ETEDA works to assure a comprehensive marketing program that aggressively promotes our region and provides our investors with an excellent ROI. Working with State ECD, TVA, and the local communities, ETEDA provides the marketing component in the overall economic development process. For more than twenty-five years, ETEDA has successfully marketed the 15-county area as a cohesive region with a wealth of exceptional assets that differentiates us from many other areas of the country.

Our region’s uniquely abundant technology assets provide a significant opportunity to see growth in several industry sectors. One of our region’s strengths is the diversity of our business clusters, such as advanced manufacturing which utilizes cutting-edge technology processes. The significant growth in industry’s reliance on advanced materials such as plastics and composites has placed our region in the forefront of this sector.

In addition to marketing the region, ETEDA provides economic development assistance to the local communities throughout the 15-county area. With a shortage of suitable buildings in the region, ETEDA worked with TVA to promote the virtual building concept to local communities as a means to offer product to prospects, a concept that in the near future will be a standard in marketing industrial sites. Virtual reality allows the prospect to visualize in detail the facility they wish to construct on a site.

With a nationwide labor shortage, an adequate, trained and sustainable workforce is the compelling factor in a company’s decision to relocate or expand. The quality and timeliness of our data in assisting communities with RFIs can assure a prospect that our region can meet their workforce needs.

Our region’s central location in the Eastern U.S., our competitive business costs, talented workforce, reliable and competitive electric and natural gas rates and an outstanding quality of life combine to make our area one of the most attractive in the Southeast. It is a particularly desirable location for many business sectors, including technology-based companies, advanced manufacturing, regional headquarter/customer service centers and distribution/logistics facilities.

This annual review shows the results of ETEDA’s 2017 marketing program working in conjunction with our partners, as well as overall activity experienced through industrial relocation or expansion and demographic trends on issues that affect our region’s economic growth.
Demographic trends for the 15-county region in population, unemployment rate, employment by industry, educational attainment and average weekly wages are useful both in responding to inquiries and in assisting our local communities in the site selection process.

10 Year Population Growth Rate (2008 - 2017)

Source: US Census – Estimates 2017

10 Year Population Growth Rate: 15 Counties

Source: US Census – Estimates 2017
The average unemployment rate for the region decreased from 4.8% in 2016 to 4.3% in 2017.

The region’s labor force increased by 3,500 in 2017 to 550,310.

The number of people employed in the region increased by 1.8% from 520,450 in 2016 to 530,023 in 2017.
Educational Attainment 2017

![Graph showing educational attainment by state and category in 2017.]

Source: TVA, ESRI ArcGIS Business Analyst Online Age 25+, 2017

Average Weekly Wages 2007 - 2017

![Graph showing average weekly wages by state and year.]

Source: BLS, Quarterly Census of Employment & Wages, 3rd Q 2007; 3rd Q 2017
Regional Employment by Industry

- Manufacturing employment has decreased from 11% to 10% over the past ten years. Although we have seen a decrease in employees, productivity has increased due to automation. General trend is larger capital expenditures with fewer employees.

- Business & Professional Services (16%) and Education & Health Services (14%) continue to be the region’s fastest growing sectors.

- Trade, Transportation & Utilities continues to employ 20% of the workforce.

Source: BLS, Quarterly Census of Employment and Wages, 2016 Estimates (latest data available)
Business Sectors - Active Projects

Source: ETEDA, ECD, TVA, local economic developers

Note: Active projects are companies considering the region for a new location.
2017: 82 Active Projects, 75 new and 7 carryover
2016: 59 Active Projects, 47 new and 12 carryover
2015: 57 Active Projects, 42 new and 15 carryover

- Manufacturing includes transportation, plastics/composites, metalworking and food.
- 85% of the new projects were in manufacturing.
- The total number of projects increased approximately 39% from last year.
- The number of office projects increased from 8 in 2016 to 9 this year.
Building and Site Requests - Active Projects

36% of industrial projects specifying a building requested 100,000 sq. ft. or larger.

