

# ROANE COUNTY

2012  
ANNUAL  
REPORT



INDUSTRIAL DEVELOPMENT BOARD  
CHAMBER OF COMMERCE  
VISITORS BUREAU

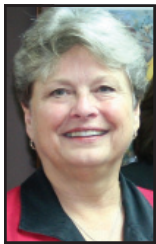
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# LETTER FROM THE PRESIDENT/CEO



Dear Friends,

To many of us here at The Roane Alliance — and all across Roane County — 2012 will be remembered as the year of the Volkswagen project.

The VW project was certainly the biggest project we have landed for our community in recent memory and will no doubt have a significant impact on Roane County for years to come. We at the Alliance worked it hard for nearly two years — along with a huge dedicated team of public officials, volunteers and supporters — and beat out a field of nearly 50 other communities across the country. The announcement was the culmination of a long and painstakingly-detailed effort.

But as you will see in our 2012 annual report, we did not rest on our laurels. The plan to take advantage of the immense amount of global publicity the announcement generated for Roane County is in place and, as you'll see in the VW section of this year's annual report, we've been promoting it hard and are already seeing signs of it bearing fruit.

The year 2012 was also, though, a year of many other accomplishments for Roane County and the partners of The Roane Alliance, as we continue to come through the slow recovery a little easier than most of our neighbors, thanks to the strength of our existing industrial and commercial sector, and the continuing hard work and dedication of The Alliance staff, volunteers and board members.

Some of the highlights from this year's annual report include:


- Our unemployment rate continued to beat the state's and the nation's averages, with Roane County's hovering at or below 7% throughout the year;
- Our per capita income continued to climb, putting us now at 15th highest in Tennessee;
- Creation of 79 new retail jobs as two new retailers (McDonald's and Little Caesar's in Rockwood) opened their doors after being recruited by Alliance staff;
- More than 100 high school graduates — most of which are first in their families to attend college — enrolled in community colleges last fall as a result of one of our many successful Education Matters! programs;
- An 8.1% increase in tourist dollars spent in Roane County;
- New Chamber member numbers jumped 2012 over 2011, going up 19%, and Chamber non-dues revenues jumped 32% over 2011.

All this is not to say that our annual report this year contains only good news. Our occupancy rates at our local motels dropped some last year and our hotel-motel tax collections rose only 1.2%, as our hospitality industry continues to struggle in their recovery from the recession.

But I think you will see as you read through this year's annual report, the year 2012 was all-in-all a very good year for Roane County and The Roane Alliance. Please take the time to read and digest this snapshot of Roane County's economy and the many accomplishments of our wide-range of economic development programming. I think you will see that 2012 may well have been our busiest and most productive year ever.

Thanks for your continuing support!

Sincerely,



2012 was a busy year for The Roane Alliance...  
from forums to help local businesses grow and succeed  
to improving education programs to build our workforce –  
look ahead in this section of the report to learn  
about how hard the Alliance works to not only make  
Roane County a better place but to also  
let the world know how great it is...



# ROANE ALLIANCE BOARD OF DIRECTORS

CHAIRMAN:	SHARON TEMPLETON
VICE CHAIRMAN:	KEITH USELTON
SECRETARY:	JERRY STEPHENS
TREASURER:	GEORGE WILSON
MEMBERS:	CHRIS AHLER
	JULIAN AHLER
	BEN ANDREWS
	TROY BEETS
	RON BERRY
	BILL BILOSKI
	RAY CANTRELL
	JIM HENRY
	CHRIS HEPLER
	CHRIS JOHNSON
	GAYE JOLLY
	BOB KYKER
	CHRIS MASON
	DARRYL MEADOWS
	KENYON MEE
	DANA PETERKA
	LEO SAIN
	FRED TEDDER
	MARK WATSON
	JAMES WATTS
	DAVID WEBB
	RON WOODY
	BILL YOUNG

# ROANE COUNTY'S GREEN LIST GROWING LIKE A WEED IN 2012

**T**he year 2012 marked considerable progress in The Roane Alliance's effort to 'green' Roane County, as we continued efforts to rebrand the county as a sustainable community to overcome our lingering negative image from the TVA ash spill.

One of the more significant accomplishments of the year is that Volkswagen's new distribution center is being built to be LEED certified. This will be Roane County's first major industrial building to carry that sustainable designation. In fact, this will be the first warehouse-type facility in the automotive industry in North America to be LEED certified. Leadership in Energy and Environmental Design (LEED) is a building certification process that awards points for the design and construction of energy-efficient, water-conserving buildings that use sustainable or green resources and materials.



The Roane VW distribution center project, which began in March, 2012, utilized and incorporated many green sustainable systems and processes throughout its construction, including setting up its own on-site concrete batch plant, which not only allowed for better quality control, but also provided considerable protection to air quality in Roane County, by eliminating hundreds of truck trips back and forth to the site.

Some other brag points regarding our county's sustainable efforts this year include:

- A new state-of-the-art, highly-efficient elementary school – Dyllis Springs Elementary – opened, replacing two much older, much more inefficient schools serving the children of Dyllis and Oliver Springs. The 89,000 square-foot facility project touts:
  - A geothermal mechanical system; ultra-high efficiency thermal windows with integral blinds, high R-value roof insulation, and lighting control systems;
  - Low VOC paints, light reflective roofing, a photo-voltaic array for 11,475 kw of electric power, low consumption commodes and urinals, and motion detectors to turn off lights in unoccupied spaces.
- Michael Dunn Center's affordable curbside recycling service grew to 134 households and 46 businesses.
- The City of Harriman is:
  - Continuing its conversion to LED fixtures of all of the downtown traffic lights, street lights in the Cornstalk Heights Historic District and at the crosswalks and trails; and
  - Converting some of it's Christmas decorations to \$15,000 worth of LEDs, with plans to continue to replace all of the decorations in the coming seasons.
- Kingston's Mayor and City Council continued their efforts to reduce energy consumption - which they now estimate at 20-30%. Their accomplishments of 2012 include:
  - Applied for a grant - which was approved in mid-January - to collect and burn used motor oil to provide heat at the Department of Public Works. Depending on the volume of motor oil available, the heating system at the distribution building may also be changed over at a later time;
  - Variable speed drives were installed on raw water pumps at the water treatment plant and pumps at the spring pumping station. Also, instrumentation lights were changed to LED, and energy efficient lighting was installed at the plant;
  - New effluent pumps with variable speed drives are being installed at the wastewater plant, and other new motors are being changed over to soft start capability. The blowers are being eliminated altogether at the head works;
  - New energy efficient lighting was installed at the community center and city hall;
  - Four new energy efficient HVAC units, two at the community center and two at the library, have replaced older less efficient equipment;
  - A 50 kw solar installation is planned on James Ferry Road across from the water treatment plant, which is expected to go on line this spring.

*Roane County is the only rural county in the state of Tennessee that offers curbside recycling.*

# ROANE ALLIANCE CONNECTS SUPPORTERS TO DECISION-MAKERS

One of the most important roles that the Roane Alliance plays is to provide forums for local business leaders to assist in their growth and success. Part of that is providing unique, face-to-face access for our supporters to meet and discuss their issues with key decision-makers.

In the year 2012, the Alliance hosted many of these events – from business roundtables with a U.S. Congressman and a U.S. Senator to breakfast discussions with the state’s legislative delegation to welcome receptions for new key leaders in our area.

2012 saw the Alliance planning and facilitating six of these types of events that provided unique opportunities for Alliance supporters, Chamber members, and volunteers to meet and discuss issues with our key leaders.

Welcome receptions were held to introduce the county’s newest local leaders: Gaye Jolly, the newly appointed president and CAO of Roane Medical Center; and Gary Aytes, the newly appointed director of Roane County Schools.

The Alliance hosted a gathering for Senator Corker to meet with the business community. The Alliance also arranged for two visits with Congressman Fleischmann to meet with a select group of Roane



Alliance supporters from a variety of sectors, including private industry, health services, education, and government.

Those were in addition to our regular annual legislative breakfast in January, when we release the year’s upcoming Chamber Legislative Agenda and hear our state representatives and state senator.



# EDUCATION MATTERS! PROGRAM...

*"The Roane Alliance and Chamber programs are an incredible asset to the students in our community. Tennessee Scholars, Roane Achieves, and TN Achieves programs are having a dramatic impact on student achievement, attendance, and increased postsecondary enrollment rates. These programs have bridged the gap between high school and college. Students are beginning to realize that a college degree is obtainable. The Roane County School system is extremely thankful for the efforts of the Roane Alliance and Roane County Chamber. These meaningful partnerships are an investment in our most valuable resource, our children."*

*Russell Jenkins,  
Secondary Supervisor, Roane County Schools*



**E**ducation Matters! continued to have dramatic impact in Roane County as it began its fifth year, continuing to improve even more of its existing programming, while ushering in a new – and already widely-popular – program to match businesses with high school interns deciding on careers.

In addition, all of the already-established EM! programs continued to grow - High School Career Day, Educators in the Workplace, Teachers' Supply Closet, as well as EM! Outreach booths at community festivals, high school football games, civic meetings, and more.

Here are just a few highlights of the EM! accomplishments of 2012.

## **BUSINESS INTERNSHIP PROGRAM**

In 2012 the Roane Chamber's Internship Initiative began, providing high school students the opportunity to learn about careers and providing employers an opportunity to educate, train and encourage our future workforce. The Chamber partnered with the Boy Scout Explorer program, which provides liability insurance at a reasonable cost for participants.

