

THE ROANE ALLIANCE

# ANNUAL REPORT

2023

A UNIFIED DRIVE.  
A UNITED FORCE.



# THE ROANE ALLIANCE MISSION

Our mission is to create an environment and unified voice that promotes job creation, economic development, enhanced quality of life, and education & workforce development across Roane County. A Unified Drive. A Unified Force. Through the Industrial Development Board, the Visitors Bureau, Roane Chamber, and programs such as Educations Matters and Retire Roane we work to represent the best Tennessee has to offer businesses, citizens and travelers.



**Justin Snow**

PRESIDENT & CEO



## LETTER FROM THE PRESIDENT

I am delighted to present the Annual Report for the year 2023, a year marked by transformation, innovation, monumental “wins” and community engagement. As we reflect on the past 12 months, it is evident that the Roane Alliance has achieved remarkable milestones, thanks to the dedication and hard work of our exceptional team.

In 2023, the Roane Alliance experienced a transformative shift in the way we engage with our community and members. Our staff has been nothing short of extraordinary and the tireless efforts of each team member have paved the way for exciting developments and new initiatives that have enriched our community.

One of the highlights of this year was the introduction of two new flagship Chamber Events. On August 1, we celebrated the first-ever County Wide National Night Out, a community-building campaign that promotes police-community partnerships and neighborhood togetherness. This event not only fostered a sense of unity but also showcased our team’s commitment to creating memorable experiences for our residents. Another standout event was the Taste of the Holidays held on November 18th where we had over 25 vendors and food trucks, free shopping bags, holiday music, fun family activities and so much more! This inaugural event was first held in Harriman and will rotate between our cities each year.

In addition to these major events, the Roane Chamber implemented the Business Spotlight initiative. Each month, we shine a light on a Chamber member, providing them with a platform to showcase their business and share their success stories. This initiative not only strengthens the bonds within our business community but also serves as a testament to the wealth of talent and innovation present among our members.

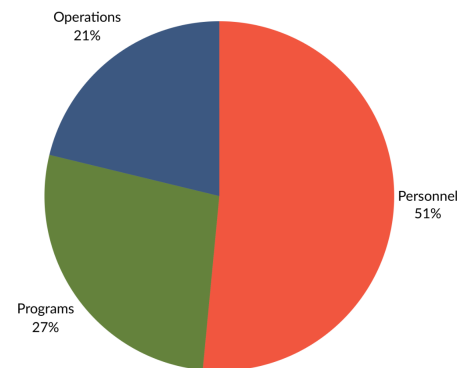
Recognizing the importance of longstanding partnerships, we initiated the Surprise Patrol, an initiative where our team pays surprise visits to long-term members of the Roane Chamber. Armed with gratitude and goodie bags, our Surprise Patrol expresses our heartfelt thanks to those who have been integral to our success over the years. This personal touch not only acknowledges their commitment but also strengthens the sense of community that defines the Roane Alliance team.

There were so many exciting developments and events in 2023, including the opening of the new Rockwood Marina and RV Resort, the City of Kingston proudly hosting its first St. Croix Bassmaster tournament and Harriman bringing in the new year with the Rockin’ New Year’s Eve Party with The Breakfast Club!

The pinnacle of our achievements in 2023 occurred on October 2nd when Malibu Boats made a historic announcement that will shape the future of Roane County. Malibu Boats committed to creating 770 jobs in our community over the next five years and investing over \$75 million. This monumental decision represents the largest job announcement in the history of Roane County and signifies a transformative moment for our local economy.

As we look forward to the future, I am filled with optimism and excitement. The Roane Alliance remains committed to fostering growth, supporting local businesses, and creating a community where everyone can thrive. Together, we have proven that when we unite around a common vision, there is no limit to what we can achieve.

## TRA Budget FY24



## THANK YOU TO OUR 2023 ROANE ALLIANCE CONTRIBUTORS!!

City of Harriman  
City of Kingston  
City of Oak Ridge  
City of Rockwood  
East Tennessee Economic Council  
EnergySolutions  
Oak Ridge Utility District  
Roane County Board of Education  
UCOR  
UT-Battelle / ORNL  
Harriman Utility Board  
Dr. Julian Ahler

# ABOUT THE ROANE ALLIANCE

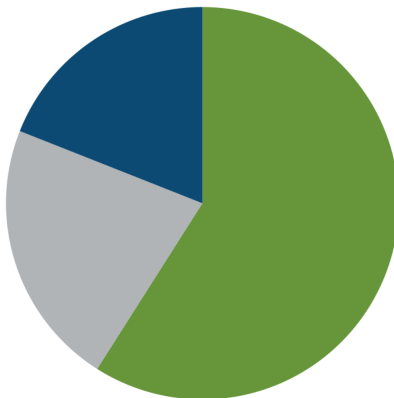
The Roane Alliance is the economic development agency for Roane County. As the umbrella organization over the Industrial Development Board (IDB), Visitors Bureau (VB) and Chamber, it oversees the management and day to day operations for the entire team. Established in 2001 as a catalyst for ‘positive economic and community development programs,’ the primary reason for the Alliance was to bring the three organizations together under one roof to share operating costs and create a central location that works together to promote and market the county. Providing a ‘one stop shop’ under one roof provides more efficiency and productivity, allowing Roane County to be more competitive and successful in promoting our quality-of-life and quality-of-place. The Alliance also works as a forum to bring leaders, stakeholders and residents together to discuss and share key economic development issues and build consensus across the county. This annual report provides a snapshot of the Alliance’s economic and community development efforts in 2023 that helped increase economic prosperity for the county and its residents.

