Roane Alliance Board direct the Visitors Bureau's tourism program, while the IDB and Chamber both have their board of directors. The county determines funding for the IDB and Visitors Bureau, while the Chamber is funded through membership dues and non-dues revenue, such as a portion of the funds raised from the Roane Gala. Every partner's budget provides for not only the personnel and operating expenses but also the marketing and programming necessary for that partner to accomplish its mission, which in turn helps to achieve the overall mission of the Alliance. Pie charts showing the budget breakdown of each partner are provided in this report.

2024 BUSINESS AWARD WINNERS

Roane County IDB's Industry of the Year – Blue Bell Creameries

Paul Cowell Distinguished Service – Allen Lutz

Business of the Year – Baggett Pharmacy

Ambassador of the Year – Roger Parker

Woman of the Year – Christina Branham

Non-Profit of the Year – Oliver Springs Historical Society

Paul Goldberg Young Professional – McKayla Gallaher



MORE GRANT FUNDING SECURED IN 2024

The Roane Alliance applies for grants on behalf of the RCIDB, Chamber, and Visitors Bureau as they are available. Grants provide extra dollars annually for marketing, advertising, infrastructure, and more. This makes us more competitive and vital to a successful economic development program. One annual grant, the Tennessee Department of Tourist Development's (TDTD) Tourism Marketing Grant, almost doubles the Visitor's Bureau media marketing spend.

The TDTD announced in late 2020 that the Visitors Bureau would receive more than \$167,000 over the next five years for tourism marketing through the CARES Act. This grant funding attracts new, transformational events to Roane County, such as prestigious fishing tournaments, festivals, and city events. For example, on April 20th, 446 participants representing 226 boats from 8 states visited Rockwood for the 2024 Morristown Marine Team Trail on Watts Bar Lake. The total direct economic impact from this one tournament alone was \$338,252.

Additionally, in 2024, The Roane Alliance was awarded a \$25K ThreeStar grant administered by TNECD. The grant funding was utilized to create a new set of videos and photographs for Tourism marketing to spotlight some of our County's most beautiful and intriguing assets. Additionally, the grant funding will help to provide the development of new branded collateral updates, including all new rack cards, visitor guides, and pad maps showcasing our most recent marketing campaign, "When in Roane." More details on these projects, and many more, can be found on our website at RoaneAlliance.org/programs.





GALA FUNDS: GROSS REVENUE & NET PROFIT



2024 ROANE GALA

The Gala is held to celebrate Roane County's successes and as a fundraiser for the Alliance, funding nearly half the operating budget annually. With these funds, the Alliance can continue to fulfill its mission—increase economic prosperity for Roane County citizens—through its partner organizations, the Chamber, the Industrial Development Board, and the Visitors Bureau. Essential programs like Education Matters and Retire Roane can continue to grow and expand their reach.

ROANE ALLIANCE GALA FUNDS RAISED

- Gross revenue was \$128,709 – this was an all-time Gala high, beating the previous year by 15%
- Net revenue was \$93,003, which was another all-time high Gala mark, a 19% increase year over year
- Live auction proceeds were \$15,861, reflecting an 8% increase from the previous year.
- Record number of table sponsors, 44.



2024 GALA SPONSORS

TITLE : Coldwell Banker, Jim Henry & Associates with Jim Henry Event Center, EnergySolutions, Griffin Insurance Agency with Auto-Owners Insurance, Protomet, and Roane County Government.

GOLD : Cobalt Boats, Free Medical Clinic, and Sharon Clark Law & Title One
SILVER : Bar's Bunco Babes, Barger Precast, CNS Y-12, Flatrock Motor Club, Oak Ridge Utility District, Owings, Wilson & Coleman, Roane Central Utility District, Roane Medical Center, Teijin Carbon America, TVA Kingston Fossil Plant, UCOR and UT-Battelle/ORNL

BRONZE : ACME Block and Brick, American Green Fuels, Bryan Insurance Group, City of Harriman, City of Oak Ridge, City of Rockwood & Rockwood Water, Sewer, and Gas, Designsensory, Eddie's Body Shop, Enrichment Federal Credit Union, Graphic Creations, Harriman Utility Board, J Paul Smith Construction, Kidzcare Pediatrics, Lawler Wood, MBI Companies, MCLinc, One Bank, Roane State Community College, Roane Transportation Services, Rockwood Marina & RV Resort, Tattoos by Bryan, Tennessee College of Applied Technology Harriman, and Tennessee Eye Care



ORANO USA, LARGEST SINGLE INVESTMENT IN TENNESSEE'S HISTORY

On September 4, Tennessee Governor Bill Lee, Department of Economic and Community Development Commissioner Stuart C. McWhorter, and Orano USA officials announced plans for a \$5+ billion state-of-the-art centrifuge uranium enrichment facility in Oak Ridge, marking the largest single investment in Tennessee's history.

