The Roane Alliance Mission is to create an environment and unified voice that promotes job creation, economic development, enhanced quality of life, education and workforce development.

**2015 TIMELINE**

1. Tiered Benefit Structure in effect
2. Chamber Master goes live
3. Co. Commission Tourism mtg
4. Host Leadership Roane County/Chamber mtg; Chamber ribbon cutting
5. Chamber launches Business of the Month
6. Retire Roane mtg
7. Host Workforce Development Council mtg; Chamber launches Cash Mob program
8. Attend METTC Social Media Workshop
9. Chamber/SCORE Lunch & Learn workshop: Attend TDEC/TCCE Winter Conference & Legislative Reception
10. Roane Alliance 2014 Annual Report released
11. TN Fishing Guide released, promoting WBL, Manhattan Project National Historical Park (MPNHP) conf call
12. 1st weekly MPNHP mtg in Oak Ridge
13. Alliance strategic mtg; Chamber ribbon cutting; Three Star webinar
14. MPNHP website launched to house Roane County info
15. Wade graduated from TN Chamber of Commerce Executives Institute
16. Chamber L&L workshop, Roane Regional Business & Technology Park (RRBTP) mtg
17. Roane County Industrial Park (RCIP) site visit; attend MPNHP K25 museum public mtg
18. 7th Annual High Schools Career Day
19. Host travel writer in Roane - Whitestone Country Inn, Fort Southwest, Rocky Top General Store
20. Education Matters at Thunder Road Festival
21. Three Star webinar
22. 3 River Rumble mtg
23. Attend Workforce Based Training in Rhea Co
24. Strategic plan mtg
25. METTC quarterly mtg; industry visit with the State
26. Conduct TN Scholars 8th Grade Graduation
27. Conduct TN Scholars 8th Grade Graduation
28. TN Scholars 8th Grade Graduation; Chamber/SCORE L&L workshop
29. 31 Roane Alliance basement completed
30. TN Scholars Awards Breakfast, Apr 22
31. Watts Bar Lake Facebook page has 2,000 fans
32. 5青少年 Leadership Academy
33. Chamber ribbon cutting
34. Educators in the Workplace visited three industries in Roane
35. Pam awarded Chuck Davis Tourism Award at ETDD Dinner; Chamber Facebook page has 1,000 fans
36. Host Leadership Roane County Economic Development Day
37. Chamber Membership Expansion Event
38. Sponsor TN Team Trail fishing tournament in Rockwood
39. 16 Chamber coffee
40. Watts Bar Lake featured on Outdoor Channel’s Fishing University
41. Host Comm. Boyd for site visits to RRBTP & Horizon; Chamber After Hours
42. Fishing U. episode
43. Legislative Breakfast, Jan 12
44. Cash Mob at Simply Sweet, Feb 12
45. CVMR announces expansion into TN
46. Chamber coffee/ribbon cutting
47. Rockin’ on the River fishing tour mtg
48. RCIP mtg
49. Adventure Tourism presented to Rockwood City
50. 1st monthly City Manager’s mtg; Chamber/SCORE workshop
51. 1st City & County Mayor’s mtg
52. TN Achieves mentor/student meetings held
53. Chamber Day on the Hill; MPNHP mtg w/NPS & DOE; Counselors & Students in the Workplace
54. Visitors Bureau Facebook page has 1,000 fans
55. Chamber ribbon cutting; Chamber/SCORE workshop
56. 18-19 Sponsor 3 River Rumble, 2-day 3-city bike race
57. Chamber coffee/ribbon cutting, TN Scholars Awards Breakfast; Random Acts of Kindness contest for Earth Day
58. Conduct 8th Grade TN Scholars Awards at Oliver Springs Middle
59. 24-25 Sponsor Rockin’ on the River fishing tournament at Kingston’s Ladd Park
60. Chamber/SCORE workshop; attend Rockwood Merchant’s Mixer
61. 29-30 Attend Rural Development Conference
62. 30 Youth Leadership Meet ’n Greet
63. 17 Host Job Fair at RSCC
64. Teresa graduates Leadership Roane County Class of 2015
65. Chamber ribbon cutting
66. Co. Commission Tourism mtg; Chamber/SCORE L&L workshop
67. Chamber After Hours
68. Board/Volunteer Appreciation BBQ
69. Legislative Breakfast, Jan 12
70. TN Scholars Awards Breakfast, Apr 22
71. Retire Roane mtg
72. Host Leadership Roane County/Chamber mtg; Chamber ribbon cutting
73. Chamber launches Business of the Month
74. Legislative Breakfast
75. TN Vacation
76. TN Achieves Alliance begins Host Comm.
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111. Chamber coffee
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**JAN 2015**

