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## **The Roane Alliance Recognized for Participation in TVA's Community Livability Initiative**

ROANE COUNTY, TN – The Roane Alliance recently participated in TVA's Community Livability Initiative. Developed by TVA Economic Development, this program is designed to map and showcase livability assets in an effort to attract economic growth in the area and highlight talent attraction assets. Through an application selection process, the program is offered to community economic development organizations in the TVA service area to help foster long-term success. Livability asset mapping is conducted by Valley community participants and culminates in a presentation to site selection consultants and TVA Economic Development staff.

So, when TVA began this new program last year to not only help communities better craft their livability story but to also give professional feedback on how to improve it, the Alliance team vied for the opportunity. Roane County was one of only 10 communities selected across the entire Tennessee Valley region to learn from one of the world's leading commercial real estate advisory firms.

Based on a Request for Information (RFI) from the firm, Newmark Knight Frank, months of research and preparation lead to the presentation on July 17 in Nashville when the Alliance team showcased Roane through photographs, testimonials and stories. Despite some of the challenges that were addressed, the initial feedback was very positive and per the final report "was an excellent presentation – honest, informative, and inspiring." The report also suggested how to expand on several assets that could make a big impact for Roane, such as the level of people that come to the area to work at ORNL, and engage the young talent that is in Roane and have them tell their story.

“A community’s ability to compete, gain jobs, and attract economic investments depends on local leaders being prepared, having product available, and understanding its workforce story and livability assets to differentiate their community’s unique strengths,” said TVA Senior Vice President of Economic Development John Bradley.

“The Roane Alliance is constantly seeking ways we can differentiate our community from others. We firmly believe that Roane County has so much to offer,” said Vice President of Economic Development Justin Snow of the Roane Alliance. “Participating in TVA’s Community Livability Initiative helped us to map and highlight our community’s unique assets, but this exercise was also very beneficial in identifying livability assets we may be overlooking or underselling when pitching Roane County’s quality of place story. Along with workforce initiatives, quality of life has become increasingly important to those seeking to locate to a specific area. We want to be able to tell our story in way that makes our community appealing to business and talent showing an interest in locating to Roane County.”

The Tennessee Valley Authority is a corporate agency of the United States that provides electricity for business customers and local power companies serving 10 million people in parts of seven southeastern states. TVA receives no taxpayer funding, deriving virtually all of its revenues from sales of electricity. In addition to operating and investing its revenues in its electric system, TVA provides flood control, navigation and land management for the Tennessee River system and assists local power companies and state and local governments with economic development and job creation. More information is available at [TVA.com](http://TVA.com).

The Roane Alliance mission is to create an environment and a unified voice that promotes job creation, economic development, enhanced quality of life, education, and workforce. To learn more about the Alliance and its partners, please call 865.376.2093 or visit [www.roanealliance.org](http://www.roanealliance.org).

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