In a career-interest survey, Rockwood High School students chose healthcare careers more than any other, so The Bridge at Rockwood has met with 32-40 internship students each month since October. The Chamber is now targeting manufacturing and technology career fields and is partnering with the Tennessee Technology Center at Harriman, as well as several Roane County businesses to provide interested students an opportunity to learn about these career opportunities.

## **ROANEACHIEVES**

RoaneAchieves was born after The Roane Alliance took the lead role to bring the tnAchieves mission into Roane County – increasing higher education opportunities for students by providing last-dollar scholarships (up to \$3,000). The Alliance first provided staff to recruit mentors and coordinate program needs – knowing the critical need for improvements in the knowledge, skills, and abilities of the future workforce to increase our community's competitive advantage in the marketplace.

In its first year, RoaneAchieves exceeded even the state's expectations. There were more than double the number of students tnAchieves had estimated enrolling in the program, with 234 (or 51.2%) of the 457 seniors in Roane County. tnAchieves recommended 20 mentors — now in the second year, we have 52 mentors.



# ...AN 'INCREDIBLE ASSET' WITH 'DRAMATIC IMPACT'

## TENNESSEE SCHOLARS

New in 2012, the Roane County United Way approved a \$2,000 grant to support the Tennessee Scholars program. A Chamber-sponsored education initiative that began in 2006, the program is part of the National State Scholars Initiative whose purpose is to increase the number of students graduating from high school while preparing them for higher education, the workforce, or the military. With this grant our scholars program can now recognize qualified students every year of high school instead of just at graduation to reinforce the importance of their maintaining the standards, which include:



- A rigorous, defined academic course of study;
- Maintaining an overall "C" average;
- 95% attendance;
- Passing end-of-course tests;
- No out-of-school suspensions;
- 80 hours of community service.

The program is on course to potentially double the previous number of graduates in the next school year: 223 10th grade students and 216 11th grade students were recognized with sport packs and bottles for meeting these standards. The Alliance Education Matters staff has been invited to participate in a best practices panel discussion at the Tennessee Chamber's Aligning Education and Business for a Better Tennessee Summit in January 2013.

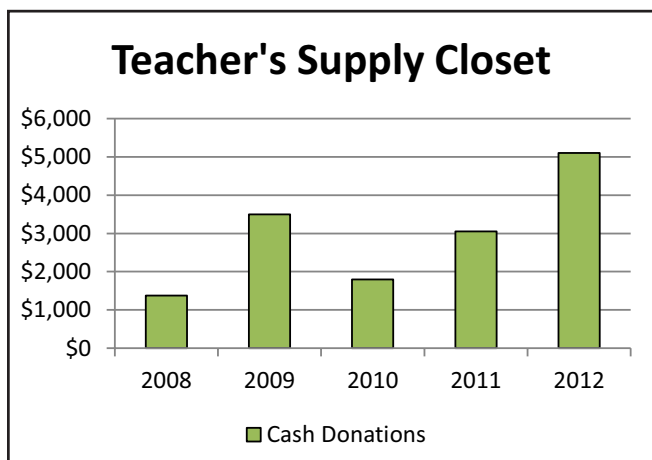
*"...thank you for your dedication to education for our community's citizens. You make a difference!"*

*Danice Turpin,  
Tennessee Technology Center  
at Harriman*

## TEACHERS SUPPLY CLOSET

Teachers' Supply Closet struggled to get going at first this year, but ended up exceeding expectations when the community stepped up to meet the needs of the ever-popular ten-year-old program to provide supplies for public school teachers:

- Set a five-year-high for cash donations (\$5,135);
- Set another five-year-high for numbers of donors (43 donated cash and supplies);
- Took in the largest cash donation ever – a \$2,500 donation from Rick Cox Construction;
- Received extensive area news coverage: Roane County News; WUOT Radio; WBIR Channel 10; WVLT Channel 8;
- The number of teachers participating was higher than in the past two years;
- Took in the largest supply donation by an individual from a 10-year-old Alcoa Middle School student who asked her friends to donate school supplies, rather than presents for her birthday party.



# TELLING THE ROANE STORY...

The Roane Alliance works hard all year long to get the word out about how great Roane County is – as a tourism destination, as a site location for business and industry, as a place to retire – for many reasons. To do that, the Alliance uses a wide variety of media and methods, from traditional print ads to websites to online advertising and social media.

Here are just some of the ways we spread the word in 2012:

## NEWS RELEASES & ADS:

- Twelve ads for print publications;
- Seven banner ads to run online;
- More than 100 news stories (both print and online) appeared from the dozens of news releases sent out about Roane County. (22 news stories around the world ran in just the first 48 hours after the Roane VW announcement);
- Two Facebook ads, resulting in 111,754 people learning about two major events in Roane County



## BROCHURES & PUBLICATIONS

- Five slick publications (brochures, maps, flyers, etc) — *Imagine the Possibilities, Retire Roane, What To Do Mapguide, Restaurant Map Pad, & Why Roane County?* — were distributed to state welcome centers, through direct mailings and direct to trade shows;
- Four in-house publications — *Events, Shopping, History & Local Flavor* — were distributed locally as well as posted on our websites;
- 12 online monthly Chamber newsletters were created and distributed;
- 60,459 folks were reached – both in Roane County and across the country — through more than 10 digital newsletters (e-blasts) every month about Roane happenings. These 130 e-blasts averaged a 24% open rate (the national average is 20%).



## WEBSITES & SOCIAL MEDIA

- Participated in 22 websites — 17 others we created and oversaw – i.e. Facebook, Twitter, YouTube, Flickr, Pinterest, Wordpress and Blogger;
- Posted 360 times – averaging one post a day every day of the year — about Roane County on several social media sites – reaching 257,141 unique visitors;
- Hosted 52,398 unique visitors to our main websites: roanealliance.org, roanechamber.com & roanetourism.com;
- Online traffic to our Alliance website from Germany climbed 148% after the VW announcement, and traffic to our specially-created Roane Regional Business and Technology Park page on our website increased 763%



# 11TH ANNUAL ROANE ALLIANCE GALA

## 2012 GALA COMMITTEE

Sharon Templeton - Chair  
Scott Stout  
Lynn Farnham  
Veronica O'Hearn  
Susan Starr  
Sasha Benjamin  
Eric Bacon

This year's Roane Alliance Gala theme - Mission Possible - was all about celebrating the successes of the past year. Held November 9, the night was filled with lots of laughs, great food and some wonderful holiday bargains - not to mention some pretty famous characters - James Bond, and many of the Bond girls; James West; Natasha; M; and Agent 99 - just to name a few. Many Alliance supporters - or should we say 'secret agents' - came out to help us celebrate. In fact, more tickets were sold this year than in past years. It is evident by the photos taken by Pavel Studios that this Gala will be remembered as one of the best!



## A BIG THANKS TO OUR 2012 SPONSORS:

### PLATINUM:

CROET

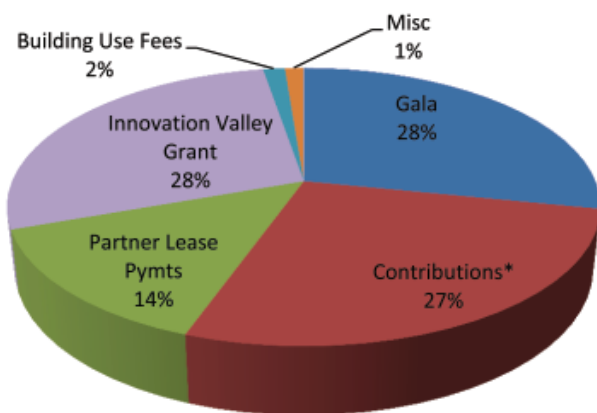
### BRONZE:

Oak Ridge Utility District

### GOLD:

Bill Young/Frankie Davis  
C.R. Barger & Sons  
Coldwell Banker Jim Henry & Associates  
Daycab Company  
Emergency Coverage Corp. of Team Health  
EnergySolutions 1  
EnergySolutions 2  
Griffin Insurance  
Kimble Chase/Thermo Fisher Scientific  
McGill Associates  
ORNL Federal Credit Union  
Perma-Fix Environmental Services  
Pro2Serve  
Proton Power  
Regions  
Roane County Officials  
Roane County Government  
Roane County Industrial Development Board  
Roane Medical Center  
Roane Transportation/Roane Metals Group  
Toho Tenax America, Inc.  
TVA  
UCOR  
United Community Bank  
USEC

## Roane Alliance 2012 Revenue



\*Contributions include 64% from municipalities and 36% from businesses and private individuals

2012 was an exciting year for the Roane Industrial Board...the year we landed Volkswagen. Look ahead in this section for good economic news and a glance at our productive 2012...