## ROANE COUNTY JOINT ECONOMIC AND COMMUNITY DEVELOPMENT (JECDB) BOARD

Established in 2001 by an interlocal agreement between the county and its municipalities, its purpose is to encourage all segments of the local community to communicate about economic development issues. The Alliance administers the Joint Economic and Community Development Board (JECDB), as well as other programs that affect the county's ability to qualify for state grants, like ThreeStar. Without this board in place, local governments can not qualify for any state grants. The JECDB, along with the Alliance board, meets once a quarter.

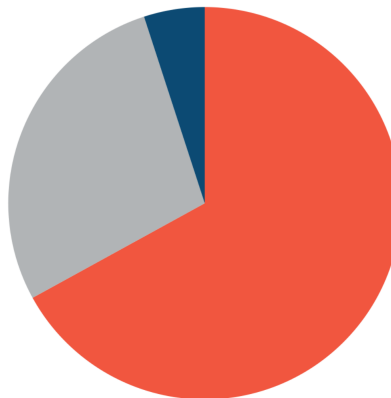
**IDB Budget FY24**

■ Personnel 59%   ■ Parks, Programs, Mkting 22%  
■ Operations 19%



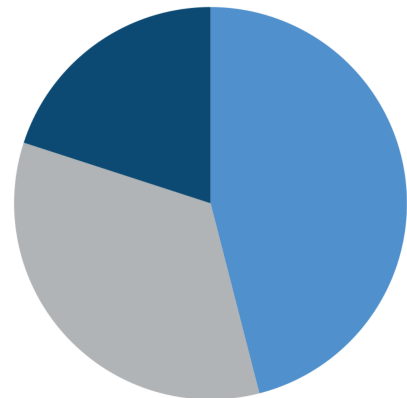
**Chamber Budget FY24**

■ Personnel 67%   ■ Operations 28%  
■ Programs & Marketing 5%



**VB Budget FY24**

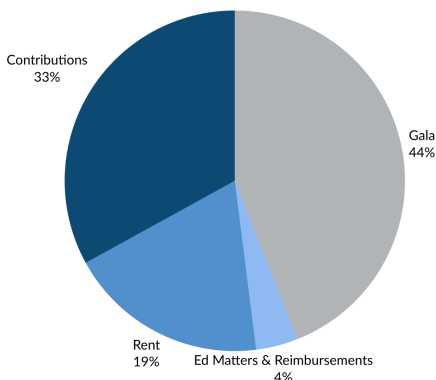
■ Personnel 46%   ■ Programs & Marketing 34%  
■ Operations 20%



## ROANE ALLIANCE FUNDING

The Alliance budget is funded through contributions, the Gala, and rent from each of the three partner organizations – Industrial Development Board (IDB), Visitors Bureau, and Chamber. Fundraising is more than 75% of the Roane Alliance’s total budget, so annual support through contributions, sponsorships, and donations is critical to Roane County’s growth and economic success. The Alliance budget provides funds for the personnel and operating expenses needed to manage the team. The Roane County Tourism Committee and the Roane Alliance Board direct the Visitors Bureau’s tourism program, while the IDB and Chamber both have their own boards of directors. Funding for the IDB and Visitors Bureau is determined by the county, while the Chamber is funded through membership dues and non-dues revenue such as funds raised from community events and Annual Gala. Every partner’s budget provides for not only the personnel and operating expenses but also the marketing and programming necessary for that partner to accomplish its mission, which in turn helps to accomplish the overall mission of the Alliance. Pie charts showing the budget breakdown of each partner are provided in this report.

## TRA REVENUE BREAKDOWN FY24



## 2023 BUSINESS AWARD WINNERS

The 2023 Business Award Winners were announced during the Roane Gala on the evening of April 28th. Congratulations to all the 2023 Award Winners!

Roane County's IDB's Industry of the Year – DWK Life Sciences  
Paul Cowell Distinguished Service – Ron Woody  
Business of the Year – Tennessee's Finest Awards & Frameworks  
Ambassador of the Year – Ashely Freeberg, Roane County Anti-Drug Coalition  
Woman of the Year – Dr. Silvia Mende, Tennessee Eye Care  
Non-Profit of the Year – Roane County Anti-Drug Coalition  
Paul Goldberg Young Professional – Courtney Briley, Michael Dunn Center



## MORE GRANT FUNDING SECURED IN 2023

The Roane Alliance applies for grants on behalf of the RCIDB, Chamber, and Visitors Bureau as they are available. Grants provide extra dollars annually for marketing, advertising, infrastructure, and more. This allows us to be more competitive, which is vital to a successful economic development program. One annual grant, the Tennessee Department of Tourist Development's (TDTD) Tourism Marketing Grant, almost doubles the Visitors Bureau media marketing spend.