- Watts Bar Lake featured on Outdoor Channel’s Fishing University
- Host Comm. Boyd for site visits to RRBTP & Horizon; Chamber After Hours

**FEB 2015**

- CVMR announces expansion into TN
- Chamber coffee/ribbon cutting
- Rockin’ on the River fishing tour mtg
- RCIP mtg
- Adventure Tourism presented to Rockwood City
- 1st monthly City Manager’s mtg; Chamber/SCORE workshop
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- Visitors Bureau Facebook page has 1,000 fans
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- 29-30 Attend Rural Development Conference
- 30 Youth Leadership Meet ’n Greet

**MAR 2015**

- 17 Host Job Fair at RSCC
- Teresa graduates Leadership Roane County Class of 2015
- Chamber ribbon cutting
- Co. Commission Tourism mtg; Chamber/SCORE L&L workshop
- Chamber After Hours
- Board/Volunteer Appreciation BBQ

**APR 2015**

- Retire Roane mtg
- Host Leadership Roane County/Chamber mtg; Chamber ribbon cutting
- Chamber launches Business of the Month
- Legislative Breakfast
- TN Vacation
- TN Achieves Alliance begins Host Comm.
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- Attend METTC Social Media Workshop
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- Teresa graduates Leadership Roane County Class of 2015
- Chamber ribbon cutting
- Co. Commission Tourism mtg; Chamber/SCORE L&L workshop
- Chamber After Hours
- Board/Volunteer Appreciation BBQ
To accomplish our mission it takes partnering with others - organizations, municipalities, teams, and individuals. A united force is critical for success. The Roane Alliance continues to strive to be a model organization recognized as an essential collaborative resource. This has been a year of planning, with many changes already happening. Every month is busier than the next, with momentum building like never before. The Alliance works every day to improve the county - together we can make Roane County a better place.

For space, this chart does not include the following regular monthly or quarterly meetings: City Manager’s, City and County Mayor’s, Green Team; Core Team; Industrial Development Board; Roane County Employer’s Association (RCEA); Chamber Board, Industrial Liaison Committee, Utility Forum, Joint Economic & Community Development (JECD) & Alliance Board; or weekly meetings leading up to important events - Manhattan Project National Historical Park and Gala.

2 Wade and Paulette complete 2nd year, Lindsey completes 1st year of US Chamber of Commerce Institute Institute
3-4 Education Matters at July 4th Festival in Kingston
14 Spoke at TN Achieves L&L
15 Industry of the Year awarded to Cre8tive Career Corp at RRBTP mtg
15-17 Attend ECA Peer Review on the MPNHP in Los Alamos, NM
16 Chamber Board Retreat
17 METTC elects Pam as Treasurer
21 Beautification award presented to Sound Aviation at RCIP mtg
24 Chamber ribbon cutting
28 Innovation Valley presentation to TVA in Knoxville; Chamber Ambassador Orientation
30 Mtg with Harriman’s new tourism director, Volunteer Appreciation Cookout
31 Chamber ribbon cutting
2 Wade speaks at Midway High School
2 Wade speaks to TCAT students about economic development
3 TN Achieves Mentor breakfast; Sizzle TechStart ribbon cutting, TN Scholars Awards at Oliver Springs High; Ambassador Team luncheon
4 Business of the Month, brand video filmed at Alliance
8 Chamber Coffee
10 Chamber After Hours
11 METTC Executive mtg; ETEC Annual Awards
14 ETCH Development Advisory Board mtg
15 Alliance Christmas Open House; winners drawn for Chamber

![Energy Communities Alliance Peer Review, Jul 15-17](image)

