At the Roane Alliance, we bring opportunity to Roane County. Whether that’s by promoting the uniqueness of our community, attracting exciting new industry to the area, or helping existing businesses grow, we’re committed to helping Roane County grow and prosper.
<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
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<tbody>
<tr>
<td>Letter from the President / CEO</td>
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<tr>
<td>The Roane Alliance</td>
<td>3-8</td>
</tr>
<tr>
<td>Industrial Development Board</td>
<td>9-15</td>
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<tr>
<td>The Chamber of Commerce</td>
<td>17-21</td>
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<tr>
<td>Roane County Tourism</td>
<td>23-27</td>
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<tr>
<td>Looking Forward</td>
<td>28</td>
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Dear Friends,

The year 2010 saw Roane County bounce back from the greatest recession our country has experienced for a very long time.

Although it started at the first of the year with only tenuous glimmers of hope – a little bit here, a little bit there – by the end of the year, as you can see from the data included in this year’s annual report, there can be no doubt that Roane County is far along on its way to a strong, healthy recovery.

When the staff started doing the research to compile this 2010 Roane Alliance annual report, we knew going in that Roane County had not suffered as much as many others had in the recession.

As we continued to do our work with and for the business community, we had all noticed that:

- Month after month, our unemployment rate stayed pegged at one of the lowest in the state, dropping even more as the year went on;
- Our per capita income jumped year-over-year a good strong leap;
- Our existing industries reported not only an end to lay-offs, but also steady increases in workforce;
- Construction equipment and lot clearings started popping up here and there across the county;
- One of the largest trucking companies in America opened their Roane County regional terminal and immediately hung out a huge banner looking to hire 70 truck drivers;
- Several multi-million dollar industrial projects in the Roane County part of Oak Ridge were announced; and
- The numbers of serious industrial – as well as retail and commercial – prospect inquiries handled at The Roane Alliance started rising noticeably.

This is not to say that the recovery was or is being felt across the board. The residential housing market is still suffering greatly, the construction and hospitality business are still far from recovering, and small businesses needing financing are still in many ways facing a brick wall.

But the numbers we are reporting in this most recent report are good ones. Here are just a couple of highlights from this year’s report:

- A record-setting annual job increase of more than 1,100 jobs for Roane County – some of these from earlier lay-offs, but hundreds and hundreds of them newly created this year. And maybe equally important, the increases are seen across the board, from many different sectors, with only a handful of industries from our industrial guide reporting losses – totaling this year only about 30.
- A record-setting number of new Chamber members came on board – double that of the year before – going a long way toward bringing our total membership back up to the 400 benchmark we held during our pre-recession times.

Those numbers above – and much more information about our activities and accomplishments here at the Alliance – are included in this 2010 Alliance Annual Report. I hope you will take the time to read and enjoy it, because I think you’ll agree with us that after looking at Roane County in 2010 – “We’re back!”

[Signature]
<table>
<thead>
<tr>
<th><strong>CHAIRMAN:</strong></th>
<th>Ben Andrews</th>
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<tr>
<td><strong>VICE CHAIRMAN:</strong></td>
<td>Keith Uselton</td>
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<td><strong>SECRETARY:</strong></td>
<td>Jerry Stephens</td>
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<td><strong>TREASURER:</strong></td>
<td>George Wilson</td>
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<td><strong>MEMBERS:</strong></td>
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<td>Chris Ahler</td>
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<td>Julian Ahler</td>
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<td>Troy Beets</td>
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<td>Ron Berry</td>
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<td>Dr. Gary Goff</td>
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<td>Dana Peterka</td>
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<td>Mark Watson</td>
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<td>David Webb</td>
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<td>Ron Woody</td>
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"We had costumes, music, entertainment, and plenty of great bargains," said Leslie Henderson, President/CEO, Roane Alliance of the 2010 Gala. "We met our goal and of course that was important...but I think actually the 2010 Gala will probably be remembered most by the attendees as just one heck of a party!" The theme for this year’s Gala was Hollywood Stars and many of the attendees decided to dress the part. The sizeable crowd who attended the 2010 Gala seemed ready to have a good time. From the comments afterwards – as well from looking at the photos, taken this year by professional photographer Matt Pavel who volunteered his services – we think it is fair to say that a fine time was had by all. Chairman of The Roane Alliance Board Ben Andrews, said, “The last few years have brought all of us many challenges, but without a strong, highly-functioning Alliance out there working on our behalf, it could have been a whole lot worse.” Andrews said, “The support at this year’s Gala will go far in helping us to continue our work.”

A BIG THANKS TO OUR 2010 SPONSORS:

**PLATINUM:**
- CROET
- Emergency Coverage Corporation of Team Health

**BRONZE:**
- Regions Bank
- EnergySolutions
- McGill Associates
- Oak Ridge Utility District

**GOLD:**
- AGA Insurance
- Pro2Serve
- Roane County Government
- Covenant Health
- USEC
- Roane County Industrial Board
- Griffin Insurance
- Kimble Chase/ThermoFisher
- Toho Tenax America
- Physicians Plaza of Roane County
- Omni Visions
- Daniels, Uselton & Clay/DayCab
- Roane Transportation/Roane Metals
- Perma-Fix Environmental Services
- ORNL Federal Credit Union
- Food City
The Roane Alliance celebrated the grand opening of its new Small Business Resource Center in the summer of 2010. The center was created to serve Roane County’s small businesses in need of information – both printed and virtual – about how to run a business.

Also celebrated that day was the release of Roane County’s first Business Resource Guide which was compiled by Roane Alliance staff to provide basic information for anyone who wants to start a business in Roane County. The guide can also be used for existing small businesses needing a primer on business basics, such as tax, licensure, insurance, grants, etc.

“It is one of our primary goals at The Roane Alliance to do everything we can to help our small businesses be as successful as possible,” said Leslie Henderson, President/CEO of The Roane Alliance. “This center should provide not only a business ‘library’ of resources for small businesses – including our own new ‘Business Resource Guide’ for starting a business in Roane County – but also computer time and internet access for those businesses in our county that need it.”

Available at the newly-decorated center which is located on the lower level of the Alliance building at 1209 N. Kentucky St. Kingston:

- A work station, complete with a computer provided at no cost to the Alliance by Tennessee’s Small Business Development Center. The computer will allow on-line participation in TSBDC seminars, as well as internet access for small businesses that may not have easy access to conduct their business.
- A conference table for business meetings.
- A private area for business counseling sessions to be used by SCORE and other free counseling services.