The 750,000-square-foot multi-structure facility will be one of North America's largest uranium enrichment centers and is expected to create more than 300 direct jobs in Roane County. This groundbreaking project solidifies the region's potential to become the nuclear hub of the United States, further advancing its role in leading innovation and development within the nuclear energy sector. Orano's investment represents a transformative milestone for the area, positioning Roane County as a cornerstone of the nation's energy future.

JUSTIN SNOW RECEIVES TEDC 2024 PROFESSIONAL OF THE YEAR AWARD

During its Fall Conference Awards Dinner on November 7th, The Tennessee Economic Development Council (TEDC) proudly announced Justin Snow, President and CEO of The Roane Alliance, as the recipient of the 2024 Professional of the Year Award. This award recognized a TDEC member's significant achievements and contributions within the economic development industry and their community. Justin's business recruiting efforts have helped Roane County land companies such as Orano USA, Malibu Boats, and Protomet Corporation.

SAM RAYBURN ROAD EXPANSION PROJECT

The Sam Rayburn Road Expansion Project, completed in November at the Roane Regional Business & Technology Park, features a new 1,000-foot industrial-grade road equipped with streetlights and utility extensions. This enhancement provides direct access to additional developable land within the park, boosting its appeal to potential prospects considering Roane County for their ventures.

"We are very pleased to make this announcement with the great state of Tennessee. The warm welcome, responsive engagement and established nuclear energy community in Oak Ridge, as well as access to continuous and stable power, have been key factors for this site selection. We're already preparing for our next required steps, including securing available Federal support and customer commitments, obtaining an NRC license and Orano's Board approval, but today we celebrate this major milestone towards bringing a new enrichment facility online to help meet our country's need for an increased, secure domestic nuclear fuel supply."

- Jean-Luc Palayer, CEO and President, Orano USA

"We are thrilled to welcome Orano to Roane County, the nation's most nuclear-friendly community. Orano's decision to locate in Oak Ridge represents a historic milestone: the first instance in global history where a community has transitioned from uranium enrichment during the Manhattan Project, through environmental cleanup and reindustrialization, back to enrichment. Roane County, together with our regional partners, stand ready to support Orano's enrichment endeavors, and we celebrate this remarkable achievement with them today."

- Roane County Executive Wade Creswell

For more information on economic development in Roane County visit RoaneECD.com.



PROTOMET CORPORATION ENGINEERING AND MANUFACTURING OPERATIONS IN ROCKWOOD

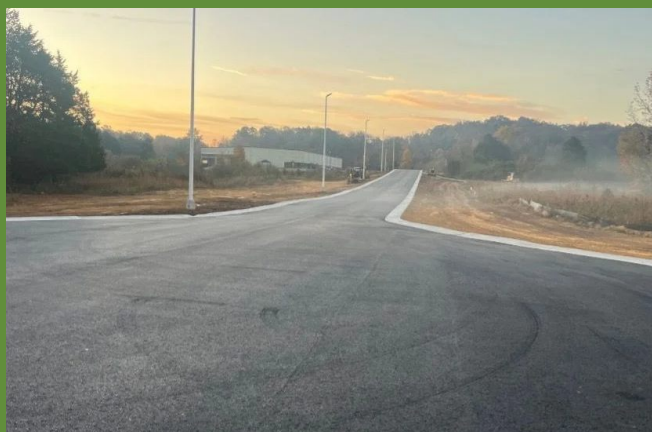
On April 10th, Tennessee Economic and Community Development Commissioner Stuart C. McWhorter, and Protomet Corporation officials announced that Protomet will establish engineering and manufacturing operations in Rockwood, bringing significant economic revitalization to the community. By investing \$25 million to acquire and retrofit the former Albahealth building on North Gateway Avenue, which a multi-generational employer had vacated, Protomet is creating 250 new jobs and breathing new life into a facility with deep ties to the local workforce. This development marks a pivotal step in strengthening Rockwood's industrial base and supporting economic growth in the region.