<table>
<thead>
<tr>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber/SCORE L&amp;L workshop</td>
<td>Education Matters receives Roane Commerce Innovation Award</td>
<td>25 Host Workforce Development Council mtg</td>
<td>Final Gala mtg</td>
<td>14 TN Economic Development magazine published with TN page ad on Roane County</td>
<td>Shopping Spree contest, TN Scholars awards at Rockwood High</td>
</tr>
<tr>
<td>15 Education Matters at Westcare Foundation Resource Fair</td>
<td>17 Strategic plan mtg</td>
<td>29 Chamber ribbon cutting, announce new Chamber website; $12,500 grant award from TN Department of Tourist Dev (only $5,000 year before); Strategic plan mtg</td>
<td>17 Education Matters at October Sky Festival in Oliver Springs, Roane Alliance Annual Gala; reveal new Alliance brand &amp; logo</td>
<td>16 TN Achieves mentor training begins</td>
<td>16 Chamber Coffee</td>
</tr>
<tr>
<td>19-21 TCCE Annual Membership Conference</td>
<td>20 MPNHP Roundtable mtg; Chamber ribbon cutting</td>
<td>22 Host fishing travel writer in Roane; Chamber After Hours</td>
<td>23 Retail Strategies mtg</td>
<td>17 TN Scholars mtg at Roane County High; ETEC Advisory Committee mtg; industrial site visit</td>
<td>Gala revenue increased to $102,000</td>
</tr>
<tr>
<td>21 Elected Officials BBQ, Sep 15</td>
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<td>22 Sponsor Storm the Fort Triathlon in Kingston</td>
<td>27 Chamber After Hours</td>
<td>17 Attend Startup Day in Knoxville, Chamber After Hours</td>
<td>28 Chamber’s Super Saturday held, a buy local campaign</td>
</tr>
<tr>
<td>24 Present at Roane County Retreat</td>
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<td>27 Chamber After Hours</td>
<td>29 Chamber Operations Committee mtg</td>
<td>20 New entrepreneurial program launched - Sizzle TechStart</td>
<td>31 Industry site visits</td>
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</tbody>
</table>
ECONOMIC DEVELOPMENT BY THE NUMBERS

OUR VISION:

Development of a well-trained workforce to meet current and emerging job requirements of established and new businesses;

The support of both existing and new businesses and industries by enhancing and promoting the advantages of our county vs competing areas;

The continued growth of business and tourism, and the promotion of high quality of life at all stages;

Educational & workforce development programs that influence collaborations to successfully motivate our citizens to achieve their full potential;

Establishing Roane County as the regional destination to live, work, play and visit.

social media fans: 15,431
requests for information: 15,590
visitors to the State’s Select TN website, featuring our three certified sites: 24,530
people engaged in our posts: 35,394
visitors to website: 76,009 (50% 1st-time)
webpages viewed: 119,198
people reached on social media: 324,525

The Workforce Development Council (WDC) was busy in 2015, working to connect businesses with educators in order to help meet workforce needs and prepare our future workforce. A meeting was held in February to discuss issues with local businesses and then in March, more than 30 educators and students met with three manufacturing businesses in the Rockwood area. In September, the WDC met to learn about the Roane County Schools’ Career and Technical Education program and Work-Based Learning. There are more visits and roundtable meetings scheduled for 2016.

“Today, the direction was set... to focus on work-based learning opportunities, career and technical education opportunities, co-ops and apprenticeships as the most effective way to make a positive impact in our community...”

-Wade Creswell, President/CEO The Roane Alliance

The Alliance manages and posts on numerous partner pages using Facebook, Twitter, Instagram & Pinterest.

There are also other Facebook pages we help manage and post: Watts Bar Lake, Roane County, Roane County Green Team, and Vacation East Tennessee. A list is included on the back cover.

The chamber launched a marketing campaign to encourage community awareness. The Unite Roane campaign included a Membership Expansion event, social media posts, yard signs and t-shirts. Contests for the most likes and the most creative displays were held. The campaign ran through November.
The Tennessee Scholars program continues to grow, as more and more students stay “on track” to graduate as scholars. Students are now provided more incentives and rewards all four years, instead of just when they graduate, resulting in Classes 2014 through 2018 setting records. For the Class of 2018, data is not yet available on the number of juniors on track to receive awards.

Total Workshop Attendance = 375

The Alliance sponsored two new fishing tournaments in 2015 – Rockin’ on the River and the TN Team Trail. This is in addition to sponsoring annual events such as Three River Rumble bike race and Storm the Fort Triathlon. Support is also given to local events to help them grow and succeed, such as the Roane County Bass Tournament, Haunting of Harriman, Christmas Home Tours, and Smokin’ the Water. In fact, $28,000 was spent in ‘14-’15 fiscal year to bring in and help market these types of events (50% of the tourism marketing budget). This also helps accomplish the Visitors’ Bureau mission to not only extend visitors’ stays by providing more to do, but also bring in more visitors who enjoy the outdoors and recreation.