The center is available on a first-come, first-serve basis to Roane County businesses. Chamber members are given priority in scheduling the use of the center’s meeting area.
“Education drives the economic train,” said well-known East Tennessee education advocate Buzz Thomas, the keynote speaker for Roane County’s first-ever day-long Education Summit. “Sixty-seven percent of Tennessee employers want employees with postsecondary education.”

The 2010 Summit was a new initiative of the Alliance’s highly-successful and highly-popular Education Matters! program, which carries the message of the importance of education to our economy out to the community.

“We are a global community and our children are in competition with hundreds of thousands of college-educated workers from other countries,” said Leslie Henderson, President/CEO of the Roane Alliance. “The jobs they need to prepare for are no longer available to those with few skills. The world is high-tech now and we have to get prepared for it.”

**FIRST-EVER ROANE EDUCATION AND WORKFORCE SUMMIT –**

More than 100 people attended the Summit on May 12, providing “time to share ideas and concerns with all stakeholders.” For many attending the Summit, it was a wake-up call about the critical need for “… cooperation between business leaders, parents, and the community” to address significant gaps in education and workforce needs. “A post-secondary education has become more important than ever for someone to be economically successful,” said Allen Lutz, the Alliance’s Education and Workforce Development Specialist.

**SUMMER SCHOOL FOR TEACHERS –** The Educators in the Workplace program sponsored by The Roane Alliance and Innovation Valley provided area educators the opportunity to receive a little schooling themselves this past summer. Educators visited three Roane County businesses (Roane Medical Center, TVA Kingston Fossil Plant, and Capstan) to learn about career opportunities, and what skills and attitudes employers look for in their employees and job applicants. The educators came from Roane, Blount, Knox and Loudon counties and Oak Ridge. Summarizing the value of the visits, a teacher wrote: “Very informative. Sometimes in education, we lose contact with the real world. This helps me to better understand what we are truly preparing our students to do.”

**THE SURVEY SAYS...**

The Education & Workforce survey was conducted February-March 2010 and attempted to find out just what Roane County residents perceive are the county’s most important education and workforce issues. Here are the results:

**The Top Ten Most Important Issues**

1. Students graduating from high school
2. Having a caring, concerned & committed school faculty
3. Parent guidance and support at home
4. Emphasis on reading and writing skills
5. Having current textbooks, computers and classroom technology
6. Emphasis on basic employability skills (such as attendance, attitude, accountability, responsibility, and integrity)
7. A challenging curriculum for students
8. Emphasis on STEM skills/subjects (STEM means Science, Technology, Engineering and Math)
9. Parental involvement in school
10. Students obtaining a post-secondary education certificate or degree (up to 2 years of education beyond high school)

“The Roane Alliance has done much to improve the scholastic achievement of Roane County students. It has also been a major contributor to the success of our Student Writing Contest in 2010.”

- BJ Gillum, President, Roane Writers Group
EDUCATION DRIVES THE ECONOMIC TRAIN:
EDUCATION MATTERS! (cont.)

KIMBLE-CHASE DONATES SCIENCE SUPPLIES
– Science students at Rockwood and Oliver Springs High Schools received much needed science laboratory glassware supplies when Kimble-Chase in Rockwood donated dozens of cases of glass lab ware. The Roane Alliance took the lead to arrange the donations. John Wang, world-wide President of Kimble-Chase, visiting from the corporate headquarters in Vineland, NJ, presented the supplies to the Rockwood High principal and science teachers. "It is very important that students take science courses to be competitive for jobs in business and technology," said Wang.

Additional educational programs sponsored by the Roane Alliance/Chamber include the High School Career Fair, Tennessee Scholars, Teachers Supply Closet, as well as Education Matters! presentations at community festivals, high school football games, and civic clubs.

THEY READ ALL ABOUT IT IN 2010
• “Rockwood High recipient of science supplies”, 1/15, Roane County News (RCN)  
• “Roane Alliance, others help feed kids over holidays”, 1/27, Letter to Editor, RCN  
• “Kimble-Chase Donates Science Supplies to Oliver Springs High”, 1/28, WTNZ Fox43.com  
• “Roane County plans Education and Workforce Summit”, 2/1, KnoxNews.com  
• “Roane County residents asked to participate in education and workforce survey”, 2/1, WATE.com  
• “Roane County plans Education and Workforce Summit,” 2/1, EducationIndustryNews.com  
• “Roane plans education, workforce summit”, 2/2, Knox News Sentinel  
• “Education, workforce survey offered”, 2/3, RCN  
• “Roane Alliance Education and Workforce Summit”, 2/4, RoaneViews.com  
• “Education Matters! in Roane”, 4/3, RCN  
• “Education, Workforce Summit set May 12”, 4/21, RCN  
• “Roane Holding Career Exploration Day”, 4/21, WYSHradio.com  
• “High school juniors to explore career plans”, 4/21, RCN  
• Education Summit advertisements, 4/21, 4/26-28, 4/30, and 5/5, RCN  
• “Students go professional for career exploration”, 4/26, RCN  
• Summit to discuss Roane education, work force”, 4/26, knoxvillebiz.com  
• “Summit to discuss Roane education, work force issues”, 4/26, knoxnews.com  
• “Roane Education, work force summit in May”, 4/27, knoxnews.com  
• “Five talking points on tap at Education Summit”, 4/28,RCN  
• “Education summit offers hope for better future”, 5/5, RCN  
• “Roane County Education and Workforce Summit”, 5/4,8B Communications cable television show  
• “Parents urged to help kids learn new technology”, 5/12, Broadcast WVLT TV, Channel 8, evening news and on VolunteerTV.com  
• “Education summit got workforce message out”, 5/26, RCN  
• “More than 100 Attend First Roane Education Summit”, 5/26, TheOakRidgeObserver.com  
• “Regional Businesses Treat Educators to a Lunch & Learn Summer Series”, News Release, 6/1  
• “Teachers Attend ‘Summer School’ Workplace Learning” News Release, 6/7  
• “Summertime generosity much needed”, 7/26, RCN  
• “Teachers’ Supply Closet needs your donations”, 8/4,RCN  
• “Just whose responsibility is it anyway”, 8/18, RCN  
• “The Teachers’ Supply Closet is asking for YOUR help!”, 8/22, RoaneMamas.blogspot.com  
• “Donations down for Teachers Supply Closet; still time to give items, money”, 9/15, RCN  
• “Teachers Supply Closet meets a critical need”, 9/30, The Oak Ridger  
• “Supply Closet a big boost for educators”, 10/1, RCN

INNOVATION VALLEY PARTNERSHIP - SUCCESSFUL AND GETTING STRONGER
Roane County is a partner of the Knoxville Oak Ridge Innovation Valley Inc., a regional economic development initiative centered on our region’s technology assets. Since its formation three years ago, Innovation Valley has been a tremendous success.