KNOXVILLE LOGISTICS LLC

Knoxville Logistics LLC has officially broken ground on its Phase II speculative building in the Roane Regional Business & Technology Park. Their initial building in the park played a key role in attracting Malibu Boats in 2023. The new Phase II building will span 220,000 square feet and is scheduled for completion and delivery by Spring 2025. Over the past several months, we have actively marketed this facility to potential industrial prospects, and it has been generating significant interest.

MALIBU LAUNCHED MANUFACTURING OPERATIONS

Malibu (Cobalt Boats) launched its manufacturing operations in Spring 2024 after acquiring the 260,000-square-foot Phase I speculative building in the Roane Regional Business & Technology Park in 2023. They have already begun expanding their workforce and are producing several boats daily. Employment and production are expected to continue growing to meet rising market demand.



For more information on economic development in Roane County visit RoaneECD.com.



TOURIST SPENDING IN ROANE

Roane County continues to establish itself as a premier travel destination in Tennessee, with visitor spending playing a crucial role in the local economy. In 2023, direct visitor spending in the county reached an impressive \$74.56 million, marking a 5.3% increase from the previous year. This steady growth has helped Roane County rise to 29th in visitor spending among Tennessee’s 95 counties. Tourism dollars directly benefit a wide range of local businesses, with the largest share of spending allocated to food and beverage (29%), lodging (27%), and retail (26%). Attractions such as Watts Bar Lake, regional festivals, outdoor recreation, and historical landmarks continue to draw visitors, ensuring that tourism remains a cornerstone of Roane County’s economy. With an estimated 336,438 visitors in 2023—split between day-trippers and overnight guests—the county sees a steady influx of travelers who support local restaurants, hotels, shops, and recreational activities. These visitors collectively inject more than \$204,000 into the county’s economy every day, providing direct support to small businesses and community enterprises.

Beyond its direct economic benefits, tourism significantly contributes to Roane County’s financial well-being through tax revenue that helps fund essential public services. In 2023, state and local tax collections from tourism totaled \$7.68 million, with \$4.33 million benefiting state programs and \$3.36 million directly supporting local government initiatives. These funds play a vital role in maintaining and improving public infrastructure, education, health services, and emergency response efforts. The financial impact of tourism helps reduce the tax burden on residents, saving each household approximately \$350 annually. Roane County’s natural beauty, strategic location along major travel routes, and welcoming community make it an attractive destination for both leisure and business travelers. As Tennessee celebrated a record-breaking year with \$30.6 billion in tourist spending statewide, Roane County’s continued investment in tourism promotion and development ensures it remains a key player in the state’s thriving tourism industry.

EVENT HIGHLIGHTS

Rockin’ the Ramp on August 31, 2024, was a thrilling Labor Day event where the TN RiverLine fleet provided an incredible opportunity for participants of all ages to experience kayaking. Many children and even grandparents paddled for the first

ANNUAL EVENTS IN TOURISM:

Disc Golf Tournaments at Roane County Park & SWP
Fishing Tournaments
Gizmo Jam
Golf Tournaments
Hooray for Harriman
May Day Festival
Movies at the Princess Theatre (and concerts), Stone Theater
Narramore Farms Pumpkin Patch & Corn Maze
Narramore Farms Strawberry Festival
Narramore Farms Sunflower Festival
October Sky Festival
Roane State Expo: Rodeo, Dog Shows, & Equestrian
Rockin' New Year's Eve in Harriman
Rockin' the Ramp - Labor Day Weekend
Smokin' the Water - July 4th
Southwest Point Annual Candlelight Christmas Tour
Spring and Fall Street Festivals in Kingston
Tennessee Medieval Faire
Tennessee Pirate Fest
Tennessee RiverLine - Spring & Fall
Thunder Road

To view our full calendar of events visit
RoaneTourism.com/events.



time, making the event both rewarding and highly successful. On October 7, Roane County proudly hosted a State of TN FAM Tour, highlighting the city of Harriman to state employees who play a key role in promoting tourism. Attendees received goodie bags filled with local information and gift cards, encouraging return visits. Later in the month, Kingston marked its 225th birthday with an exciting lineup of events, including a Living History Reenactment at Fort Southwest Point, a Founders Day dinner, a fall street festival, and tournaments for pickleball and disc golf. The celebration drew numerous visitors and prominent officials, making it a memorable occasion for the community.

