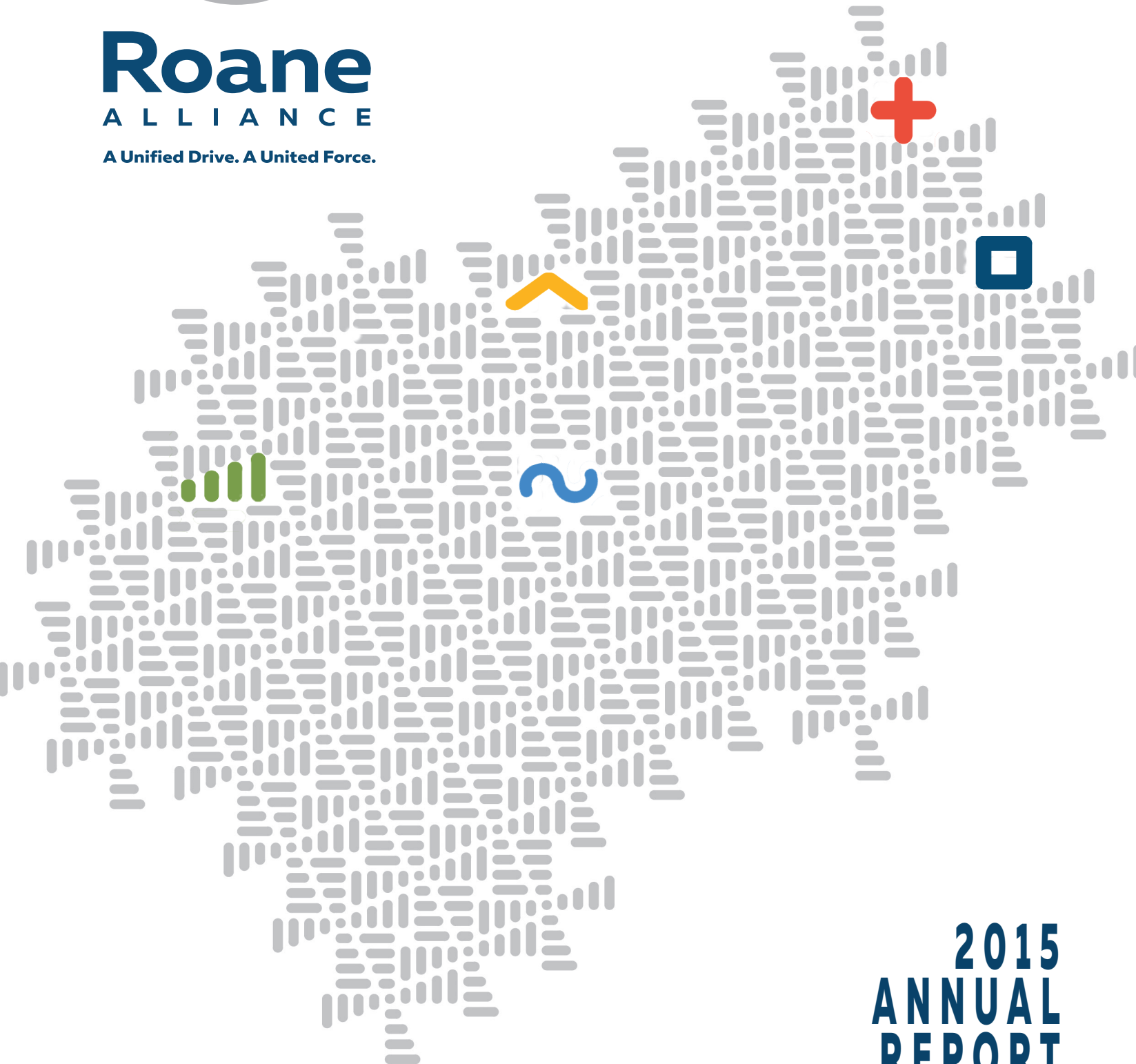




Roane

A L L I A N C E

A Unified Drive. A United Force.



**2015
ANNUAL
REPORT**

The Roane Alliance Mission is to create an environment and unified voice that promotes job creation, economic development, enhanced quality of life, education and workforce development.