Hotel/Motel Tax

The Green Team capped a year-long strategic planning process on May 12, identifying goals and strategies for each component of the plan to make Roane County the cleanest county in the state: Litter pick-up, Education and Enforcement. For more information about joining the Green Team contact the County’s Sustainability Officer Teresa Jackson at 865.376.5547, tjackson@roanealliance.org or like us at facebook.com/roanecountygreenteam.

169 jobs gained in 2015

Average Unemployment Rate was 6.5%

$37,512 Per Capita Income (up 3.7%)

114K in savings was realized by Harriman, Kingston and Rockwood in 2015 through CDBG Three Star benefits. Roane County has been a Three Star Community for 27 years.

Total Spent by Visitors in Roane in ‘14

$66M

6% Increase from 2013
(includes hotels, restaurants, gas, etc)

Roane County is one of only 16 counties in the state to be selected to be part of the Retire Tennessee program. Through the state’s program, Roane County is promoted to affluent retirees through retiree shows, print ads, and website – retiretennessee.com. 2,246 qualified leads were sent information in 2015 after they inquired specifically about East Tennessee. In January, the Alliance represented the county, talking directly to future retirees at an Ideal Living show in New York.

A UNIFIED DRIVE. A UNITED FORCE.
The Manhattan Project National Historical Park was established on November 10, after the DOI and DOE signed a Memorandum of Agreement. Two of the four DOE sites in the park are in Roane County - X10 Graphite Reactor (at ORNL) and K25. A celebration was held November 12 in Oak Ridge - complete with park rangers on hand for the first time. The park service has offices at the American Museum of Science & Energy.

A new Chamber website launched officially in early 2015 after moving to Chambermaster, a database system. The system provided more effective operations for the Chamber, while the website provides more services for members, like the ability to offer deals, job announcements, event information, and more.

Roane Chamber entered into a partnership with Proton Power, Inc. and the Knoxville Entrepreneur Center (KEC) to create a business startup support center called Sizzle TechStart. The creation of Proton Power President Dr. Sam Weaver and his wife, Dr. Carol Jane Weaver, through partnering with local economic development agencies and utilizing the space where it all began in 2007, they hope to duplicate the success realized by Proton Power. To learn more visit www.sizzletechstart.com.

CVMR decided to continue research at their Toronto, Canada facility instead. The estimated cost of the refining facility is expected to be more than $300M (estimated over a six-year period) and would expand in that time to employ up to 1,500 engineers and technicians.

In the Spring the single-largest investment in private money in the county’s history was announced. Within the next three years CVMR - Chemical, Vapor, Metal, Refining - plans to open a metal refining facility in Roane County. Initially, the plan also involved a research facility to open immediately but CVMR decided to continue research at their Toronto, Canada facility instead. The estimated cost of the refining facility is expected to be more than $300M (estimated over a six-year period) and would expand in that time to employ up to 1,500 engineers and technicians.

The board room was expanded and new technology was added, better accommodating the board meetings, as well as providing better space for other events.

A TVA grant was awarded, allowing us to build a new access road to the Jones Road site in Roane Regional Business & Technology Park, making it more marketable. It is the county’s prime site, and a State-Certified Site, yet the narrow residential road turned most prospects away. This new shift to make sites more marketable (with more grants being pursued) is due to the decrease in Requests for Information (RFIs) from industrial prospects (1/2 of 2014), and the inability to submit due to lack of “pad ready” sites or appropriate buildings (only 25% of RFIs received fit criteria for submission, putting the county at a serious disadvantage, compared to other counties).

The Alliance rolled out a new dynamic and energetic brand that includes a new parent logo as well as individual partner and program logos.

Five new strategic plans were drafted and adopted for the Alliance and each of its partner organizations: Tourism, Industrial Board, Chamber, as well as the Roane County Green Team.

The Chamber held a three day membership expansion event that brought in 101 new members, totalling $19,197.00 in gross revenue. 52 volunteers came in for one day, making calls to share the Chamber’s message. This also led to 73 leads to follow up with after the event.

2015 HIGHLIGHTS

A Unified Drive. A United Force.

