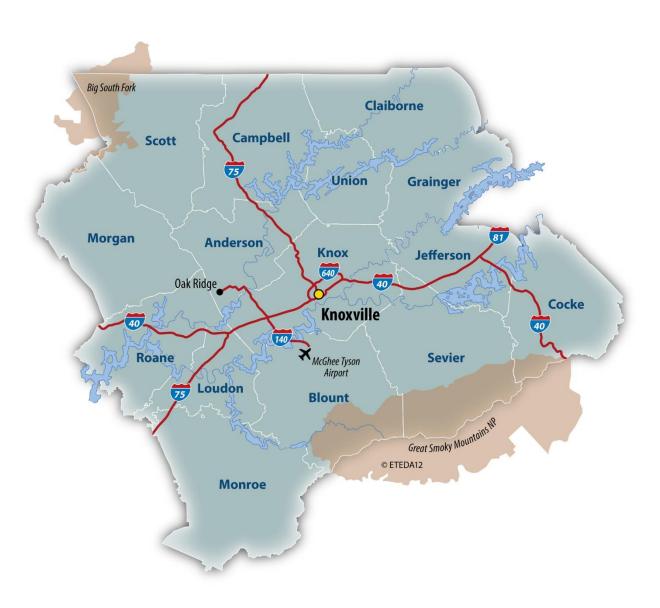


# ACCESSIBLE COMPETITIVE DIVERSE



# 15-County Region



# Regional Approach to Promoting Business

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.

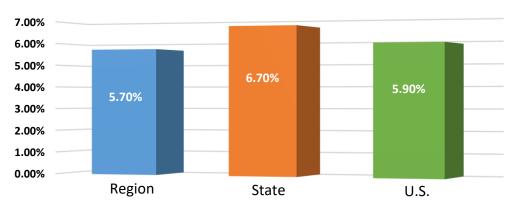
Understanding this regional concept is the basis for ETEDA's fifteen-county marketing and community assistance initiatives. ETEDA works to assure a comprehensive marketing program that aggressively promotes our region and provides our investors with an excellent ROI. Working with State ECD, TVA and the 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

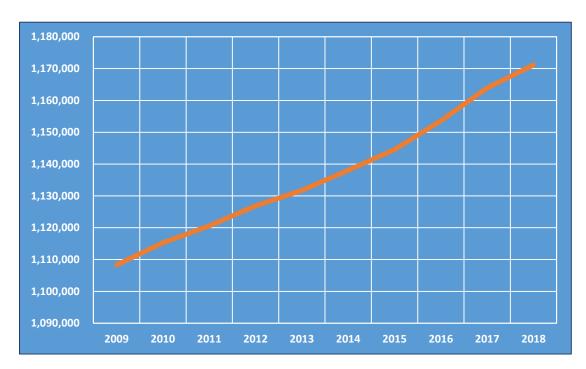
Demographic trends for the 15-county region in population, unemployment rate, employment by industry, educational attainment and average weekly wages are useful both in responding to inquiries and in assisting our local communities in the site selection process.

### 10 Year Population Growth Rate (2009 - 2018)



Source: US Census - Estimates 2018

### 10 Year Population Growth Rate: 15 Counties



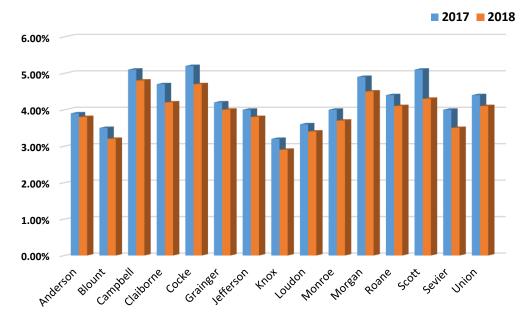
Source: US Census - Estimates 2018

# 5-Year Unemployment Rate Comparison

15-County Labor Force	Employed	Unemployed	Unemployment Rate	
555,444	536,517	18,927	3.90%	2018
550,310	530,023	20,287	4.30%	2017
546,810	520,450	26,360	4.80%	2016
532,690	502,280	30,420	5.70%	2015
523,950	489,420	34,530	6.60%	2014

Source: BLS, Annual Employment Averages, States and Counties

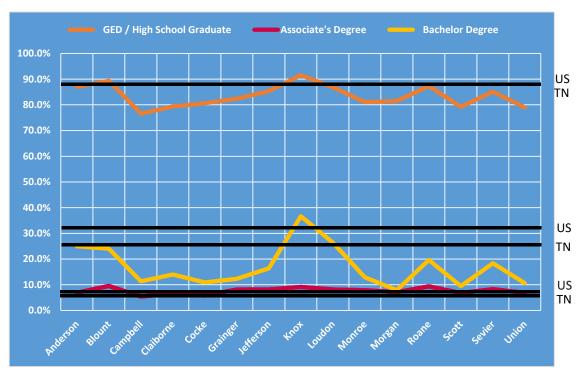
# **Unemployment Rate: Comparison by County**



BLS, Annual Employment Averages, States and Counties

- 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.