2015 TIMELINE

- 1** Tiered Benefit Structure in effect
- 5** ChamberMaster goes live
- 7 & 8** TN Scholars presentations organized/held at all five high schools
- 10-11** Attend Ideal Living retiree-recruitment show in Long Island, NY
- 12** Legislative Breakfast
- 14** TN Vacation Guide released, promoting Roane County
- 21** Green Team begins strategic plan
- 22** Alliance begins strategic plan
- 23** Attend Regional Legislative Breakfast on Tourism
- 27** TN Achieves mentors/student meetings held

- 3** Co. Commission Tourism mtg
- 5** Host Leadership Roane County/ Chamber mtg; Chamber ribbon cutting
- 6** Chamber launches Business of the Month
- 10** Retire Roane mtg
- 12** Host Workforce Development Council mtg; Chamber launches Cash Mob program
- 13** Attend METTC Social Media Workshop
- 24** Chamber/SCORE Lunch & Learn workshop; Attend TDEC/TCCE Winter Conference & Legislative Reception
- 27** Roane Alliance 2014 Annual Report released

- 1** TN Fishing Guide released, promoting WBL; Manhattan Project National Historical Park (MPNHP) conf call
- 4** 1st weekly MPNHP mtg in Oak Ridge
- 5** Alliance strategic mtg; Chamber ribbon cutting; Three Star webinar
- 6** MPNHP website launched to house Roane County info
- 9** 3 River Rumble mtg
- 10** Wade graduated from TN Chamber of Commerce Executives Institute
- 11** Chamber L&L workshop; Roane Regional Business & Technology Park (RRBTP) mtg
- 12** Roane County Industrial Park (RCIP) site visit; attend MPNHP K25 museum public mtg

- 2** 7th Annual High Schools Career Day
- 2-3** Host travel writer in Roane - Whitestone Country Inn, Fort Southwest, Rocky Top General Store
- 4** Education Matters at Thunder Road Festival
- 7** Three Star webinar
- 8** 3 River Rumble mtg
- 8-9** Attend Workforce Based Training in Rhea Co
- 9** Strategic plan mtg
- 10** METTC quarterly mtg; industry visit with the State
- 14** Conduct TN Scholars 8th Grade Graduation; Adventure Tourism presented to Kingston City Council
- 17** 3 River Rumble bike race registration

- 1** 69th Annual Chamber Banquet honoring top leaders and professionals
- 4** Conduct 8th grade TN Scholars Awards at Harriman Middle
- 7** #UniteRoane Campaign Kickoff & Membership Drive planning; conduct 8th grade TN Scholars Awards at Cherokee Middle; Chamber/SCORE workshop
- 13** Leadership class tourism presentation
- 19** Conduct 8th grade TN Scholars Awards at Midway Middle
- 23** Sponsor Roane County Bass Tournament's Largest Small Mouth Bass
- 26** Chamber/SCORE L&L workshop
- 27-28** Attend TN Valley Corridor National Summit

- 1** Watts Bar Lake Facebook page has 2,000 fans
- 1-5** Youth Leadership Academy
- 2** Chamber ribbon cutting
- 2-4** Educators in the Workplace visited three industries in Roane
- 4** Pam awarded Chuck Davis Tourism Award at ETDD Dinner; Chamber Facebook page has 1,000 fans
- 10** Host Leadership Roane County Economic Development Day
- 11-12** Chamber Membership Expansion Event
- 13** Sponsor TN Team Trail fishing tournament in Rockwood
- 16** Chamber coffee

JAN

- Watts Bar Lake featured on Outdoor Channel's Fishing University
- 29** Host Comm. Boyd for site visits to RRBTP & Horizon; Chamber After Hours

FEB



Fishing U. episode

MAR

- 15** CVMR announces expansion into TN
- 17** Chamber coffee/ribbon cutting
- 18** Rockin' on the River fishing tourn mtg
- 20** RCIP mtg
- 23** Adventure Tourism presented to Rockwood City
- 24** 1st monthly City Manager's mtg; Chamber/SCORE workshop
- 25** 1st City & County Mayor's mtg
- 27** TN Achieves mentor/student meetings held
- 26** Chamber Day on the Hill; MPNHP mtg w/NPS & DOE; Counselors & Students in the Workplace
- 29** Visitors Bureau Facebook page has 1,000 fans
- 31** Chamber ribbon cutting; Chamber/SCORE workshop

