The Knoxville-Oak Ridge 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.

Our region’s uniquely abundant technology assets provide a significant opportunity to see growth in several industry sectors, such as advanced manufacturing. The substantial growth in industry’s reliance on advanced materials such as plastics and composites has placed our region in the forefront of this sector.

One of our region’s strengths is the diversity of our business clusters. In addition to being a particularly desirable location for technology-based companies, automotive and advanced manufacturing, our fifteen-county region provides excellent growth opportunities for other business sectors such as regional headquarters/customer service centers, food processing and distribution/logistics facilities.

We are a regional economy. Our commuting patterns and buying patterns cross multi-county lines, making our communities interdependent. Whether it is industrial or retail trade, companies rely on employees and consumers from throughout the region. To grow and develop the economies of the communities in our fifteen-county region, we need to support and market the business strengths of each community.

Understanding this regional concept is the basis for ETEDA’s fifteen-county marketing and community assistance initiatives. 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.

This annual review shows the results of ETEDA’s 2018 marketing program working in conjunction with our partners, as well as overall activity experienced through industrial relocations or expansions and demographic trends on issues that affect our region’s economic growth.
Regional Demographic Trends

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 (2009 - 2018)

Source: US Census – Estimates 2018

10 Year Population Growth Rate: 15 Counties

Source: US Census – Estimates 2018
The average unemployment rate for the region decreased from 4.3% in 2017 to 3.9% in 2018.

The region's labor force increased by 5,134 in 2018 to 555,444

The number of people employed in the region increased by 1.2% from 530,023 in 2017 to 536,517 in 2018.

### 5-Year Unemployment Rate Comparison

<table>
<thead>
<tr>
<th>15-County Labor Force</th>
<th>Employed</th>
<th>Unemployed</th>
<th>Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>555,444</td>
<td>536,517</td>
<td>18,927</td>
<td>3.90%</td>
</tr>
<tr>
<td>550,310</td>
<td>530,023</td>
<td>20,287</td>
<td>4.30%</td>
</tr>
<tr>
<td>546,810</td>
<td>520,450</td>
<td>26,360</td>
<td>4.80%</td>
</tr>
<tr>
<td>532,690</td>
<td>502,280</td>
<td>30,420</td>
<td>5.70%</td>
</tr>
<tr>
<td>523,950</td>
<td>489,420</td>
<td>34,530</td>
<td>6.60%</td>
</tr>
</tbody>
</table>

Source: BLS, Annual Employment Averages, States and Counties

### Unemployment Rate: Comparison by County

- Anderson
- Blount
- Campbell
- Claiborne
- Cocke
- Grainger
- Jefferson
- Knox
- Loudon
- Monroe
- Morgan
- Roane
- Scott
- Sevier
- Union

BLS, Annual Employment Averages, States and Counties
Educational Attainment 2018

Source: TVA, ESRI ArcGIS Business Analyst Online Age 25+, 2018

Average Weekly Wages 2008 – 2018

Source: BLS, Quarterly Census of Employment and Wages, 3rd Q 2008 & 2018
Manufacturing employment has decreased from 14% to 12% 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%), Leisure & Hospitality (16%) and Education & Health Services (15%) continue to be the region’s fastest growing sectors.
- Trade, Transportation & Utilities employ 22% of the workforce.
Business Sectors - Active Projects

Source: ETEDA, ECD, TVA, local economic developers

Note: Active projects are companies considering the region for a new location.
2018: 68 Active Projects, 62 new and 6 carryover
2017: 82 Active Projects, 75 new and 7 carryover
2016: 59 Active Projects, 47 new and 12 carryover

- Manufacturing includes transportation, plastics/composites, metalworking and food.
- 93% of the new projects were in manufacturing.
- The total number of projects decreased approximately 17% from last year.
- The number of office projects decreased from 9 in 2017 to 2 this year.
Building and Site Requests - Active Projects

Source: ETEDA, ECD, TVA, local economic developers

Note: Active projects are companies considering the region for a new location.
2018: 68 Active Projects, 62 new and 6 carryover
2017: 82 Active Projects, 75 new and 7 carryover
2016: 59 Active Projects, 47 new and 12 carryover

- 41% of industrial projects specifying a building requested 100,000 sq. ft. or larger.
- 7% of industrial projects specifying a building requested 50,000 - 75,000 sq. ft.
- 13% of companies that specified ceiling height requested 28’ or higher.
- 34% of all projects requested greenfield sites, a decrease from 38% in 2017.
- One office project requested building <50,000 sq. ft. and the other <100,000 sq. ft.
- 15% of projects required rail.
60% of the active projects came from site consultants.

Approximately 40% of active projects originated from direct contact with corporate decision makers.

The ETEDA website (www.eteda.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 2014 - 2018

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

Announced Capital 2014 – 2018

Millions

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

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Board of Directors

**Greg Fay, Chair**
General Manager  
Clinton Utilities Board

**Harry Gross, Chair-Elect**
Knoxville City President  
SunTrust Bank

**Larry Waters, Immediate Past Chair**
Mayor  
Sevier County

**Kenny Baird, Jr.**
General Manager  
LaFollette Utilities

**Kendall Bear**
General Manager  
Rockwood Electric Utility

**Patrick Birmingham**
Vice President, Philanthropy & Governmental Relations  
Covenant Health

**Gabriel Bolas**
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Knoxville Utilities Board

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Fort Loudoun Electric Cooperative

**John Bradley**
Senior Vice President of Economic Dev.  
Tennessee Valley Authority

**Joe Carroll**
General Manager  
Jellico Electric and Water System

**Dave Cross**
CEO  
Plateau Electric Cooperative

**Terry Frank**
Mayor  
Anderson County

**Eric Hicks**
General Manager  
Sweetwater Utilities Board

**Alan Hill**
Regional Director, External Affairs  
AT&T

**Shannon Littleton**
General Manager  
Lenoir City Utilities Board

**William Marrison**
Metro Kienna Airport Authority

**Glenn Ray**
General Manager  
Newport Utilities

**David Reynolds**
Chairman and CEO  
Home Federal Bank

**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  
Electric Utility Manager  
Maryville Electric

Candace Vannasdale  
General Manager  
Harriman Utility Board

William Wickman  
Director  
Enbridge

Kenny Wiggins  
Electric Utility Director  
Alcoa Electric

Ex-Officio Members

Bryan Daniels  
President and CEO  
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

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
Executive Director
TRDA

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

Steve Jones
Oak Ridge Economic Development Consultant
City of Oak Ridge

Richard Kirkland
Director
Monroe County Economic Development

Doug Lawyer
Director of Economic Development
Knoxville Chamber

David Lietzke
IDB President
Grainger County

Pam May
President / CEO
The Roane Alliance

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

Andrew Sonner
Deputy City Manager
City of Alcoa

Stacey Swann
Executive Director
Scott County Chamber of Commerce

Tim Thompson
President
Anderson County Economic Development Association

Andy Wallace
Vice Mayor
Campbell County

Shaunta Wilson
Director of Economic Development
Claiborne County