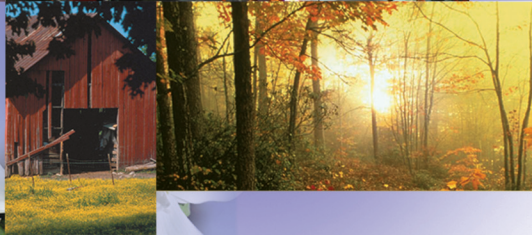
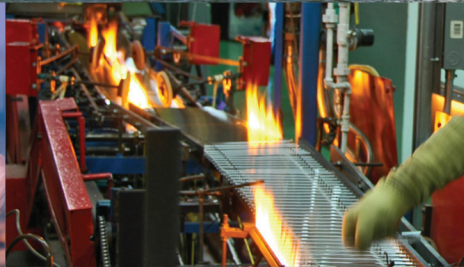


R O A N E C O U N T Y

2007 ANNUAL REPORT



- THE ROANE COUNTY INDUSTRIAL DEVELOPMENT BOARD
- THE ROANE COUNTY CHAMBER OF COMMERCE
- THE ROANE COUNTY VISITORS BUREAU

THE ROANEALLIANCE

www.roanealliance.org



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



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Letter from the President / CEO

Dear Friends,

2007 was a wonderful, exciting year at The Roane Alliance, with interest and growth in our county – and especially at Roane Regional Business and Technology Park – reaching record levels in many ways:

- \$2 million in sales of Roane County industrial property closed, bringing in a variety of industrial projects that are expected to create more than 600 new jobs over the next five years, as well as bring up to \$28 million in new private investment into Roane Regional.
- One of our existing industries – Toho Tenax America – announced a \$23 million expansion, bringing the total investment in the Rockwood carbon fiber plant to some \$37 million.
- Our job growth continued to outpace that of the state and the US, according to figures from the University of Tennessee's economic forecaster, even though manufacturing job growth continues to slow nationwide.
- Our tourist growth continued its lively growth with more than \$52 million tourist dollars being spent in Roane County in one year, according to the state's latest figures – a 7.1% increase over the year before.



Any year that you can report any of those accomplishments at one time is reason for an economic development organization to celebrate. But the fact that all this occurred while other areas of the country were suffering from some serious economic downturns, makes it all the more special.

But it was not luck. The dedication of our volunteers, our hard-working board members and our top-notch, dedicated Alliance staff, have all combined to ensure that all these successes were possible – and my hat's off to all of them for making Roane County's 2007 a year to remember.

I hope you enjoy reading this 2007 Annual Report and learning about some of the more exciting programs that were implemented during the year and celebrating along with me as you see some of the more important milestones that we reached over the past year in Roane County. We adopted a new slogan this year at The Alliance for our county – "Overflowing with Possibilities." I think our report shows that's certainly true.

Sincerely,

A handwritten signature in black ink, appearing to read "Leslie Henderson". The signature is fluid and cursive, written over a faint, illegible background.

Leslie Henderson

The Roane Alliance Board of Directors – 2007-2008

CHAIRMAN:	Keith Uselton
VICE CHAIRMAN:	Jerry Stephens
SECRETARY:	Ben Andrews
TREASURER:	George Wilson
MEMBERS:	Julian Ahler Troy Beets Ron Berry Bill Biloski Steve Buckley Tim Duff Jerry Duncan Dean Ethridge Mike Farmer Jim Gann James “Dub” Harmon Jim Henry Chris Hepler Greg Hill Charles Holiway Sonny Hunter Steve Kirkham Robert Kyker Chris Mason Kathy May-Martin Mike Miller Jim O’Conner Fred Tedder

Roane Alliance 2007 Annual Fund-raising Gala a Most Festive Event

The Alliance's Sixth Annual Gala was held on Friday, November 2 and a record number attended. Said to be one of the most festive of all the Alliance Galas, attendees enjoyed a gourmet meal, a lively cocktail reception and snatched up a wide variety of bargains in the silent and live auction – all to fund the Alliance's programming throughout the year.

"The Roane Alliance is in many cases the engine that has been driving the economic growth train in Roane County," according to Keith Uselton, Chairman of The Roane Alliance. "Each year the Alliance works to develop a wide range of programming to support our economic base, raising the bar each year on its economic goals, and support of the Gala is key to achieving these goals."