8% of industrial projects specifying a building requested 50,000 - 75,000 sq. ft.

18% of companies that specified ceiling height requested 28’ or higher.

38% of all projects requested greenfield sites, an increase from 31% in 2016.

56% of office projects requested buildings of less than 50,000 sq. ft.

23% of projects required rail.
Project Source - Active Projects

Source: ETEDA, ECD, TVA, local economic developers

Note: Active projects are companies considering the region for a new location.
2017: 82 Active Projects, 75 new and 7 carryover
2016: 59 Active Projects, 47 new and 12 carryover
2015: 57 Active Projects, 42 new and 15 carryover

- 87% of the active projects came from site consultants.

- Approximately 12% of active projects originated from direct contact with corporate decision makers.

- The ETEDA website (www.eted.org) is our primary marketing tool, serving as a portal to explore the many business advantages of the region.

- Numerous projects explore the website prior to making contact.
Announced Jobs 2013 - 2017

Source: State of TN, Department of ECD, Research Division

Announced Capital 2013 - 2017

Source: State of TN, Department of ECD, Research Division
ETEDA

Allen Neel, President and CEO
aneel@eteda.org

Barbara Cope, Director of Operations
bcope@eteda.org

Jennifer Karp, Marketing Assistant
jkarp@eteda.org

Staff
Board of Directors

Greg Fay, Chair
General Manager
Clinton Utilities Board

Harry Gross, Chair-Elect
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LaFollette Utilities

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Vice President, Philanthropy & Governmental Relations
Covenant Health

Jarrod Brackett
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Fort Loudoun Electric Cooperative

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Chairman and CEO
Home Federal Bank

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General Manager
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President
Metropolitan Knoxville Airport Authority

Glenn Ray
General Manager
Newport Utilities

Mintha Roach
President and CEO
Knoxville Utilities Board

Allen Robbins
Manager
Sevier County Electric System

Ty Ross
Manager
Loudon Utilities

Wes Stowers
President and CEO
Stowers Machinery Corporation

Jack Suggs
Director
Oak Ridge Electric
Baron Swafford
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Maryville Electric

Candace Vannasdale
General Manager
Harriman Utility Board

William Wickman
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Enbridge

Kenny Wiggins
Electric Utility Director
Alcoa Electric

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Blount Partnership

Parker Hardy
President and CEO
Oak Ridge Chamber of Commerce
Advisory Committee

Allen Newton, Chair
Executive Director
Sevier County Economic Development Council

Rachel Buchanan
Director of Economic & Workforce Development
Blount Partnership

Lisa Collett
Interim Executive Director
Morgan County Economic Development

Wade Creswell
President / CEO
The Roane Alliance

Derrick Collins
Executive Director
Economic Development Alliance
Jefferson County

Roxann Fry
Regional Development Specialist
Tennessee Valley Authority

Lucas Graham
President
Cocke County Partnership

Bryan Hall
Director
Monroe County Economic Development

Bill Hammon
Assistant City Manager
City of Alcoa

Tammy Hopper
Director of Economic Development
Claiborne County

Gary Human
Regional Director
Department of Economic & Community Development, State of Tennessee

Steve Jones
Oak Ridge Economic Development Consultant
City of Oak Ridge

Doug Lawyer
Director of Economic Development
Knoxville Chamber

Brooke O’Dell
CEO
Claiborne Economic Partnership

Jack Qualls
President
Loudon County Economic Development Agency

Michelle Scarbrough
Business Development Consultant
Department of Economic & Community Development, State of Tennessee

Thomas Skibinski
President and CEO
Union County Chamber of Commerce

Stacey Swann
Executive Director
Scott County Chamber of Commerce

Tim Thompson
President
Anderson County Economic Development Association

Andy Wallace
Vice Mayor
Campbell County