

A scenic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds. In the foreground, a small boat with a person on board is visible on the water. A buoy stands in the water to the right. The background shows a dark, silhouetted shoreline with trees and hills.

*“The most  
heavenly place I  
ever entered.”*

– John Muir, Father of the National  
Parks, as he entered Kingston during  
his 1,000-mile walk in 1867



## LOCATION

- Located in the Heart of East Tennessee in the Innovation Corridor
- 1 hour to Chattanooga or the Smoky Mountains, 2 hours to Nashville and 3 hours to Atlanta
- Minutes to Knoxville
- 75% of U.S. Markets Within a Day's Drive
- Over 1M people within 50 square mile radius



## Assets

Roane County is a fairly large county, with 360.7 Sq. miles of land. There are five municipalities: Harriman, Kingston, Rockwood & portions of Oak Ridge & Oliver Springs; with the rivers and lakes dividing most of them.



Our assets include:

- ORNL
- Watts Bar Lake
- Manhattan Project National Historical Park
- TN College of Applied Tech
- Roane State Community College
- 4 industrial parks
- 4 new housing developments
- 55,000 acres of recreation (includes the lake)





## Transportation & Connectivity

- 8 exits off I-40, with 50,000+ cars/day
- 5 miles to I-75
- Emory, Clinch & Tennessee Rivers
- Rail, air and barge service available
- Rockwood Municipal Airport (KRWK)
- Knoxville Airport, 30 minutes away
- Nashville Airport is 2 hours away, while Atlanta is 3 hours away
- Paved bike lanes along many major thoroughfares
- Average commute time 27.4 minutes
- ETHRA provides free public transportation
- Nearly 70% of all households have Internet service



# Transportation & Connectivity

## Rockwood Municipal Airport (KRKW)

- General Aviation
- 5,000 ft by 100 ft Runway
- 15,500 Operations per Year





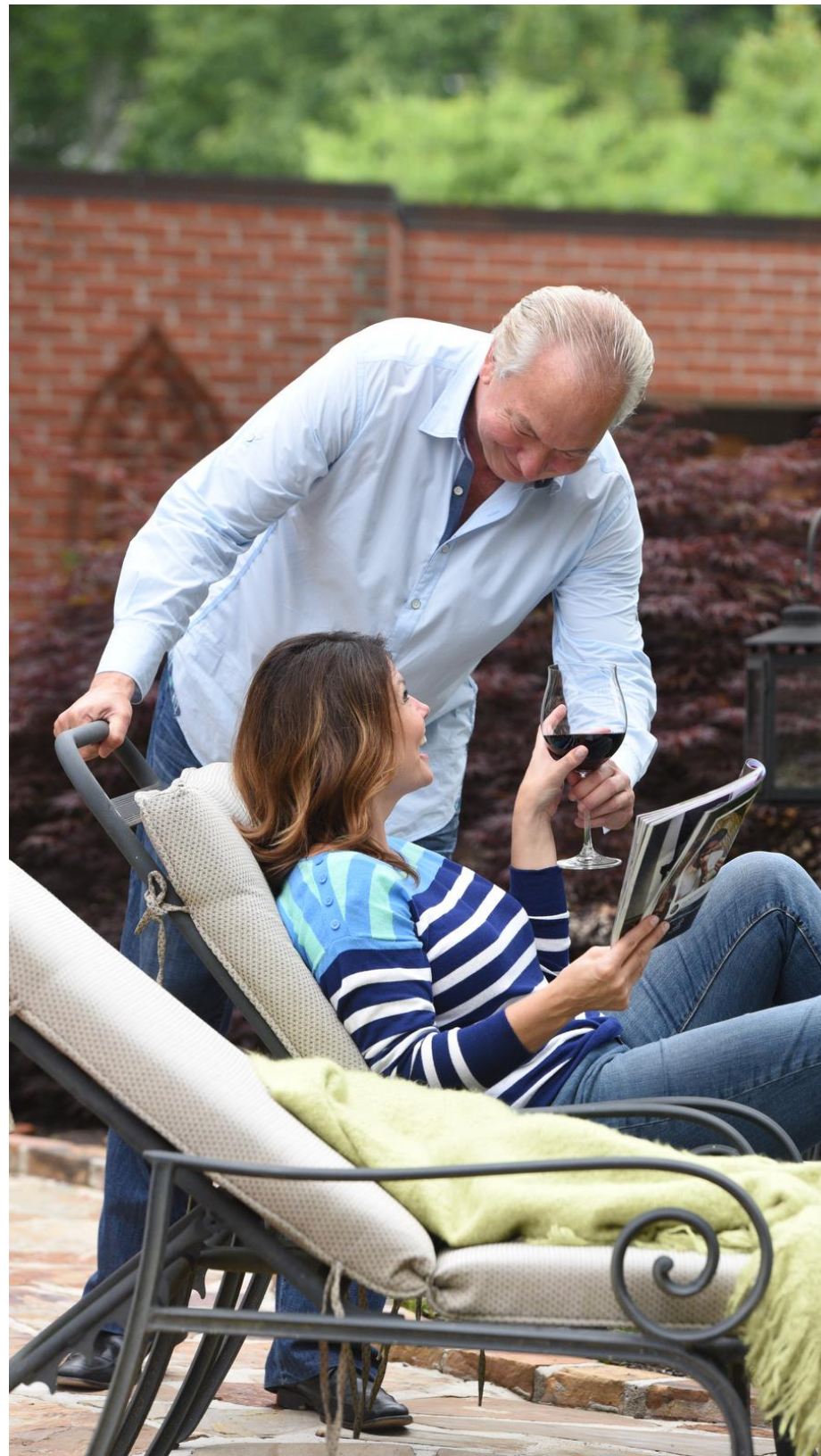
# Demographic Appeal

- **52,943 Population**
- **\$45.4K Median HH Income**
- **92.6 Cost of Living Index**
- **4.1% Unemployment rate**
- **Labor force of 24,080**
- **20,444 Jobs**
- **19,000 Post-secondary grads**
- **No State Income Taxes**
- **Lowest State Debt/Person**