Innovation Valley may have made its greatest impact in Education and Workforce Development. The Innovation Valley partners have supported, created, or expanded many programs, including: Roane Alliance’s Education Matters!; High School Career Fairs; Educators in the Workplace Lunch and Learn Summer Program; Community Education Summits; Vols4STEM (Science, Technology, Engineering, and Math); Recruiting college graduates to stay in the Innovation Valley; Tennessee’s First to the Top Coalition; Partnership in Education (PIE) efforts between schools and businesses; Promoting the value of Education at community events; The Expect More Achieve More campaign; Career & Technical Education Seeks Partnerships; and many more.
THE ROANE ALLIANCE -
MORE SOCIAL THAN EVER

The Roane Alliance became even more ‘social’ in 2010, providing feedback, comments, and information to those interested in Roane County via our websites, social media, and more.

The Roane Alliance maintains two websites: www.roanealliance.org – the economic development site that includes the Chamber, and www.roanetourism.com – a site dedicated to having fun while visiting, as well as living, in Roane County. The sites have a similar look but contain completely different, though equally important, information.

To keep up with the ever-growing demand for current information around the clock we know the websites are extremely important in reaching potential businesses and residents, visitors, and even those already living here. More than 100 PDFs are available on both sites that can be printed or viewed online including comprehensive demographic information, dozens of aerial maps, a restaurant map, shopping guide, and much more.

On the tourism site, interactive Google maps were created and added to the tourism site this year, providing directions and locations to help visitors find such things as: live bluegrass music; local shops; points of interest, and all the fun things there are to do here. And since photos are worth more than a 1,000 words we added photo slideshows to several of the web pages, providing a visitor a glimpse into what makes Roane County so special – lake-living and recreation; such unique events as the annual holiday home tours, historical landmarks, and more.

A ‘What’s New’ page was also added to both websites. The link is prominently located at the top of each website’s home page, taking website visitors to the most current happenings and information about the Roane Alliance and Roane County. This page is publicized on our social sites, leading traffic directly to our websites.

The fans of the Roane Alliance and Visitors Bureau Facebook pages increased since their inception, with more pages being viewed as well. Facebook is a great tool to discuss current events and happenings while also sharing photos from the events. It has become an important way for the Roane Alliance, the Visitors Bureau and the Chamber of Commerce to share any type of information quickly and timely.
"Two people in particular, Leslie Henderson and David Webb, with the Roane Alliance, I can tell you, were just very instrumental in getting this project going... It wouldn’t have happened without the support of key members of the community that worked so hard and had a vision..."

- Tonn Ostergard, President and CEO of Crete Carrier Corporation, At the grand opening of Crete’s new East Roane facility this year
The Roane County Industrial Development Board named local tool-and-die-maker Dienamic Tooling Systems (DTS) as the Industry of the Year for Roane County for 2010. The award was announced at the Board’s Annual Industry Appreciation Breakfast on May 5 at Roane State Community College in Harriman.

Leslie Henderson, President/CEO of The Roane Alliance, said “In 2005, Mike Walker built and moved into a brand new facility at Roane County’s newest industrial park, Roane Regional Business and Technology Park, when the process of demolishing the old K-25 building began in earnest. It is now a multi-million dollar operation that houses one of the largest presses in the Southeast, runs three shifts, and employs more than 50 people,” Leslie Henderson, President/CEO of The Roane Alliance, said in announcing the award at the breakfast.

“The company also operates a full apprenticeship program, recruiting from area schools and Roane State. As a manufacturer of sheet metal stamping dies for the automotive, appliance, furniture and farm equipment industries, DTS also aggressively sought out new business and most recently, landed six contracts with companies who will be major suppliers of the new VW operation in Chattanooga.”

A home-grown tool-and-die-making operation, DTS has been in operation for 12 years, having begun its operations in leased space in the old K-25 plant in the Oak Ridge part of Roane County.

“We are pleased to honor Dienamic Tooling Systems…,” Roane Industrial Board Chairman David Webb said during the well-attended annual industry appreciation event. “We appreciate Mike’s commitment to our county to grow his business here and to be such a good employer. We hope that DTS will continue to grow and become even more successful in the coming years.”

Also honored at the appreciation event were Dr’s Sam and Carol Weaver for their beautification efforts in restoring the Old Smith House at Roane Regional for the corporate headquarters for their several business ventures.

Henderson, President/CEO of The Roane Alliance, said in announcing the award that the Weavers were honored for “the investment they have made in our community, as well as the respect they have shown for our history as they lovingly restored this truly beautiful and unique structure.”

The annual beautification awards were implemented five years ago by the Roane County Industrial Board in an effort to recognize those businesses that “go above and beyond” to exhibit a clean, aesthetically-pleasing appearance, Henderson said as she announced the award.
Crete Carrier Corp. – among the nation’s largest trucking companies – officially opened its new $10M regional terminal facility in East Roane County this past year.

The grand opening event was attended by top officials from Crete’s Nebraska headquarters, local business and community leaders, and scores of Crete’s Tennessee-based fleet of 400 drivers. In reporting on the event, the Knoxville News Sentinel quoted one local employee as saying, “This is the Taj Mahal of terminals.”

The Roane Alliance – along with many in the Roane County community – worked hard over the past three years to help Crete overcome the many obstacles the company faced in making this project a reality. At the grand opening, Crete President and CEO Tonn Ostergard, expressed his appreciation for all the support, singling out The Roane Alliance specifically.

The facility is on 27 acres near the eastern edge of Roane County, and includes an 8,000 square-foot office/driver center and a 33,000 square-foot shop with 10 drive-through bays and refueling equipment. Expected to serve about 75 trucks per day, the operation will employ about 50 people on site, not including the fleet of 400 drivers who will be using the facility on a daily basis. The new operation is also ‘green” in that both oil and water is recycled there. There is a closed loop system for the water used in truck-washing and the oil is recycled and also used to heat the buildings.

In the planning for more than two years, the Roane County site was said to be “the perfect location for us,” said Karel Znamenacek, Crete’s executive vice president, who said the site was chosen because of its proximity to I-40 and I-75. The Nebraska-based company operates 5,700 trucks and 13,000 trailers nationwide, serving truckload customers throughout the United States, Canada and Mexico. Crete, founded in 1966, now includes a Shaffer Trucking operating division and a wholly-owned subsidiary, Hunt Transportation. Together they offer full freight hauling services for virtually any commodity. The Roane County terminal, one of 22 Crete operates regionally across the country, consolidated its maintenance and driver services in East Tennessee into one location.