This year's offerings included estate jewelry; luxurious

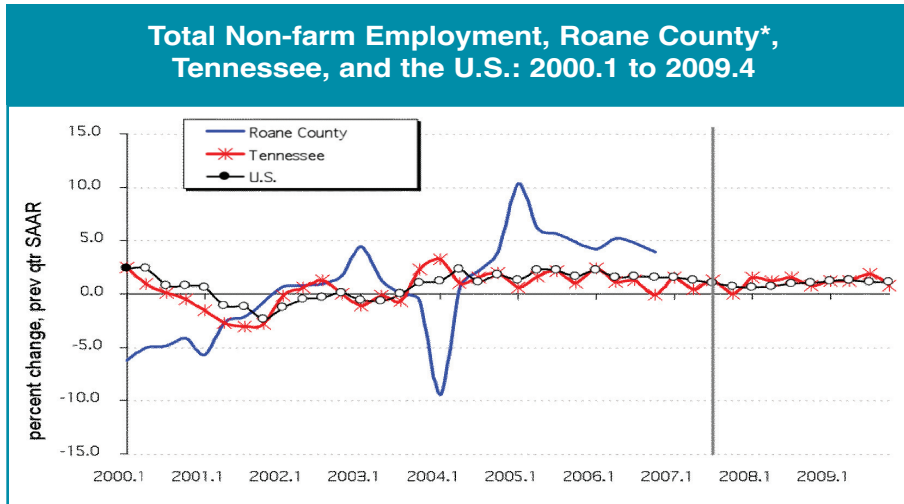
lodging including a weekend at an upscale mountain lodge; a "Chocolate Covered Wednesday" at a local bed & breakfast; fine furs; an All-Terrain Vehicle; Bristol 2008 suite tickets; a kayak and the ever-popular pedigreed puppies; as well as many, many other valuable items.

This year's Gala brought in a total of \$116,906 from ticket sales, sponsorships and auction proceeds – the net profit from the evening was nearly \$75,000. These funds will go toward operating the Alliance throughout the year, covering a wide range of economic and community development activities – from industrial recruitment to community events to a wide range of technical assistance for existing businesses – all geared toward making Roane County businesses more prosperous, and making lives better for all of its citizens.



Roane Job Growth Rate Continues to be Healthy

Roane County's job growth rate continued to top state and national growth rates, even though – as is the case throughout the country – growth of manufacturing jobs continues to slow.



*Private employment covered by the state unemployment insurance program.
 Source: Global Insight, Inc. and CBER.
 Matthew N. Murray, UT Center for Business & Economic Research, November 7, 2007

The Alliance is pleased to report, though, that although manufacturing job growth is down, 277 new jobs were created or recruited into the county in 2007.

New Jobs Created in Roane County			
Company	Jan. 2007	Dec. 2007	New Jobs
Richards Industry	90	150	60
EnergySolutions	250	300	50
Diesel Engine Parts	0	45	45
Performance Contracting Inc. (PCI)	30	60	30
Bayou Steel	80	100	20
TVA Kingston Fossil Plant	300	318	18
Planet, Inc.	25	36	11
Capstan	100	110	10
IMPACT Services	8	18	10
Horsehead Corporation	41	50	9
Oldcastle Big Rock Building Products	42	50	8
Saginaw Controls & Engineering	0	3	3
Toho Tenax America	169	171	2
Pegasus	7	8	1
Total			277

Long-time Supporter Jerry Duncan Inducted into Alliance Hall of Fame

The Roane Alliance honored long-time Roane Alliance supporter Jerry Duncan at its annual Christmas Open House. Duncan was inducted into the Alliance's Hall of Fame for "providing unwavering support" and making a "long-lasting contribution" to the Alliance.

Leslie Henderson, President and CEO of The Roane Alliance, said, "This gentleman has supported the Alliance from the very beginning and not just financially – although that, believe me, has been considerable. But also because he has always been there for the Alliance – whatever we needed – and for me personally as well."

Duncan accepted the award from Roane Alliance Board Chair Keith Uselton. Jerry's wife, Judy Duncan, was at his side as he thanked everyone for the honor.

Duncan – the long-time owner and operator of Jerry Duncan Ford Lincoln Mercury in Harriman – has been a key benefactor for many nonprofit efforts in Roane County for decades, as well as being a major

donor to Roane State Community College and the University of Tennessee.

Duncan joins a select group in the Hall, as only two other local business and community leaders have been inducted into the Alliance's Hall of Fame – Steve Kirkham and Jim Henry, two other founding fathers of the Alliance who were key in its development and have provided long-term support.



Jerry Duncan (center) – with his wife, Judy, at his side – accepts the award from Alliance Board Chair Keith Uselton at Alliance's annual Christmas Open House.

Alliance Partner SCOREs Again

Highlights of 2007

- **Counseling sessions were held with 39 different clients**
- **121 counseling sessions were conducted – a 20% increase over 2006**
- **221 hours were spent with clients**
- **A new counselor was added to serve Roane County**

SCORE's fourth year of partnering with the Alliance brought many hours of free counseling services to Roane County's business community. SCORE counselors are retired executives from major companies who volunteer to assist local businesses.

Roane County Industrial Development Board of Directors

CHAIRMAN: Steve Kirkham

VICE-CHAIRMAN: Bob Kyker

**SECRETARY/
TREASURER:** Jerry Stephens

MEMBERS: Kyle Agee, Jr.
Ron Berry
Jane Long
Bob Lunsford
Chris Mason
David Webb

A Record \$2 Million in Industrial Property Sold in 2007



at least two – but probably more – high-tech industries into Roane Regional Park over the next two years, the grand total of real estate sales proceeds for 2007 tipped over the \$2 million mark.