October also brought major sporting events to Roane County, including the TN Bass Nation Junior & High School State Open at Tom Fuller Park. Despite the rain, 242 boats filled with anglers competed, with local Kingston and Midway students excelling and earning scholarship awards. The tournament had a substantial positive impact on local occupancy as families traveled from across the state. Wrapping up the month, the Medieval Faire welcomed 8,500 patrons over three weekends - a 3% increase from the previous year. Visitors from at least 30 states and 56 Tennessee counties attended, enjoying the largest event yet, with 71 artisan and food vendors. The continued success of these events showcases Roane County as a thriving destination for recreation, culture, and tourism. To learn more about outdoor recreation in Roane, visit RoaneOutdoors.com.

WILSON COUNTY FAIR - AUGUST 2024

People from all 95 counties, all 50 states, and 34 countries walked through the Travel Tennessee exhibit and viewed the Best of Tennessee displays in the Made in Tennessee Building this year. A total of 861,425 people visited the the exhibit and had the opportunity to see all that Roane County had to offer.



RCVB's setup at the TN State Fair

ANNUAL MARKETING PLAN

Promoting Roane County remains central to our mission at the Alliance. Each year, we reassess our marketing plan to ensure it aligns with current assets and targets the right markets. For the most up-to-date strategies, visit our Marketing Plans, along with our Strategic Plans and Programs of Work, at RoaneAlliance.org/plans.



One of RCVB's billboards promoting local events

WEBSITES & SOCIAL MEDIA IMPACT ROANE

The Roane Alliance continues to leverage its digital platforms as vital components of our strategic marketing efforts. Our websites and social media channels serve as primary touch points, often creating the first impression for prospective partners.

Through our social media channels, we've maintained strong engagement with both local and nonlocal audiences. This past year, our combined social media following surpassed 24,000 accounts, and our content reached a combined 394,000 accounts.



RCVB's new shirts promoting Roane County

CHAMBER SOCIAL

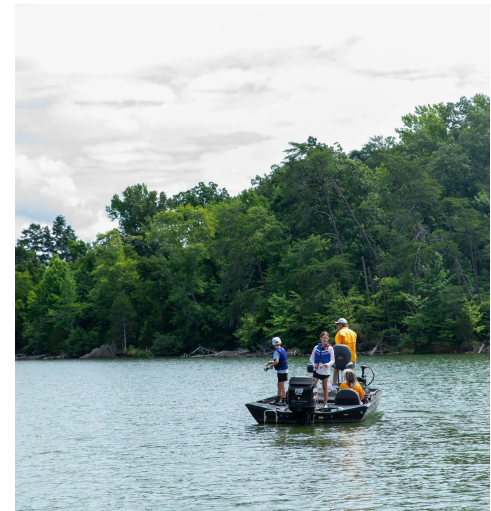
The Roane Chamber's Instagram page continued to grow in 2024, reaching 700 followers in July. This growth resulted in a 100% increase in content interaction and a 148% boost in content reach compared to 2023. The Chamber's Facebook page also saw progress, with an 83% increase in reach.



MARKETING MATERIAL

Roane Tourism's *When In Roane* campaign will showcase the county's unique attractions, local businesses, and outdoor adventures, inviting visitors to experience the best of Roane County. Through engaging storytelling, vibrant imagery, and strategic digital marketing, the campaign highlights must-visit destinations like Watts Bar Lake, historic downtowns, scenic trails, and local eateries. By leveraging social media, influencer partnerships, and community engagement, *When In Roane* will be used to increase visitor awareness and strengthen Roane County's reputation as a premier travel destination in East Tennessee.

This year, we introduced new shirts and hats featuring a bold yet simple design of "Roane" with an orange and white tristar. They also say "Watts Bar Lake," celebrating one of the county's largest tourist attractions. These items have quickly become popular with locals and nonlocals alike. Stop by our office to purchase your own!