APR

- 18-19** Sponsor 3 River Rumble, 2-day 3-city bike race
- 22** Chamber coffee/ribbon cutting; TN Scholars Awards Breakfast; Random Acts of Kindness contest for Earth Day
- 23** Conduct 8th Grade TN Scholars Awards at Oliver Springs Middle
- 24-25** Sponsor Rockin' on the River fishing tournament at Kingston's Ladd Park
- 28** Chamber/SCORE workshop; attend Rockwood Merchant's Mixer
- 29-30** Attend Rural Development Conference
- 30** Youth Leadership Meet 'n Greet

MAY

- 31** Roane Alliance basement completed



TN Scholars Awards Breakfast, Apr 22

JUN

- 17** Host Job Fair at RSCC
- 18** Teresa graduates Leadership Roane County Class of 2015
- 20** Chamber ribbon cutting
- 23** Co. Commission Tourism mtg; Chamber/SCORE L&L workshop
- 25** Chamber After Hours
- 26** Board/Volunteer Appreciation BBQ



Legislative Breakfast, Jan 12



Cash Mob at Simply Sweet, Feb 12



Membership Expansion Event, Jun 11-12



To accomplish our mission it takes partnering with others - organizations, municipalities, teams, and individuals. A united force is critical for success. The Roane Alliance continues to strive to be a model organization recognized as an essential collaborative resource. This has been a year of planning, with many changes already happening. Every month is busier than the next, with momentum building like never before. The Alliance works every day to improve the county - together we can make Roane County a better place.

For space, this chart does not include the following regular monthly or quarterly meetings: City Manager's, City and County Mayor's, Green Team; Core Team; Industrial Development Board; Roane County Employer's Association (RCEA); Chamber Board, Industrial Liaison Committee, Utility Forum, Joint Economic & Community Development (JECD) & Alliance Board; or weekly meetings leading up to important events - Manhattan Project National Historical Park and Gala.

2 Wade and Paulette complete 2nd year, Lindsey completes 1st year of US Chamber of Commerce Institute

3-4 Education Matters at July 4th Festival in Kingston

8 Alliance rebranding process begins

14 Spoke at TN Achieves L&L

15 Industry of the Year awarded to Crete Carrier Corp at RRBTP mtg

15-17 Attend ECA Peer Review on the MPNHP in Los Alamos, NM

16 Chamber Board Retreat

17 METTC elects Pam as Treasurer

21 Beautification award presented to Sound Aviation at RCIP mtg

3 Adventure Tourism sites approved

4 TN Promise mentor recruiting begins

6 IV Partner mtg

7 Chamber Ambassador mtg; MPNHP sites announced - two in Roane County

10 TDOT Commissioner Schroer reception

11 Attend SCORE Google Your Local Business workshop

12 ETEDA Advisory Committee mtg; Chamber Member Orientation; MPNHP marketing mtg

13 Host 1st-ever Economic Development conference at RSCC; Chamber Cash Mob

1 Chamber Ambassador mtg; Gala plans well under way with weekly committee mtgs

3 IV Annual Meeting

7 Education Matters at Labor Day Festival in Harriman

8 Chamber Coffee

11 Regional Legislative mtg; Workforce Development mtg

15 Hosted Elected Officials BBQ

17 Tourism Commissioner Triplett visit to Watts Bar Lake

17-18 TECD Conference in Knoxville

18 METTC Executive Committee mtg

22 Chamber/SCORE L&L Workshop

1 Chamber member special event; Chamber/King University workshop

2 Host Manufacturer's Day at RSCC

3 Education Matters at Kingston Country Fair

5 Attend RAMP Manufacturers' Conf & Expo

6 Chamber Ambassador mtg

7-9 Attend Governor's Tourism Conference

8 Chamber Community Development Comm mtg; Retire TN mtg; Chamber ribbon cutting

13-14 Attend Governor's ECD Conference; Rec'd Three Star Award

15 Chamber Board mtg; ETC Development Advisory Council mtg

2 Chamber Business of the Month

5 Channel 15 show taped; IVI Partners mtg

6 Legislative Agenda presentations

8 Sizzle TechStart mtg

9 MPNHP website goes live (all 3 states)

10 MPNHP Memorandum of Agreement signed, establishing park; ETEDA Annual luncheon

11 Community Advisory Committee mtg

12 MPNHP Celebration in Oak Ridge; Y-12 tour; Chamber Cash Mob

13 TN Scholars awards at Midway; Quarterly METTC mtg with Commissioner Triplett

1 Wade speaks at Midway High School

2 Wade speaks to TCAT students about economic development

3 TN Achieves Mentor breakfast; Sizzle TechStart ribbon cutting; TN Scholars Awards at Oliver Springs High; Ambassador Team luncheon

