



Roane
ALLIANCE

A Unified Drive. A United Force.

2016

Annual Report

Our Mission:

To create an environment and unified voice that promotes job creation; economic development; enhanced quality of life; and education & workforce development.





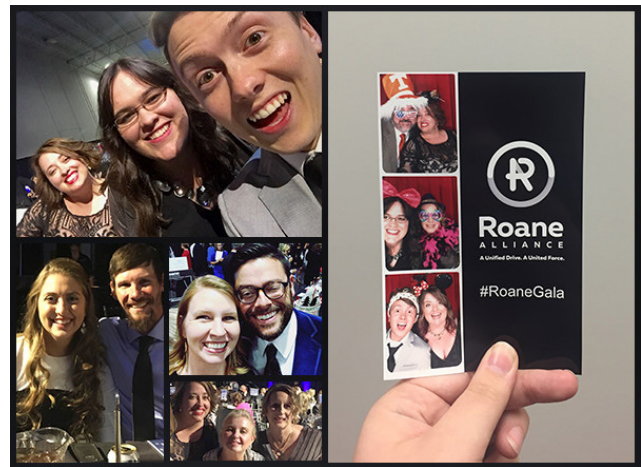
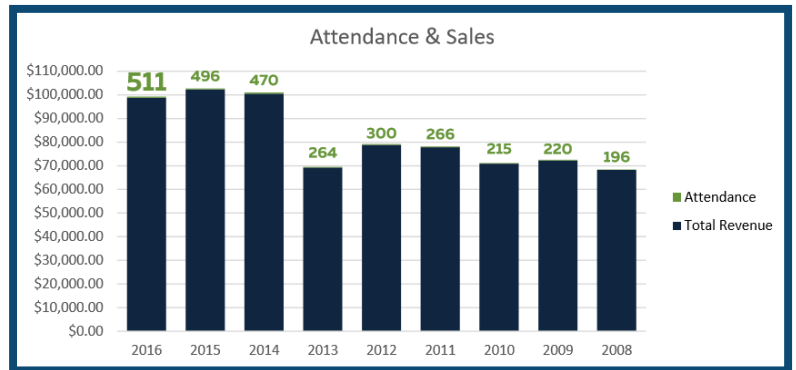
PROGRAMS & EVENTS

- Chamber Workshops/Lunch & Learn
- TSBDC Sessions
- High School Career Day
- EM Booth at Thunder Road Festival
- EM Booth at Smokin' the Water
- EM Booth at Hooray for Harriman
- EM Booth at Kingston Country Fair
- Kingston Rotary Presentation
- Leadership Roane County Co-Sponsor
- Tennessee Scholars
- Educators in the Workplace
- CTE Teacher Visits
- Jones Road Recertification
- Cardiff Valley Rd Site Recertification
- Silver Sustainable Community Recertification
- RRBTP Association Meetings
- RCIP Association Meetings
- Green Team Meetings
- Three Star Workshop & Redesignation
- Rural Development Conference
- ECD Governor's Conference
- Core Team Meetings
- IDB Meetings
- Utility Forum
- Site Development Grant Proposal for Jones Rd
- New Access Road to Jones Rd Site in RRBTP
- Retail Strategies Webinars & Meetings
- AT&T Fiber Ready Announcement for RRBTP
- Industrial Liaison Committee Meetings
- Roane Advisory Committee Meetings
- Chamber Chat
- Chamber After Hours
- Chamber Cash Mobs
- Chamber Ribbon Cuttings
- Ideal Living Retire Show
- Retire Roane meetings
- Administer TDTD Marketing Grant
- Three River Rumble meetings/sponsorship
- Storm the Fort meetings/sponsorship
- MPNHP Meetings in TN, NM & CO
- Middle East TN Tourism Council member
- County Tourism Commission Meetings
- Meet 'n Greet with Speaker of the House Harwell
- TN Team Trail Sponsorship
- Roane County United & Strong Sponsorship
- Retire Tennessee County
- Rockin' the River Fishing Tournament Sponsor
- 2016 Roane Alliance Gala
- TVA Brand Workshop
- Civil War Trail Marker at Roane County Courthouse
- TCCE Day on the Hill
- TCCE Institute
- IOM Conference
- Ambassador Team Meetings
- Chamber Board Meetings
- Elected Officials BBQ
- RCEA Meetings
- RCEA - May legal seminar
- Chamber Awards Banquet
- Legislative Breakfast
- Roane Alliance Board Meetings
- ETEDA Meetings
- Innovation Valley Partner Meetings
- Sizzle TechStart Partner
- Roane Alliance Holiday Open House
- ETEC & ETEC Board of Directors
- Downtown Small Business Owner Meetings
- OU Economic Development Institute in Ft. Lauderdale
- Roane Schools Community Meeting Facilitation
- TEDC Conferences & Events
- City Mayors Meetings
- City Managers Meetings
- Photo & Video Shoots with DesignSensory
- ETDD Meetings
- US Chamber Southeast Institute
- TVA Showcase
- AARC Member
- AARC Conference



Gala 2016

For the last two years, revenue from the Gala has been around \$100,000, and this year was no exception, with 511 on the guest list - the most on record and double the attendance of just five years ago! The Gala is held to celebrate Roane County's successes and as a fundraiser for the Alliance, funding nearly half of the operating budget annually. With these funds the Alliance can continue to fulfill its mission - increase economic prosperity for Roane County citizens - through its partner organizations, Chamber, Industrial Development Board, and Visitors Bureau. Important programs like Education Matters and Retire Roane can also continue to grow and expand their reach. Plan to join us at the 2017 Gala in November.



roanealliance.org/gala

We made the designsensory.com home page!