Sneak peak at the new *When In Roane* assets

2024 DATA SNAPSHOT

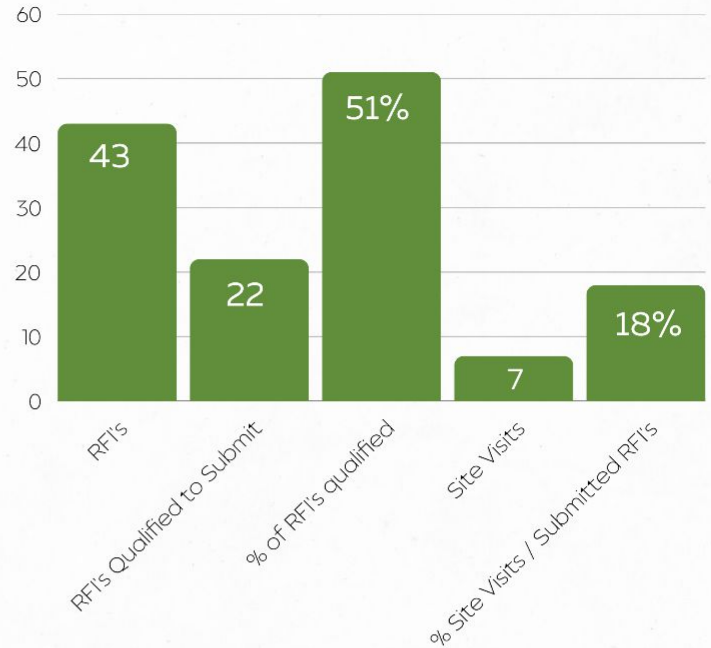
Economic Data

Cap Ex Avg for all RFI
\$472M

Total Cap Ex Submitted / Qualified for
\$11.1 Billion

Total Cap Ex Site 7 Site Visits
\$5.1 Billion

Average Jobs per RFI
200



Since 2021, Roane County IDB has sold, closed, and announced, including what is scheduled to close in 2025, **249 acres of land**, resulting in **\$4.9 million** of land sale proceeds and capturing **\$5.2 billion in Capital Investment** that will result in the creation/retention of **1500+ jobs!**

Social Reach

393,859

a 3.92% increase over 2023

Website Users

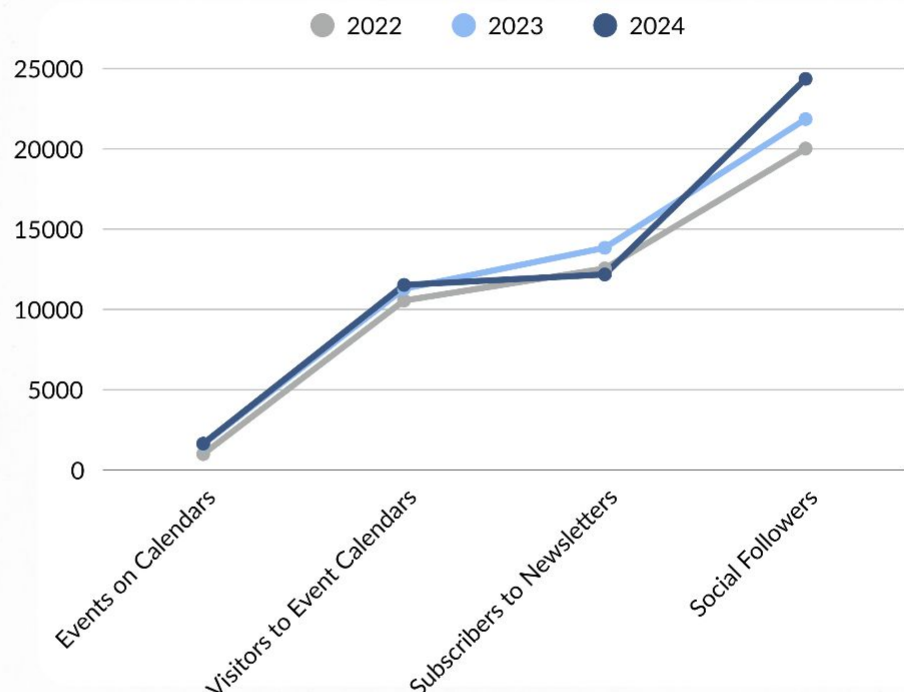
54,277

38k Tourism, 3.7k ECD, 12k TRA
577 Education Matters

Total RFI's

2,540

2,497 Tourism + 43 ECD



Marketing Data

56,096
Population (2023)



Population **grew by 2,783** over the last 5 years and is projected to **grow by 3,888** over the next 5 years.



As of 2023 the region's population **increased by 5.2%** since 2018. Population is expected to **increase by 6.9%** between 2023 and 2028.

From 2018 to 2023, jobs **increased by 9.9%** in Roane County, TN. This change outpaced the national growth rate of 4.5% by 5.4%.