At this year’s annual elected official’s barbecue at The Roane Alliance in September, Industrial Development Board Chairman Steve Kirkham presented a million-dollar-plus check to Roane County Executive Mike Farmer – the proceeds from land sales collected earlier in the year for five industrial projects. That check set a record for real estate sales for the county by the Industrial Board – but that was only the beginning.

By the end of the year that figure topped two million. With the closing on December 20 of a multimillion-dollar deal that is to bring

“These projects – all of which we landed in 2007 – are expected to bring more than 600 new jobs over the next five years; up to \$28 million in private investment and an estimated \$275,000 a year in increased tax collections upon completion for Roane County. I think this proves beyond a doubt that Roane County and especially the Roane Regional Park has come into its own,” said Industrial Development Board Chairman Steve Kirkham.

New Industries in Roane Business and Technology Business Park in 2007

Industry	Capital	Jobs
Diesel Engine Parts	\$5,000,000	35
Saginaw Control & Engineering	\$2,500,000	6-8
Blue Bell Creameries, L.P.	\$1,000,000	7-10
Metal Roofing Sales Company	\$500,000	6
C.R. Barger & Sons, Inc.	\$3,000,000-\$4,500,000	50-100
Reliable Electric	\$750,000	10-12
Red Diamond Ceramics	\$3,000,000	50
Cool Energy, Inc.	\$11,000,000	400 (within 5 years)
Totals	\$26.2-\$28.2 Million	564-621

A Record \$2 Million in Industrial Property Sold in 2007 (cont.)

The eight new projects at Roane Regional have all closed in a ten-month period beginning in February, 2007 and are in various stages of development. Diesel Engine Parts bought the first speculative building after it was completed earlier this year.

Saginaw purchased the next one in the series – before it even came out of the ground. Blue Bell, Best Roofing Sales and Barger & Sons all closed sometime in mid-year and all expect to break ground in early 2008. Reliable Electric and the two high-tech projects – Red Diamond Ceramics and Cool Energy Inc. – both closed in December and both are already in the design phase to begin construction in 2008/2009.

“This is exciting at two different levels,” said Roane County Executive Mike Farmer in receiving the first million-dollar check.

“One, it assists with the debt service payments that we are required to make on an annual basis on Roane Regional – but more importantly, it represents the dynamic focus that we are seeing in Roane County.”

These new industries join the four other industries that already call Roane Regional home for their businesses: The H.T. Hackney Co (one of the nation’s largest wholesale food distributors); Protean Instruments Corp. (manufacturer of alpha beta counters); Dienamic Tooling Systems (DTS) (southernmost operation of a group of tool and die makers headquartered in Grand Rapids, Michigan); Pegasus Technologies (an independent home-grown local firm that designs wireless systems for companies all over the world).

2007 PROJECTS

- **Diesel Engine Parts** – a Knoxville company that is relocating its operations so that it can manufacture, remanufacture and do the final machining on engine parts cast overseas in their plants in China, India and Turkey.
- **Saginaw Control & Engineering** – a Michigan-based manufacturer of both standard and custom-designed enclosures for electrical equipment that is opening their first distribution center in the Southeast.
- **Blue Bell Creameries** – a 100-year-old, Texas-based company that makes ice cream products is going to be building a transfer station which is expected to grow into a regional facility over the next three years.
- **Best Roofing Sales** – a metal roofing company that is located in Cumberland County since 1996 is going to expand into Roane County.
- **C.R. Barger & Sons, Inc.** – a home-grown, family-owned Roane County company that has outgrown its present facility and needed to consolidate its operations in one place. They manufacture pre-cast concrete products.
- **Reliable Electric** – a California company that has been in business since 1946 selling outdoor lighting fixtures, mostly to the outdoor advertising industry (i.e. Lamar advertising) is moving its Columbus, Ohio warehouse/distribution/light assembly operations to Roane.
- **Red Diamond Ceramics** – this is one of several companies to be located in a multimillion-dollar high-tech corporate headquarters project in which Dr. Sam Weaver is buying the Smith House and 40+ acres to consolidate and spin out into manufacture his several companies’ operations at the back of Roane Regional.
- **Cool Energy Inc.** – the second of several Weaver’s companies. This one, presently located in Colorado, is developing solar energy part prototypes. They expect to move into production in late 2009. Cool Energy is expected to invest \$11 million, create 400 jobs within five years, and pay an average annual wage of \$45,000 at Roane Regional.

Roane Regional Business and Technology Park Becomes “Hot” Property

Roane Regional Business and Technology Park came into its own in 2007 – becoming one of the “hottest” industrial parks in the region.

“The phones have not stopped ringing,” Leslie Henderson, President/CEO of The Roane Alliance said early this year about the interest in industrial properties at Roane Regional. “We have been handling more inquiries from industrial prospects than all the other economic developers in the region for several months now.”