4 Business of the Month; brand video filmed at Alliance

8 Chamber Coffee

10 Chamber After Hours

11 METTC Executive mtg; ETEC Annual Awards

14 ETC Development Advisory Board mtg

15 Alliance Christmas Open House; winners drawn for Chamber

JUL

AUG

SEP

OCT

NOV

DEC

Chamber/SCORE L&L workshop; Education Matters receives Roane Imagination Library Award

24 Chamber ribbon cutting

28 Innovation Valley presentation to TVA in Nashville; Chamber Ambassador Orientation

30 Mtg with Harriman's new tourism director; Volunteer Appreciation Cookout

31 Chamber ribbon cutting

15 Education Matters at Westcare Foundation Resource Fair

17 Strategic plan mtg

18 US Senator Bob Corker reception; Retire TN mtg in Cookeville; County Commission Tourism mtg; Education Matters presented at Kingston Rotary

19 TN Achieves Advisory Comm. mtg

19-21 TCCE Annual Membership Conference

20 MPNHP Roundtable mtg; Chamber ribbon cutting

21 ETDD/CEDS mtg

22 Sponsor Storm the Fort Triathlon in Kingston

24 Present at Roane County Retreat

27 Chamber After Hours

25 Host Workforce Development Council mtg

29 Chamber ribbon cutting; announce new Chamber website; \$12,500 grant award from TN Department of Tourist Dev. (only \$5,000 year before); Strategic plan mtg



Elected Officials BBQ, Sep 15



Travel writer visited Caramella's Oct 22

Final Gala mtg

17 Education Matters at October Sky Festival in Oliver Springs; Roane Alliance Annual Gala; reveal new Alliance brand & logo

20 Chamber/SCORE L&L workshop

21 Business roundtable with House Speaker Beth Harwell, Rep. Calfee, Rep. Travis, & Senator Yager; Leadership Roane County mtg

22 Host fishing travel writer in Roane; Chamber After Hours

23 Retail Strategies mtg

27 RRBTP mtg; ECD Business Development mtg; UPF mtg; Roane Alliance Facebook page has 1,000 fans

29 Chamber Operations Committee mtg

14 TN Economic Development magazine published with full-page ad on Roane County

16 TN Achieves mentor training begins

17 TN Scholars awards; Chamber/SCORE L&L; Wade graduates from East TN Regional Leadership & chosen 'best leader'

17 TN Scholars mtg at Roane County High; ETEDA Advisory Committee mtg; industrial site visit

17 Attend Startup Day in Knoxville; Chamber After Hours

20 New entrepreneurial program launched - Sizzle TechStart

28 Chamber's Super Saturday held, a buy local campaign

31 Industry site visits

Shopping Spree contest; TN Scholars awards at Rockwood High

16 Chamber Coffee

17 Alliance brand training for staff



Gala revenue increased to \$102,000



Energy Communities Alliance Peer Review, Jul 15-17

ECONOMIC DEVELOPMENT BY THE NUMBERS

OUR VISION:

Development of a well-trained workforce to meet current and emerging job requirements of established and new businesses;

The support of both existing and new businesses and industries by enhancing and promoting the advantages of our county vs competing areas;

The continued growth of business and tourism, and the promotion of high quality of life at all stages;

Educational & workforce development programs that influence collaborations to successfully motivate our citizens to achieve their full potential;

Establishing Roane County as the regional destination to live, work, play and visit.

176
newsletters sent

880
events promoted

1,981
posts

social media fans: **15,431**

requests for information: **15,590**

visitors to the State's Select TN website, featuring our three certified sites: **24,530**

people engaged in our posts: **35,394**

visitors to website: **76,009**
(50% 1st-time)

webpages viewed: **119,198**

people reached on social media: **324,525**

The Alliance manages and posts on numerous partner pages using Facebook, Twitter, Instagram & Pinterest.