*Source: TVA, Emsi Lightcast Q4 2024 Data Set, www.economicmodeling.com

22,550
Total Regional Employment



Jobs **grew by 2,027** over the last 5 years and are projected to **grow by 1,480** over the next 5 years.

NET JOB GROWTH - ROANE COUNTY

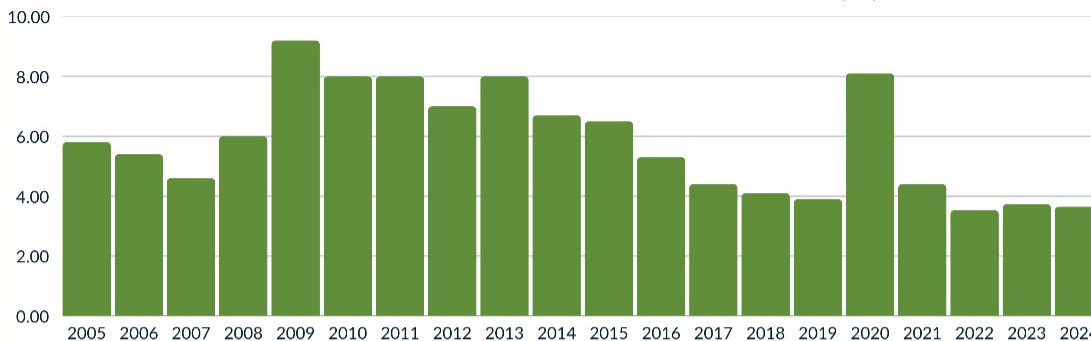
*Roane County now has 11 consecutive years of positive net job growth.



ROANE COUNTY UNEMPLOYMENT RATES

(Annual Average, %)

State Unemployment Rate = 3.23%
US Unemployment Rate = 4.03%



Source: Tennessee Department of Labor and Workforce Development; tn.gov/workforce

Unemployment rate for Roane County in 2024 was 3.65%.

Roane County is a TNECD Three Star Community now for 36 consecutive years

Roane County is a TVA Silver Sustainable Community

Top 5 States Retiring to Roane County: #1 California, #2 Florida, #3 Texas, #4 Georgia, #5 New York

New Business Licenses- 303 New Business Licenses in 2024

Average Property Tax - The average property tax in Roane County is \$940, which is 68% lower than the U.S. average, \$2,979.



CAREER DAY

On April 2, 2024, the third annual Roane County Schools Middle and High School Career Day reached new heights of success. With the participation of 65 businesses, the event provided nearly 1,000 students with an unparalleled opportunity to explore diverse career paths. Students had the chance to participate in on-site interviews with select businesses, creating real-world connections and opening pathways to potential career opportunities.

A standout feature of this year's event was the ORNL Traveling Science Fair, further enriching the experience for attendees. Approximately 2,000 middle and high school students engaged with the interactive exhibits, workshops, and hands-on activities. The career day has solidified itself as a vital bridge between education and industry, empowering students to envision their future and build meaningful connections.



TN SCHOLARS

In 2024, 103 seniors from Roane County graduated as TN Scholars, representing roughly 25% of the graduating class of 413. This achievement highlights the community's steadfast commitment to academic excellence. Since the program began, Roane County has proudly produced 1,918 TN Scholar graduates, demonstrating a lasting dedication to education and achievement. The increase in TN Scholars in 2024 marks a significant upward trend in educational success, reflecting the students' determination and the community's focus on fostering a culture of academic growth and continuous improvement.



"GET YOUR SELFIE TO SCHOOL"

About 50 students from Rockwood Middle School visited industries in the Roane Regional Business and Technology Park in Lenoir City on December 18th. They were granted a field trip as an incentive through Roane County School's "Get Your Selfie to School" program. The students learned about each industry and the types of career opportunities they offer. The students visited E Jay Thermo and Dienamic Tooling Systems. As an added bonus, students made a stop at The Roane Alliance where they learned the basics of Economic drivers and participated in an activity to build their own community.



TN PROMISE & TNACHIEVES RECRUITING

The Roane Alliance continues to lead recruitment efforts for mentors for our high school seniors on behalf of tnAchieves and the Roane County Executive. In 2024 we, again, met and exceeded our recruitment goal. We achieved 132% of our mission of 34 mentors. With each mentor recruited, fewer students are assigned to each mentor.