“They’re hiring right now….” Henderson said.
Lack of retail and restaurants was overwhelmingly the top concern expressed by representatives of the Roane County community who responded to a consultant’s online survey in late 2009. Nearly half (48%) of the respondents to the Boyette Strategies survey put lack of retail and restaurants at the top of their lists of Roane County’s weaknesses.

As a result, we decided in early 2010 to re-ignite the Alliance’s retail/commercial recruiting program, which had been launched in 2007, but had been stagnant through the economic downturn.

In the spring of 2010, Alliance Business Development Director Darrell Williams was assigned to become our retail and commercial recruiter. At the same time, the Alliance created and promoted the adoption of a new retail tax incentive program that would allow tax abatement to be offered to targeted retail in specific instances. The program was adopted unanimously by the Industrial Board and later by the County Commission.

In the meantime, we also hired a well-known, large retail site consulting firm to create a comprehensive, professional package of demographic data about Roane County – the same type of data that retailers and their developers use when they are making major site location decisions. The TVA board formed to fund economic development activities after the ash spill agreed to cover the cost of the production of the package. The data is available on our web site (http://www.roanealliance.org/retail/development.html) for site consultants, retail developers or for our existing retailers to use in helping their marketing efforts.

Armed then with a greatly beefed-up tool kit for sales, Williams has since contacted no less than 26 retailers and/or their developers, and provided information about our area to dozens at the two major trade shows which he attended on the county’s behalf last year.

As the economy slowly started improving through the year, we have been able to assist in a number of local retail projects as well, providing assistance to such projects as:

- A new Mexican restaurant, “Don Eduardo’s” for Kingston, bringing 5 full time jobs, and a $100,000 investment;

- A new $8M healthcare facility, “Physicians Plaza of Roane County”, the first Class-A Medical Office building in the midtown area where the new Roane Medical Center hospital is to be built. The 45,000 sq.ft, 2-story multi-specialty facility expects to house 50-60 employees and be operational by mid-2011.

Total Household Expenditures at Exit 350 (Midtown), just one of the maps available.
The best economic news for Roane County as the year 2010 closed came from the industrial jobs sector. For the most part, Roane County’s industrial sector reported job increases during 2010. Even though some existing jobs – which totaled around 30 – were factored in, Roane County’s industrial sector’s net gain was more than 1,000 jobs.

A good portion of that number came from Oak Ridge employers, with Bechtel Jacobs and Oak Ridge National Lab reporting some of the highest gains. Some of that is no doubt attributable to Oak Ridge receiving a considerable amount of stimulus money.

Another major employer adding to the hefty increase came from our newest industry, Crete Carrier, as they now have 400 employees working out of their new East Roane County facility. Although many of those may not be new jobs to the region - and many are drivers who are not always at the facility - 70 new drivers are being hired at the East Roane location and another estimated 50 are to work at the facility full-time.

Lastly - and maybe more gratifying - is that most all of our industries and major employers show increased workforces compared to the start of the year. Toho Tenax, for instance, now has one of the largest workforces in recent years. With this coming on the heels of the last couple of years when the Toho plant cut back down to a skeleton staff and had to put production on hold, the news is certainly positive.

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<th>Dec. 2010 Employees</th>
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<td>Barger &amp; Sons</td>
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<td>51</td>
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<td>Bechtel Jacobs Company</td>
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<td>Capstan Tennesse</td>
<td>72</td>
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<td>52</td>
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<td>Crete Carrier</td>
<td>0</td>
<td>400*</td>
<td>400</td>
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<td>Dienamic Tooling Systems</td>
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<td>EnergySolutions</td>
<td>292**</td>
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<td>Oak Ridge National Laboratory</td>
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</table>

*includes drivers
**incorrect number recorded in January - did not include number of employees working at ORNL. Newly created jobs for 2010 is 15.
***incorrect number recorded in January – Newly created jobs for 2010 is 201.

Source: Roane County Industrial Guides January 2010 and December 2010
PROJECTS

- **Project Roots** - Automotive supplier - $34M capital investment – 500 jobs over 5 year period. – Tennessee eliminated; locating in South Carolina or Georgia
- **Project XXL** - Automotive parts manufacturer - $5.6M capital investment over 3 years – Project on hold
- **Project Blossom** - Solid oxide fuel cells manufacturer - $100M capital investment – 900 jobs – Project dead
- **Project Castor** - Building supply manufacturer - $10.5M capital investment – 283 jobs – Info returned to company – waiting on next steps
- **Project Sakigake** – Japanese auto parts manufacturer – 80 jobs – Proposed Roane Regional parcel; On hold
- **Automotive distribution center** - $45M capital investment – 49 jobs – Roane deal struck, awaiting announcement
- **Swedish manufacturing project** - $300M capital investment – 400 jobs – Roane Regional Eliminated – Plateau Partnership Park still in the running
- **Project Sol Future** - $50M capital investment – 383 jobs over five years – Tennessee eliminated
- **Project Wool** - Textile company - $3M capital investment – 30 up to 250 jobs over 3 years – Considered building in Roane County Industrial Park - Eliminated
- **Project Alpha** - $150M capital investment – 150 jobs – Considered Roane Alloys site: company looking for other sites
- **Project Dairy** - Dairy products producer – Received call looking for location with existing dairy in area – Did not have requirements for this project
- **Project Big Orange** – Metal fabrication operation – $20-$30M capital investment - 100-200 jobs – Sent recommendations with information on Aleris & Roane Alloy sites to the State – Roane sites eliminated
- **High Tech Start-up** – Angel investor fell through – working with consultant to get back on track.
- **Call from ETEDA** looking for small warehouse space – Gave info on available buildings but could not meet specs
- **Received call** from prospect looking for property to build facility for small trucking facility – Provided information requested - no further response
- **Aviation distribution center** in New York hoping to move company to East Tennessee – Gave information requested - financial situation delayed move
- **Received call** from prospect looking for existing building – Gave information on available properties; no further response
- **Received call** for property for slag storage - Discouraged prospect because of environmental concerns
- **Project Image** – Auto manufacturer - $100M capital investment – 800 jobs - Negotiating with DOE for grants/loans
- **Project Pisces** - $5.4M capital investment – 100+ jobs – Delayed (lease extended in other location for year)
- **Project MX** – Canadian transportation company - $5M capital investment – 74 jobs – On hold

SITE VISITS

- **Nanowave Technologies** – Visited RRBTP with Innovation Valley representative
- **Automotive Distribution Center** - Visited RRBTP – Deal struck, awaiting final approval and formal announcement
- **Swedish Manufacturing Project** – Visited Plateau Partnership Park in November

LAND SALES

- **Precise Industrial Coatings** - Purchased 1.97 acres of property in the RCIP – Facility is under construction and looking to be in building no later than January 2011
Roane County continues to experience healthy growth in its per capita income – more than 3% annual growth – leaping over other counties to reach the 16th highest ranking in the state (up from 19th the year before).

