Our Mission:
To create an environment and unified voice that promotes job creation; economic development; enhanced quality of life; and education & workforce development.
For the last two years, revenue from the Gala has been around $100,000, and this year was no exception, with 511 on the guest list - the most on record and double the attendance of just five years ago! The Gala is held to celebrate Roane County’s successes and as a fundraiser for the Alliance, funding nearly half of 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, Chamber, Industrial Development Board, and Visitors Bureau. Important programs like Education Matters and Retire Roane can also continue to grow and expand their reach. Plan to join us at the 2017 Gala in November.

Thank You to our sponsors

roanealliance.org/gala

We made the designsensory.com home page!
For years, the Roane Alliance has been focused on not only uniting Roane County but also being the unified voice that promotes everything it has to offer – outstanding location, ready infrastructure, educated workforce, available industrial sites and established resume of success in retail, tourism and industry. In order to compete with other similar counties, new marketing collateral and a marketing plan were developed to promote Roane County as the best Tennessee has to offer businesses, citizens and travelers.

New marketing collateral for 2016 includes:
- Roane County Overview brochure
- Five one-pager information sheets highlighting each of the partners and programs
- New visitor rack card
- Tri-fold presentation folder
- 1,000 new photographs from all over the county
- Large Visual Display for each partner
- Overhaul of the existing Roane Alliance (roanealliance.org) & Roane Tourism (visitroane.com) websites and three new websites - roaneecd.com, educationmatters2roane.com and retireroane.com
- Videos for Roane Alliance, Roane ECD and Roane Tourism

Marketing by the Numbers

<table>
<thead>
<tr>
<th>Reach</th>
<th>Promoting</th>
</tr>
</thead>
<tbody>
<tr>
<td>70,400 website visits</td>
<td>2,312 posts engaging 37,060 users</td>
</tr>
<tr>
<td>(68% are new visitors)</td>
<td>(1,519 average/day)</td>
</tr>
<tr>
<td>21,586 fans</td>
<td>951 events listed with 3,563 visits</td>
</tr>
<tr>
<td>reaching 554,537</td>
<td></td>
</tr>
<tr>
<td>5,070 website RFIs</td>
<td>14 print &amp; digital ads</td>
</tr>
<tr>
<td>(requests for information)</td>
<td></td>
</tr>
<tr>
<td>1,329 email contacts</td>
<td>179 newsletters sent</td>
</tr>
</tbody>
</table>
Roane was chosen for the Retire Tennessee program. We attend at least one Ideal Living show each year to promote the state and Roane to pre-qualified affluent retirees. Per the show’s director, the Parsippany, NJ show in 2016 was one of “the most heavily attended since 2008,” with the interest in Tennessee from attendees up by 76%.

Roane County

Let us pamper you at Whitestone Country Inn. Spend the day playing on Watts Bar Lake. Immerse yourself in the story of the Manhattan Project—one that changed the world forever.

ECD One Pager

Jones Road Site

A 40-acre site in Roane County area prepared to accommodate future industrial development, located in close proximity to both I-40 and I-75.

3 consecutive years of net job growth in Roane County

118

net job growth in 2016

In 2016, the state of Tennessee awarded a Site Development Grant to complete the paving project at Jones Road in the Roane Regional Business & Technology Park.

Roane Tourism

500+ events listed on visitroane.com/events

Top 10 states that requested information

1. Ohio
2. Illinois
3. New York
4. Florida
5. New Jersey
6. Pennsylvania
7. Indiana
8. Michigan
9. Texas
10. Georgia

More sporting events than ever were sponsored in 2016 to bring in visitors for overnight stays – fishing, triathlons, bike races and boat races. Local festivals were also helped through sponsorships and marketing dollars to help them spread the word about their event and to reach more day-trippers in the region. We also promote local events through social media, online calendar, and mobile app. We purchased digital ads with more than 2 million impressions and print ads with a circulation of 2.3 million.

Retire Roane

Retire Roane One Pager

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ECD One Pager

Roane County is a TNECD Three Star Community now for 28 years

New access road to the Jones Road Property

Additional grant $ will allow grading to make it pad-ready for 200,000 sf building in 2017

Roane County is a TVA Silver Sustainable Community

4.1% increase of per capita personal income (PCPI) in Roane to $37,441

25th in the state
89% of the state average
78% of the national average

Source: Bureau of Economic Analysis (BEA)

238

New jobs announced for 2017 by LeMond Industries, carbon fiber production

$1.25M new capital investment announced by LeMond

Unemployment rate down 1.2% since last year, at an all-time low since the recession

New access road to the Jones Road Property

Additional grant $ will allow grading to make it pad-ready for 200,000 sf building in 2017

Roane County is an TNECD Three Star Community now for 28 years

Roane County is a TVA Silver Sustainable Community

3 consecutive years of net job growth in Roane County

net job growth in 2016

3.0% increase

2005-2015 compound annual growth rate of PCPI, same for the state of Tennessee and the United States

The increase is in line with the state’s increase and more than the national increase.

Source: Bureau of Economic Analysis (BEA)

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Money spent in Roane by visitors

$65.8 million
Chamber Revenue

On the heels of a highly successful Membership Drive, the Roane Chamber entered 2016 with high hopes and big shoes to fill. The Chamber and its ambassador team worked hard at recruitment and retention and ended 2016 with an increase in revenue, even without a membership drive, bringing their total revenue for the year to a grand total of $117,856.97!

Increase in Chamber Event Attendance

This program began in 2009

See how far it has come.