There are also other Facebook pages we help manage and post: Watts Bar Lake, Roane County, Roane County Green Team, and Vacation East Tennessee. A list is included on the back cover.



TENNESSEE

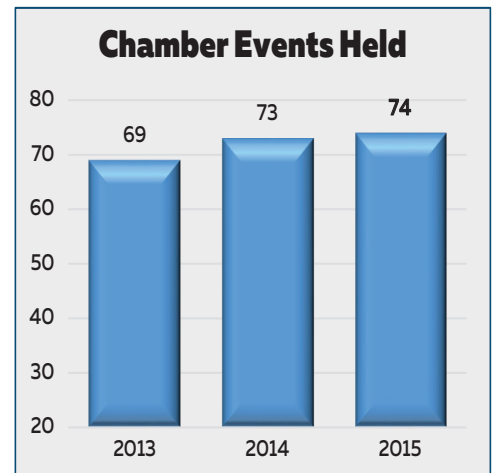
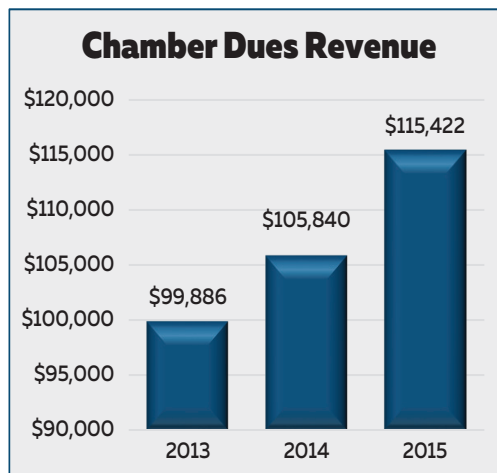
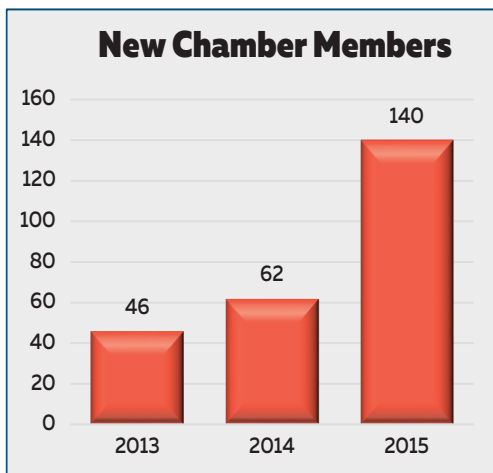
Promise

\$100,000
per year to
Roane County
students in
the program

The Workforce Development Council (WDC) was busy in 2015, working to connect businesses with educators in order to help meet workforce needs and prepare our future workforce. A meeting was held in February to discuss issues with local businesses and then in March, more than 30 educators and students met with three manufacturing businesses in the Rockwood area. In September, the WDC met to learn about the Roane County Schools' Career and Technical Education program and Work-Based Learning. There are more visits and roundtable meetings scheduled for 2016.

"Today, the direction was set...to focus on work-based learning opportunities, career and technical education opportunities, co-ops and apprenticeships as the most effective way to make a positive impact in our community..."