TN PROMISE PERFORMANCE



EDUCATION & INDUSTRY COLLABORATION

The inaugural Connect Roane: Education & Industry Collaboration summit was a resounding success, bringing together over 55 participants from the education, business, and workforce development sectors. This event served as a platform to foster meaningful dialogue and partnerships aimed at strengthening workforce pipelines in Roane County. Attendees engaged in panel discussions, workshops, and networking opportunities, gaining valuable insights into aligning education and training programs with industry needs. The summit marked the beginning of an ongoing quarterly initiative to address workforce challenges and opportunities collaboratively. By uniting our community's resources and expertise, Connect Roane is paving the way for sustainable economic growth and career opportunities for our citizens.



LEADERSHIP ROANE COUNTY

Recruitment for Leadership Roane County has shifted to year-round! If you know someone interested in being considered for the class of 2026, use the QR code to nominate them today! Space is limited.





**Roane
Chamber**
Roane Alliance

POLITICAL EVENTS

The Roane Chamber hosted its 2024 Legislative Breakfast on February 19th. This special event brought together elected officials and distinguished guests for insightful discussions on legislative priorities, local initiatives, and community development. It served as a valuable opportunity to engage with our leaders and actively participate in conversations shaping our community's future.

The Roane Chamber hosted a Meet the Candidates event on June 25th at Roane State Community College where candidates running for TN Senate District 12, TN House of Representatives Districts 32 and 41, Road Superintendent, School Board Districts 1, 2, and 5/6, and Harriman City Council had the opportunity to speak to and meet with community members.

The 28th Annual Elected Officials Picnic took place on October 3rd at the Kingston City Park Pavilion. This event is our way of showing appreciation to our elected officials for their dedication, service, and contributions to our community and county. This year's picnic, catered by Nitzschke's Hometown Bakery, welcomed community members and leaders.

ROANE CHAMBER EVENTS

The 2nd Annual County-Wide National Night Out took place on August 6th at Roane County Park. National Night Out is an annual event designed to strengthen police-community partnerships and foster safer neighborhoods. This year, seven law enforcement agencies participated, including the Roane County Sheriff's Office, Harriman Police Department, Kingston Police Department, Rockwood Police Department, Oliver Springs Police Department, Tennessee Highway Patrol, and Tennessee Wildlife Resources Agency.

First responders were also well-represented, with participation from the Kingston Fire Department, Harriman Fire Department, Rockwood Fire Department, Emergency Communications (E911), and the Office of Emergency Services. Additionally, dozens of community agencies hosted booths to showcase the services they provide to the public.

We hosted the second annual Roane's Taste of the Holidays event at Southwest Point in Kingston, featuring 43 vendors and 6 food trucks. Hundreds of families enjoyed complimentary photo sessions with Santa. The event also offered a free Holiday Kids Zone with bounce houses. This festive gathering provided the vendors an opportunity to showcase and sell their holiday items while bringing joyful holiday spirit to the community.

The inaugural ROAM'R Jeep Festival was a huge success, drawing 254 Jeeps and over 800 attendees. The event featured live music, food trucks, and a variety of vendors, creating an exciting atmosphere for Jeep enthusiasts and the community. The festival concluded with a memorable group ride to Brushy Mountain State Penitentiary for concerts, adding a unique and historic touch to the celebration.

RIBBON CUTTINGS/TYINGS: 43

429 Nails
Bex Certified
City of Kingston's Fitness Court
Classy Caterer
Crawford Family Chiropractic
Cumberland Cleaners
Detail Pros
Donna Marie's Event Venue
Downtown Fun Zone
Family Promise
Farmer's Insurance - Koltin Insurance
Flowers on Main
Granite Guys
Griffith Family Pharmacy
Highland Lane
J + E Studios
Jensen Long - Coldwell Banker Jim Henry & Associates
Kevin Lemere Photography
Kingston Smart Storage
KTG Foundation
Lenders Title Company
Main Street & Co. Boutique
Ms. Disney's Treasures
Nitzschke's Hometown Bakery
Out of the Attic Antiques
Owings, Wilson, and Coleman
Risher Roofing
Roane County Animal Shelter Spay and Neuter
Roane County Health Department
Roane County Republican Party
Roane County Rescue Squad
Sheds 365
Shorty's Café
Stephanie Richer Photography
StoneMill Log and Timber Homes
Superlative Vintage and Antique Mall
The Crave Food Truck
The Victoria, The Gathering Place
Treasure Mee Hunt and Mee Grocery
Turning Knox Rental
VIP Family In-Home Care
Walther Handmade



369 ACTIVE ROANE CHAMBER MEMBERS!



AMBASSADORS

Throughout 2024, the Ambassadors have actively supported the Chamber's initiatives by attending ribbon-cutting ceremonies, networking events, and business-of-the-month presentations. They have also assisted Chamber staff at various community events, including the ROAM'R Jeep Festival and Kid's Cafe. This dedicated team consists of 38 community leaders who volunteer their time for the Roane Chamber, focusing on promoting, serving, and contributing to the growth and development of chamber members.