Some of the reasons behind the park’s highly successful

2007 include:

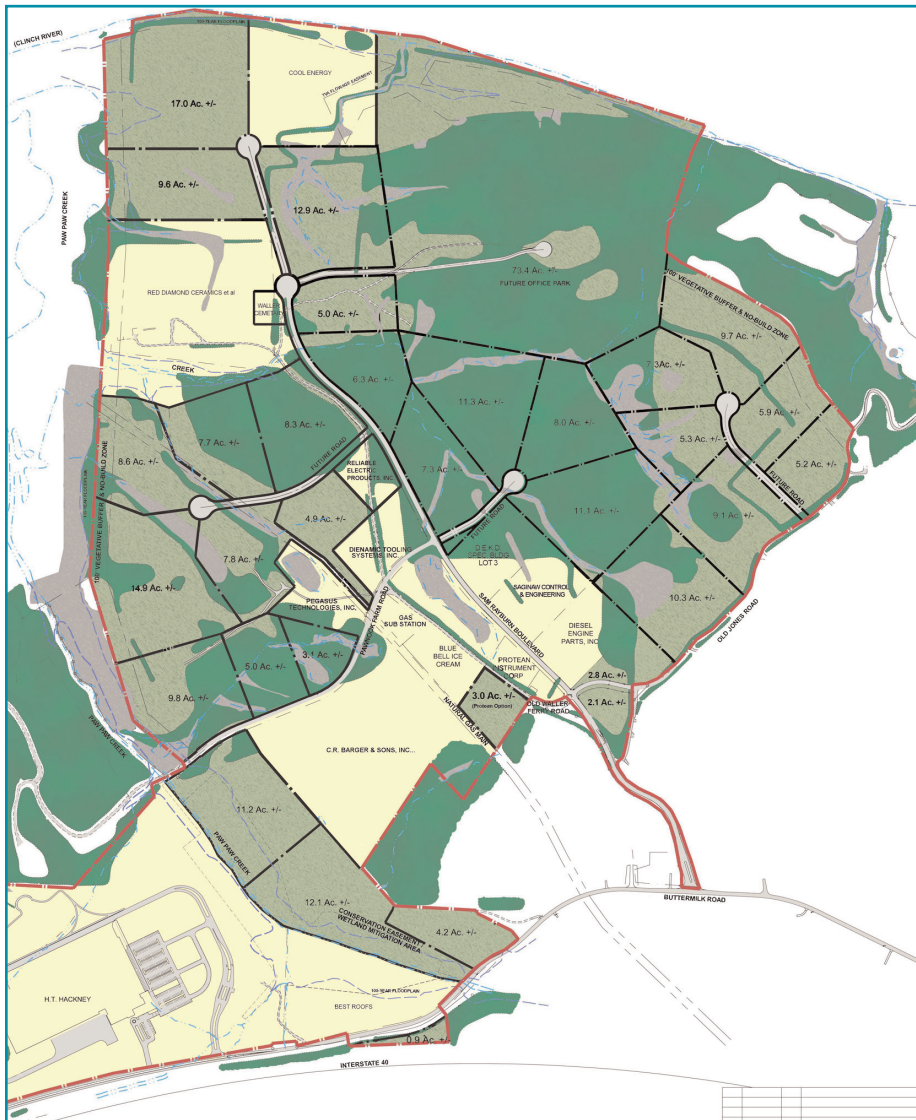
- A board decision early in the year to target small to medium-sized industries to take advantage of an underserved market, but one that is responsible for much of all new job growth. A new master plan was created by the board’s engineering partner, McGill Associates, laying out a concept for smaller parcels, ranging from about 5-20 acres.

- The construction for the new interchange to serve the park

neared completion at Blackburn Lane;

- The spec building program matured and stimulated considerable media attention after the announcement of first spec building selling in February to Diesel Engine Parts, followed shortly thereafter by the announcement that the second spec building had already been sold to another buyer – a Saginaw Michigan electrical parts supplier before that second building even started coming out the ground.

- The announcement at the first of the year of a sale of a 26-acre tract of land just outside the gates of Roane Regional to Crete Carrier, where the national trucking firm plans to build a \$5.4 million facility and bring 50 new jobs into Roane County.



Toho Tenax America, Inc. Announces \$23 Million Investment in Rockwood Plant

Toho Tenax America, a subsidiary of Japan-based chemical giant Teijin, announced the second major investment in the Rockwood plant it purchased three years ago. Toho will be investing an additional \$23 million in their Rockwood manufacturing facility. The decision, which solidifies the carbon fiber maker's presence in Roane County, TN, marks the second major capital investment in the Rockwood plant since Toho Tenax bought the Fortafil Fiber plant in 2004 from Netherlands-based Acordis. The total investment in retooling and upgrading the plant is now nearly \$37 million.

"Toho Tenax is retooling the plant to stay competitive in the carbon fiber market," said Leslie Henderson, President & CEO of The Roane Alliance. The investment, Henderson said, "means a significant area employer and active corporate citizen will continue to grow and prosper."

Toho Tenax supplies high-quality carbon fiber to various industrial, automotive, aerospace and sporting goods makers. Carbon fiber replaces high-strength steel, aluminum, titanium or glass fibers in applications where reduced weight and greater rigidity are needed. It is the second largest producer of carbon fiber in the US.

The plant employs 170 workers. The announcement is not expected to affect that number.