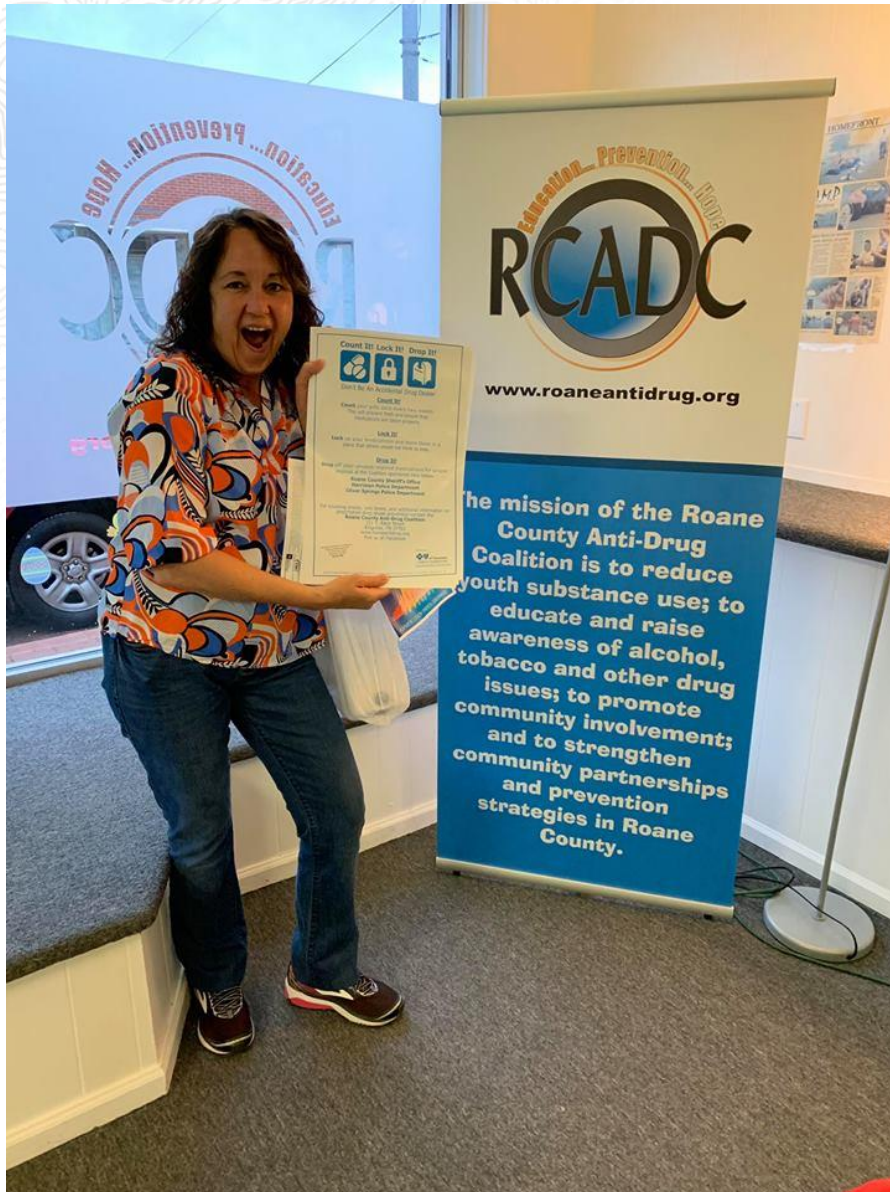


# Demographic Challenges

- 20,589 are retiring soon
- 8,103 Millennials (73% ↓ Nation)
- 5,136 Military Veterans
- 3,839 Racial Diversity
- 99% of the population only speaks English
- 42/100,000 drug overdose rate (↑ Nation & State)
- 24.4/1,000 violent crimes (↑ Nation)
- 48.5/1,000 property crimes (↑ Nation)







## Roane County Anti-Drug Coalition (RCADC)

- Private, non-profit, grassroots corporation created by the Comprehensive Addiction and Recovery Act of 2016 to prevent and reduce the abuse of drug use among youth
- Part of the Drug Free Communities program (DFC)
- Part of the Retired and Senior Volunteer Program (RSVP), one of the largest senior volunteer programs in the nation



## Healthcare

- 12% Uninsured Adults
- 3% Uninsured Children  
(slightly below State average)



- Roane Medical Center, a \$76M state-of-the-art facility that opened in 2013 with 171 physicians + 94 nurses (registered, LPNs, CNAs)
- Free Medical Clinic opened in 2016
- 7 Assisted Living & Long-Term Care Facilities
- Roane County Health Dept.





## Testimonial



*“We fell in love with Roane County, not just for how beautiful the area is, but for the people who live there. It doesn’t hurt that there is the beautiful Watts Bar Lake! My husband and I can’t wait to be full time Roane County residents and enjoy all the area has to offer.”*

Elizabeth Simon de Montfort,  
Retiree & Soon-to-be Roane County  
Resident



# Housing Trends



## New Residential:

- ❖ The Preserve at Clinch River
  - 1,400 Acres
  - 6 Neighborhoods
  - Variety of Price Points
- ❖ Picket Place
  - Variety of Floor Plans
  - Smart Home & Energy Saving Amenities
- ❖ Gated Communities:
  - Grande Vista Bay
  - The Pointe at Whitestone
  - The Highland Reserve
  - Ladd Landing
  - Green Ridge Trails



# Housing Trends

## Historic Districts:

- ❖ Cornstalk Heights Historic District
  - 100+ Victorian homes listed on National Register of Historic Places
- ❖ Kingston Avenue in Rockwood
  - More than 20 historic homes from late 1800s
- ❖ Oliver Springs Historic District
  - Circa 1819 – 1940
  - 10+ Homes with Well Documented History





## **CURRENTLY ON THE MARKET:**

- 348 Homes on the Market
- 13 Condominiums Listed for Sale
- 483 Land Listings
- 12 Farms on the Market