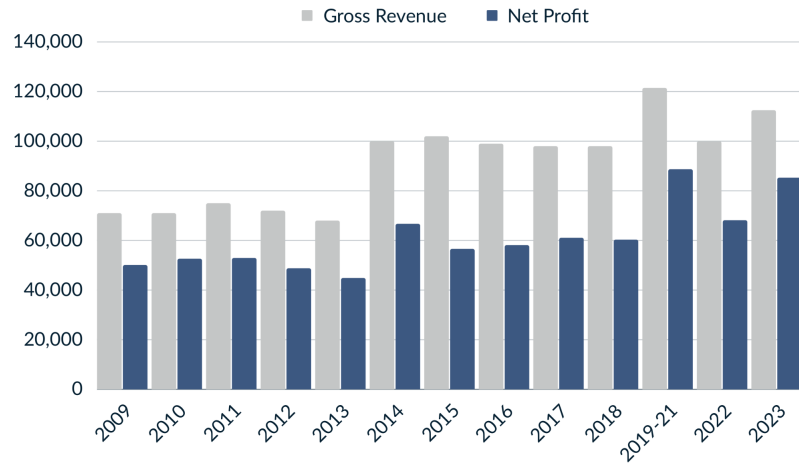
The TDTD announced in late 2020 that the Visitors Bureau would receive more than \$167,000 over the next five years for tourism marketing through the CARES Act. This grant funding is being used to attract new, transformational events to Roane County such as prestigious fishing tournaments, and numerous festival and city events. For example, a total of 306 participants, from 36 states and 5 countries, visited Kingston for the 2023 St. Croix Bassmaster Open on Watts Bar Lake in September. The total direct economic impact from this one tournament alone was \$485,173.

In December, The Roane Alliance was awarded a \$25K ThreeStar grant administered by TNECD. The grant funding will be utilized to create a whole new set of videos and photographs for Tourism marketing that will spotlight some of our County's most beautiful and intriguing assets. Additionally, the grant funding will also help to provide the development of new branded collateral updates showcasing our most recent marketing campaign, "When in Roane". More details on these projects, and many more, can be found on our website at [RoaneAlliance.org/programs](https://RoaneAlliance.org/programs).





## GALA FUNDS: GROSS REVENUE & NET PROFIT



## 2023 ROANE GALA

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 2024 Gala on April 26th.

## ROANE ALLIANCE GALA FUNDS RAISED

- Gross Revenue was \$112,497 - more than the average of the last 10 years, and 13% more compared to 2022.
- Net revenue was \$85,303, which was 19% more compared to 2022.
- Live auction proceeds were \$14,700, a 42% increase year over year (\$10,350).
- Table sponsors were at an all-time high with 39 sponsors, a 52% increase year over year.



## 2023 GALA SPONSORS

**TITLE** : Coldwell Banker / Jim Henry Event Center, EnergySolutions, Griffin Insurance/Auto Owners Insurance, ORUD, Roane County Government  
**SILVER** : CNS-Y12, One Bank, Owings, Wilson, & Coleman, RCUD, RMC, RSCC, Teijin Carbon America, TVA Kingston, UCOR  
**BRONZE** : American Greenfuels, Barger Precast, Bryan Insurance Group, City of Harriman, City of Oak Ridge, City of Rockwood, CROET, District Attorney Russell Johnson, Eddie's Body Shop, Enrichment Federal Credit Union, Graphic Creations, HUB, Jerry Duncan Ford, Kidzcare Pediatrics, Kim Bell MedSpa, Lawler Wood, Life Choices, MCLinc, Perma-Fix, RCADC, RMG/Roane Transportation, Rockwood Marina & RV Resort, Summitt Medical - Dr. Vora, Unstoppable Auto.



### EMERGENCY RESPONSE TRAINING FACILITY (ERTF)

On January 9, 2023, a ribbon cutting was held to celebrate the grand opening of the Emergency Response Training Facility in Oak Ridge. The \$15.1 million facility is owned by the Roane County Industrial Development Board. CNS Y-12 delivers one-of-a-kind training at the facility that equips first responders with the necessary skills to respond to numerous, potentially high-hazard training events.

### PAWNOOK FARM ROAD

A 42-acre parcel located off of Pawnook Farm Road in the Roane Regional Business & Technology Park (RRBTP) was officially sold to a commercial developer on December 13, 2023. The developer, which built the 260,000 sf building that Malibu Boats purchased this year, will start phase II construction in the park on a 210,000 sf 2nd speculative building that is scheduled to be delivered by the end of the year in 2024.

### MALIBU BOATS

On October 2nd, there was a live event ceremony in the RRBTP to celebrate Malibu Boats announcing that they plan to invest \$75 million to expand manufacturing operations in East Tennessee. Malibu Boats will create 770 new jobs in Roane County over the next five years as the company locates some of its Cobalt boat brand production and manufacturing to Roane County.

### LIGHTING PROJECT

To make the RRBTP more secure, and safe and increase its marketability, funding and construction plans were approved to add 17 additional streetlights down Sam Rayburn Parkway and Hamilton Industrial Way. The lighting project was completed in Spring 2023.