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Dr. Chris Whaley, Chair
Sharon Templeton, Vice-Chair
Jerry Stephens, Secretary
George Wilson, Treasurer
Chris Ahler
Julian Ahler
Ben Andrews
David Beck
David Bell
Ron Berry
Marilyn Calfee
Becky Campbell
Suzie Clay
John Eschenberg
Warren Gooch
Junior Hendrickson
Jim Henry
Gaye Jolly
Mitchell Kyker
Gail Lyke
Chris Mason
Darryl Meadows
Mike Miller
Tim Neal
Terry Payne
Dana Peterka
Ken Rueter
Becky Ruppe
Barry Stephenson
Tommy Thompson
Jerry Vann
Mark Watson
David Webb
Ron Woody
Bill Young

CHAMBER BOARD OF DIRECTORS:
Gail Lyke, Chair
Marilyn Calfee, Vice-Chair
Becky Ruppe, Treasurer
Gary Aytes
Eric Bacon
David Bolling
Buddy Bowers
Lynn Farnham
Johnny Griffin
Sean Hensley
Chris Marsalis
Kathy May Martin
Kenyon Mee
Jude Miller
Jeff Nichols
Darren Osborne
Kathy Parks
Dana Peterka
Fran Puckett
Al Reardon
Rick Ross
Danice Turpin
Dr. Chris Whaley

INDUSTRIAL DEVELOPMENT BOARD OF DIRECTORS:
Tommy Thompson, Chair
David Webb, Vice-Chair
James Owens, Secretary/Treasurer
Quentin Craig
Teddy Haywood
Bob Kite
Jane Long
Jim Palmer

INDUSTRIAL LIAISON COMMITTEE:
Commissioner Ron Berry, Chair
Commissioner David Bell
Commissioner Peggy Collier
Commissioner Junior Hendrickson
Commissioner Mike Hooks

TOURISM COMMITTEE:
Commissioner Steve Kelley, Chair
Commissioner David Bell
Commissioner Ron Berry
Commissioner Todd Fink
Commissioner Junior Hendrickson

A Special Thank You
ROANE ALLIANCE PARTNERS

City of Harriman
City of Kingston
City of Oak Ridge
City of Rockwood
CNS Y-12
East TN Economic Council
Energy Solutions
Kyker Funeral Home
Oak Ridge Utility District
Omni Visions
Roane County Board of Education
Roane Medical Center
Tennessee College of Applied Technology
UT Battelle/ORNL
UCOR

A UNIFIED DRIVE. A UNITED FORCE.
Looking Ahead to 2016

The Roane Alliance closed out quite a year in 2015 and created the potential for even bigger events in 2016. We celebrated the commitment of new industry to Roane County and saw seven local companies announce their intentions to expand operations or production.

While activity for new industrial recruitment slowed compared to 2014, the Roane Alliance took it as an opportunity to plan and prepare for future opportunities. One of the most important factors in the outlook for 2016 is the increase in funding at Oak Ridge National Laboratory, Y-12 Nuclear Security Complex and UCOR in Oak Ridge. The beginning of construction for the Uranium Processing Facility in Oak Ridge will also have a tremendous impact on the Roane County economy.

The efforts of the Boards and staff of the Roane Alliance produced 4 new strategic plans, 9 new operational plans, a new branding initiative as the beginnings of a new marketing plan, one new site development construction project, other site preparation activities, and new agreements with utility providers. All of these activities were designed to produce results beginning in 2016.

Those expected results are:

- Overhauled, modern and effective marketing initiatives for Roane County particularly in the areas of economic development and tourism
- Increased interest from industrial prospects for strong, reputable companies offering high paying jobs
- Increased efficiency in operations for Alliance staff, always striving to provide the best return on investment for our contributors
- Greater cooperation on mutually beneficial projects across city limits, county boundaries, and utility service areas

All of these goals are within reach. Put all of them together and the expectation is that our efforts will increase the quality of life for people of Roane County. That is why we are here. That is why we love coming to work every day. Join us, and together we will rise.

Roane Alliance Staff:

Wade Creswell, President & CEO
Pam May, Vice President/Director of Marketing & Tourism
Paulette Ray, Director of Chamber Operations
Teresa Jackson, Industrial Services Coordinator
Chris Bailey, Office Manager/Fiscal Services
Allen Lutz, Education & Workforce Development Specialist
Lindsey Stevens, Chamber Member Services Coordinator
Jamie Poland, Executive Assistant
Jamie Holloway, Administrative Assistant