"This retooling will put Toho Tenax into a very competitive position in the global carbon fiber market – a market which is growing rapidly," Roane County Industrial Development Board Chairman Steve Kirkham said. "It should solidify the future growth potential of this operation."

The Alliance has provided assistance to Toho throughout the year as needed – from traveling to Washington to assist the plant's management in a tariff issue to negotiating the tax abatement agreement in its newest investment.

"Roane County is partnering in this effort by providing assistance to help Toho Tenax America attain this major improvement to the plant," Roane County Executive Mike Farmer said, "Since carbon fiber is now being used for everything from Boeing's new Dreamliner to the insides of the copiers at our offices, this investment is a solid one for the county."



Pictured are Toho officials Dr. Marc Verbruggen and Ryoko Miyazaki; Industrial Development Board Chair Steve Kirkham; Roane County Executive Mike Farmer and Rockwood Mayor Mike "Brillo" Miller, (L to R), as Alliance President Leslie Henderson announces the Toho investment onsite at the plant.

Roane County Closes on High-Tech Corporate Headquarters Project

A project that puts the “technology” focus back into the Roane Regional Business and Technology Park closed at the end of 2007.

This is a multimillion-dollar, high-tech corporate headquarters project in which Drs Sam and Carol Weaver are buying the Smith



House and 40+ acres to consolidate and spin out into manufacture several of their companies’ operations at the back of the park. Dr. Weaver is a serial entrepreneur who has started up, grown (creating a total of nearly 500 new jobs) and then sold several companies over the last 37 years in the West Knoxville/Oak Ridge area, most recently including Millennium Materials, a 100-employee West Knoxville-based industry which he sold to a UK-based group in 2001.

The Weaver-owned start-up companies coming into Roane Regional as a part of this sale initially represent a private investment of \$2.75 million, along with 50 new jobs over the next two years, and an estimated \$14 million and 450 jobs over the next five years. They include:

Red Diamond Ceramics – manufacturer of advanced composite ceramic product to be used in ceramic armor. It is in the prototype/R&D phase and expects to move into production within 6 months. This company is expected to invest \$3 million,

employ approximately 50 people over the next five years and pay an average annual wage of \$50,000.

Cool Energy Inc. – a Colorado company that has developed solar energy part prototypes. They expect to move into production in late 2009. This company is expected to invest

\$11 million, create 400 jobs within five years and pay an average annual wage of \$45,000.

Proton Power – a start-up company developing a new way to generate energy.

Additional space in the Smith House is to be sub-leased to high-tech start-ups in an incubator-type setting.

The three parcels – along with the Smith House and its outbuilding – were sold to Sam and Carol Weaver for a total of \$1,012,500. The house will become the corporate offices for the Weavers and their companies. Then, as the companies grow and move out into manufacture, production facilities are to be built either on the 27 acres surrounding the Smith house or on the 14-acre riverfront parcel at the far back of the park. The type of architecture to be used in the manufacturing facilities is to be the San Jose model, a higher-end industrial building, some of which will sit at an angle to the Smith House driveway, similar to West Knoxville’s Franklin Square office complex.

Roane County Chamber of Commerce Board of Directors 2007-2008

CHAIRMAN: Kathy May-Martin

CHAIR-ELECT: Dr. Gary Goff

VICE CHAIRS: Johnny Teglas, *Membership*
Dr. Gary Goff, *Public Affairs/Legislative*
Jane Ollis, *Tourism*
Kim Harris, *Educational Affairs*
Frank Myers, *Housing*
Stephanie Haywood, *Small Business/Retail*
Vickie Watts, *Economic Development*
Steve Byerly, *Finance*

TREASURER: Steve Byerly

DIRECTORS: Chris Ahler
Una Coffman
Lynn Farnham
Rob Halcrow
Greg Hill
Susan Howell
Diana Knobloch
Pat Lett
Jane Long
Jamie Nelson
Jennifer A. Palmer
David Webb
Dave Westberg
Lonnie Wright

Honoring the “Best of the Best” at the Chamber’s Annual Banquet

For three long-time Chamber members, the annual Chamber Banquet in 2007 was definitely a night to remember as their accomplishments were recognized through the chamber’s annual awards ceremony. Warm sunshine and clear skies provided the backdrop to the five-course meal as attendees enjoyed the waterfront atmosphere and celebrated their successes over the past year. But for Judy Tyl, Dr. Gary Goff and Jim Gann, the celebration was a bit more personal.



Judy Tyl of Roane State Community College was the first major award winner. Tyl was honored with this year’s Athena Award. She was nominated based on the many community service activities she has supported and worked on throughout the years. Dr. Linda Hunter, a major sponsor of the Athena Award in Roane County, presented the award to Tyl, saying that “leadership has been a driving force in her (Tyl’s) life and she has demonstrated excellence, creativity and initiative as she coaches and mentors those she works with both professionally and personally.” Hunter has sponsored the Athena Award here for the past five years.