"It is exciting to welcome Malibu Boats, an international brand with a strong regional presence, to Roane County. Malibu Boats creates the ultimate on-the-water lifestyle, which is a perfect match for Roane County with almost 700 miles of shoreline on Watts Bar Lake. We are proud to welcome Malibu Boats, the largest jobs announcement in Roane County history, to our community and realize this project would not be possible without the hard work from the Roane Alliance and Roane County Industrial Development Board."

- Roane County Executive Wade Creswell

Integration Engineering, located in Lenoir City, provides engineering and design solutions for various industrial and power utility clients throughout the Southeastern United States. In September, they closed on 6 acres of property they purchased in the RRBTP with plans to make this park their permanent future home.

Barger Precast, located in the RRBTP, purchased 18 additional acres of land behind their property to support their immediate growth and expansion efforts.

For more information on economic development in Roane County visit [RoaneECD.com](http://RoaneECD.com).

## ANNUAL MARKETING PLAN

Promoting Roane County remains a core focus at the Alliance. We showcase our community by offering items like WBL bobbers, Soak In Roane totes, and Watts Bar Lake stickers at events or for purchase by visitors. Each year, our marketing plan undergoes a review, ensuring it aligns with current assets and targets the right markets. For the latest insights, explore our Marketing Plans, along with Strategic Plans and Programs of Work, available at [RoaneAlliance.org/plans](https://RoaneAlliance.org/plans).



## WEBSITES & SOCIAL MEDIA IMPACT ROANE

The Roane Alliance leverages its digital platforms as components of our strategic marketing. Our websites and social media channels serve as key touchpoints, often making the first impression on prospective partners. In 2023, this proactive approach yielded 132 entities formally requesting information.

We actively connect with locals and nonlocals alike through prominent social media channels, particularly Facebook and Instagram. In the past year, our combined social media followers surpassed 21,000 accounts, and our content reached an impressive 379,000 accounts.



## CHAMBER SOCIAL

The Roane Chamber's Instagram page continued to grow throughout 2023, reaching 500 followers in April and 600 in December. This led to a 100% increase in content interaction and a 27% boost in content reach compared to 2022. The positive trend continued on the Chamber's Facebook account, where we observed a 191% surge in content interaction and a 59% increase in content reach.

## VISITORS BUREAU SOCIAL

The Roane County Visitors Bureau's (RCVB) Instagram and Facebook pages also saw remarkable success. The Instagram page saw a 100% uptick in content interactions and a 152% increase in reach. Simultaneously, the Facebook page recorded a 226% surge in content interactions and a 58% increase in reach.

## QR CODES

This year we released our latest marketing gem: a welcome flier with QR codes to our website. With a simple scan and a click, tourists can visit the Roane Tourism homepage, the Buy Local webpage, or the Eat Local webpage to help plan their stay.



RCVB's setup at the TN State Fair

# 2023 DATA SNAPSHOT

## Economic Data

Cap Ex Avg for all RFI

**\$209M**

Total Cap Ex Submitted / Qualified for

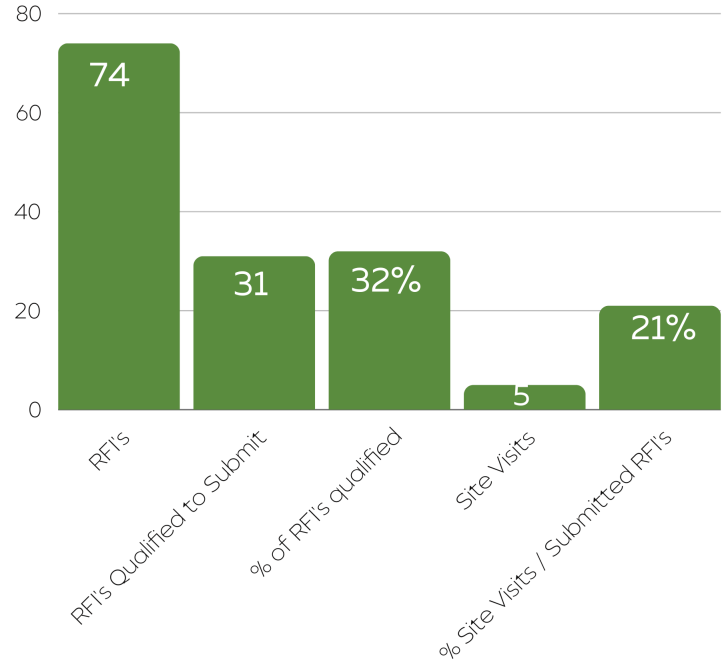
**\$1.7 Trillion**

Total Cap Ex Site 7 Site Visits

**\$150M**

Average Jobs per RFI

**194**



3 new tracts of land were sold totaling **70 acres** resulting in **\$1.8 million** in land sale proceeds.

Since 2021 (including what is scheduled to close early next year) the RCIDB will have sold **249 acres** of land resulting in **\$4.9 million** in land sale proceeds, that resulted in the creation/retention of **1,200 jobs** and over **\$170 million** in capital investment.