# ROANE COUNTY INDUSTRIAL DEVELOPMENT BOARD OF DIRECTORS

CHAIRMAN: DAVID WEBB

VICE-CHAIR: TOMMY THOMPSON

SECRETARY/TREASURER: JERRY STEPHENS

MEMBERS: TEDDY HAYWOOD

BOB KITE

BOB KYKER

JANE LONG

JAMES OWENS

JIM PALMER

## INDUSTRIAL LIAISON COMMITTEE

CHAIR: COMMISSIONER NICK FORRESTER

SECRETARY: COMMISSIONER RON BERRY

COMMISSIONER JERRY GODDARD

COMMISSIONER RAY CANTRELL

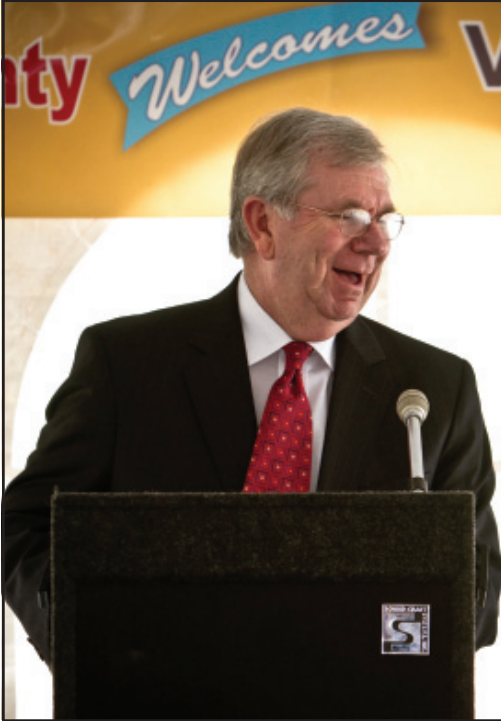
COMMISSIONER CAROLYN GRANGER

*“Credit Henderson and other Roane officials for their aggressive pursuit of Volkswagen in landing the distribution center... Roane officials clearly have set an example that other counties should study and emulate.”*

*Knoxville News Sentinel  
Editorial  
March 19, 2012*

# THE SECRET'S OUT...

**A**fter a long and painstakingly-detailed process that spanned more than a year and a half, the Volkswagen Group of America announced in early spring of 2012 that Roane County, Tennessee was their choice for their Southeastern Regional Distribution Center.



*Deputy Governor Clalude Ramsey*

The county competed with 48 other sites for the project, including 16 other potential sites in Tennessee, one in neighboring Loudon County.

"We chose Roane County for a number of reasons...great infrastructure going north, south, east and west," said Rawdon Glover, executive vice president of aftersales, Volkswagen Group of America, as well as being "very easy to do business with...to bring this project to fruition."

The \$37 million dollar 400,000 square-foot facility is scheduled to begin operations on April 1 on the 55-acre parcel the industrial board consolidated for the project at the main entrance to Roane Regional Business and Technology Park, on the Industrial Park Drive exit off I-40.

Roane County Executive Ron Woody said at the March 13 event that the VW decision says: "... to the region, the state, the nation and the world that Roane County is not only open for business - but it also confirms that Roane County, TN has an unmatched location for national and worldwide distribution and that we are very competitive in recruiting businesses and industries worldwide."

The March event was the culmination of a huge commitment of time and effort that spanned a number of years by The Roane Alliance staff, board members and a host of volunteers – in conjunction with dozens of officials and staff from several local and state government departments – to attract spin-off development in connection with the building of the new billion-dollar VW assembly plant, 100 kilometers SW of Roane County in northwest Chattanooga.



# ...VOLKSWAGEN IS COMING TO ROANE COUNTY

Convinced of the long-term benefit to the county of landing the project, the industrial board's recruiting team put together an aggressive incentive package, even scrambling at the last minute to purchase three more privately-owned parcels to add acreage needed in order to compete successfully.

"I just would not let them tell us no," Leslie Henderson, President/CEO of The Roane Alliance said of the intensive effort.

Henderson explained to the Knoxville News Sentinel at the time of the event that this project was of prime importance to Roane County not just because of the cachet of the Volkswagen name, but because of the likelihood that more industries will locate in Roane County because of the prestigious automaker's presence.

"We were generous and we took a risk, but the hope is that this will act as a magnet for other like industries to come here, as well," Henderson said.



The facility – which was graded for an expected expansion to 600,000 square feet – is slated to start distributing domestic auto parts for the Chattanooga-made Passat on April 1, 2013. When fully operational, the Roane VW operation is expected to create 47 new jobs (60 with the expansion), with an annual payroll to start of approximately \$3 million, at an average wage of \$52,910. The economic impact to the local economy of the 85 to 165 new jobs that have been created during the construction phase was estimated to be in excess of \$10 million.

The new facility is expected to later become the first Volkswagen facility in the United States exporting parts globally. The global distribution center will support the US, Canada, and Mexico and is to deliver to more than 100 dealers in the surrounding regions.

The Roane VW distribution center utilized and incorporated many green, sustainable systems and processes and when finished will be LEED certified – the first warehouse-type facility in the automotive industry in North America to carry that sustainable designation. Leadership in Energy and Environmental Design (LEED), is a building certification process that awards points for the design and construction of energy-efficient, water-conserving buildings that use sustainable or green resources and materials.

*"We at Volkswagen have been consistently impressed with the professionalism and efficiency – not to mention the commitment – of everyone we dealt with in Roane County... Finally, let me say kudos to you, your staff, and all your county officials for their ever welcoming attitude. It has been refreshing, greatly appreciated and very important to the success of our project."*

*Eve Bower,  
Volkswagen Group of America*

# VW DISTRIBUTION CENTER...

*"We're going to promote the heck out of this," Leslie Henderson, President/CEO of The Roane Alliance, told the Knoxville News Sentinel at the March 13 announcement.*



**W**ithin the first 48 hours after the March 13 announcement of the new Roane VW distribution center facility location, dozens and dozens of articles appeared in newspapers and TV stations all over the region, the county and the world and in almost every one of them, Roane County was identified as the site of the location in either the headline or in the first few words.

"The promotional value of that type of news coverage is invaluable," Leslie Henderson, President/CEO of The Roane Alliance, said. "To buy that type of coverage would cost millions and millions of dollars. In fact, if you think of it, we received a return on investment for our generous incentive package for this project within the first two days just with that."

But the initial flurry of press attention was only the beginning of the industrial board's strategy to capitalize on the attention received because of the high-profile of Volkswagen. The board worked with staff to develop a comprehensive post-VW strategy to target not only the automotive suppliers but also to target major distribution companies.





# ...CAPITALIZING ON THE ANNOUNCEMENT



The strategy includes:

- Identify, research and contact potential prospects from the VW supply chain or partners;
- Attend automotive sector trade shows and conferences to develop personal relationships;
- Advertise in targeted automobile trade publications;
- Direct mail a Roane County VW postcard to more than 700 industrial site consultants across the country, with direct links to a newly-created VW page on our web site;
- Distribute widely a one-page flyer with the business case for both the automotive and distribution sectors to locate in Roane County;
- Capitalize on the VW decision in general industrial recruiting ads ("Why Roane County? Ask VW!")

In recent months, two major global auto parts suppliers have shown interest in Roane County as a location for their next manufacturing location – in fact, Roane County has been short listed already on one of those.

"This is exactly what we wanted when we worked so hard to land the VW project," Henderson said. "The Volkswagen project is wonderful, but we are hoping the magnet effect will bring us even bigger and better industries, as they learn more about us and what we have to offer here in Roane County."

## Media Headlines Roane VW Project Around the World\*

**Volkswagen Plans \$40 Million Distribution Center in Roane County, Tennessee**  
Area Development Online, March 20, 2012

**VW Warehouse Will be a Boon for ET**  
Knoxville News Sentinel, March 19, 2012

**Volkswagen Breaks Ground on Distribution Center**  
SearchAutoParts.com, March 1, 2012

**Volkswagen selects Roane County for Distribution Center Site**  
Business & Heritage Clarksville, March 19, 2012

**Volkswagen Breaks Ground on \$40-million Innovation Valley Park Distribution Center**  
Auto123.com, March 18, 2012

**Volkswagen Breaks Ground on Innovation Valley Parts Distribution Center**  
Trade & Industry Development, March 16, 2012

**Volkswagen to Build Warehouse Near Large Tennessee Passat Plant**  
Progressive Rail Roading, March 15, 2012

**Roane Made Hefty Investment to Land VW Warehouse**  
German American Chambers of Commerce, March 14, 2012

**Volkswagen to Invest \$40m in New Tennessee Facility**  
Automotive Business Review, March 14, 2012

**Volkswagen To Invest \$40 Million in New Warehouse in Tennessee**  
INAUTONEWS, March 14, 2012

**Volkswagen Announces Expanded Investment in its U.S. Operations**  
Autotrends.org>Auto News, March 14, 2012

**New VW Facility Expected to Bring Dozens of Jobs to Roane Co.**  
WVLT, March 13, 2012

**Roane County Officials Announce Volkswagen Distribution Center**  
WATE, March 13, 2012

**Volkswagen Announces Details on Roane County Warehouse**  
WDEF, March 13, 2012

**Welcome, Volkswagen! Roane Chosen for \$40 Million Center**  
The OakRidger, March 13, 2012

**Volkswagen Gets Cache of Breaks in Taxes**  
Times Free Press, Chattanooga, March 13, 2012

**Roane Made Hefty Investment to Land VW Warehouse**  
Knoxville News Sentinel, March 13, 2012

**VW Adding to Tennessee Operations**  
The Nashville Post, March 13, 2012

**Volkswagen To Build \$40 Million Parts Warehouse in Roane County**  
The Chattanooga, March 13, 2012

**Volkswagen Breaks Ground On Innovation Valley Parts Distribution Center**  
PaddockTalk (Auto News Website), March 13, 2012

**Volkswagen Group of America Announces Plans for Further Investment in Tennessee**  
Bradenton Herald, March 13, 2012

**Volkswagen Will Open a Passat Parts Distribution Center in Roane County**  
WBIR, March 12, 2012

*\*List includes only those articles appearing in the first 48 hours.*

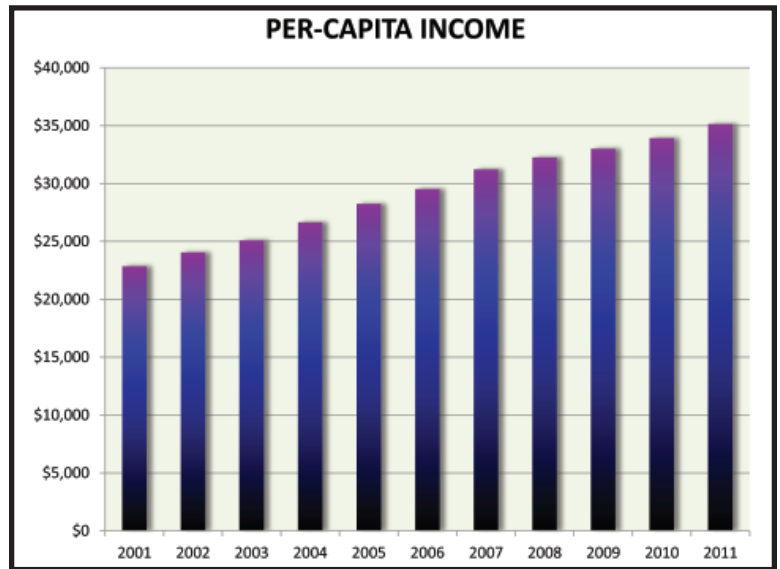
# KEY ECONOMIC INDICATORS REMAIN POSITIVE FOR ROANE COUNTY

**R**oane County continues to experience growth in its per capita income, now ranking 15<sup>th</sup> highest in the state.