Next came the Business of the Year Award. Announcing that the award was going this year to Roane State Community

College was Dr. Paul Goldberg, who ticked off numerous statistics showing the huge economic and social impact the college has had on the county and the region over the years, including being an employer of more than 500 full and part-time employees, about half of whom work here in Roane County.

The Distinguished Service Award was the final award and it was presented to Jim Gann from Roane Medical Center for the many years of personal and professional support he has given

the local community. Aside from his full-time duties as hospital administrator – and the many organizations he works on in the community (including a past Chairman of The Roane Alliance Board) – Gann also serves as the president of the Tennessee Hospital

Association, small and rural constituency section, where he was recently honored for his service.

Before the awards ceremony began, the gathering of some 200 attendees for this year’s annual banquet heard from another successful woman in the business world – State Tourism Commissioner Susan Whitaker. Commissioner Whitaker gave a lively, informative keynote speech reporting on the state’s ramped-up efforts to recruit tourists and strongly advocating the support of efforts to stimulate tourism locally.



Chamber of Commerce Extends its Reach through an Active 2007

The Chamber of Commerce enjoyed a very busy and productive year under the leadership of Dr. Terry Payne of the Oak Ridge National Lab during the first half of the year, and Kathy May-Martin, of Coldwell Banker, Jim Henry & Associates, during the second half of the year. Some of the major accomplishments this year include:

- Chamber members received a new benefit of their membership – an opportunity to participate in a basic group medical insurance plan.
- The legislative affairs committee continued for the second year to produce a legislative agenda complete with a report card for elected officials to encourage them in supporting projects endorsed by the Chamber.
- The housing committee held its first annual Home and Garden Fair in the spring.
- The tourism committee hosted more than 300 fishermen at its first annual major bass fishing tournament – Rock-N-Reel – in the fall.
- The education committee recommended board adoption of the Tennessee Scholars program for Roane County students – a business-led program that encourages a more rigorous school experience to better prepare children for the workplace or for further schooling.
- A record-setting Teachers Supply Closet was held to help public school teachers stock their classrooms with much-needed supplies.



Chamber Education Committee Chairwoman Kim Harris (L) – helped by Alliance staffer Donna Hall – sign up a record number of teachers to get free school supplies at this year's "Closet" for Roane teachers.

Meanwhile, Chamber membership hit a record 400 at the end of its annual membership drive, as announced at the annual Chamber banquet at Whitestone in April. Total dues collections continued to rise during the year as some significant new members signed up for the first time — including Park West Hospital, Roane County Government and the Roane County Schools.

Roane Chamber Embraces New Tennessee Scholars Program

The Chamber Board voted to adopt the Tennessee Scholars Initiative and provide it with seed money for two years. This is a business-led program involving rewards and incentives designed to encourage students to take more challenging and rigorous studies and tasks throughout high school.

Tennessee Scholars are high school graduates who complete the Tennessee Scholar Course of Study, a specific sequence of academic courses in math, science, language arts and social studies. These scholars are stronger candidates for financial aid and scholarships; they are better prepared for college and statistics show they score higher on ACT and SAT exams. The business community participates in the program by providing

leadership and incentives for students who stay on track and graduate on time as “Scholars.”

The Chamber established a steering committee and began working with 8th and 9th graders to prepare them to choose the scholars program throughout their high school years. Options for the scholars include community service as well as the required academics.

Chair of the Chamber Education Committee Kim Harris successfully raised nearly \$5,000 from the business community to cover the costs of the T-shirts and medallions each of the Scholars will receive.

Chamber Holds 1st Annual Home & Garden Fair

The Roane County Chamber of Commerce hosted the 1st annual Home & Garden Show on April 21 at the Roane County Park. A total of 49 vendors were on hand for the event and 1,000+ visitors came through to visit and shop with local merchants.

The fair was the culmination of work initiated by the housing

committee of the Chamber chaired by Kathy May-Martin of **Coldwell Banker, Jim Henry & Associates.**

Vendors were not the sole source of information at the Home Fair. DIY presentations were scheduled for every 30 minutes and Sheriff Jack Stockton spoke about methamphetamine labs.



Younger attendees enjoyed inflatables from **Rockin' L Rentals.** Food booths also were available.

The inaugural Home and Garden Fair was such a great success, with nearly \$6,000 in profit to seed next year's effort, that the second annual Fair is already in the works.

Rock-N-Reel Fishing Tournament Nets Success

The first Roane Chamber-hosted major bass fishing tournament was held on Oct 13-14 and was attended by more than 300 fishermen.

The final weigh-in on Sunday culminated with guest Master of Ceremonies and professional fisherman Fish Fishburne awarding the \$12,000 first-place prize to Mark Mauldin of Cleveland, TN and Guy Siler of Rutledge, TN who brought in 28.63 pounds of bass. The \$1,000 cash prize for the highest-scoring youth/adult team was awarded to fishermen Matt and Tony Brown. A second \$1,000 was awarded to Glenn and Stacy Carter as the highest score from a male/female team. A \$750 prize was awarded each day to the single largest bass caught; this prize went to A.J. Minnis and John Anderson on Saturday and Mike Vineyard and Troy Dyer on Sunday.