### **Educational Attainment 2018**



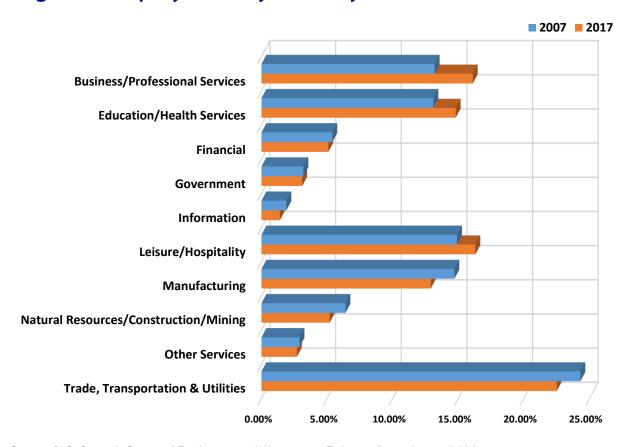
Source: TVA, ESRI ArcGIS Business Analyst Online Age 25+, 2018

# Average Weekly Wages 2008 - 2018



Source: Source: BLS, Quarterly Census of Employment and Wages, 3rd Q 2008 & 2018

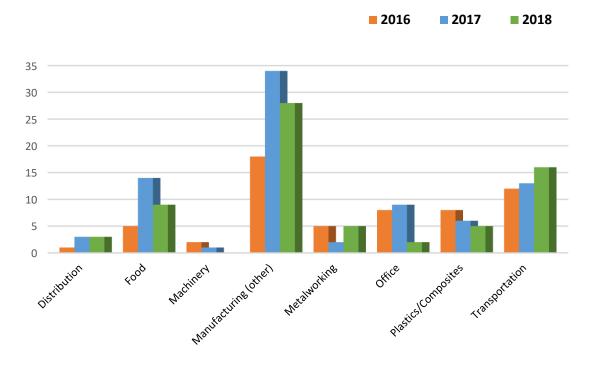
# **Regional Employment by Industry**



Source: BLS, Quarterly Census of Employment and Wages, 2017 Estimates (latest data available)

- 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**



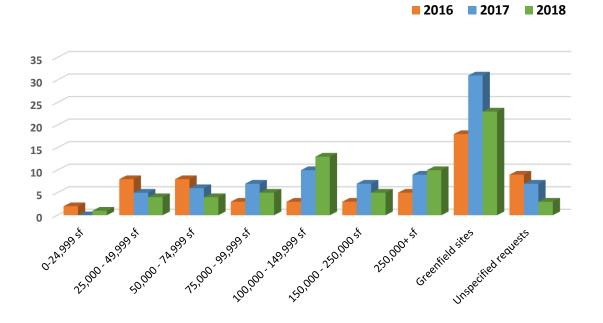
Source: ETEDA, ECD, TVA, local economic developers

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**



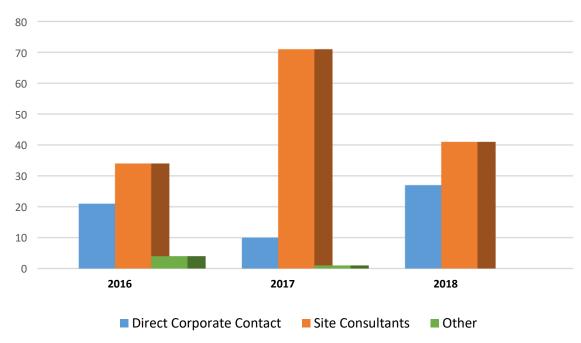
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- 41% of industrial projects specifying a building requested 100,000 sq. ft. or larger.
- 7% of industrial projects specifying a building requested 50,000 75,000 sq. ft.
- 13% of companies that specified ceiling height requested 28' or higher.
- 34% 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.

### **Project Source - Active Projects**



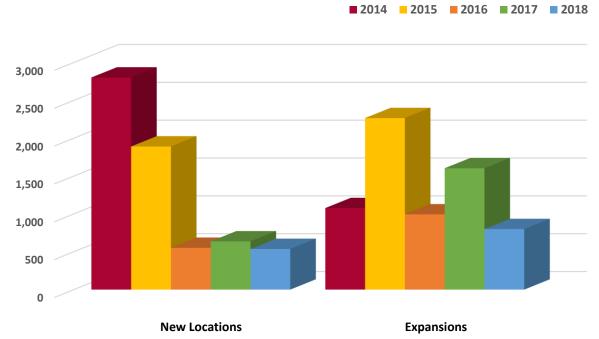
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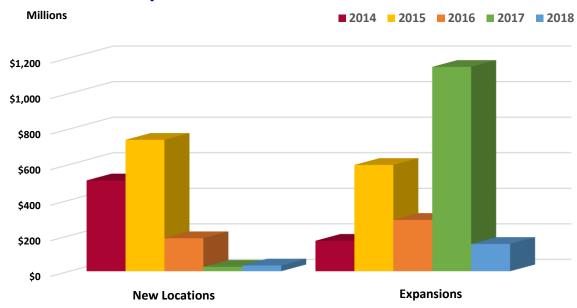
- 60% of the active projects came from site consultants.
- Approximately 40% of active projects originated from direct contact with corporate decision makers.
- The ETEDA website (www.eteda.org) is our primary marketing tool, serving as a portal to explore the many business advantages of the region.
- 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



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 Key, Marketing Assistant jkey@eteda.org

# **Board of Directors**

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General Manager Clinton Utilities Board

Harry Gross, Chair-Elect

Knoxville City President

SunTrust Bank

Larry Waters, Immediate Past Chair

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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

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President and CEO

Knoxville Utilities Board

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Fort Loudoun Electric Cooperative

John Bradley

Senior Vice President of Economic Dev.

Tennessee Valley Authority

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Regional Director, External Affairs

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Lenoir City Utilities Board

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Metropolitan Knoxville Airport Authority

Glenn Ray

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**David Reynolds** 

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Manager

Sevier County Electric System

Ty Ross

Manager

Loudon Utilities

**Wes Stowers** 

President and CEO

Stowers Machinery Corporation

Jack Suggs

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Oak Ridge Electric

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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**

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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