According to the most recent figures available from the Bureau of Economic Analysis in 2008 – the most current figures available – Roane County had a per capita income of $32,260. The 2008 figure reflected an increase of 3.3% over 2007. The 2007-2008 increase for Tennessee and for the United States was 2.0 percent.

Per capita personal income is a measure of individual personal income divided by population. Personal income is the income that is received by persons from all sources. Components of personal income include wage and salary disbursements, supplements to wages and salaries, personal dividend and interest income, rent, and current transfer receipts.

Roane County’s unemployment rate continued to be among the lowest in the state throughout 2010, ranging around 4th-6th lowest out of all 95 counties. The rate consistently remained lower than both the state and the United States as a whole throughout the year.
The Roane Alliance staff plays a supporting role for industrial projects within Oak Ridge, but we have a strong partnership with Kim Denton who handles economic development within the city of Oak Ridge. This year brought a significant change to the way the recruiting is handled at Horizon and Heritage parks (both in Roane County). Denton became the staff to the Oak Ridge Industrial Board and the Horizon and Heritage properties were transferred to the board from CROET. Denton and the Oak Ridge IDB have had several exciting announcements since:

- **ORNL Federal Credit Union** - Locating in Horizon Center, ORNL FCU has plans to build its corporate headquarters.
  - 100 employees
  - $30 million investment
  - 38 acres
  - Announced July 2010 - Ground breaking TBD

- **Carbon Fiber Project** - Locating at Horizon Center, the Carbon Fiber Project is a demonstration facility being constructed by ORNL to develop and manufacture low-cost carbon fiber.
  - 40,000 sq.ft. facility
  - 18 employees
  - $54,444 avg. annual salary
  - $9 million investment
  - 10 acres
  - Plan to be in operation mid-2012

- **Omega Consultants** - Locating at the Heritage Center large spec building, Omega Consultants will provide classified warehousing and logistics, manufacturing, fabrication, R&D/process development and metrology.
  - 34 new employees
  - Avg. wage >170% of per capita income
  - 51,200 sq. ft. facility
  - $6.4 million investment
  - 5.45 acres
  - Plan to occupy Feb 2011

- **Restoration Services, Inc. (RSI)** - Locating at Horizon Center, RSI provides environmental engineering and technical services support of the DOE environmental management program.
  - 20,000 sq. ft. building
  - 110 employees
  - $33/hr. avg wage
  - $4.5 million investment
  - 11 acres
  - Plan to occupy mid-2012

A new industrial park entrance sign was unveiled on September 30
<table>
<thead>
<tr>
<th><strong>Chairman:</strong></th>
<th>Diana Knobloch</th>
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<tbody>
<tr>
<td><strong>Past Chair:</strong></td>
<td>Kim Harris (2009 – 2010 Board Chair)</td>
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<td><strong>Chair Elect:</strong></td>
<td>Danice Turpin</td>
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<td><strong>Treasurer:</strong></td>
<td>Gail Lyke</td>
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<td><strong>Vice Chairs:</strong></td>
<td>Kenyon Mee, Economic and Community Development</td>
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<td></td>
<td>Lynn Farnham, Membership</td>
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<td></td>
<td>Danice Turpin, Educational Affairs</td>
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<td>Dr. Gary Goff/Edgar “Buddy” Bowers, Public Affairs/Legislative</td>
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<td></td>
<td>Paul Cowell, Tourism</td>
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<td>Dana Peterka, Retail/Small Business</td>
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<td></td>
<td>Cheryl Laxton, Housing</td>
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<td>Kathy May-Martin/Kathy Parks, Leadership</td>
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<td></td>
<td>Chris Ahler, Finance</td>
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<tr>
<td><strong>Directors:</strong></td>
<td>Drew Bowman</td>
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<tr>
<td></td>
<td>Kim Harris</td>
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<td>Dr. Toni McGriff</td>
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<td>Frank Myers</td>
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<td>Jamie Nelson</td>
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<td></td>
<td>Al Reardon</td>
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<td>David Webb</td>
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The Roane County Chamber presented its prestigious annual business awards before a packed crowd of community and business leaders attending the 64th Annual Chamber Banquet - sponsored by PermaFix Environmental Services - at Whitestone Country Inn. The awards are an integral part of the annual Roane Chamber banquet which was attended by approximately 150 business and community leaders, and was headlined by Edye Ellis as the keynote speaker. Ellis worked for WBIR-TV from the early eighties through the mid-nineties, and co-anchored their prime time news with Bill Williams. Ellis’ appearance was made possible by EnergySolutions.

Of this year’s Business of the Year Award, Leslie Henderson, Chamber President and The Roane Alliance CEO, said, “This year’s winner represents a wholly different - but extremely important - facet of the business community in Roane County.” In announcing the Oak Ridge National Lab (ORNL) as the winner of the 2010 Award, she said, “It would be hard to imagine another business in Roane County that could have a more significant effect on our County as a whole.”

In announcing the Chamber’s next award, and its newest - the Paul E. Goldberg Young Professional Award, Henderson explained that this under-40 award was created to honor “outstanding contributions from the up-and-coming young professionals in our county.” In naming Mayor Chris Mason the winner of the award, Henderson said of the Harriman native: “He owns a successful business; he serves on a number of boards; he works a full-time job helping juveniles stay straight - and… he’s the Mayor of Harriman.”

Dr. Gary Goff, Roane State Community College President, then announced that this year’s Distinguished Service Award winner would go to Edgar “Buddy” Bowers, described as “a sixth-generation Roane Countian, son and grandson of educators,” history buff, and a retired attorney who worked for nearly 30 years as corporate counsel to the Oak Ridge National Lab. The lengthy list of Bowers’ community involvements not only includes being a Chamber board member, but also chair of the Chamber’s Legislative and Public Affairs Committee.