## **Challenges:**

- Lack of New Construction in a Median Price Point
- Lack of Housing for Young Professionals (especially apartments)
- Less than 10% of ORNL employees live in the county



## Testimonial

*“I came to Roane in the mid 80s to work as a recent college graduate. I chose to stay so that my husband and I could raise our children in an area with many educational opportunities, recreational activities, civic clubs, and access to healthcare.*

*Fast forward 33 years and I have dedicated my career of over 30 years to post secondary education as the President of TCAT – Harriman, and I consider myself an active citizen.”*



Danice Turpin  
Director of Tennessee College of  
Applied Technology - Harriman

# Education & Workforce Development

## Roane County Schools

- ❖ 5 High & Middle Schools
- ❖ 6 Elementary Schools
- ❖ 1 Education Center

## 3 Private Schools

## Roane State Community College

- ❖ Roane State's main campus in Harriman
- ❖ Creates curriculum and programs for area industry
- ❖ has a job placement rate of 98%

## Tennessee College of Applied Technology – Harriman

- ❖ 1 of 45 institutions in the 6th largest system of higher education in the nation
- ❖ Has a job placement rate of 89%







# Education & Workforce Development



## By the Numbers

- ❖ 95.5% Graduation Rate  
6.4% Higher than the State Average
- ❖ Average ACT Score – 19.7
- ❖ 14.93 Teacher to Student Ratio
- ❖ \$9,858 per Student Expenditure

## Education Programs

- ❖ Each year, the High School Career Day is held for all Juniors
- ❖ New in 2018 – Middle School Career Day for 8<sup>th</sup> Grade Students

# Education & Workforce Development

**EDUCATORS**  
— IN THE —  
**WORKPLACE**



**LRC**  
*youth*



**GO FIRST CLASS. GET THERE FAST.**



# Education & Workforce Development



- ❖ \$3.2M State of Tennessee Expansion Grant Announced
- ❖ Building a 2<sup>nd</sup> TCAT in RRBTP
- ❖ To offer 4 specialized programs:
  - Truck Driving
  - Heavy Equipment Operators
  - Logistics & Freight Management
  - Building Construction
- ❖ Estimate 80 Students on Campus



## Testimonial



*“I’ve been coming to Roane County since 1993 to visit, and finally made the decision to move here for many reasons. Primarily, the people are among the friendliest and most compassionate I have ever met. In addition to being here with my family and working on our small business, I enjoy the atmosphere of community this area provides and how beautiful it is in this area.”*

Domenic Parisella  
Recovered Relics Co-Owner



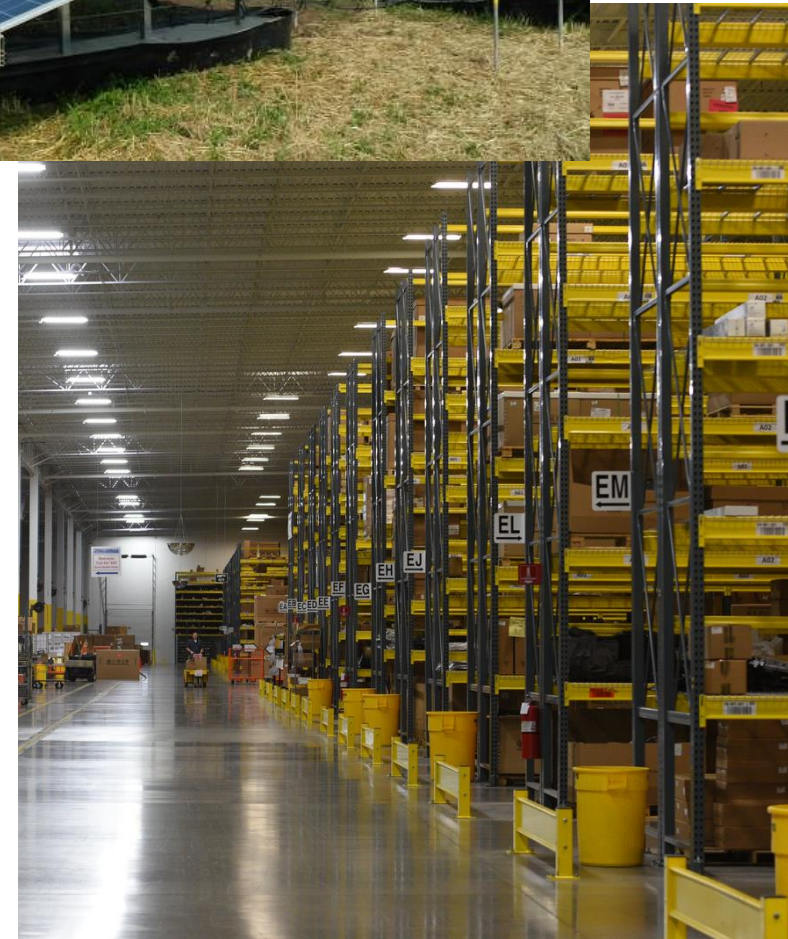
# Environment





# Environment

- Available Solar Energy
- Energy saving LED streetlights & signs
- Volkswagen Distribution Center is LEED Certified
- TVA Green Power Provider Program
- Extra Points on PILOT for Brownfield Use
- 2 Conservation Easements at RRBTP
- Residential Construction Follows IECC





## Environment – The Ash Spill

- December 2008 Coal Ash Spill
- 1.1B gal of coal ash released
- The Emory River was not reopened until Spring 2010
- \$1B costs to clean up the area
- In 2015 the clean up was completed
- It changed the landscape of the area
- Lakeshore Park and soccer fields replaced where homes had once been





# Testimonial

*Well, we made it!  
Here's to our one-  
year anniversary  
here in TN! Thank  
you to everyone  
who helped us get  
here and to all the  
wonderful  
neighbors who  
have made us feel  
welcome ever since  
we arrived."*

Kristen & Jeff  
Raymond





## Entertainment – Watts Bar Lake



- 39,000-acre lake made up of the Emory, Clinch and Tennessee Rivers
- Our biggest attraction for visitors
- Navigable all the way to the Gulf
- Water available year-round