In 2011, Roane had a per capita personal income of \$35,142 compared to \$33,923 for 2010. This was 96% of the state average of \$36,567, and 85% of the national average of \$41,560 — an increase of 3.6% from 2010. The 2010-2011 state change was 4.2% and the national change was 4.4%.

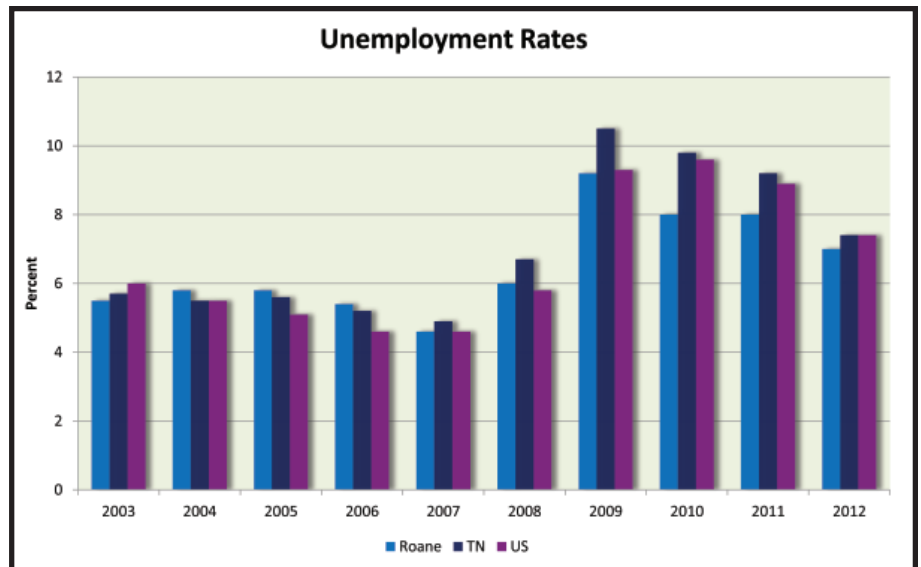
In 2001, Roane's per capita income was \$22,805 and ranked 38<sup>th</sup> in the state. The 2001-2011 compound annual growth rate of Roane's per capita income was 4.4%, while the state's compound annual growth rate was 2.9%, and the nation's was 2.9%.

*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 2012 UNEMPLOYMENT CONTINUES TO BE AMONG THE LOWEST IN THE STATE AND THE U.S.

Roane County's unemployment rate averaged 7% from January thru December. This average rate was below both the state's (7.4%) and the nation's (7.4%) for 2012.



# ROANE REGIONAL'S PROTON POWER GROWING LIKE TOPSY



**P**roton Power, which spun out into manufacturing in early 2012 by buying Roane Regional Business and Technology Park's third spec building, has been growing like Topsy this past year and is now up to 42 employees.

"We expect to be at about 100 by year's end," Weaver said about his hydrogen production company's expected growth now that they have landed a number of multi-million dollar contracts. Proton Power makes hydrogen through a patented Cellulose to Hydrogen (CHyP) system.

The company is one of serial entrepreneur Dr. Sam Weaver's many start-ups which were 'born' at his corporate headquarters located at the back of Sam Rayburn

Boulevard, in the old farmhouse property he purchased to house his business ventures several years ago.

Before coming to Roane Regional in 2008 to open a corporate headquarters for his high-tech start-up companies, Weaver started up and nurtured several companies over the last 37 years in the West Knoxville/Oak Ridge area, creating a total of nearly 500 new jobs in the region over the years.

*"We expect to be at about 100 (employees) by year's end,"*  
**Sam Weaver,**  
**Proton Power**

## JOBS AND PROSPECT ACTIVITY A MIXED BAG IN 2012

**J**obs numbers for Roane's industrial sector – outside of the Oak Ridge part of the county – stayed fairly constant in 2012, with almost the same number of jobs cut (120) as were added (145) this past year. Of the 62 industries included in the Roane Industrial Guide, some 79% either kept the same size workforce or added additional jobs.

The picture was quite different, though, for employers in the Oak Ridge part of Roane County, where more than a thousand jobs were shifted around between DOE contractors, as stimulus funding ended and new contractors were chosen to perform work for DOE. "Because of that fruit basket turnover and employment caused by our federal stimulus dollars going away and our brand new set of contractors working for DOE, accurate jobs lost numbers were nearly impossible to find this year," Leslie Henderson, President/CEO of The Roane Alliance, said. "But since our unemployment rate in the county averaged 7% through the year, we were comfortable that the effect on Roane County residents must not have been too substantial.

As for new prospects for industrial jobs, the major prospect activity continued to stay slow, but the 'seriousness and quality' of the prospects fielded this year was a cut above years past. For example, this year found Roane County making the short list on more big-time national/international projects than ever before.

As for the quality of the prospects in 2012, the average capital investment handled was a whopping \$135 million, compared to \$54 million in 2011 and \$40 million in 2010. "We believe we now are being seen as more serious contenders for the major national and international projects, since we landed Volkswagen's Southern Distribution Center project," Henderson said, "In fact, two of the industrial prospects we have been pitching to over the last couple of months – and who short-listed us – are exactly the type of project we are targeting in our post-VW strategy."

# 2012 BRINGS FACE LIFT AND NEW LIFE TO SHOPPING CENTER

After remodeling and extensive renovations, the former College Plaza Shopping Center is nearly full of new tenants. The newly-named The Shoppes of Walden Ridge — named after the mountain ridge just behind the center — is on North Gateway Avenue on Highway 27. The center sits on just under seven acres and has 68,039 square feet under roof.



“We are in a great location,” co-owner Larry Allen said, with 17,000 vehicles on average driving by daily. Allen and Jane Long have partnered to purchase the shopping center that was built in 1982 and was originally anchored by a Krogers’ supermarket.

Long, owner of Roane Realty and a member of the Roane County Industrial Board said, “With all the activity and an improving retail climate in Roane County, people are taking notice of the refurbished center. Once they saw the work under way, they started coming in.”

## 2012 RETAIL RECRUITMENT PROGRAM BY THE NUMBERS:

- 434 potential retailers targeted with email campaign (7% increase over 2011)
- 79 retail jobs produced (25% increase over 2011) (McDonald’s & Little Ceasars in Rockwood)
- 39 meetings with retailers at the TN/KY Xchange show in July
- 4 retailers visited: Brown Enterprises, Dollar Tree, Baker Story, McDonald’s & Weigels

*“The Roane Alliance team has been great. We have worked with them from the purchase of the shopping center thru the renovations. They have helped with all kinds of marketing needs from retail demographics to marketing our center online and at trade shows with the utmost professionalism. Now our building is almost full with tenants.”*

**Jane Long,  
Roane Realty**

## NEW LOCATION MEANS EXPANSION FOR ONE LOCAL BUSINESS



Knoxville TVA Employees Credit Union broke ground on their new facility located at Pinnacle Point in 2012.

# ROANE INDUSTRIES HONORED AND RECOGNIZED

## EXTRA! EXTRA! READ ALL ABOUT IT!

Sometime in mid-2012, Knoxville News Sentinel reporter Bob Fowler called The Roane Alliance and said he had been assigned to write a series of feature stories about local industries. He asked if we would be willing to help him out identifying and making arrangements for him to get the interviews.

Knowing the importance of positive news coverage for Roane County and the value of positive press for our industries, we went to work, beginning a partnership with the Knoxville newspaper that has proved to be invaluable not only to our public relations efforts in promoting the importance of Roane County's industry sector, but also to the existing industries who were not only willing, but very grateful, for a chance to tell the story of their businesses in a friendly newspaper article distributed all across our region.

### Seven Roane Industries have been featured so far:

***"Roane Center Distributing Cool Treats During Hot Times," July 9, 2012***

*Blue Bell Creameries, Roane Regional Business & Technology Park*

***"East TN Company Proton Power Aims to Build 'Chip Engines' for Making Hydrogen," July 20, 2012***

*Proton Power, Roane Regional Business & Technology Park*

***"Capstan's Furnaces on 24/7 as Demand for Products Surges," August 15, 2012***

*Capstan Tennessee Inc.,  
Roane County Industrial Park*

***"Roane Tool and Die Maker Seeing Uptick in Orders," August 30, 2012***

*Dienamic Tooling Systems, Roane Regional Business & Technology Park*

***"Changing Big Rigs for new Users,"  
October 30, 2012***

*Daycab Company, Roane County Industrial Park*

***"Millions a Day: Rockwood Firm Rolls Out Glassware for Research," December 5, 2012***

*Kimble Chase Life Science & Research Products,  
Roane County Industrial Park*

***"From Groceries to Concrete: C.R. Barger & Sons Spans Five Generations," January 1, 2013***

*Barger & Sons, Roane Regional Business & Technology Park*

## 2012 INDUSTRY OF THE YEAR – DAYCAB

Daycab Company was named the Roane County Industrial Development Board's Industry of the Year in 2012. This truck cab refurbishing company has grown from four employees to a workforce of some 20 people, owning two facilities in the Roane County Industrial Park, with plans to build other industrial structures to be leased or sold.