And the last award - this year’s The Athena Award - was presented to Kathy Parks by Dr. Linda Hunter of Kingston Chiropractic Center, who has co-sponsored the award, along with the Roane Chamber, for many years. The Athena honors individuals for their professional achievements and community service, and for their assistance to women in reaching their full potential. Parks, who directs marketing and admissions for The Bridge at Rockwood, serves on the Chamber board and is co-chair of the Leadership Committee.
The Chamber held a “March Membership Madness” campaign in the spring of 2010 to build back a membership that had suffered some during the economic downturn – well, it worked!

The Membership Madness consisted of four different weekly events throughout the month of March:

- A tip-off event where volunteers gathered to make phone calls from a “target” list;
- A meet and greet event for potential new members;
- A special Chamber coffee; and
- A play-off of the top “scoring” volunteers

Not only did we reach our goal of 30 new members (we actually hit 31), but it brought Chamber members together - those who volunteered their time, and whom joined on the spot. Not to mention, what a fun time everyone had! To our knowledge, there have never been that many new memberships in a 30-day period.

A record may also have been set by the total number of new members that were brought in for the year. Perhaps it was a function of coming out of the recession, or perhaps it has to do with the leadership and sales skills brought to the Chamber by Darrell Williams, our new membership director. Either way, we saw an increase in new members of almost double the previous year – bringing in a total of 82 new members in one year.

“I have been a member of several different Chambers of Commerce, but none have promoted the county and businesses as well as our Roane County Chamber. They are great advocates and wholly committed to the growth of Roane County. I advise all new businesses I contact that the Chamber is a great way to network.”
- Missie Smith, US Bancorp

“The March Membership Madness Campaign this year was so much fun to do, and it gave us a chance to tout the benefits of Chamber membership directly to prospective new members!”
- Cheryl Laxton

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**NEW CHAMBER MEMBERS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of New Members</th>
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<tr>
<td>2007</td>
<td>57</td>
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<tr>
<td>2008</td>
<td>58</td>
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<tr>
<td>2009</td>
<td>44</td>
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<tr>
<td>2010</td>
<td>89</td>
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**CHAMBER MEMBERSHIP TRENDS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Members</th>
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<tbody>
<tr>
<td>2008</td>
<td>372</td>
</tr>
<tr>
<td>2009</td>
<td>367</td>
</tr>
<tr>
<td>2010</td>
<td>390</td>
</tr>
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</table>
2010 was a very busy year – and an extremely productive year as well – for the Roane Chamber. It started off with concerns about membership decreases due to the strains on small business of a tough recessionary 2009, but ended upbeat with record-setting increases in new members – allowing staff and volunteers to feel that the worst is over.

The year was also packed with programming, both continuing as well as new. At the Board’s annual planning retreat this past summer, the board members adopted a very robust program of work for the year and many of the committees’ action plans are well underway.

Highlights of the Chamber’s programs and accomplishments in 2010 include:

**Our annual Legislative Breakfast**, which the Chamber Legislative Committee co-sponsors with the Roane Alliance so that business and community leaders can talk to their state legislators about the concerns of the Chamber and business in general as they leave for Nashville to start their annual session. The breakfast is also the event where the Chamber can formally present its legislative agenda to its legislative representatives.

**Our annual trek to Nashville** – Roane Chamber’s Day on The Hill – brought a group of Chamber members to the State Legislature for the day, and included visits to committee meetings and to our legislators’ offices for small group discussions on issues of concern.

**The Green Team Effort** was expanded by the Chamber Economic and Development Committee and became a county-wide effort after hosting a Roundtable on Earth Day.

**The first-ever Candidate Forum**, cosponsored by the Chamber and Roane Leadership, was held at Roane State Community College. The event was very well-attended and by all measures proved to be a valuable way of getting to know the numerous candidates who were running for office during this busy political year.

**The Home and Garden Show** was by all accounts going to be the best ever, but Mother Nature intervened, dumping one heck of a rainstorm (actually two) over the outdoor event which was already setting records for participants and attendees. (The 2011 Home and Garden Show will be under a roof in the Expo Center and promises to be bigger and even better).

**The 15th Annual Elected Officials’ Barbecue** hosted the largest crowd ever at the Roane Alliance – there were more than 125 attendees at the Chamber-sponsored event.

**The Chamber Speaker Series monthly luncheons** brought in a number of high-powered speakers including Sen. Corker’s field representative David Leaverton; TV’s Heartland Series’ own Bill Landry and the state’s economic forecaster, Dr. Matt Murray, to name just a few.
ROANE CHAMBER LAUNCHES COUNTYWIDE ‘GREEN’ TEAM ON EARTH DAY

The Roane County Chamber hosted a group of business and community leaders for a ‘Green Roundtable’ in honor of Earth Day in April and by the end of the meeting a county-wide ‘Green Team’ task force was launched.

The roundtable was an effort spearheaded by the Chamber’s Economic and Development Committee in order to “bring representatives from all parts of the county together to compare notes, to see what is already going on in the community in green initiatives, and hear from some other cities who have already implemented sustainability programs,” said Chamber President Leslie Henderson.

The idea for Roane County to become a sustainable community came from a recommendation made recently in a consultant’s study that laid out a long-term economic strategy for the county. The Boyette study also suggested programming that would help reverse the negative image from the TVA ash spill and rebranding Roane County as a sustainable community was one of those recommendations.

The first step toward that goal was today’s Earth Day Green Roundtable and it was attended by representatives from all the cities, the county, concerned citizens and local business leaders. By the end of the meeting, a majority of those attending had signed up to participate in a Roane County Sustainable Committee or ‘Roane Green Team’.

THERE IS SUCH A THING AS A ‘FREE LUNCH’ – BUT ONLY FOR CHAMBER MEMBERS

The ever-popular Roane County Chamber/SCORE workshops for small businesses hit a milestone in 2010 – having presented a total of 28 workshops for Roane County businesses: 18 Lunch and Learn seminars covering eight different topics and 10 employee education workshops on two different topics. The workshops are available to all small businesses in Roane County ($35 each), but for Chamber members and their employees, they are free. The topics have included “How to Delight Your Customer” and “How to Make it in Tough Times” as well as others on social media and “How to Become a More Valuable Employee.”
The Chamber took its annual ‘Shop Roane First’ program to the next level in 2010. The Chamber Board unanimously approved a new promotional activity to support – as a whole, and individually – a dedicated ‘shop local’ day this past holiday season, reminding everyone that it helps your county, your chamber and your local businesses to Shop Roane First.

The Chamber chose December 18 as Roane’s Own ‘Super Saturday’ and asked everyone in the County to commit to spending at least $50 at a Roane County Chamber member’s business on that day. The idea was not only to help our locally-owned fellow Chamber businesses be more successful, but also to help ourselves, because when we spend local, nearly half of the money spent in a locally-owned business stays in Roane County.