Social Reach

**379,000**

65% increase over 2022

Website Users

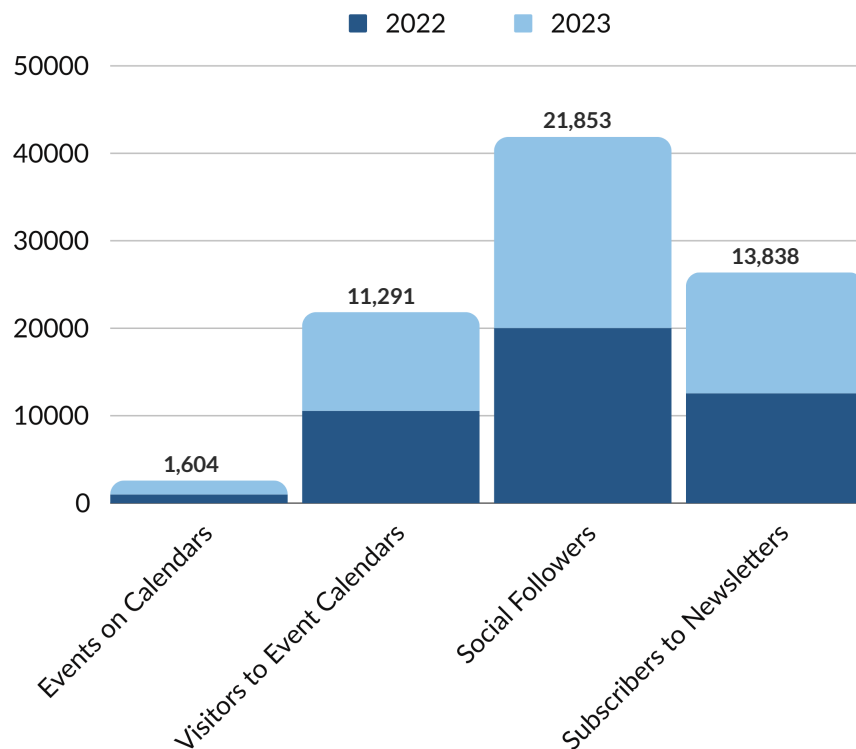
**53,900**

42.8k Tourism, 4.2k ECD, 6.9k TRA

Total RFI's

**132**

58 Tourism + 74 IDB



## Marketing Data



55,082

Population (2022)



Population **grew by 2,043** over the last 5 years and is projected to **grow by 1,819** over the next 5 years.

\$60.0K

Median Household Income (2021)



Median household income is **\$9.0K below** the national median household income of \$69.0K.

21,722

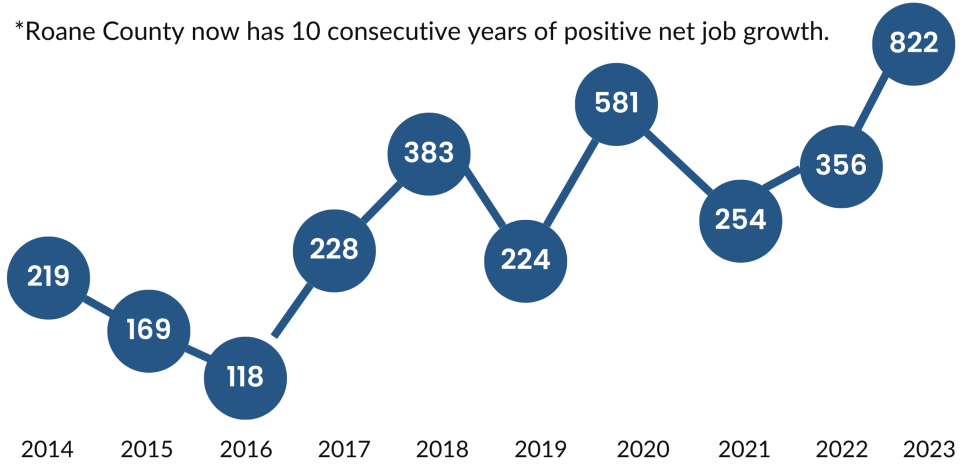
Total Regional Employment



Jobs **grew by 971** over the last 5 years and are projected to **grow by 1,500** over the next 5 years.

### NET JOB GROWTH - ROANE COUNTY

\*Roane County now has 10 consecutive years of positive net job growth.



Labor force **increased to 24,280** from 21,722 year over year (2023/2022)

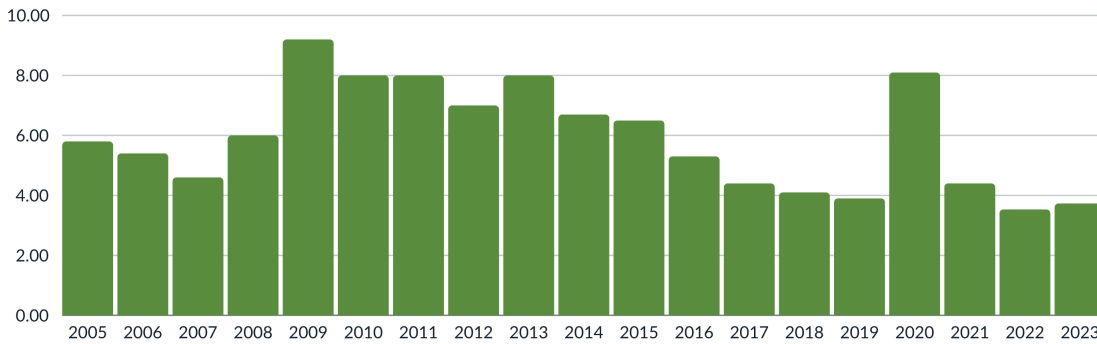
Labor force participation rate is **53% which is higher** than the last 5 years' average 52.58 (2018-2022)