# Top Attractions



*Manhattan Project National Historical Park*



*Whitestone Inn*



*Fort Southwest Point*



*Henry/Stafford Expo Center*



*Caney Creek RV*



## Entertainment – Live Music & Theatre



• *Roane Song*

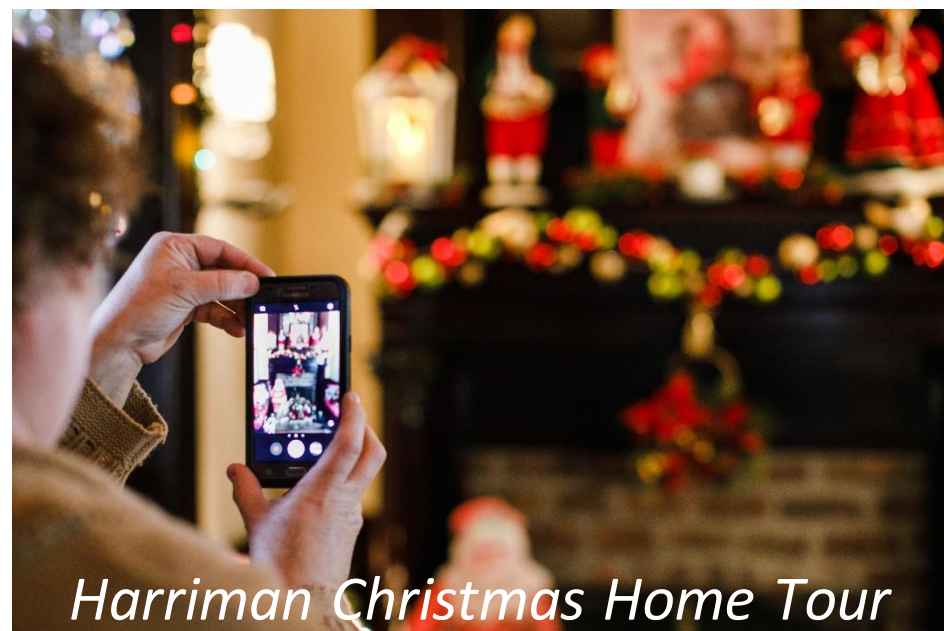


• *Fort Southwest Point*





## Entertainment – Unique Events





## Entertainment – Paid Athletic Events

*Fishing Tournament*



*Storm the Fort Triathlon*



*Three River Rumble*



# Entertainment – Recreation





## New Initiatives



### Selected as a TN Riverline Pilot Community

- Next great regional trail system – multimodal system of trail experiences
- 1 of only 5 communities chosen & 1 of only 2 in TN
- Roane has 43 miles of the 652-mile Tennessee River
- Community engagement workshops planned to map out assets along river

## Testimonial

“I moved to Roane County from Knoxville years ago, and in addition to the fact that my husband was an Oliver Springs native, I was drawn in by the opportunity to have a taste of small town living with a sense of community while leaving the hustle and bustle of a big city. The housing market was also much better and was a big draw as well.”

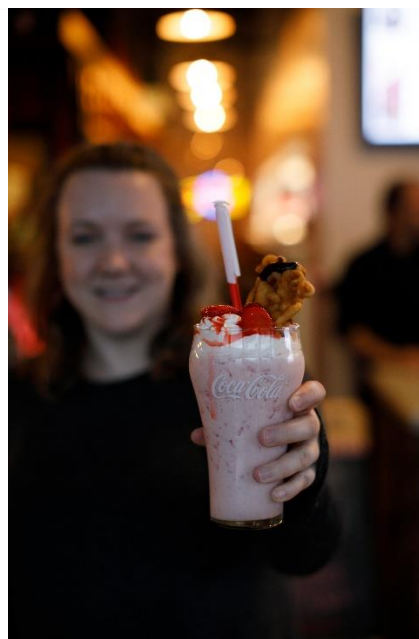
Jamie Russell  
Owner, Pansy Hill Boutique 33





## Entertainment – Shopping & Eating

- Explore our downtowns with charming boutiques, antique shops and old-fashioned soda fountains
- Local Boutiques for Women & Children
- Bakeries, Candy Store & Fudge Shop
- Old Capital Public House Restaurant & Brewery
- Caramella's Lakeside Bistro