Thank You to our sponsors



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

New marketing collateral for 2016 includes:

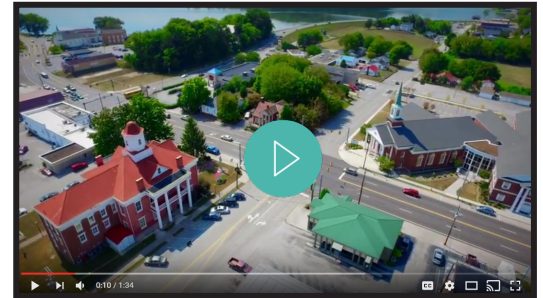
- Roane County Overview brochure
- Five one-pager information sheets highlighting each of the partners and programs
- New visitor rack card
- Tri-fold presentation folder
- 1,000 new photographs from all over the county
- Large Visual Display for each partner
- Overhaul of the existing Roane Alliance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



Overview Brochure



Website

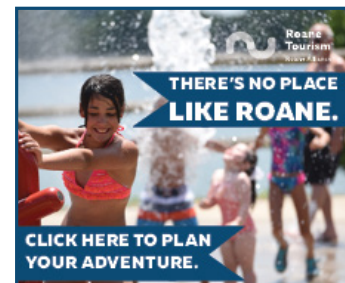


Video

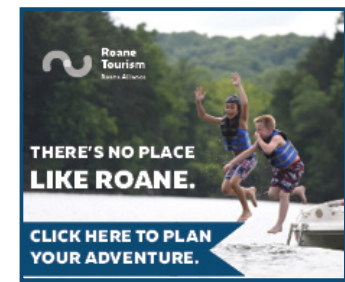
Reach	Promoting
70,400 website visits (68% are new visitors)	2,312 posts engaging 37,060 users (1,519 average/day)
21,586 fans reaching 554,537	951 events listed with 3,563 visits
5,070 website RFIs (requests for information)	14 print & digital ads
1,329 email contacts	179 newsletters sent



TN Vacation Guide
Print Ad



tnvacation.com ad



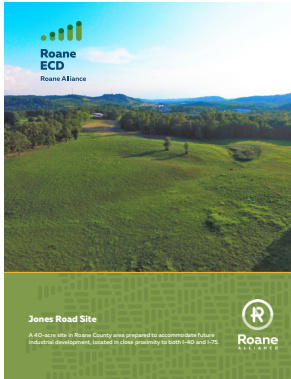
tnvacation.com ad

3 consecutive years of net job growth in Roane County

118

net job growth in 2016

Roane ECD



ECD One Pager

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

New access road to the Jones Road Property
Additional grant \$ will allow grading to make it pad-ready for 200,000 sf building in 2017



Roane County is a **TVA Silver Sustainable Community**

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



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

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

Source: Bureau of Economic Analysis (BEA)



Roane Tourism



Retire Roane



Roane Tourism One Pager

Retire Roane One Pager

500+ events listed on visitroane.com/events

Top 10 states that requested information

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

10

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

Money spent in Roane by visitors

\$65.8 million



Roane Chamber

400 + Chamber members

Chamber Revenue

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

↑ 2%
Increase in Revenue over previous year

25,030 unique website visits

55% first-time visitors

50% increase in page views

78%
increase this year

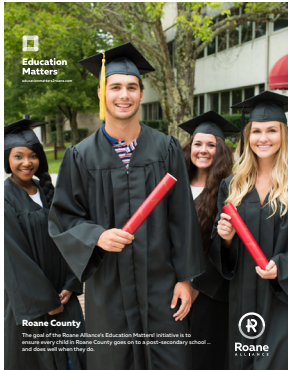
Increase in Chamber Event Attendance



Chamber One Pager

70% increase or more for:

- Job Postings
- Hot Deals
- Member Directory
- Event Calendar



Education Matters One Pager

This program began in **2009**



See how far it has come.

766 free books

provided to children through Children's Reading Foundation this year alone.

Community Event Participation in 2016:

373

.....

Total Community Event Participation Since 2009:

9,480

107 seniors awarded

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

.....