Also, at the annual Industrial Appreciation Breakfast in May, Oak Ridge's Pro2Serve won a 2012 Beautification Award for not only their building's outside appearance but also for their sustainability efforts.

A special award was also given in 2012 – Blue Bell Creameries was named Roane County's "Sweetest" Industry, thanks to its generosity in giving its products for many causes and community events.





2012 was an exciting year for the Roane County Chamber but in this section you will find that not only did we end the year with increases in new members and revenues but there were also even more programs, workshops, and bigger events than ever before...



# 2012 CHAMBER OF COMMERCE BOARD OF DIRECTORS

CHAIRMAN: KENYON MEE

PAST-CHAIR: DANICE TURPIN

CHAIR ELECT: CHRIS AHLER

TREASURER: GAIL LYKE

VICE CHAIRS: AL REARDON, *ECONOMIC AND COMMUNITY DEVELOPMENT*

KIM HARRIS, *MEMBERSHIP*

DIANA KNOBLOCH, *EDUCATIONAL AFFAIRS CO-CHAIR*

FRAN PUCKETT, *EDUCATIONAL AFFAIRS CO-CHAIR*

EDGAR "BUDDY" BOWERS, *GOVERNMENT RELATIONS*

PAUL COWELL, *TOURISM*

DANA PETERKA, *RETAIL/SMALL BUSINESS*

ANN DAVIS, *HOUSING*

KATHY PARKS, *LEADERSHIP*

CHRIS AHLER, *FINANCE*

DIRECTORS: ERIC BACON

RALPH BEST

LYNN FARNHAM

JOHNNY GRIFFIN

SHAWN HUMAN

JEFF NICHOLS



***"I have been around a lot of Chambers, but this Chamber is different. The staff here is aggressive. They come in and talk to me about different ideas they have to help me increase my business and it's worked. That's the best part, it has really helped. Thank you Roane County Chamber of Commerce, for doing what you're doing. We appreciate it."***  
***Kosta Angelos,  
Manager,  
Gondolier Restaurant***

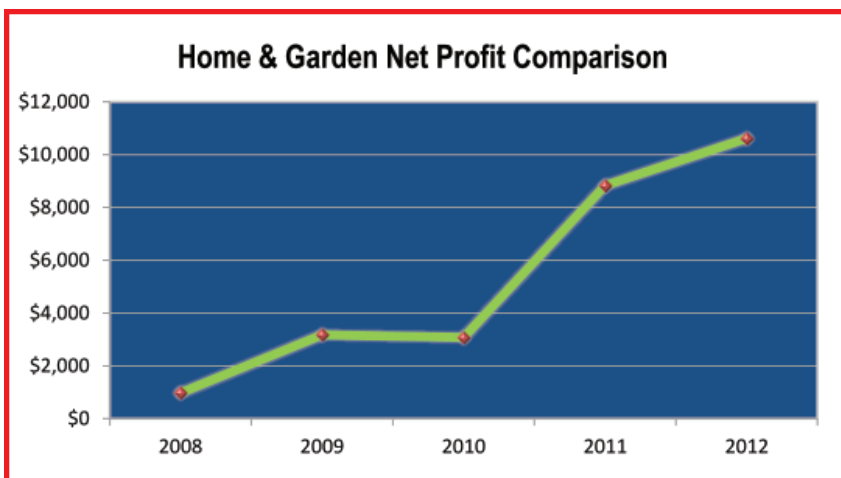
# 6TH ANNUAL HOME & GARDEN - BIGGER THAN EVER!

Growing each year into an ever-more-significant source of non-dues revenue for the Chamber, the 2012 Home & Garden Show ended up being a thoroughly lively success story in many ways this year, with more vendors than ever participating – an increase of 15 over the year before.

## THANK YOU TO THE EVENT SPONSORS:

Roane State Community College  
 ORNL Federal Credit Union  
 Y-12 Federal Credit Union  
 Griffin Insurance Agency  
 Tractor Supply  
 Roane County News  
 Valley Farmers Co-Op

The show's 57 exhibitors featured not only Roane Countians, but were joined by some from surrounding counties and two from out of state. From products for home improvement to local artisans, the show provided even more information and opportunity for attendees to learn about and plan for their summer home projects. Prizes were also awarded to exhibitors for Best of Show – Rockgarden Landscapes, Best Use of Space – Walmart, and Most Creative Use of Space – Big Lots.



## SOME FIRSTS IN "SHOP ROANE 1ST" PROGRAM 2012

For the Christmas shopping season the Shop Roane First Program hit the ground running – the shopping spree contest was kicked off earlier and ran three full weeks; a record number 3,564 entries were entered into the contest; while the Chamber's Super Saturday was also held earlier (the day after Thanksgiving) and special buttons were designed and provided to Chamber retailers (cost was underwritten by Wal-Mart in Rockwood); in addition, the Chamber chose the same date pushed nationally as 'Shop Small' day to capitalize on the national campaign.

What did this mean for Chamber retailers during this important shopping season? More holiday shoppers than ever entered the Annual Shop Roane First Christmas Shopping Spree contest - bringing a record number of customers into participating Chamber businesses. In addition, the winning ticket - completed at Valley Farmer's CO-OP – was completed on Super Saturday after the Chamber ran a ½ page full-color ad on Black Friday asking everyone to get out and spend at least \$50 at a local Chamber retailer the next day for Super Saturday.

"The winning entry was completed on Super Saturday, along with hundreds of other entries," said Chamber President Leslie Henderson, "so it looks like the Shop Roane First program did its job to help support Chamber members this Holiday shopping season, after all."





# KNOWLEDGE IS POWER!

## 2012 WORKSHOPS & SEMINARS

*"How to Delight Your Customers"*

*"Prospering in Tough Economic Times"*

*"Spreadsheet Basics: Your Gateway to Better Utilization of Financial Software"*

*"Negotiation Basics: Getting the Best Deals for Your Business"*

*"Effective Telephone Skills: Conveying a Professional Image"*

*"Skilled Base Pay: Solution or Can of Worms"*

*"Wellness"*

*"The Promise & Reality of Online Training"*

*"Life Balance for Employee Attraction and Commitment"*

*"Stay Out of Court: Human Resource Legal Matters"*

*"Personal Productivity"*

*"Are You Hiring Rabbits to Swim & Fish to Run?"*

*"Employee Engagement: What it is, what it's worth and how to get it!"*

*"Organizational Culture - What Is It? Why does it matter to your organizational success?"*

*"Continuous Learning for Continuous Improvement - On the Job and Off"*

*"Revolutionize Your Workforce! Create a Workforce of Happy-Beings that Get Along & Get It Done"*

*"Emotional Intelligence for Managers"*

## WORKSHOPS PROVIDE ADDED VALUE FOR CHAMBER MEMBERS

The Roane County Chamber partnered with SCORE several years ago to provide no-cost training to Chamber members to help Roane businesses become more successful. In 2012, we kicked it up a notch – by offering even more learning opportunities for Chamber businesses to get even more out of their memberships. More than 150 businesses and their employees attended the Chamber/SCORE Lunch-n-Learn workshops in 2012. While free to Chamber members, several non-Chamber members have started to attend for a fee, providing important non-dues revenue for Chamber programming.

Last year the Chamber also held its first-ever half-day human resources seminar entitled *"Stay out of Court: Human Resource Legal Matters Update."* The Chamber not only provided the opportunity to 38 human resource managers and supervisors, but the training could earn 3.75 HR Certification Institute credits and Chamber members attended on discounted registration fees.

## RCEA PROVIDES NON-DUES REVENUE FOR CHAMBER PROGRAMS

The Roane County Employers' Association, under the direction of The Roane Alliance's Allen Lutz, Education & Workforce Development Specialist, has continued to bring in top speakers to provide relevant and timely information to its members. With 180 attendees in 2012, membership also provided valuable networking opportunities for members to meet and talk with others dealing with similar issues.

*"It is a bargain... Thank you for providing quality programming and a professional forum."*

*Danice Turpin,  
Tennessee Technology Center  
at Harriman*



# 2012 ANNUAL CHAMBER BANQUET & BUSINESS AWARDS



The 2012 Annual Chamber Banquet - always one of the Chamber's more popular events - was called "best-ever" by many guests.