# Entertainment

**Roane Tourism**  
roanetourism.com

**China New Buffet**  
320 US-27, Rockwood 245-3018

**MeMe's Restaurant**  
123 N Gateway Ave. 354-1470

**Live and Let Live Drug Store**  
225 W. Rockwood St. 354-2034

**6 Blessings Cafe & Boutique**  
117 S Front St, Rockwood 606-1065

**Pizza Station**  
107 S. Gateway Ave., Rockwood 354-1100

**El Patron**  
104 S Gateway Ave, Rockwood 354-0366

**Ichiban Japanese Restaurant**  
1889 S Roane St, Harriman 882-0078

**Dunkin' Donuts**  
1827 Griffith Dr. Suite 1, Harriman 248-8272

**Midtown Ice Cream**  
1828 Roane State Hwy, Harriman 285-9719

**Jake's Tavern & Grill**  
2305 N. Gateway Ave., Rockwood 245-8348

**Burger Station 120**  
1881 Griffith Dr, Harriman 248-8545

**Gondolier Italian Restaurant**  
1822 Roane State Hwy, Harriman 717-0277

**Mama Mia's Restaurant Pizzeria**  
705 W. Race St., Kingston 376-5050

**Clubhouse Bar & Grill**  
5159 Roane State Hwy, Rockwood 354-8666

**Old Pal's Kitchen**  
4722 Roane State Hwy, Rockwood 245-3001

**Wendell's Diner**  
2807 Roane State Hwy, Harriman 882-4004

**Caney Creek Grille**  
3745 Roane State Hwy, Harriman 285-9044

**Smokehouse Bar 'n Grill**  
708 W. Race St, Kingston 248-8026

**Caramella Bistro (reservations only)**  
337 W. Race St, Kingston 771-3401

**Copeland's of Kingston**  
104 Martin St, Kingston 376-6766

**Crow's Nest Restaurant**  
3952 River Rd, Ten Mile 376-7298

**Chamber Members**  
roanechamber.com

**#SOAKinROANE** 1-800-Fun-in-TN | 1209 N Kentucky Street, Kingston, TN 37763

**Enjoy Local**

**Country Fresh Food & Confections**  
409 Main St, Oliver Springs 435-2655

**Harvey's Furniture & Appliance**  
200 Main St, Oliver Springs 435-7359

**Ace Hardware of Oliver Springs**  
1110 E Tri County Blvd, Oliver Springs 435-7707

**Reynolds Racing & Marine**  
1019 S Roane St, Harriman 882-9623

**Sears Hometown Store**  
236 S Roane St, Harriman 882-5500

**Loose Threads Quilt Shop**  
1211 S Roane St, Harriman 882-5588

**A-1 Tactical & Safety**  
1225 S Roane St. Suite 4, Harriman 285-7097

**Bunch Marine**  
1640 Roane State Hwy, Harriman 376-7227

**Patterson's Home Appliance Center**  
1807 Roane State Hwy, Harriman 376-6233

**UPS Store**  
1824 Roane State Hwy, Harriman 376-1773

**Browder's Ace Hardware & Bus. Center**  
1100 Ladd Landing Blvd, Kingston 376-7606

**Scandlyn Lumber Company**  
801 Larry Byrd Rd, Kingston 376-5585

**Buttermilk Auction & Antique Mall**  
144 Antique Ln, Lenoir City 376-5912

**Recovered Relics**  
701 N Kentucky St, Kingston 248-4064

**Rosemary's Florist & Cupcake Haven**  
103 N First St, Kingston 376-4484

**Everly Blu**  
120 N Kentucky St, Ste. 200, Kingston 335-8694

**Humble Bee Flowers & Gifts**  
101 E Race St, Kingston 248-8180

**G&G Gun Shop**  
102 Johnson St, Kingston 919-0032

**EZ Trol Bait and Tackle**  
2805 Roane State Hwy, Harriman 590-7975

**Al-Star Promotions**  
2917 Roane State Hwy, Harriman 882-8014

**Valley Farmers CO-OP**  
3058 Roane State Hwy, Harriman 882-2127

**PHONE AREA CODE IS 865**

**THE SOUNDTRACK OF AMERICA  
MADE IN  
TENNESSEE**  
TNVACATION.COM

**ROUNDHERE.INFO**  
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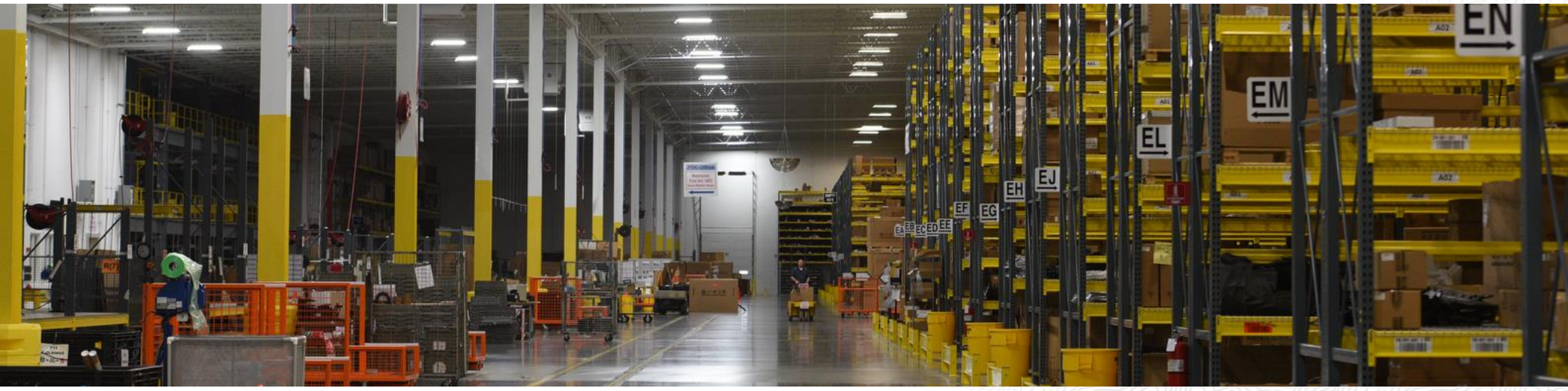
## Entertainment – National/Regional Shopping





# Business & Industry

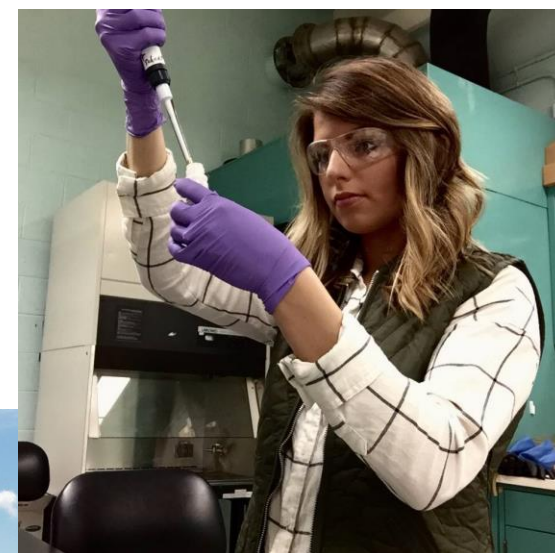
- 3,538 Active Business Licenses Held in Roane County
- 5 Positive Years of Net Job Growth (+ 383 in 2019)
- And within the past two years:
  - 4 Expansions Announced in Roane County Industrial Park
  - 5 Significant Businesses Opened: NOAH's Event Venue, Harbor Freight, Cadillac Grill, Old Capital Public House & Burger Station 120
  - 3 Businesses Closed: Rite Aid, Sears and Ace Hardware
- 1 Major Announcement: Coqui Pharmaceutical in Oak Ridge