The Ambassadors have continued to strengthen their team by holding monthly meetings, including a strategic planning session in June. Their commitment is evident as they maintained record attendance throughout the year and concluded 2024 with six contributions to the community. Among these contributions, two are brand new and ongoing initiatives. The Ambassadors now participate bi-yearly in the Adopt-a-Highway program and are monthly contributors to two of Roane County's Sheriff's Officers through the Adopt-a-Cop program.



2024-2025 AMBASSADOR CHAIRS

(L-R): Jensen Long – Event/Networking Chair, Matilyn Lands – Youth Outreach Chair, Kyle Wentland – Membership Chair, Ashley Freeberg – Chair

CHAMBER CHAMPIONS

- CNS Y-12
- Coldwell Banker Jim Henry & Associates
- Regions
- Sutherlin Subaru
- UT Battelle/ORNL

Thank you Chamber Champions for your support of the Roane Chamber as top-level, Executive II Members!

BUSINESS OF THE MONTH

January – Rogers Group
February – ACE Hardware of Kingston
March – Crete Carrier
April – Harriman Methodist Church
May - Buddy's bar-b-q
June – Teijin Carbon America
July – ROANEnet
August – Kingston Public Library
September – Oldcastle APG
October – Mike's Body Shop
November – Edward Jones – Deric A Runge

2024 Board Members

The Roane Alliance Board 2024

Sasha Little – Chair
Sharon Templeton – Vice Chair
Jim Owens – Treasurer
Becky Ruppe – Secretary
Chris Ayers
Kendall Bear
Jamie Bolling
Ben Briley
Steve Byerly
Suzie Clay
Wade Creswell
Lynn Farnham
Lyndsay Hammill
Junior Hendrickson
Sean Hensley
Russell Jenkins
Leigha Justice
Scott Mason
Mayor Tim Neal
Richard Owens
Jim Palmer
Jason Pilant
Mayor Jason Stiltner
Candace Vannasdale
David Webb
Dr. Chris Whaley

Chamber Board 2024

Ben Briley – Chair
Kathy May Martin – Chair-Elect
Chris Barton – Treasurer
Chris Ayers
Dayle Beyer
Richard Broyles
Angela Dougal
Lynn Farnham
Toni Haba
Alicia Harris
Sarah Harrison
Brandon Heichelbech
Sean Hensley
Dina Jackson
Russell Jenkins
Michelle Kelley
Sandy Leavell
Scott Mason
Kathy Parks
Mark Patterson
Fred Pieper
Deric Runge
Becky Ruppe
Dr. Ken Tobin
Dr. Chris Whaley
Jerry White

Roane County Industrial Development Board 2024

Jim Palmer – Chair
David Webb – Vice Chair
Jim Owens – Treasurer
Quentin Craig
Joe Heckman
Bob Kite
Jeff Nichols
Candice Peacock
Jeff Sickau

Roane County Commission Industrial Liaison Committee

Commissioner Ben Wilson
Commissioner Charlotte Bowers Cunningham
Commissioner Junior Hendrickson
Commissioner Ron Berry
Commissioner Travis Parks

Roane County Commission Tourism Committee

Commissioner Ron Berry
Commissioner Charlotte Bowers Cunningham
Commissioner Lance Duff
Commissioner Nancy Hamilton
Commissioner Junior Hendrickson

Honorary/Ex-Officio Members

Dr. Julian Ahler
Jim Henry
Jerry Stephens
George Ed Wilson

MICHELLE RAY
Events & Office Coordinator



JUSTIN SNOW
President & CEO



TERESA JACKSON
VP of Operations



CARY PARTEN
Fiscal Services & Office Mgr



DAWN CARLOCK
Director of Economic & Community Development



STACEY WILSON
Director of Tourism



CALEB BEASLEY
Social Media & Content Mgr



JENNIFER BROWN
Director of Education & Workforce Development



FELICIA JESTER
Chamber Membership Manager





Roane
ALLIANCE



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