Fishermen attended the tournament from Ohio, Kentucky,



Indiana, Georgia, West Virginia and from across Tennessee.

Tournament Director James Nuckols said, "I'm glad to see the fishermen support the Rock-N-Reel tournament here in Roane County and I think everyone is looking forward to next year."

Sponsors for the tournament included: City of Rockwood, City of Kingston, City of Harriman, Food City, Coca-Cola, Grande Vista Bay, Caney Creek Inn, Capt Dave Westberg, ORNL Federal Credit Union, Big Rock Building Supply, United Community Bank, Roane State Community College, Rockwood Water and Gas, Rocky Top General Store, Rocky Top Markets, Bunch Marine, Coldwell Banker, Eagle Distributing, Citizen's National Bank, Skeeter Boats/Yamaha, All-Star Promotions, Radio 105.7 The Hog, Comfort Inn, TVA Fossil Plant, and Comcast.

Affordable Basic Group Medical Insurance for Chamber Members

Members of the Roane County Chamber of Commerce received a new benefit of their membership – an opportunity to participate in a basic group medical insurance plan.

"The Chamber is proud to be able to make this additional benefit available to our members," Leslie Henderson, President of the Chamber and CEO of The Roane Alliance said. "We hope that this will be the first of many such 'perks' that we can negotiate for our membership, making Chamber membership in Roane County

even more of a value-added proposition than it is already."

The plan provides limited coverage for basic medical services, similar to the state-sponsored program but cheaper, and it will be available to all Chamber members, even individuals, at very reasonable rates. With this plan, cost-effective, limited-benefit medical coverage will be available to *all* members' employees and their dependents.

Chamber Hosts Record Number of Events

New Walgreens in Midtown Welcomed by Chamber Members – Several chamber members and county officials attended the official opening of the new Walgreens store at the Midtown Interchange. Manager of the store, Joe Bracco, said, “I am very excited about being in Roane County and can’t remember meeting any nicer people than I have here.”



Chamber Ribbon Cuttings/Grand Openings in 2007

Reflections

Maid 4 U

KTB Tax Service

Abundant Life Christian Center

Express Personnel

Marshall Voss/Sunbridge Healthcare & Rehab

LA Paws

Patterson's Outlet Store

Fowler's Furniture Outlet

Curves of Harriman

Walgreens

Pigs R Us

Mark Foster, Attorney-at-law

Cooper's VIP Car Care

Clean N Press Express of Harriman

Substantial Future

Tennessee Eye Care

All-Star Promotions

Chamber Coffees/Open Houses/Anniversary Celebrations for 2007

Camelot Schools

Harrison Concrete

Murphy-Cates Learning Center

Housing Development Corporation

ReMax Realty

Eye Center @ Harriman

UPS Store

CareAll Home Care

Oak Ridge Utility District

Methodist Medical Center

Get Wet Gazette

Joseph Construction

Rockwood Village Apartments

HDC Anniversary

DAV Van Dedication/Luncheon

Tennessee Technology Center

Housecall Home Healthcare

Blue Pointe Stables

Ridgeview 50th Anniversary

Roane County Tourism Committee

County Commissioner James “Dub” Harmon

County Commissioner Copper Bacon

County Commissioner Ray Cantrell

County Commissioner Chris Johnson

County Commissioner Nadine Jackson

Tourism Works for Roane County

GENERATES:

\$52.13 Million
Through Tourist Expenditures

SUSTAINS:

450 Jobs and
\$8.7 Million in Resident Wages

CREATES:

\$3.11 Million in
State Tax Revenues
\$2.68 Million in
Local Tax Revenues

SAVES:

Every East TN Household
\$262.92 in taxes

(Sources: Travel Industry of America. The Economic Impact of Travel on Tennessee Counties 2006 and the US Census Bureau Population Estimate)

Tourist Development a Major Focus in 2007

In 2007, the Alliance continued to increase its tourist development efforts – and saw those efforts pay off in a big way.

Marketing Watts Bar Lake as a destination for fishing was accomplished with a fishing tournament that had a significant payout, attracting fishermen from at least five surrounding states. The fishing tournament, held in October, had a first prize payout of \$12,000. The tournament was very successful, with 154 fishing boats and more than 300 fishermen participating. Another tournament stop was held at Watts Bar Lake by Bassmasters Professional Fishermen, who held one of their fishing tournaments in Roane County in March, 2007. As a result of these tournaments, major fishing organizations are now turning to