## Oak Ridge National Laboratory

- Located in Roane County
- Largest DOE science & energy lab in the US
- Employs 4500+
- Focuses on Breakthrough Technology
- Home to the World's Fastest Supercomputer
- Unparalleled Partnerships Within the Private Sector





# Business & Industry - FDI

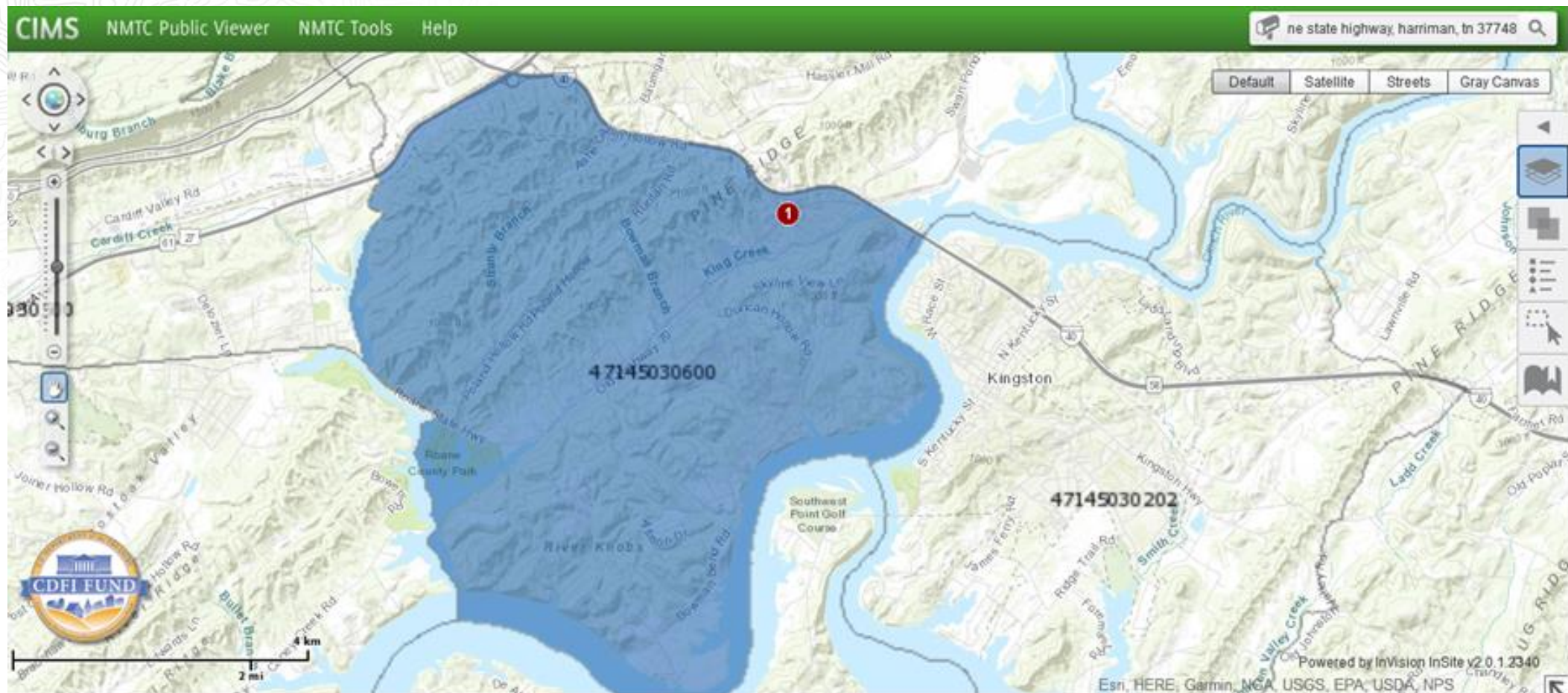


**TEIJIN**





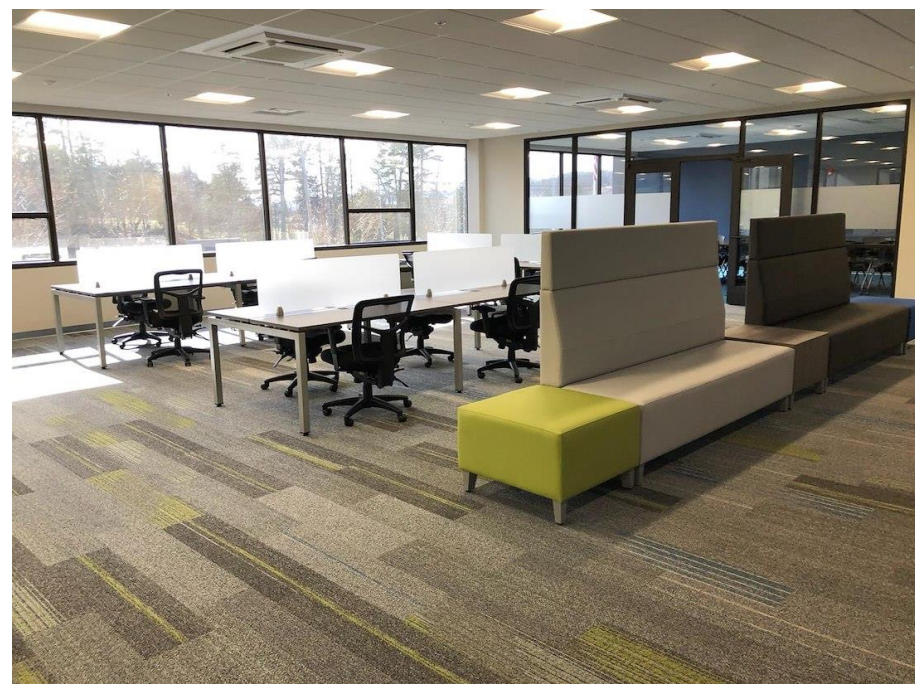
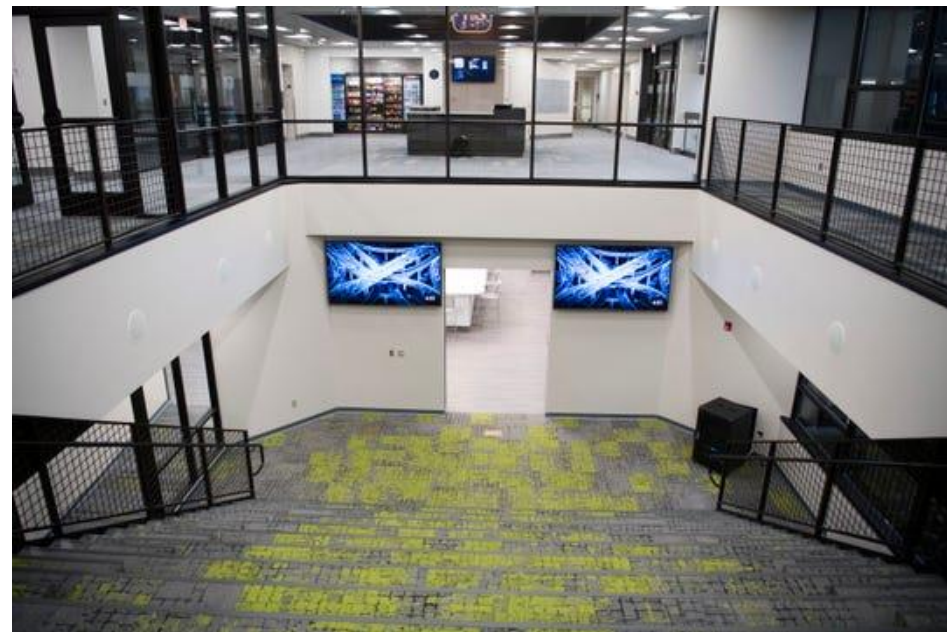
# Opportunity Zone