-Wade Creswell, President/CEO The Roane Alliance

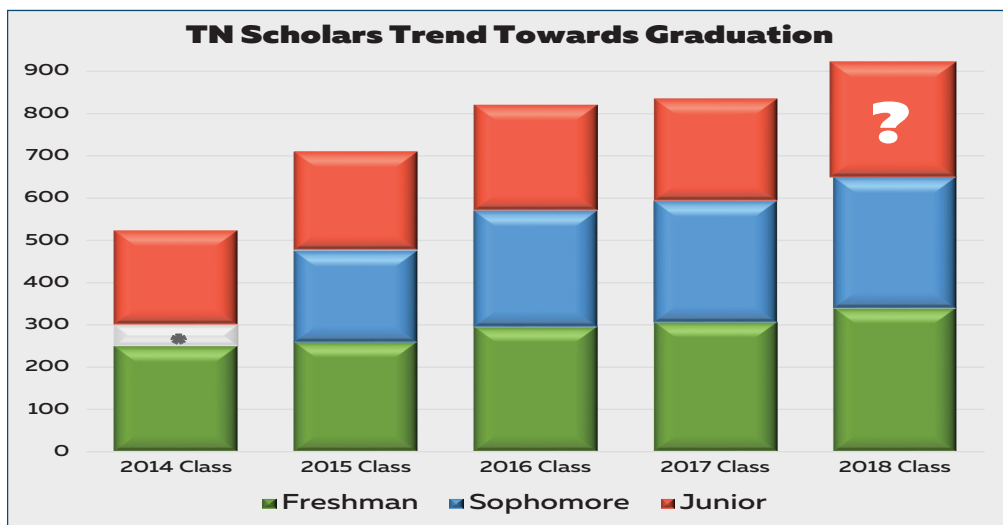


**#UNITE
ROANE**

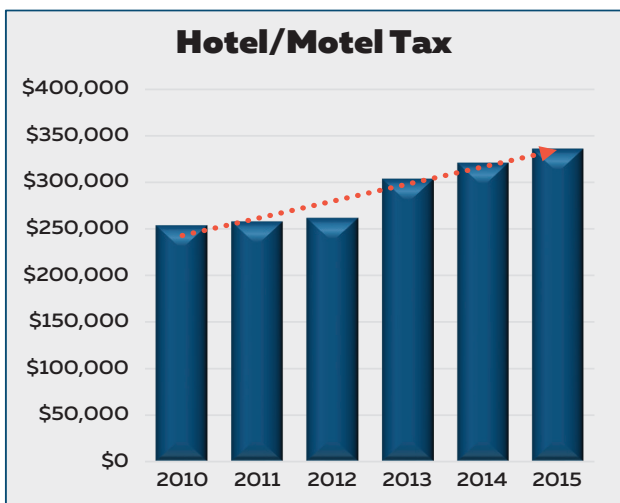
The chamber launched a marketing campaign to encourage community awareness. The Unite Roane campaign included a Membership Expansion event, social media posts, yard signs and t-shirts. Contests for the most likes and the most creative displays were held. The campaign ran through November.

The Tennessee Scholars program continues to grow, as more and more students stay "on track" to graduate as scholars. Students are now provided more incentives and rewards all four years, instead of just when they graduate, resulting in Classes 2014 through 2018 setting records. For the Class of 2018, data is not yet available on the number of juniors on track to receive awards.

Total Workshop Attendance
= **375**



*Class of 2014 Sophomores did not receive reward so no data available.



The Alliance sponsored two new fishing tournaments in 2015 - Rockin' on the River and the TN Team Trail. This is in addition to sponsoring annual events such as Three River Rumble bike race and Storm the Fort Triathlon.

Support is also given to local events to help them grow and succeed, such as the Roane County Bass Tournament, Haunting of Harriman, Christmas Home Tours, and Smokin' the Water. In fact, \$28,000 was spent in '14-'15 fiscal year to bring in and help market these types of events (50% of the tourism marketing budget). This also helps accomplish the Visitors' Bureau mission to not only extend visitors' stays by providing more to do, but also bring in more visitors who enjoy the outdoors and recreation.

Total Spent by Visitors in Roane in '14
\$66M
6% Increase from 2013
(includes hotels, restaurants, gas, etc)

The Green Team capped a year-long strategic planning process on May 12, identifying goals and strategies for each component of the plan to make Roane County the cleanest county in the state: Litter pick-up, Education and Enforcement. For more information about joining the Green Team contact the County's Sustainability Officer Teresa Jackson at 865.376.5547, tjackson@roanealliance.org or like us at facebook.com/roaneountygreenteam.

169 jobs gained in 2015

Average Unemployment Rate was **6.5%**

\$37,512 Per Capita Income (up 3.7%)

\$114K in savings was realized by Harriman, Kingston and Rockwood in 2015 through CDBG Three Star benefits. Roane County has been a Three Star Community for 27 years.



Roane County is one of only 16 counties in the state to be selected to be part of the Retire Tennessee program. Through the state's program, Roane County is promoted to affluent retirees through retiree shows, print ads, and website - retiretennessee.com. 2,246 qualified leads were sent information in 2015 after they inquired specifically about East Tennessee. In January, the Alliance represented the county, talking directly to future retirees at an Ideal Living show in New York.