“In fact, that money goes toward ensuring lower taxes from our residents, so it just makes sense,” Leslie Henderson, President/CEO of the Roane Alliance, said of the program.

In 2010, The Chamber also continued its long-standing tradition of helping its membership in hosting and/or promoting their celebrations of all kinds, from coffees to after hours, from grand openings and ribbon cuttings to holiday open houses. Below is a list of just some of those events:

- Rockwood Street Grill Grand Opening
- Castleton Farms Open House
- Curves of Harriman Grand Opening
- SteffanO’s Grand Opening
- Mountains to Lakes Real Estate Grand Opening
- Griffin Insurance 30-year anniversary
- Southeast Clogging’s Grand Opening
- Expo Center’s Open House
- Red Door Antiquities Grand Opening
- Specialty Sportswear Grand Opening
- All Star Promotions Expansion Open House
- Environmental Standards Grand Opening
- Oran’s Florist Grand Opening
- 518 Liquors 1st year Anniversary
- Walmart Grand Re-Opening
- Recovery Road Grand Opening
- Parker’s & First Impressions Eyewear
- Environmental Standards Barbeque
- Rosemary’s Florist Open House
- Renaissance Terrace Care & Rehab Coffee
- Lil Angels After Hours
- Chase Drugs Open House
- Coldwell Banker Halloween After Hours
- Red Door Antiquities Grand Opening
- 46 Central Grand Opening
- Super 8 Grand Re-Opening
- Sail Away Learning Academy Coffee
- CAC 9th Judicial District Coffee
- 46 Central Downtown Rockwood Tailgating Party
- Oak Ridge Utility District’s Chamber Breakfast
- Methodist Medical Center Chamber Breakfast
- Mountains To Lakes Christmas Open House
- Red Door Antiquities Holiday Open House
- Oran’s Florist Christmas Open House
- Gibson Girls Christmas Open House
- Market Street Fountain Open House
- Coldwell Banker Christmas Open House
- Parker’s & First Impressions’ Christmas Open House

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## ROANE COUNTY COMMISSION TOURISM COMMITTEE

**CHAIRMAN:** County Commissioner Ron Berry

**SECRETARY:**
- County Commissioner Jerry Goddard
- County Commissioner Ray Cantrell
- County Commissioner Nick Forrester
- County Commissioner Steve Kelley

## ROANE COUNTY COMMISSION TOURISM COMMITTEE

**CHAIRMAN:**
- Paul Cowell, Whitestone Country Inn
- Rick Ross, Kingston Parks & Recreation
- Diane Cox, Roane State Expo Center
- David Webb, Rocky Top General Store
- Chad Jala, Super 8 Hotel
- Ron McConathy, Aronsha Photography
- Kevin Mee, Quality Inn/Rodeway Inn
- Linda Donson-Shearer, Tennessee Lakefront Cottages
- Bruce Eltzroth
Getting the word out about our local events is being heard—literally. Because of our continuous efforts submitting Roane County’s events to the state’s website (www.tnvacation.com) we are able to increase our exposure. Our events are showing up online and in publications like never before.

“Thank you so much for your efforts in getting some publicity out. We had the best crowd in audience ever. Thanks again...”

- Dr. Joe Williams, Organizer, Merry Tuba Christmas

For the first time a Roane County event – Harriman’s Merry Tuba Christmas - was included in Southern Living magazine’s “December in the South” list of events for Tennessee. Considering there were only three listed for the entire state is pretty impressive. In addition, Tennessee Home & Farm, a state-wide publication with 600,000 subscribers, included four of our annual events in their December issue – that had never happened before. Harriman’s Merry Tuba Christmas concert was one of those events and its organizer, Dr. Joe Williams, was very appreciative of our efforts.

With our good relationship with Southern Living magazine and our tireless efforts to post all our events online wherever we can certainly paid off. Tennessee Lakefront Cottages was listed in Southern Living’s Top Travel Picks in their December issue as an ‘extra’ after we ran an ad in the October issue. According to the owner, Linda Donson-Shearer, her phone has been ringing off the wall and “we are being bombarded with requests for more info. I am grateful that you convinced me to advertise in the October issue” (as a co-op partner).

We also are spreading the word about our current events to those already visiting or living here. We create flyers in-house that are placed in our kiosk and available 24/7, promoting such unique events as Half Moon Music Festival, History Days at the Fort, the Disc Golf Tournament at Roane County Park, and the ‘Save the Expo’ Open House – just to name a few. Information including the printable flyers are also being posted on our Facebook page and blog.
Roane County’s exposure increased along I-40 in 2010 to take advantage of the 44,500 drivers passing through each day.

**NATIONAL BASS TOURNAMENT: JUST THE BEGINNING**

Landing The Bass Federation’s (TBF) National Championship in April 2010 could not have come at a better time. Because of a relationship formed from their eastern tournament the year before, the TBF really wanted to come to Watts Bar Lake. So they made it happen, with financial help from TVA. After all, this was a great opportunity to show that Watts Bar Lake and Roane County was back in business following the ash spill. The fact that a national fishing tournament chose Watts Bar Lake was certainly worth bragging about.

We also moved our main billboard closer to the Visitors Bureau, on I-40 east bound near the Kingston exit. Using a photo taken by a local photographer, Matt Pavel, the billboard showcases not only the lake, but the ‘Smokin’ the Water’ July 4th festival in Kingston - Roane County’s largest event. The billboard welcomes visitors to Roane County and lets them know information is available 24/7 at the Visitor Bureau located off the next exit. Future plans are to obtain a billboard coming in the west bound direction, also directing them to the Visitors Bureau.

Initially we wanted to spread the news that the National Bass Federation Tournament was coming to Kingston on Watts Bar Lake. A billboard was placed in either direction on I-40 – east and west-bound – to make sure everyone knew the good news, after-all, the news in the past about our lake being affected by the ash spill had not been so good. The fact that a national fishing tournament chose Watts Bar Lake was certainly worth bragging about.

A spot on a national television channel came with it as well as local news coverage during the event, and live streaming of the entire event on the FLW website, the professional partner of the TBF. The anglers brought in large fish, and a large amount of them – showing that Watts Bar Lake is truly a fisherman’s paradise, and especially perfect for tournaments.