# Business & Industry

- Ts117 Co-Working Space
  - Located in Oak Ridge
  - 30,000 sq ft
  - Focus on Science and Technology Start Ups
  - Flex Space Allows for Short-Term Leases
  - Benefits of Large Complex with the Ability to Choose Access to Services





## Testimonial

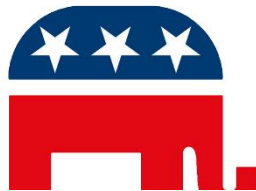
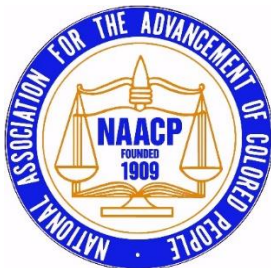


“One of the best decisions Blue Bell ever made when we were deciding on a location for East Tennessee was to choose Roane County. While the convergence of two main interstate systems was a big attraction; we had no idea at the time that we would have the level of support that we have been blessed with from the community. We wouldn’t want to be anywhere else.”

Ricky Holladay  
Branch Manager, Blue Bell Creameries



# Engagement – Civic & Social Clubs



Roane County, Tennessee

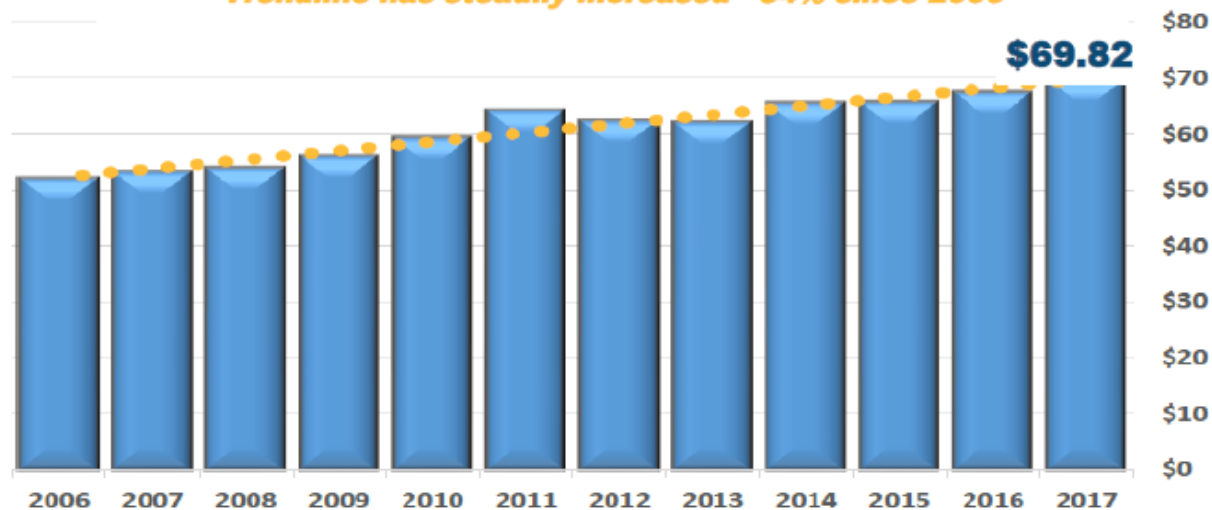




# Tourism

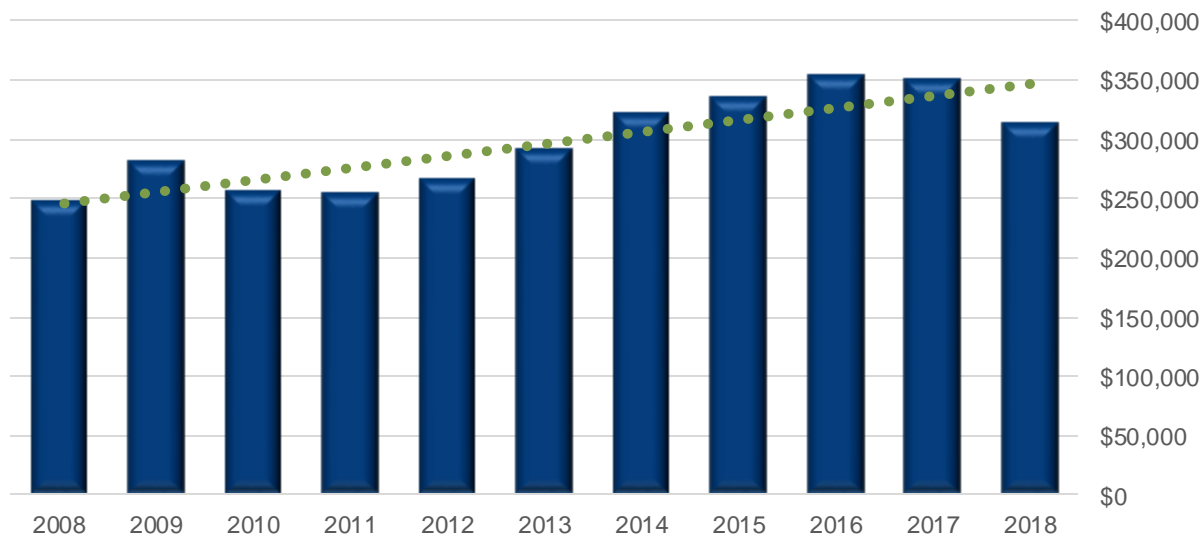
## TOURIST EXPENDITURES (IN MILLIONS)

*Trendline has steadily increased—34% since 2006*



*Source: Tennessee Department of Tourist Development, U.S. Travel Association*

## Roane County Occupancy Tax





# Marketing Challenges

## Major Draws:

Lake

Recreation & sports

Oak Ridge/ORNL

History

Expo Center

Whitestone Inn

## Challenges

5 municipalities & 5 schools

Culture – trash/upkeep

Image & perception

Lack of new housing

Signage (no sense of place)

Broadband

Lack of diversity



# Marketing Roane's Livability



Country, bluegrass and rock 'n' roll music flow through Tennessee's hills. They help form the heart of a state that renews itself from the Mississippi River across the state's valleys and through the Great Smoky Mountains. When it comes to learning about Tennessee's rich music history and discovering new songs and artists, Tanya Winchester, Retiree Tennessee director, explains that the state's new Music Pathway program makes the experience exceptional. Consisting of 22 rural and urban communities, Retiree