Community Event Participation in 2016:

- 766 free books provided to children through Children’s Reading Foundation this year alone.
- 373 Total Community Event Participation in 2016.

Total Community Event Participation Since 2009:

- 9,480 students introduced to Tennessee Scholars program

107 seniors awarded as Tennessee Scholars. Since 2009 1,046 Roane students have received this honor.

Approximately 8,000 students introduced to Tennessee Scholars program

17 visits to industry through the Educators in Workplace program this year. Since 2007, Roane industries have hosted the summer program more than any other county.

Get Involved www.educationmatters2roane.org

#educationmatters #achieveandbelieve #education
A Brand New Day
As the new branding process came to a close, 2016 became a year of implementation. New signage was placed both inside and outside the building. Pictured right, the outdoor monument sign features interior lighting and showcases each of the Alliance partners, while inside, the lobby and downstairs meeting space now showcase not only our new brand identity, but also our mission and tagline – A Unified Drive. A United Force.

Leading The Way
This year, two big wins occurred in economic development. First, LeMond Composites was announced as a carbon fiber facility creating 238 jobs and boosting Roane County’s image as a leader in carbon fiber technology. The second announcement, NOAH’S Event Venue in Kingston, will draw in out-of-town visitors and business conferences as well as a potential new boutique hotel.

Playing By The Book
In order to implement the new branding to the fullest extent, a marketing playbook was developed, integrating all marketing campaigns with the new brand. The playbook includes suggested hashtags, ad design elements, social media recommendations and ad & public relations placements providing guidance for consistency, but more importantly effectiveness.

Focused & Ready
Visual content is the trend now – in social media, digital advertising, websites, and more. So it was time that the Alliance looked at upgrading the website and nearly as important – build a cache of high-quality images and videos to promote Roane. In late summer, a main website and four partner/program sites were launched accessible from the main site, RoaneAlliance.org; an extensive library of professional photos (900+); and a ton of breathtaking video footage as well as interviews from local leaders.

The websites now have stunning photography depicting life in Roane, a gorgeous overview video with local folks describing life here, and an aerial video of our industrial parks and sites. New tourism videos are set to be released this spring to kick off a new tourism campaign. The past two years have been spent creating the best tools to market Roane County so now the real work begins – using what we now have to tell others what we have known all along – it truly is #RoaneSweetRoane.
Looking Ahead

Customer Service Academy has been scheduled for February/March of 2017, with plans to schedule a second academy later in the year. The course seeks to help frontline employees interact positively with customers, increasing customer satisfaction, and ultimately increase sales. Hospitality services are highly encouraged to participate.

New Tourism Campaign – look for this to launch in spring, promoting Roane County’s attractions and events as never before. A contest and fall event will also be announced as part of the campaign during a media event set for March 29 at Fort Southwest Point.

This year, the Roane Chamber Ambassadors are beginning a series of initiatives that will give back to the community. Designed to help our community grow and become stronger, these campaigns will work to raise awareness of causes and needs within Roane County.

To help visitors navigate and locate points of interest in the county, the Alliance and each of the cities have been working together to create a unified design for wayfinding and welcome signs to be placed throughout the county, with each city having a personalized design to help their city stand out. Signs should start popping up before the end of the year.

Come celebrate the 150th anniversary of John Muir’s walk through Roane County and Kingston - the “most heavenly place [he] ever entered.” A well-known naturalist and referred to as the ‘Father of the National Parks,’ an event is being planned on September 9 to celebrate his recognition of Kingston in his book detailing his 1,000-mile walk across the country.

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Thanks to our Roane Alliance Partners

City of Harriman
City of Kingston
City of Oak Ridge
City of Rockwood
CNS Y12
EnergySolutions
Kyker Funeral Home
ORUD

Tennessee College of Applied Technology
East Tennessee Economic Council
Omni Visions
Roane County Board of Education
Roane Medical Center

Rockwood Electric Utility
TVA
UCOR
UT Battelle / ORNL
2016 was a unique year for economic development in Roane County. While overall prospect activity slowed to a crawl, we once again celebrated the location of a great, new company, LeMond Composites to our county. The year brought to mind one of my favorite quotes from Thomas Edison, “...everything comes to him who hustles while he waits.”

That sums up our approach in 2016 waiting for prospect activity to increase. We overhauled our approach to marketing Roane County, we continued to invest in the development of sites that are more competitive in the industrial marketplace, we initiated new programs that keep more constant and direct contact with our small businesses so that we could learn and respond to their individual needs, we planned for the future to reach visitors, retirees, families and business owners in more effective ways, and we worked together with our cities to bring new retail opportunities to our people.

As you can see in our Annual Report, we certainly hustled and generated activity meant to bring a positive impact to our people. And, I believe that our efforts will bear fruit in the near future. Our level of planning and preparation will pay off. Our increased collaboration across geographic and political boundaries is already realizing gains.

2016 was indeed a unique year. But upon reflection, there was much to celebrate. We’ve seen new agreements between the cities. We are watching our Commissioners and School Board Members communicate to solve problems in ways that didn’t happen just a few years ago.

We witnessed a nearly spontaneous grass roots effort to show unity across racial differences that was deeply spiritual and moving in an effort to prevent hostility that was seen in other areas of the country. That effort created new bonds and opened channels of communication that didn’t exist before.

2017 holds promise. And Roane County has positioned itself well to compete for projects that increase our overall quality of life. As Roane County’s economic development organization, I remain very optimistic about what lies on the near horizon for us. Until it comes to fruition, we will continue to hustle.