\*Source: TVA, Emsi Q1 2032 Data Set, www.economicmodeling.com

### ROANE COUNTY UNEMPLOYMENT RATES

(Annual Average, %)

State Unemployment Rate = 3.32%  
US Unemployment Rate = 3.62%



Source: Tennessee Department of Labor and Workforce Development; tn.gov/workforce



Unemployment rate for Roane County in 2023 was 3.73%.

Roane County is a TNECD Three Star Community now for 35 consecutive years

Roane County is a TVA Silver Sustainable Community



Top 5 States Retiring to Roane County: #1 New York #2 California #3 Illinois #4 Wyoming #5 Florida

New Business Licenses- 309 New Business Licenses in 2023

Average Property Tax - The average property tax in Roane County is \$940, which is 65% lower than the U.S. Average of \$2,690.



## CAREER DAY

On March 30, 2023, the 2nd Combined Roane County Schools Middle and High Schools Career Day unfolded with unprecedented success. An impressive 72 businesses actively engaged, leaving an indelible mark on the minds of approximately 1,000 attending students. Notably, students were given the opportunity to interview with a select few businesses on-site, adding a personalized touch to the experience. The resounding triumph has set the stage for an even grander event, as next year's career day is eagerly anticipated on April 2nd, 2024. The momentum of this invaluable initiative continues to grow, fostering meaningful connections between students and businesses alike.



## ROANE COUNTY TN SCHOLARS

In 2023, 70 seniors from Roane County graduated as TN Scholars, making up 18.9% of the graduating class—an impressive 3% increase from the previous year. This milestone reflects the continued commitment to academic excellence in the community. Since its inception, Roane County has proudly produced a total of 1815 TN Scholar graduates, showcasing a sustained dedication to education and achievement. The rise in TN Scholars from Roane County in 2023 signifies a commendable upward trend in educational accomplishments. This achievement not only underscores the students' hard work but also reflects positively on the community's emphasis on fostering a culture of academic success and continuous improvement.



## "GET YOUR SELFIE TO SCHOOL"

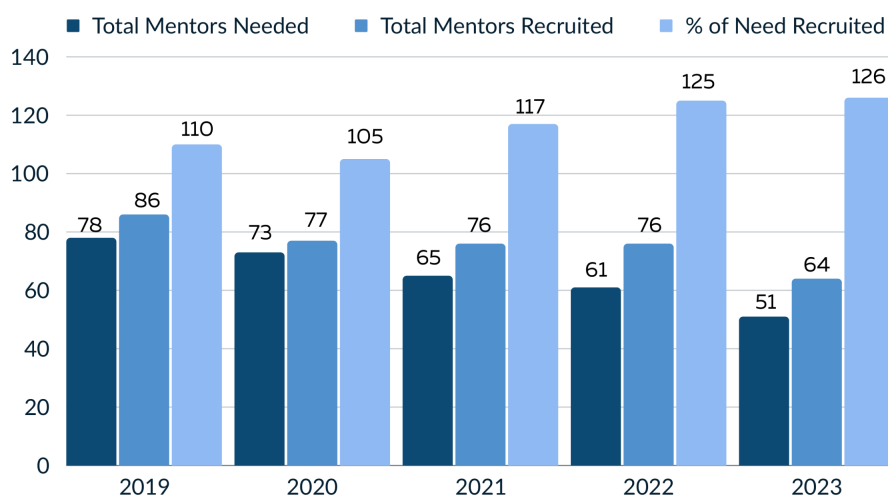
About 40 students from Harriman Middle School visited three industries in the Roane Regional Business and Technology Park in East Roane County on December 14th. They were granted a field trip as an incentive through Roane County School's "Get Your Selfie to School" program. The students learned about each industry and the types of career opportunities they offer. The students visited E Jay Thermo, Volkswagen, and Dienamic Tooling Systems.



## TN PROMISE PERFORMANCE

### TN PROMISE & TNACHIEVES RECRUITING

The Roane Alliance continues to lead recruitment efforts for mentors for our high schools seniors on behalf of tnAchieves and the Roane County Executive. In 2023 we, again, met and exceeded our recruitment goal. We achieved 126% of our mission of 51 mentors – which ranks 3rd in the state. With each mentor recruited, fewer students are assigned to each mentor.



### HR PROFESSIONALS

We are excited to announce the successful return of our quarterly HR Professionals meeting, a significant milestone in our commitment to fostering a dynamic and collaborative workplace. This gathering marked the beginning of a series of engagements aimed at enhancing our human resources strategies and practices.

The meeting, held on November 15th, brought together our HR professionals from various businesses to discuss key initiatives, share insights, and align our efforts for the upcoming year. It served as an invaluable platform for exchanging ideas, addressing challenges, and collectively shaping the future of our workforce management.