2015 HIGHLIGHTS



The Alliance rolled out a new dynamic and energetic brand that includes a new parent logo as well as individual partner and program logos.



A Unified Drive. A United Force.

Five new strategic plans were drafted and adopted for the Alliance and each of its partner organizations: Tourism, Industrial Board, Chamber, as well as the Roane County Green Team.



The board room was expanded and new technology was added, better accommodating the board meetings, as well as providing better space for other events.



A TVA grant was awarded, allowing us to build a new access road to the Jones Road site in Roane Regional Business & Technology Park, making it more marketable. It is the county's prime site, and a State-Certified Site, yet the narrow residential road turned most prospects away.

This new shift to make sites

more marketable (with more grants being pursued) is due to the decrease in Requests for Information (RFI's) from industrial prospects (1/2 of 2014), and the inability to submit due to lack of "pad ready" sites or appropriate buildings (only 25% of RFI's received fit criteria for submission, putting the county at a serious disadvantage, compared to other counties).



The Chamber held a three day membership expansion event that brought in 101 new members, totalling \$19,197.00 in gross revenue. 52 volunteers came in for one day, making calls to share the Chamber's message. This also led to 73 leads to follow up with after the event.



Roane Chamber entered into a partnership with Proton Power, Inc. and the Knoxville Entrepreneur Center (KEC) to create a business startup support center called Sizzle TechStart. The creation of Proton Power President Dr. Sam Weaver and his wife, Dr. Carol Jane Weaver, through partnering with local economic development agencies and utilizing the space where it all began in 2007, they hope to duplicate the success realized by Proton Power. To learn more visit www.sizzletechstart.com.



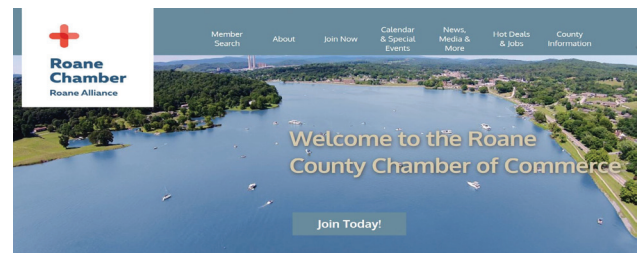
The Manhattan Project National Historical Park was established on November 10, after the DOI and DOE signed a Memorandum of Agreement. Two of the four DOE sites in the park are in Roane County - X10 Graphite Reactor (at ORNL) and K25. A celebration

was held November 12 in Oak Ridge - complete with park rangers on hand for the first time. The park service has offices at the American Museum of Science & Energy .



In the Spring the single-largest investment in private money in the county's history was announced. Within the next three years CVMR - Chemical, Vapor, Metal, Refining - plans to open a metal refining facility in Roane County. Initially, the plan also involved a research facility to open immediately but

CVMR decided to continue research at their Toronto, Canada facility instead. The estimated cost of the refining facility is expected to be more than \$300M (estimated over a six-year period) and would expand in that time to employ up to 1,500 engineers and technicians.



A new Chamber website launched officially in early 2015 after moving to Chambermaster, a database system. The system provided more effective operations for the Chamber, while the website provides more services for members, like the ability to offer deals, job announcements, event information, and more.



U.S. Senator Bob Corker speaks with members, Aug 18



Board & Volunteer Appreciation Cookout, Jul 30



TN Tourism Commissioner Triplett visit, Sep 17 Blue Springs Marina

ROANE ALLIANCE BOARD OF DIRECTORS:

- Dr. Chris Whaley, Chair
- Sharon Templeton, Vice-Chair
- Jerry Stephens, Secretary
- George Wilson, Treasurer
- Chris Ahler
- Julian Ahler
- Ben Andrews
- David Beck
- David Bell
- Ron Berry
- Marilyn Calfee
- Becky Campbell
- Suzie Clay
- John Eschenberg
- Warren Gooch
- Junior Hendrickson
- Jim Henry
- Gaye Jolly
- Mitchell Kyker
- Gail Lyke
- Chris Mason
- Darryl Meadows
- Mike Miller
- Tim Neal
- Terry Payne
- Dana Peterka
- Ken Rueter
- Becky Ruppe
- Barry Stephenson
- Tommy Thompson
- Jerry Vann
- Mark Watson
- David Webb
- Ron Woody
- Bill Young