Approximately **8,000** students introduced to Tennessee Scholars program

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

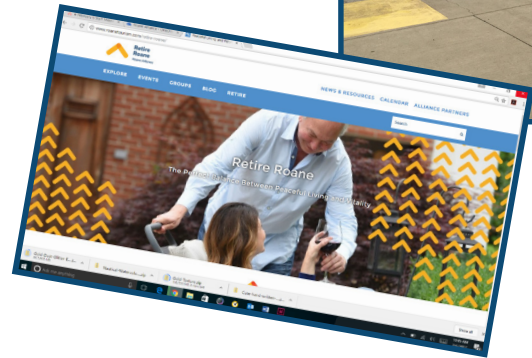
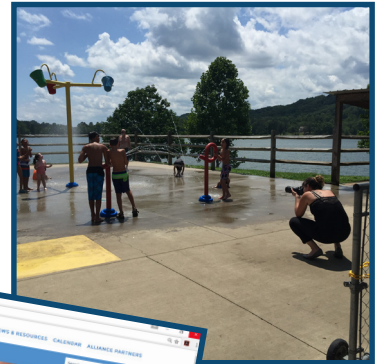


Get Involved www.educationmatters2roane.org
#educationmatters #achieveandbelieve #education

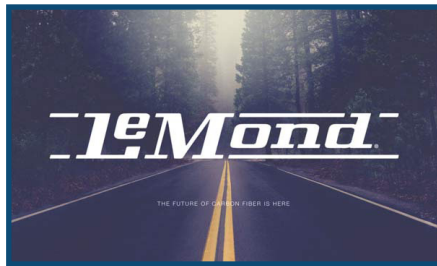


A Brand New Day

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



Leading The Way



This year, two big wins occurred in economic development. First, LeMond Composites was announced as a carbon fiber facility creating 238 jobs and boosting

Roane County's image as a leader in carbon fiber technology. The second announcement, NOAH'S Event Venue in Kingston, will draw in out-of-town visitors and business conferences as well as a potential new boutique hotel.

Focused & Ready

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

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

Playing By The Book

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





Looking Ahead



Education Matters

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



Roane Tourism

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



Roane Chamber

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



Roane ECD

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



Retire Roane

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

Roane Alliance Board of Directors

Dr. Chris Whaley, Chair

Dr. Julian Ahler	Kevin Helms	Ken Reuter
Ben Andrews	Buddy Holley	Tom Rogers
David Beck	Gaye Jolly	Becky Ruppe
David Bell	Mitchell Kyker	Jerry Stephens
Ron Berry	Gail Lyke	Barry Stephenson
Marilyn Calfee	Darryl Meadows	Jack Stockton
Suzie Clay	Kenyon Mee	Sharon Templeton
Cecil Crowe	Tim Neal	Mark Watson
John Eschenberg	James Owens	David Webb
Lynn Farnham	Terry Payne	George Wilson
Junior Hendrickson	Jim Palmer	Ron Woody
Jim Henry	Dana Peterka	Bill Young

Roane Chamber Board of Directors

Marilyn Calfee, Chair

Gary Aytes	Chris Marsalis	Rick Ross
Eric Bacon	Kathy May-Martin	Becky Ruppe
Chris Barton	Dr. Jude Miller	Ken Tobin
David Bolling	Darren Osborne	Danice Turpin
Buddy Bowers	Kathy Parks	Leah Watkins
Lynn Farnham	Dana Peterka	Dr. Chris Whaley
Johnny Griffin	Fran Puckett	
Sean Hensley	Al Reardon	

Industrial Development Board of Directors

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Teddy Haywood	Jeff Nichols	David Webb
Bob Kite	James Owens	

Industrial Liaison Committee

Ron Berry, Chair
David Bell
Peggy Collier
Junior Hendrickson
Mike Hooks

Tourism Committee

Steve Kelley, Chair
David Bell
Ron Berry
Todd Fink
Junior Hendrickson

Thanks to our Roane Alliance Partners

City of Harriman	Tennessee College of Applied Technology	Rockwood Electric Utility
City of Kingston	East Tennessee Economic Council	TVA
City of Oak Ridge	Omni Visions	UCOR
City of Rockwood	Roane County Board of Education	UT Battelle / ORNL
CNS Y12	Roane Medical Center	
EnergySolutions		
Kyker Funeral Home		
ORUD		



LOOKING AHEAD TO 2017

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

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

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

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

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

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

WHERE TO FIND US



RoaneAlliance.org

VisitRoane.com

RoaneChamber.com

RoaneECD.com

EducationMatters2Roane.org

RetireRoane.com



facebook.com/roanealliance

facebook.com/visitroane

facebook.com/wattsbarlake

facebook.com/roanechamber

facebook.com/roanecountygreenteam



twitter.com/roanecochoamber

twitter.com/visitroane

twitter.com/roanealliance



instagram.com/roanesweetroane



ROANE ALLIANCE STAFF

Wade Creswell, President & CEO

Pam May, Vice President/Director of Marketing & Tourism

Courtney Briley, Chamber Programs Coordinator

Teresa Jackson, Industrial Services Coordinator

Sam Jones, Marketing Coordinator/Executive Assistant

Allen Lutz, Education & Workforce Development Specialist

Cary Parten, Office Manager/Fiscal Services

Lindsey Stevens, Chamber Member Services Coordinator