### LEADERSHIP ROANE COUNTY

Unlock your leadership potential with Roane County's dynamic trio! Leadership Roane County is your ticket to community excellence, diving into local insights. Leadership Engage propels professionals to new heights, bridging careers with community impact. Meanwhile, Leadership Youth ignites young trailblazers, crafting tomorrow's leaders. Fresh off a rebrand, check out their brand new website at [leadershiproanecounty.com](http://leadershiproanecounty.com). They're not just shaping leaders; they're curating a lifestyle. Join the movement—visit [leadershiproanecounty.com](http://leadershiproanecounty.com) and become part of the journey!





**Roane Chamber**  
Roane Alliance

## POLITICAL EVENTS

The Roane Chamber held its 2023 Legislative Breakfast on February 19th. This exclusive event featured engaging conversations with distinguished guests and elected officials regarding legislative priorities, local initiatives, and community development. The event provides an opportunity to connect with our elected leaders and contribute to the dialogue shaping our future.

The 28th annual Elected Officials Picnic was held on September 26th at the Kingston City Park Pavilion. We hold the event to say thank you to our elected officials for their service, their work in our community and for our county. This year, the picnic was catered by Good Steward and had over 80 of our community leaders in attendance.

## NEW ROANE CHAMBER EVENTS

The first ever COUNTY-WIDE National Night Out was held on August 1st at Roane County Park. National Night Out is an annual community-building campaign that promotes police-community partnerships. This year, 7 law enforcement agencies participated including the Roane County Sheriff's Office, Harriman Police Department, Kingston Police Department, Rockwood Police Department, Oliver Springs Police Department, Tennessee Highway Patrol, Tennessee Wildlife Resources Agency. We also had first responders including the Kingston Fire Department, Harriman Fire Department, Rockwood Fire Department, Emergency Communications (E911) and Office of Emergency Services. In addition, 18 community agencies had booths to show off the services that they have available for the community.

We also held our first Roane's Taste of the Holidays event in downtown Harriman. There were 24 vendors and 4 food trucks. Live entertainment was provided by the Kingston Elementary Choir, Bounce Girls, Dudley Evans, and the Roane Choral Society. Over 300 families were provided with free photo sessions with Santa. There was a free Holiday Kids Zone with bounce houses, crafts, games, and letters to Santa. This event offers an opportunity for vendors to showcase and sell their holiday items as well as providing festive entertainment for the community.

## NETWORKING EVENTS

The Roane Chamber hosted 8 networking events this year. We held After Hours events and Chamber Coffee Chats to provide opportunities for Chamber members to showcase their business while community members share knowledge and make connections.

The Roane Chamber and its members had the opportunity to participate in the 6 Chamber Regional Networking Event along with 5 other neighboring Chambers in June 2023 at the Venue in Lenoir City. This event brings businesses and organizations together from across the region for an evening of refreshments and conversation to help build relationships with surrounding counties. Over 300 chamber representatives were in attendance this year.

## RIBBON CUTTINGS: 25

- Express Employment
- Action Heating & Air
- Lakeview Dental- Sleep Soundly
- Patterson's Mattresses & More
- Adoration Hospice
- Jim Henry Vacation Rentals
- Coffee Whipped Café
- Designs by Kelsie
- Freedom Storage
- TriStar Interiors
- Winstead's American Grill
- Melrose Title
- Central City Heating & AC
- Rockwood Marina & RV Resort
- Sapphire Homes
- Graysin Slade Band
- LOC Bookkeeping
- Motel 6
- Rockwood Water, Sewer & Gas
- Eddie's Auto Shop
- Sanctuary Dance
- Office of Emergency Services
- Save-A-Heart
- Title One
- Cofer's Garage



# 369 ACTIVE ROANE CHAMBER MEMBERS!



## AMBASSADORS

Throughout 2023, the Ambassadors have supported the Chamber's initiatives by attending ribbon cuttings, chamber chats, businesses of the month, after-hour events, and supporting Chamber staff in additional community events.

Inducted Ambassador Chairs were all new nominees that started terms in June, and they've continued to work together to strengthen the Chamber Ambassador Team, including a strategic planning meeting during that June monthly meeting. The Ambassadors have showed up in record attendance throughout 2023, and closed out the year with 3 giveback contributions.

## AMBASSADOR CHAIRS

(L-R): Quinita (Te) Ray – Membership Chair, Ashley Freeberg – Chair, Matilyn Lands – Youth Outreach Chair, Melinda Bertram – Event Chair

## CHAMBER CHAMPIONS

- CNS Y-12
- Coldwell Banker Jim Henry & Associates
- Regions
- UT Battelle/ORNL

Thank you Chamber Champions for your support of the Roane Chamber as top-level, Executive II Members!



## BUSINESS OF THE MONTH

February- Title One, Inc  
March- Tractor Supply  
April- Kyker Funeral Home  
May- Maid 4 U  
June- Rockwood Water, Sewer & Gas  
July- Twin K Enterprises  
August- PermaFix  
September- Mane Support  
October- Knoxville TVA Credit Union  
November- Farm Bureau Insurance  
December- Regions Bank



## TOURIST SPENDING IN ROANE

Every household in Roane County saved \$331.00 in 2023 due to Visitor spending. It was an increase from \$247.00 the year prior! Roane County ranked 30th of the 95 TN counties in Visitor Spending.