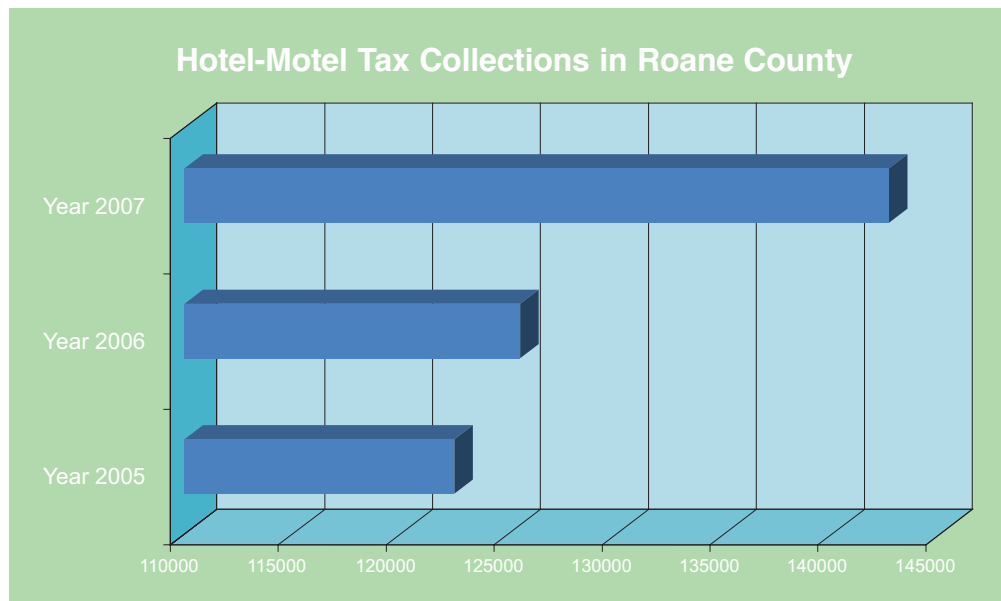
Watts Bar Lake as a possible destination for the well-attended culmination of their fishing tournament seasons in 2008/2009.



(L to R) Chamber Board Chair Kathy May-Martin, tournament winner Mark Mauldin, Emcee Fish Fishbourne, tournament winner Guy Siler and Beverly Stroh, Alliance Tourism/Marketing Manager

Roane Tourism Revenue Continued to Climb at Record Levels

Local hotel-motel tax receipts jumped a whopping 10 percent this year over last.



Roane Tourism Revenue Continued to Climb at Record Levels (cont.)

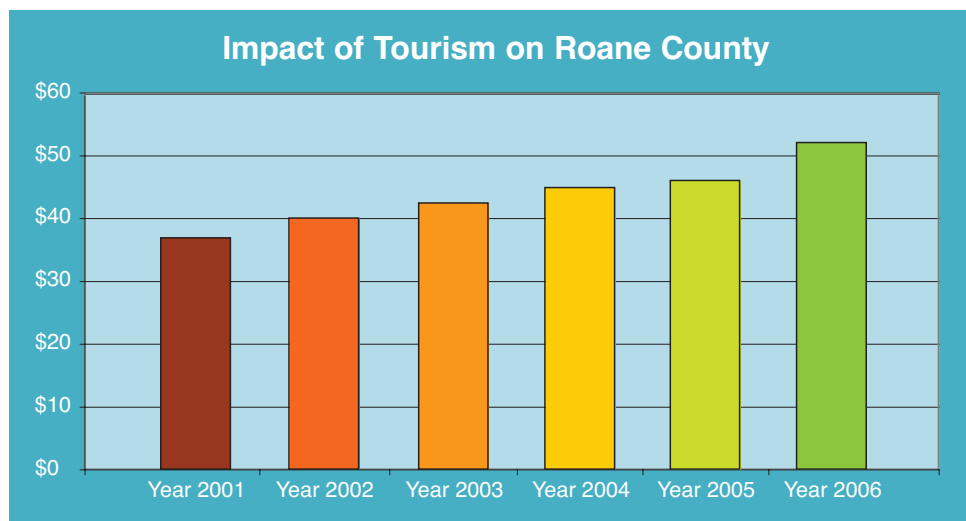
Aggressive advertising by cost-sharing in *Southern Living* resulted in a significant increase in targeted or specific leads for Roane County businesses. Continued focus on the major tourism attractions such as the Whitestone Inn, the Riverboat and the Caney Creek RV Park as well as the Holiday Home Tours heightened awareness and resulted in many more requests for information. The resulting workload required



the addition of several part-time volunteers and/or employees to assist in processing and sending out information in a timely manner. Targeted mailings were sent to church groups and to people who had expressed an interest in the 2006 Holiday Home tours. The mailings consisted of a postcard reminder to entice visitors to consider traveling to Roane County.

Roane County is seeing the results of those increased efforts – a big leap in tourism revenue year over year in the latest state report. Tourism expenditures increased from \$48.67 million in 2005 to \$52.13 million in 2006 (the latest year state statistics are

available). Local tax receipts from tourism equaled \$2.68 million. Tourism employs 450 positions in Roane County and pays \$8.7 million in wages locally.



And Looking Forward to 2008 . . .

New for 2008 is a tourism-specific website that will tout only tourism attractions here in Roane County. The new website will feature the major attractions and highlight the parks, boat ramps, walking trails and fishing conditions for Watts Bar Lake. An aggressive advertising campaign for Roane County's festivals targeting Knoxville is also planned with the Knoxville News Sentinel. New brochures are being designed that feature updated information and a fresh look; these brochures are the primary marketing piece for the county's tourism effort.





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