CHAMBER BOARD OF DIRECTORS:

- Gail Lyke, Chair
- Marilyn Calfee, Vice-Chair
- Becky Ruppe, Treasurer
- Gary Aytes
- Eric Bacon
- David Bolling
- Buddy Bowers
- Lynn Farnham
- Johnny Griffin
- Sean Hensley
- Chris Marsalis
- Kathy May Martin
- Kenyon Mee
- Jude Miller
- Jeff Nichols
- Darren Osborne
- Kathy Parks
- Dana Peterka
- Fran Puckett
- Al Reardon
- Rick Ross
- Danice Turpin
- Dr. Chris Whaley

INDUSTRIAL DEVELOPMENT BOARD OF DIRECTORS:

- Tommy Thompson, Chair
- David Webb, Vice-Chair
- James Owens, Secretary/Treasurer
- Quentin Craig
- Teddy Haywood
- Bob Kite
- Jane Long
- Jim Palmer

INDUSTRIAL LIAISON COMMITTEE:

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

TOURISM COMMITTEE:

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

A Special Thank You
ROANE ALLIANCE PARTNERS

- CITY OF HARRIMAN
- CITY OF KINGSTON
- CITY OF OAK RIDGE
- CITY OF ROCKWOOD
- CNS Y-12
- EAST TN ECONOMIC COUNCIL
- ENERGY SOLUTIONS
- KYKER FUNERAL HOME

- OAK RIDGE UTILITY DISTRICT
- OMNI VISIONS
- ROANE COUNTY BOARD OF EDUCATION
- ROANE MEDICAL CENTER
- TENNESSEE COLLEGE OF APPLIED TECHNOLOGY
- UT BATTELLE/ORNL
- UCOR



LOOKING AHEAD TO 2016

The Roane Alliance closed out quite a year in 2015 and created the potential for even bigger events in 2016. We celebrated the commitment of new industry to Roane County and saw seven local companies announce their intentions to expand operations or production.

While activity for new industrial recruitment slowed compared to 2014, the Roane Alliance took it as an opportunity to plan and prepare for future opportunities. One of the most important factors in the outlook for 2016 is the increase in funding at Oak Ridge National Laboratory, Y-12 Nuclear Security Complex and UCOR in Oak Ridge. The beginning of construction for the Uranium Processing Facility in Oak Ridge will also have a tremendous impact on the Roane County economy.

The efforts of the Boards and staff of the Roane Alliance produced 4 new strategic plans, 9 new operational plans, a new branding initiative as the beginnings of a new marketing plan, one new site development construction project, other site preparation activities, and new agreements with utility providers. All of these activities were designed to produce results beginning in 2016.

Those expected results are:

- Overhauled, modern and effective marketing initiatives for Roane County particularly in the areas of economic development and tourism
- Increased interest from industrial prospects for strong, reputable companies offering high paying jobs
- Increased efficiency in operations for Alliance staff, always striving to provide the best return on investment for our contributors
- Greater cooperation on mutually beneficial projects across city limits, county boundaries, and utility service areas

All of these goals are within reach. Put all of them together and the expectation is that our efforts will increase the quality of life for people of Roane County. That is why we are here. That is why we love coming to work every day. Join us, and together we will rise.

ROANE ALLIANCE STAFF:

Wade Creswell, President & CEO

Pam May, Vice President/Director of Marketing & Tourism

Paulette Ray, Director of Chamber Operations

Teresa Jackson, Industrial Services Coordinator

Chris Bailey, Office Manager/Fiscal Services

Allen Lutz, Education & Workforce Development Specialist

Lindsey Stevens, Chamber Member Services Coordinator

Jamie Poland, Executive Assistant

Jamie Holloway, Administrative Assistant

OVERVIEW

FOUNDED: 2000

STAFF: 9 full-time employees

STRUCTURE: Governed by 66
Board Members

WEBSITES: RoaneAlliance.org
RoaneTourism.com
RoaneChamber.com
EducationMatters2Roane.org
RetireRoane.com

SOCIAL MEDIA: facebook.com/roanealliance
twitter.com/roanealliance
facebook.com/visitroane
facebook.com/wattsbarlake
twitter.com/visitroane
instagram.com/visitroane
facebook.com/roanechamber
twitter.com/roanecochamber
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