In 2022 Tennessee tourism generated \$29 BILLION in direct visitor spending and saw 141 million visitors to the state in 2022. This is a HISTORIC HIGH. Tennessee had a record-breaking year in 2022 and expects another successful year in 2023!

## ST. CROIX BASSMASTER OPEN ON WBL

Kingston hosted St. Croix Bassmaster Open on Watts Bar Lake in September 2022. A total of 306 participants from 36 states and 5 countries visited Roane County. These individuals spent \$148,948 on their lodging, \$65,880 on food, \$203,095 on gas and oil, and \$67,250 on tackle/shopping – for a total of \$485,173 in total direct expenditures.



## ROCKWOOD MARINA & RV RESORT

Rockwood Marina's grand opening was held on Sept. 28, 2023. This is Roane County's newest asset in tourism, and many state and local elected officials attended. The Marina is going to be a very beneficial asset to Roane County.

To learn more about outdoor recreation in Roane, visit [RoaneOutdoors.com](http://RoaneOutdoors.com).



### ANNUAL EVENTS IN TOURISM:

- Disc Golf Tournaments at Roane County Park & SWP
  - Fishing Tournaments
  - Gizmo Jam
  - Golf Tournaments
  - Hooray for Harriman
  - May Day Festival
  - Movies at the Princess Theatre (and concerts), Stone Theater
  - Narramore Farms Pumpkin Patch & Corn Maze
  - Narramore Farms Strawberry Festival
  - Narramore Farms Sunflower Festival
  - October Sky Festival
  - Roane State Expo: Rodeo, Dog Shows, & Equestrian
  - Rockin' New Year's Eve in Harriman
  - Rockin' the Ramp - Labor Day Weekend
  - Smokin' the Water - July 4th
  - Southwest Point Annual Candlelight Christmas Tour
  - Spring and Fall Street Festivals in Kingston
  - Tennessee Medieval Faire
  - Tennessee Pirate Fest
  - Tennessee RiverLine - Spring & Fall
  - Thunder Road
- To view our full calendar of events visit [RoaneTourism.com/events](http://RoaneTourism.com/events).

# 2023 Board Members

## The Roane Alliance Board 2023

Danice Turpin – Chair  
Sasha Benjamin – Vice Chair  
Jim Owens – Treasurer  
Becky Ruppe – Secretary  
Kendall Bear  
Jamie Bolling  
Ben Briley  
Steve Byerly  
Suzie Clay  
Wade Creswell  
Lynn Farnham  
Junior Hendrickson  
Sean Hensley  
Kevin Ironside  
Russell Jenkins  
Leigha Justice  
Scott Mason  
Mayor Tim Neal  
Richard Owens  
Jim Palmer  
Jason Pilant  
Mayor Jason Stiltner  
Sharon Templeton  
Candace Vannasdale  
David Webb  
Dr. Chris Whaley

## Honorary/Ex-Officio Members

Dr. Julian Ahler  
Jim Henry  
Jerry Stephens  
George Ed Wilson

## Chamber Board 2023

Ben Briley – Chair  
Toni Haba – Chair Elect  
Chris Barton – Treasurer  
Dayle Beyer  
Richard Broyles  
Angela Dougal  
Lynn Farnham  
Alicia Harris  
Sarah Harrison  
Brandon Heichelbech  
Sean Hensley  
Dina Jackson  
Russell Jenkins  
Sandy Leavell  
Scott Mason  
Kathy May-Martin  
Kathy Parks  
Mark Patterson  
Dana Peterka- Advisory Board Member  
Fred Pieper  
Deric Runge  
Becky Ruppe  
Dr. Ken Tobin  
Danice Turpin  
Dr. Chris Whaley  
Jerry White

## Roane County Industrial Development Board 2023

Jim Palmer – Chair  
David Webb – Vice Chair  
Jim Owens – Treasurer  
Quentin Craig  
Jeff Sickau  
Joe Heckman  
Bob Kite  
Jeff Nichols  
Candace Peacock

## Roane County Commission Industrial Liaison Committee

Commissioner Chris Lehman  
Commissioner Charlotte Cunningham  
Commissioner Shannon Hester  
Commissioner Junior Hendrickson  
Commissioner Travis Parks

## Roane County Commission Tourism Committee

Commissioner Charlotte Cunningham  
Commissioner Chris Lehman  
Commissioner Mike Hooks  
Commissioner Lance Duff  
Commissioner Ben Gann

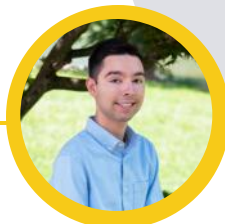
**TERESA JACKSON**  
VP of Operations



**DAWN CARLOCK**  
Chamber Coordinator



**CALEB BEASLEY**  
Social Media & Content Mgr



**FELICIA JESTER**  
Chamber Membership Manager



**JUSTIN SNOW**  
President & CEO



**CARY PARTEN**  
Fiscal Services & Office Mgr



**STACEY WILSON**  
Director of Tourism



**JENNIFER BROWN**  
Director of Education & Workforce Development





**Roane**  
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