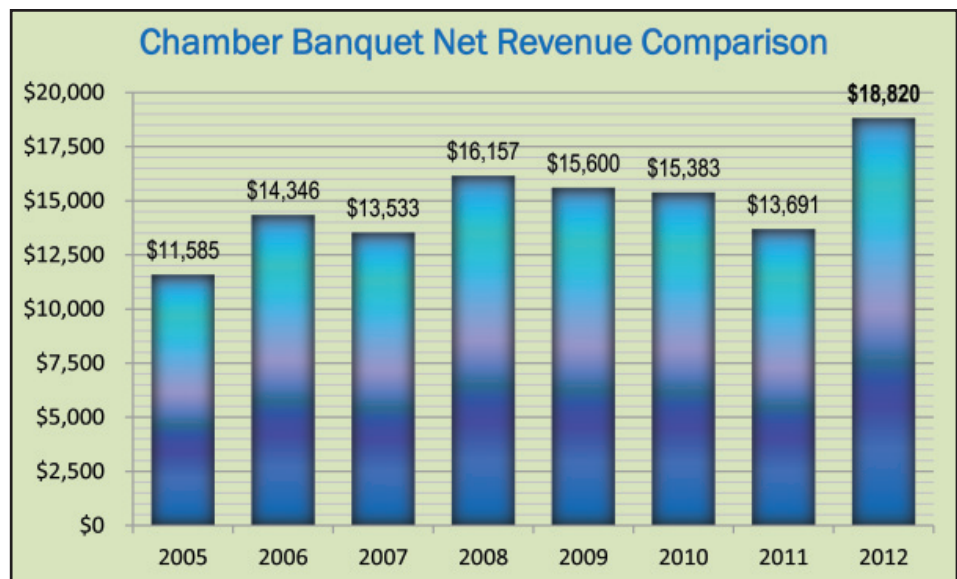
Winning this year's Business of the Year award was **Coldwell Banker, Jim Henry & Associates**, for years of outstanding community service - broker Kathy May Martin accepted, with Leslie Henderson, President/CEO Roane Alliance, saying "they walk the walk and talk the talk - from the owner, Jim Henry, to the broker, Kathy May Martin, to the many Coldwell Banker realtors who show their support for their community in so many different ways."

The Paul E. Goldberg Young Professional Award was presented to Wade Creswell, vice president of development and public relations for **Michael Dunn Center**, for his contributions to his community as an under-40 professional. Henderson said Creswell was someone "who really cares about his community, and who epitomizes young leadership in our county...with more people like him our world would be a better place."

**Roane County Schools** Director Dr. Toni McGriff was awarded the International Athena Award for her "long-time influence on the education system in Roane County...and for exemplifying a perfect example of responsibility to our community, education, and professional duties as human beings," according to presenter Charlotte Branson, **ERA Executive Choice Real Estate** who sponsored this year's prestigious award.



The Distinguished Service Award was presented to Johnny Griffin, of **Griffin Insurance**, for his "lifetime of service to Roane County." As the nomination form said, "One would have to stop for a breath if attempting to list all of this man's 'many civic, community and church activities at once.'"



2012 Banquet Net Revenue - 32% Increase

# CHAMBER MEMBERSHIP DRIVE – “WE MEAN BUSINESS”

The Roane Chamber held a “We Mean Business” membership drive in 2012 that was kicked off with an all-day telethon, bringing dozens of new member pledges in one day. Volunteer Chamber members came throughout the day to compete - individually or in teams - by calling businesses throughout the county to convince them of the value and importance of becoming a member of the Roane Chamber. With prizes on the line, the competition was fierce and when the dust settled, Coldwell Banker Jim Henry & Associates won the top prize for bringing in the most new paid memberships for the month, winning a steak dinner provided and grilled by Oak Ridge Utility District employees.

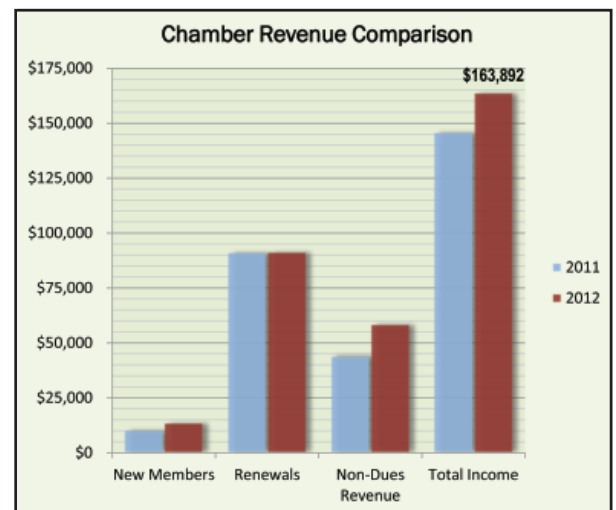
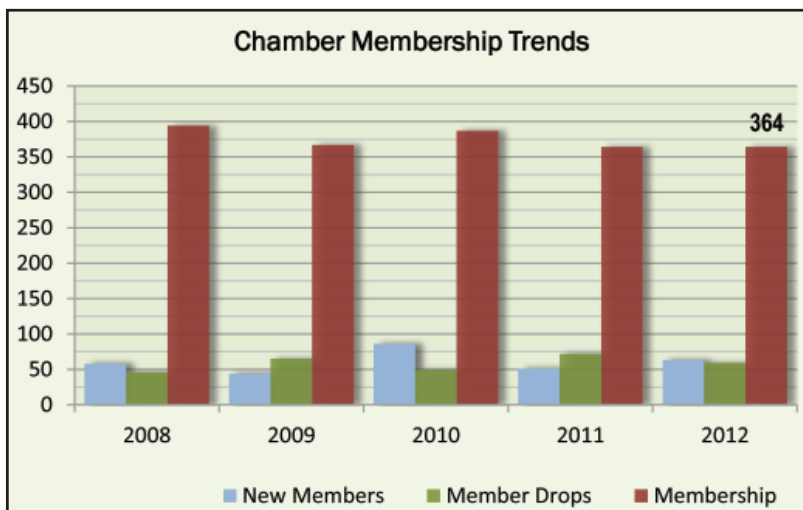


## CHAMBER BY THE NUMBERS

In 2012, the Chamber boosted their new member count up 19%, while holding steady with total membership count - 364 - but the annual revenue numbers were even more impressive, with increases in all categories, some nearly one-third more than 2011.

The two categories of revenue showing the most increases were new members (up 32%) - no doubt attributable to the membership drive - and non-dues revenue, which includes significant increases in net profit for all the major events last year, plus a few new ones. For example, last year’s annual Chamber banquet set a record for net revenue in 2012 bringing in \$18,820, while the Home & Garden Show brought in \$10,611 in 2012. A new event held last year, an HR legal seminar called “Stay out of court: Human Resource Legal Matters Update,” brought in nearly \$2,500 for Chamber programming.

Chamber Revenue	2011	2012	% Increase
New Members	\$10,431	\$13,738	32%
Renewals	\$91,295	\$91,588	.3%
Non-Dues Revenue	\$44,254	\$58,566	32%
<b>Total Income</b>	<b>\$145,980</b>	<b>\$163,892</b>	<b>12%</b>



# 60+ CHAMBER EVENTS HELD IN 2012



## GRAND OPENINGS & RIBBON CUTTINGS

Active Family & Sports Chiropractic  
 U S Gold Standard  
 Wells Fargo  
 People's Home Equity  
 Roane Family Practitioners  
 Waves Cafe  
 Huxford Automotive  
 Beginning to End Events  
 Curves of Harriman  
 Hair & Body Image  
 Doc's Diner  
 G & G Enterprises



## SPECIAL EVENTS

Annual Chamber Banquet  
 Home & Garden Show  
 High School Career Day  
 HR Legal Seminar  
 Welcome Reception for Gaye Jolly  
 Welcome Reception for Gary Aytes  
 Imagination Library Pro2Serve Challenge  
 Chamber Day on Hill

## CHAMBER SUPPORTED EVENTS

CASA Soup's On  
 Habitat for Humanity Groundbreaking  
 Princess Theatre Opening  
 South Eastern Clogging Co.  
 Holiday Treats & Gift Event  
 Browder's Ace Hardware Book Signing  
 Caroling Around the Tree  
 Harriman Home Tour  
 TVA Federal Credit Union Groundbreaking  
 RMC Topping Off Ceremony  
 Roane Writers' Group Student Writing Contest  
 Rocky Top General Store Bill Landry  
 Book Signing



## CHAMBER "SPEAKER SERIES" LUNCHEON

Dr. Don Bruce, UT Economic Research  
 Gaye Jolly, Roane Medical Center  
 Gary Aytes, Roane County Schools

## RCEA PRESENTATIONS

*"Emotional Intelligence for Managers"*  
*"Revolutionize Your Workforce"*  
*"Continuous Learning"*  
*"Organizational Culture"*  
*"Employee Engagement"*  
*"Are You Hiring Rabbits to Swim and Fish to Run?"*  
*"Personal Productivity"*  
*"Life Balance for Employee Attraction & Commitment"*  
*"The Promise & Reality of Online Training"*  
*"Taking Wellness to Heart"*  
*"Skill Base Pay"*



## COFFEES

Renaissance Terrace  
 Y-12 Federal Credit Union  
 Methodist Medical Breakfast

## OPEN HOUSES

Bunch Marine Open House  
 Coldwell Banker Open House  
 Blue Springs Boat Co. Open House



## SCORE WORKSHOPS

*"How to Delight Your Customer"*  
*"Prospering in Tough Economic Times"*  
*"Spreadsheet Basics"*  
*"Negotiations Basics"*  
*"Effective Phone Skills"*  
*"Customer Service"*

## AFTER HOURS

Coldwell Banker Wine & Cheese  
 Historic Roane County Courthouse

## MEMBER CELEBRATIONS

Gibson Girls 5 Year Celebration  
 Copeland's Anniversary Celebration

# LOOKING BACK AT 2012



2012 was full of new programs and a lot of good news - more state driving trails featuring Roane County, more spending by tourists, more potential visitors being reached – you will find it here in this section...