Tennessee—a program of the Tennessee Department of Tourist Development—promotes the state as an ideal place for retirees to call home. "Memphis boasts the birth of the blues along with the rock 'n' roll of Elvis Presley. Nashville is known as Music City. You'll hear bluegrass against the backdrop of the Smoky Mountains where Dolly Parton grew up," Winchester says. "But there are other wonderful music venues throughout Tennessee that are clearly worth exploring."

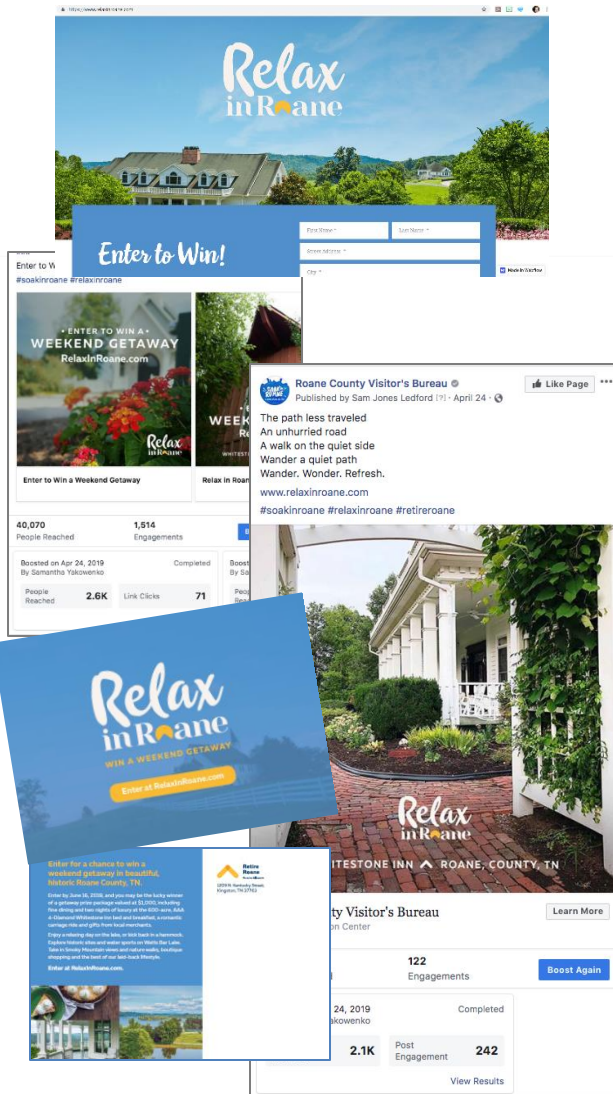


John Muir Dist (above) and the Birthplace of Country Music Museum (below)

"Bluegrass music is really showcased in this area and attention is paid to the musical heritage of the region," explains Emily Thompson, event operations manager for the Kingsport Convention & Visitors Bureau.

Every Friday from May until September, the city hosts the Twilight Alive Downtown Concert Series. Streets pulsate with a mix of genres during the first half of the summer, and honor the region's wealth of bluegrass artists in the second half of the season. "On all of those nights downtown, it does not matter what band you put on stage. There are just people of all ages out and having a good time," Thompson says.

For a more intimate musical experience, visit the Seabury Community Club in Lenoir City, which is located in a historic schoolhouse in Roane County. For 50, visitors can roam the rooms on Tuesday nights and hear a variety of local talent playing bluegrass and gospel music. On the third Saturday of every month, the club hosts a larger stage concert for 50. Pam May, vice president of the Roane Alliance, recommends guests bring their dogging shoes to those bigger concerts, as the crowd often breaks out in dance.





Roane County Is the Only Place  
You Can Step Outside of a  
National Laboratory & Arrive at  
the Most Visited National Park  
within an Hour





# Roane County Overview

PLAY



WE'VE  
**MASTERED**  
WHAT MATTERS  
ROANE COUNTY  TENNESSEE

Thank you!