But that was just the beginning. Twelve tournaments are coming to Watts Bar Lake in 2011. The Bass Anglers Invitational Tournament (B.A.I.T.) will be bringing five tournaments this year. The “deciding factor was the amount of fish brought in” during the National Championship, according to their coordinator, Chris Covington. There will be six tournaments with Heartland Anglers and in March the FLW Qualifier is coming, all because of their experience during the national championship. According to Rick Ross, Kingston Parks and Recreation, “all of these stem off the success of the TBF National Championship. Chris Covington really liked the way it was handled and the fish production of Watts Bar Lake.”
Roane State’s Expo Center is an important tourist attraction in Roane County, if not the most important. Keeping the Expo open and viable has always been a priority for the Roane Alliance, but in 2010 it became a top priority as budget shortfalls made it impossible to keep it running without help. Each year it brings in 22,000 visitors to the county, who spend an estimated $6M in businesses and hotels while they are here. The Expo Center created an estimated 50 jobs throughout the county with $986,000 in worker paychecks. It’s not only is the busiest arena in the state, with events nearly every weekend, but with the economic impact its closing would have on the county, it became clear that it was vital that it remain open.

Making government officials and residents aware of what the Expo brings to this county was an important step in making sure it got the help needed to stay open. Holding an Open House during one of their larger events was a perfect opportunity to show guests the facilities so they could see for themselves what it’s all about. Helping to facilitate the Open House, we made sure to use this opportunity to teach guests important facts about the Expo center so they could share with others, spreading the word about this ‘gem’ we have in Roane County. Golf cart tours were given of the entire facility, fact sheets were provided, and contests were held, giving away prizes to anyone who could answer trivia they learned while on the tour.

The Expo Center provides a 300-stall facility available for rent for travelers to board their horses, especially during the week or non-event weekends. To ensure that the horse world knew about the facility the Visitor Bureau paid to advertise in the three online directories - Traveling Horse, Horse and Travel, Horse Trip and ETA’s Nationwide Overnight Stabling Directory, a printed ‘bible’ used by most horse owners.

Once it was known that the Harriman hotels were behind a tax increase to help fund the Expo Center the Visitor Bureau supported the effort, creating and providing a fact sheet to Harriman city officials about the Expo Center and what it brings to the county, and specifically Harriman. We attended the special-called meeting in support when the tax increase was discussed.

A new Roane County Lodging Association – which was formed in 2010 by the Chamber Tourism Committee and with the help of the Visitors Bureau – played a key role in this effort. This association was instrumental in opening the lines of communication and sharing information among the hotel owners, leading to increased awareness of the plight of the Expo Center and helping expedite the actions of the Harriman hotels to back the tax increase to help save the Expo.

A New Lodging Association Was Formed

- Two meetings were held during the last quarter of 2010
- 100% participation from lodging industry
- Green Hospitality Initiatives have been adopted by the hotels
- A SCORE Workshop, “Delighting Your Customers,” was held at the Comfort Inn, specifically geared to the lodging industry
The hospitality industry has been faced with hard times due to the recession, and, though the economy appears to be improving, the number of overnight travelers has not.

In 2009, Roane County was in an interesting – albeit unwelcome – situation that brought with it workers needing hotel rooms. In fact, in February 2009 alone, the county’s hotel/motel tax rate increased by nearly 85%, giving the local hospitality industry a much-needed boost. Additionally, tourist expenditures increased more than $2 million that year.

According to the latest state report, tourists spent $56.07 million in 2009 (from $54.01 million in 2008). And even more interesting is that Roane County is the only county in the East Tennessee region that had an increase at all that year (out of 16 counties). Also in that state report, local tax revenues showed increases of more than 8% from $2.79 million in 2009 to $3.03 million in 2009 – saving every household in Roane County an average of $261 in taxes. The report shows that tourism employs 457 positions in Roane County (an increase of 17 jobs in 2009) and pays $9.21 million in wages locally.

In spite of all the good news, the sluggish economy did hurt Roane County, causing a decline in 2010 for the hospitality industry. The hotel/motel tax for the county, including Harriman, dropped more than 8% from $280,747.15 in 2009 to $255,829.43 in 2010. Considering that all counties within the state had a decline of up to 16.3% in 2009 alone (2010 numbers are not yet available), and with the average state’s decline in travel spending in 2009 of nearly 8%, Roane County at least stayed within the average levels and fared better than many.

And finally, although hotel occupancy rate in Roane County dropped 5.4%, from 58.5% in 2009 to 53.1% in 2010 (according to figures provided by Smith Travel), the Roane County rate still remains much higher than the average for all the eastern counties combined (45.2%), and very close to the state average (54.5%).

Source: The 2010 Economic Impact of Travel on Tennessee Counties (2009 data)

Source: Smith Travel Research
On August 27 triathletes will be ‘storming’ Fort Southwest Point in Kingston, competing to be the fastest in swimming, cycling, and running. To help brand Roane County as a green and sustainable community, The Roane Alliance has been working hard to bring in such events. We have partnered with Martin Coleman of Race Day Events to bring an Olympic distance triathlon to Roane County that will more than likely become an annual event.

Beginning at the 58 Landing pier, nearly 150 triathletes will be diving into Watts Bar Lake to swim nearly a mile, then jumping on their bikes to ride close to 25 miles on River Road, ending with a 6-mile run through Kingston, crossing the finish line at Fort Southwest Point. “This should be an exciting and fun event that allows us to prove that Roane County, and especially Kingston and Watts Bar Lake are not only doing well, but a place where athletes look forward to coming and having a great time,” said Pam May, Tourism and Marketing Manager, The Roane Alliance.

The community won’t want to miss this event either - a Bluegrass and BBQ festival is being planned at the Fort immediately following the triathlon. And according to Coleman, everyone he has talked to is “really excited about the event,” and that “everyone is going wild about the Bluegrass and BBQ.”

The Roane Alliance has gone high-tech. Selected by TVA as a Special Opportunity County (SOC), the Roane Alliance received a matching SOC Readiness Grant worth more than $8,000 for technology upgrades. The Alliance upgraded computers and purchased much-needed business equipment - large screen HDTV, LCD projector, and Promethean (aka Smart) Board with sound – with Wi-Fi also available.

The high-tech equipment can be rented along with the large board room, providing greater rental opportunities to businesses needing to conduct meetings, webinars, and interactive trainings in a high-tech environment. We try to cover the building maintenance costs of the Roane Alliance building through building rentals and this upgrade should help provide more funding toward that end. The high-tech environment should also prove to be a nice addition to our Roane County business community as it provides the use of highly equipped facilities at affordable rates – by the hour, half-day or full day - with discounts given to Chamber members.

The Alliance building has always been a good location for a wedding, shower, board meeting, or special celebration, as it is located along the lake. The entire building is available all year long, inside and out, and can be seen on our website at www.RoaneAlliance.org/rentals.