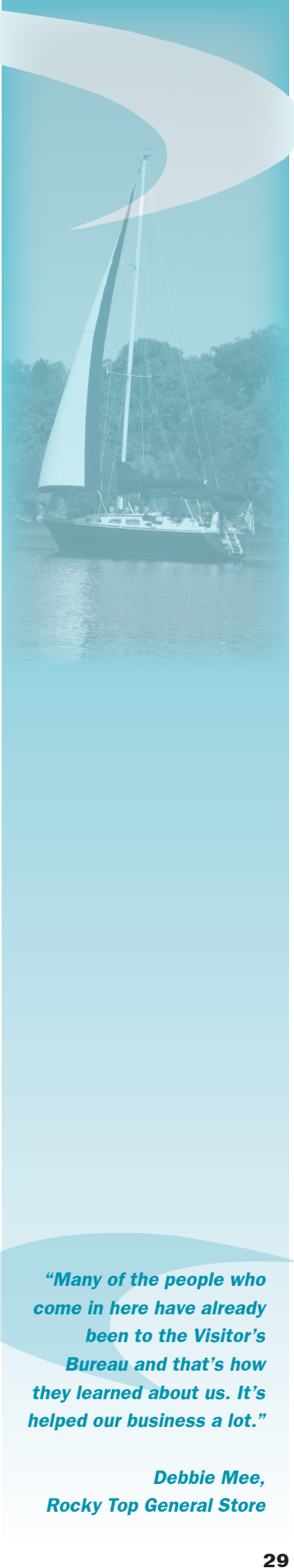
# ROANE COUNTY COMMISSION TOURISM COMMITTEE

**CHAIRMAN:** COUNTY COMMISSIONER RON BERRY

**SECRETARY:** COUNTY COMMISSIONER STEVE KELLEY  
COUNTY COMMISSIONER NICK FORRESTER  
COUNTY COMMISSIONER RAY CANTRELL  
COUNTY COMMISSIONER JERRY GODDARD

# ROANE COUNTY CHAMBER TOURISM COMMITTEE

**CHAIRMAN:** PAUL COWELL, *WHITESTONE COUNTRY INN*  
DIANE COX, *RSCC/EXPO CENTER*  
LINDA DONSON-SHEARER, *TENNESSEE LAKEFRONT COTTAGES*  
BRUCE ELTZROTH  
RON MCCONATHY, *ARONSHA PHOTOGRAPHY*  
DOUG PHILLIPS, *CANEY CREEK RV RESORT & MARINA*  
RICK ROSS, *KINGSTON PARKS & RECREATION*  
DAVID WEBB, *ROCKY TOP GENERAL STORE*  
BILL ANDERSON, *ROCKWOOD EVENT CENTER*  
CHAD JALA, *SUPER 8 MOTEL*



***“Many of the people who come in here have already been to the Visitor’s Bureau and that’s how they learned about us. It’s helped our business a lot.”***

***Debbie Mee,  
Rocky Top General Store***

# RECRUITING TOURISTS TO DISCOVER ROANE COUNTY - AND SPEND THE NIGHT

The Roane County Visitor's Bureau – and its efforts in tourism development – are largely funded by the county's hotel-motel tax, so a primary function of the Alliance's tourism efforts is to not only recruit tourists into the county but to make sure it is putting "heads in beds."

One way the tourism program does that is by fostering, facilitating and funding a variety of community projects and activities that will be effective at bringing folks from outside our county in to discover Roane County — hopefully to stay overnight or longer.

## VISITOR BUREAU INVESTS IN COMMUNITY

Princess Seat Purchase .....	\$1,000
Walton Road National Scenic Byway Project/Study .....	\$7,500
Fort Southwest's Point's New Building .....	\$1,000
Civil War Trail Marker .....	\$1,100
Home Tour Ad Co-Sponsor .....	\$1,000
TN Fishing Guide Ad Co-Sponsor .....	\$800
Smokin' the Water Advertising .....	\$2,100
Half Moon Festival Advertising .....	\$500
TN Polk Salad Festival Advertising .....	\$600
Kingston Country Fair Advertising .....	\$500
Hooray for Harriman Festival .....	\$500
	<b>\$16,600</b>

"The charm to tourism development is that folks come in and spend their money in our local businesses and then they go home," said Leslie Henderson, President/CEO of The Roane Alliance. "So it doesn't cost the county a dime."

Along with providing some seed capital to the special targeted community projects, the tourism program also works throughout the year to promote these projects and/or events through a wide variety of media, including traditional print media ads, brochures, flyers in travel information kiosks, and even postings on social media.

In 2012, Facebook advertising was added to that list, with some pretty impressive results. For example:

- 111,754 people read our ad for the Tennessee Polk Salad Festival;
- The Smokin' the Water 4<sup>th</sup> of July Festival ad reached 94,753.

"There is so much that we do behind the scenes to promote the assets of Roane County," said Alliance Tourism Director Pam May. "But we love doing it."

## TOP STATES SHOWING INTEREST IN RETIRING TO ROANE IN 2012

OH	333
FL	229
GA	210
IL	190
NY	188
CA	180
CO	163
VA	150
TX	135
MI	134

## THERE'S NO PLACE LIKE ROANE - TO RETIRE

Last year, nearly 3,000 potential future Roane Retirees received information from The Alliance's relatively new retiree recruitment program – RetireRoane – while the program's website ([www.RetireRoane.com](http://www.RetireRoane.com)) also experienced an 8.7% increase in 2012.

RetireRoane was launched in mid-July of 2011, as part of a state program (Retire Tennessee). Roane was chosen to participate along with about a dozen other counties across the state. The program includes opportunities to do cooperative advertising, as well as participation in targeted trade shows that target affluent potential retirees. In 2012, the program began a new realtor partner piece, to enable local realtors to participate in the local response to the leads.





# IMPRESSIONS, ANALYTICS, SEO...OH MY!

**W**ith social media growing by leaps and bounds, Google determining who finds you, and everyone's phone becoming Smart - marketing the Visitors Bureau has never been harder...or easier.

In 2012, the Visitors Bureau reached more than 228,000 people via our Facebook page and given the websites we partner with – edgetrekker.com, easttnvacations.com, and more – we reach even more people. Many of these new marketing opportunities are cost-effective and some are free. What it does take is a lot of time to not only build your brand online but also build a relationship with potential customers.

"I make sure we are doing everything we can at the Visitors Bureau to maintain and contribute to the available websites and 'socialize' online often," said Pam May, Tourism Director at the Roane Alliance, "Now it isn't just about traditional advertising – it's about building relationships and building a community around your brand."

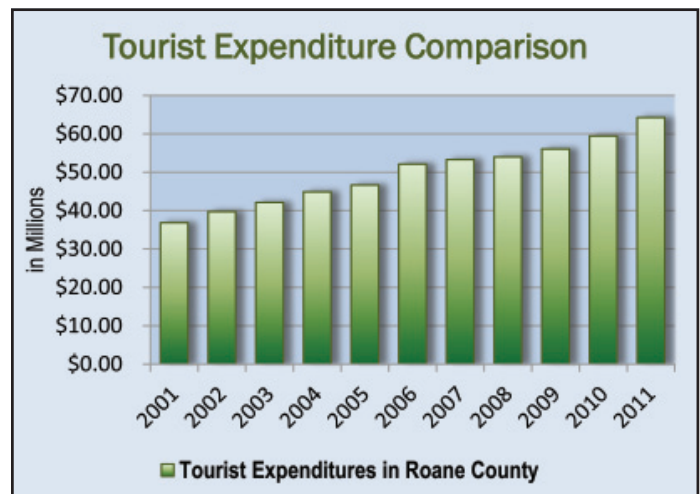
## LATEST STATE NUMBERS SHOW ROANE TOURISM SPENDING CONTINUING TO CLIMB

**M**ore tourist dollars than ever poured into Roane County according to the State's latest economic impact numbers. In fact, year after year, Roane County experienced an 8.11% increase, keeping Roane County in the top 25 out of 95 counties when ranked by expenditures.

Roane's 8.11% increase trumped the East Tennessee region as a whole (6.4%), and nearly matched the state's average of 8.22%.

The local importance of those \$64.26 million tourist dollars (the latest state numbers are from 2011) spent in Roane County is that from those expenditures, \$6.91 million was generated in state and local taxes, saving every household \$306 on their tax bills.

While the state numbers cover 2011, the year 2012 was a slightly different story, as the recovery from the Great Recession continued to be much slower than expected. The hotel-motel taxes (County's and Harriman City's) did experience a slight increase (1.2%, once the new special Expo Center tax was backed out), but not nearly as robust as it has been in recent years. The Smith Travel Research occupancy/room rate numbers show an actual decline of 3.3% for the year. Revenue per available room (revpar) is the key indicator of performance for hotels. It reflects occupancy and rates. A small percentage of that decline could be attributed to the closing of the Super 8 Motel in Kingston last year, but motel owners say they did experience low traffic in the last quarter of the year, as consumer confidence nationally was losing some of its momentum.

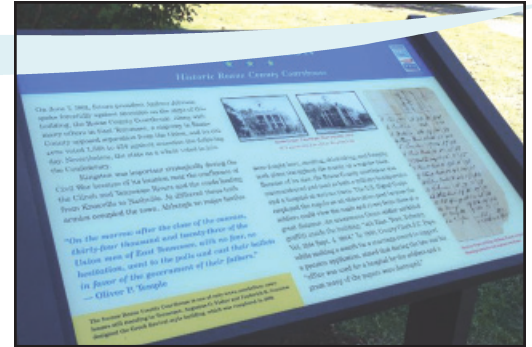


Metric	Value	Change
Tourist Spending	\$64.26 M	8.11% ↑
Travel Payroll	\$9.80 M	4.70% ↑
Travel Jobs	460	Same
Taxes Generated by Tourists	\$6.91 M	3.29% ↑
Taxes Saved by Households	\$306	13.33% ↑

# MAKING SURE ROANE COUNTY IS A STOP ON THE REGIONAL TOURIST TRAIL

## FIRST ROANE COUNTY CIVIL WAR TRAIL MARKER UNVEILED

Roane County's Historic Courthouse is on the map - the Tennessee Civil War Trail Map. After nearly two years of work by The Roane Alliance staff, the marker was installed and unveiled on October 9. It tells the story of Andrew Johnson who spoke against secession on its steps, recounting and showing that Roane citizens voted against secession as the state voted to join the Confederacy.



"This marker not only puts Roane County in the Tennessee Civil War Trail brochure available in Tennessee and Virginia welcome centers," said Pam May, Tourism Director, The Roane Alliance, "but we are also now part of the most down-loaded online map guide on the state's tourism site and will be part of the Sesquicentennial celebration in 2013."

The cost for the marker (\$1,100) was funded by the Visitors Bureau, as well as the \$200 per year required maintenance fee, but now Roane County will be a stop on a trail that the state is spending more than a million dollars a year to promote. The Visitors Bureau is sure there are more Civil War stories to tell in Roane County and will work to bring more markers to the county.

## TOP SECRET TRAIL – NOT A SECRET ANY MORE

Being a member of the State's regional tourism organization – Middle East Tennessee Tourism Council – provides even more opportunities to promote Roane County. This includes multiple websites where we add Roane County content (including Facebook pages) – one sponsored by National Geographic.



For nearly three years, we partnered with 11 other surrounding tourism and Chamber offices to design a self-guided driving trail that would be part of the State's 16-trail *Discover Trails & Byways* program. Designed to entice visitors in the Knoxville area to venture out into the rural counties, the map highlights beautiful back-road scenery, history and attractions. In June 2012, the Top Secret Trail was launched with state officials and media on hand to...well, to finally tell the secret.

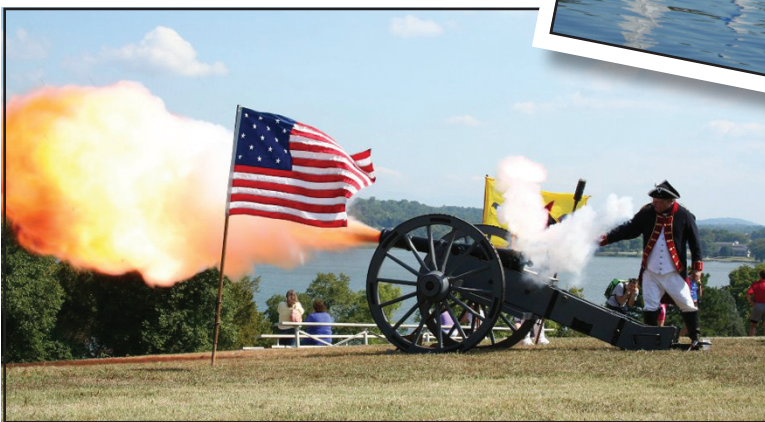
"I worked closely with the state and surrounding counties to make sure Roane County was well represented," said May, "and we were, with 21 points of interests on the trail – double our allotted 10." There are also more than 25 Roane restaurants and lodging facilities listed in the map guide.

### REGIONAL & LOCAL WEBSITES THE VISITORS BUREAU CONTRIBUTES CONTENT:

- [www.tennesseevalleygoetourism.org](http://www.tennesseevalleygoetourism.org)
- [www.edgetrekker.com](http://www.edgetrekker.com)
- [www.VacationEastTennessee.com](http://www.VacationEastTennessee.com)
- Vacation East Tennessee Facebook Page
- [www.facebook.com/VisitRoane](http://www.facebook.com/VisitRoane)
- Riverfront Park Facebook Page
- [www.facebook.com/HistoricCourthouse](http://www.facebook.com/HistoricCourthouse)
- [www.facebook.com/TheLakeLife](http://www.facebook.com/TheLakeLife)
- [www.facebook.com/roanecornmaze](http://www.facebook.com/roanecornmaze)



# A VISUAL TOUR



# ...AND THAT'S NOT ALL WE DO...

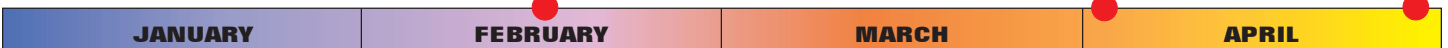
Research / Create Retail Recruiting Data / Marketing Materials / Correspondence  
Attend Retail / Industrial Trade Shows  
Compile / Propose to Industrial Prospects  
Administer County's 3-Star Program  
Maintain 'Library' of Property / Utility / Mapping of Quality Industrial Proposals  
Contracting / Oversight Industrial Park Landscaping / Bush-hogging Property Maintenance  
Create / Print / Distribute Marketing Materials  
Create Ads to Promote Roane County  
Contracting / Oversight of Industrial Park Signage / Billboard Projects  
Repair / Operate / Industrial Park Street Lights  
Create / Maintain / Administer Alliance / Tourism / Chamber Websites  
Create / Maintain / Administer Alliance / Tourism / Chamber Web Calendars  
Create / Maintain / Administer Alliance / Tourism / Chamber Facebook Pages  
Schedule / Take Minutes / Administration of Roane County Utility Forum Quarterly  
Schedule / Take Minutes / Administration of Roane County Commercial and Industrial Alliance  
Schedule / Arrange Programs / Administration of Roane County Employers Association  
Schedule / Take Minutes / Administration of State-Required Joint Economic  
and Community Development Board of Roane County Quarterly  
Schedule / Take Minutes / Administration of Roane County Industrial Board Monthly  
Schedule / Take Minutes / Administration of Roane County Chamber Board Monthly  
Schedule / Take Minutes / Administration of Roane Alliance Board Monthly  
Schedule / Administration of Industrial Board's Core Team Meetings Monthly  
Schedule / Administer Small Business Resource Center  
Research / Create Education Matters! Marketing Materials / Correspondence / Events  
Schedule / Administer Education Matters! Programs / Meetings / Events  
Create / Promote / Administer Chamber's Shop Roane First Program  
Create / Distribute Chamber's Monthly Newsletter  
Create / Distribute Visitors Bureau Event e-Newsletter  
Schedule / Administer Chamber Ambassadors Program  
Administer / Schedule / Distribute Marketing Materials / Correspondence for Retire Roane Program  
Administer / Schedule Lunch & Learn SCORE Workshops  
Administer / Schedule Roane County Lodging Association Meetings  
Administer / Coordinate Events at the Roane Alliance  
Schedule / Coordinate Annual Industry Appreciation Awards Banquet

(continued)

# LOOKING FORWARD to 2013



Volkswagen Distribution Center



## OAK RIDGE'S NEW URANIUM PROCESSING FACILITY (UPF) LARGEST PROJECT IN TN SINCE THE MANHATTAN PROJECT

In 2013, Y-12 will celebrate its 70<sup>th</sup> anniversary and launch the biggest construction project in the state since World War II – a project that is estimated to cost between \$4.2-\$6.5 billion dollars.

“UPF is essential to ensuring our nation’s nuclear deterrent and fueling our Navy’s submarines,” said John Eschenberg, the UPF project director for the National Nuclear Security Administration (NNSA). “Ultimately, UPF will replace all enriched uranium operations into 35% of the current space at the Oak Ridge Y-12 facility.”

NNSA will begin preparing the site for construction in the spring of 2013.

“The Alliance is working closely with the project officials so that if there are opportunities for any of our local business and industry to be a part of this multi-billion dollar effort,” said Leslie Henderson, President/CEO of The Roane Alliance, “We make sure that happens. We want to make sure they get at least a portion of this business.”

### UPF BY THE NUMBERS:

- Concrete – 30,000 cement trucks. If you lined up the cement trucks bumper to bumper, they would stretch from Knoxville to Nashville by way of Chattanooga
- Glove boxes – enough to run the length of a football field about five times
- Structural steel – enough to build another Eiffel Tower
- Wire and Cable – enough to run from Oak Ridge to Washington DC.

*Source: ACEC (American Council of Engineering Companies) newsletter “The Voice” Jan. 2013*

# CRITICAL FUNDING CHALLENGE

## **ROANE ALLIANCE FACING DEEP FUNDING CUTS IN 2013**

Over the past five years, the multi-million-dollar Knoxville Oak Ridge Innovation Valley (IV) economic partnership has proved to be a very successful relationship for Roane County. But in 2013, as IV moves into its next five-year plan, the IV funding model will change, ending the grant monies that IV has provided for the past five years.

For The Roane Alliance, this means that the \$75,000 annual average funding assistance IV has provided will be gone as of June 30, 2013 — the vast majority of which paid for our highly-successful Education Matters! Initiative.

Russell Jenkins, Secondary Supervisor Roane County Schools, said recently: “The Roane Alliance and Chamber programs are an incredible asset to the students in our community. Tennessee Scholars, Roane Achieves, and TN Achieves programs are having a dramatic impact on student achievement, attendance, and increased postsecondary enrollment rates.”

“We must not let the momentum of our extremely effective education/workforce development program slow,” said Leslie Henderson, President/CEO of The Roane Alliance, “We need to start now to raise enough funding to make up for these cuts to keep this programming going. We owe it to our kids and to our businesses who will be their future employers.”

*“Students are beginning to  
realize that a college degree is obtainable.”*  
**Russell Jenkins,**  
**Secondary Supervisor, Roane County Schools**

# THE ROANE ALLIANCE STAFF



***At the Roane Alliance, we bring opportunity to Roane County.  
Whether that's 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.***

