

Economic Partner Representation

2021

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TVA

In addition to providing cheap power across the TN Valley region, TVA's federally-directed and funded initiatives include being a major player in economic development across Tennessee and the rest of TVA's service area. From an online perspective, TVA actually addresses economic development on two separate websites, along with the network of other related sites that subscribe to and make use of its site selection tool. Its primary sites include:

- TVA.com - providing general info about TVA, as well as Economic Development information
- TVASites.com - which focuses on available industrial sites within the valley

From an economic development perspective, TVA's charges includes initiatives that fall under the following categories:

- **Economic incentives** for businesses looking to locate within the valley. Incentives work off a scale that accounts for both economic and power-system metrics to determine the company's value to the region, as part of determining the appropriate funding level.
- **Technical services** to help companies and municipalities to design and engineer the best site for their business, with conceptual and archi designs for buildings on individual sites.
- **Training and development** for community leaders, to help them become better positioned for new business and industrial development.
- **Valley Sustainable Community** is a program designed to create a vision and steps to gain the TVA designation as a *Valley Sustainable Community*, to help pave the way for sustainable energy and attract related/conscientious businesses.

TVA.com

Valley Sustainable Communities Program

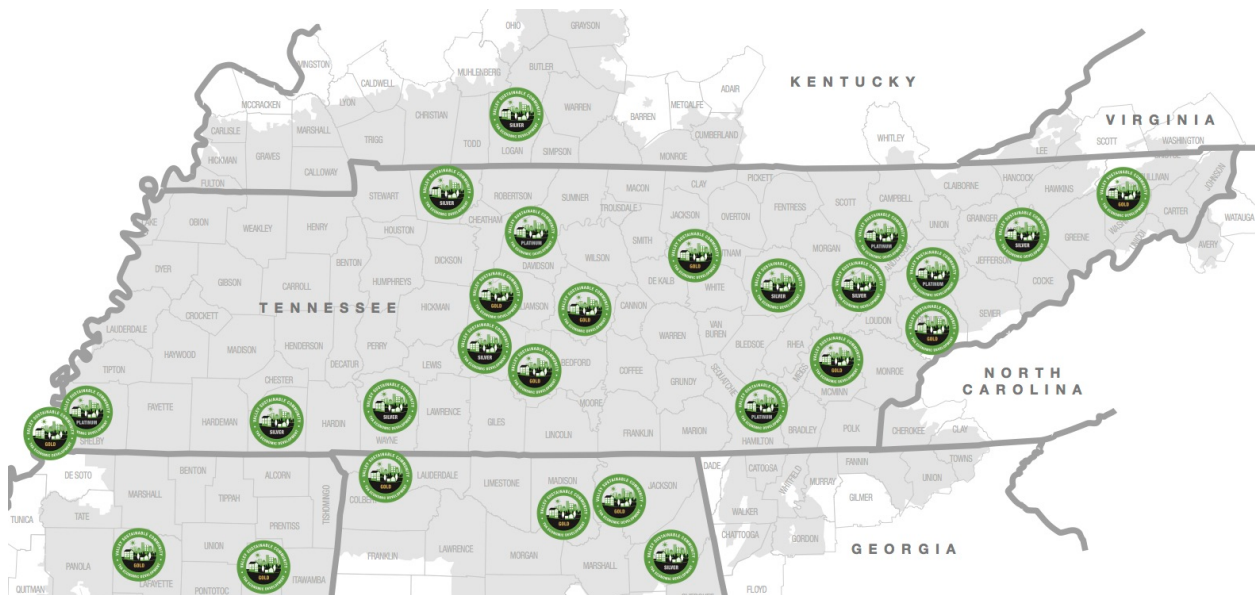
https://tva-azr-eastus-cdn-ep-tvawcm-prd.azureedge.net/cdn-tvawcma/images/default-source/transmission-towers/economic-development/ed-vscp-map.jpg?sfvrsn=eedb7044_4

This is a pdf map of the communities that are part of the TVA sustainability program, *Valley Sustainable Communities*.

Anderson County has been designated as a Valley Sustainable Community at the Platinum level. While there is little information given publicly about the program, the

map at tva.com does portray our county as one that qualifies, however, the map is difficult to read and does not do a wonderful job of drawing attention to Oak Ridge individually. However, it is one additional designation that could be promoted online and in literature.

Valley Sustainable Communities Map



Related emblem for Anderson County



Serve: Teamwork with Partners

<https://www.tva.com/economic-development/serve-teamwork-with-partners>

This is a sub-page on the TVA website, under the heading of Serve: Teamwork with Partners. It is a page that summarizes Local Power Companies, Economic Development Organizations, and Regional Federal Partners as the primary partners of TVA's Economic Development wing. From here a visitor can visit the page for Tennessee Economic Development Partners.

Tennessee Economic Development Partners SubPage

<https://www.tva.com/economic-development/serve-teamwork-with-partners/tennessee-economic-development-partners>

On this page, TVA lists, in order, the State, Regional, and Local Economic Development partners in its service area. The Local section includes the [Anderson County Chamber of Commerce](#) and the [Anderson County Economic Development Association](#). Also listed is the [Oak Ridge Chamber of Commerce](#).

***NOTE:** These observations also apply to the [tvasites.com](https://www.tvasites.com) website.

TVAsites.com

<https://www.tvasites.com/>

Another area that TVA represents the Oak Ridge community is on their tvasites.com website. This is essentially a sitefinder site that is similar to the tool that is embedded on most of the Economic Development sites in the TVA service area. It provides an individual company or site consultant can use a smart tool to filter by criteria in order to find a list or individual site that meets their needs. In addition to providing a tool with sites and buildings, it also provides a data stream to help the same audience to evaluate details about the area's workforce.

The Site Finder Map

This is another area where information about Oak Ridge can be found. A quick search shows 15 properties listed in Oak Ridge, using this tool, as of 8-10-21. This includes sites at Commerce Park, Jackson Plaza, and various others. Horizon Center made up 5 separate listings. These included an address of 0 Imperium Way, listed as having 11.2 acres, another site listed as Hwy 58 with 784 acres available of 1,000, one listed as Highway 58, Lot 2 with 38 acres, another listed as 100 Palladium Way with 14 acres, and lastly, one listed as 83 Palladium Way, listed as 14 acres.

These listings do not seem to accurately represent the full offerings available at the Horizon Center and may warrant additional coordination with TVA to determine how best to adjust these listings for maximum exposure to potential buyers.

Oak Ridge, TN Listing Results

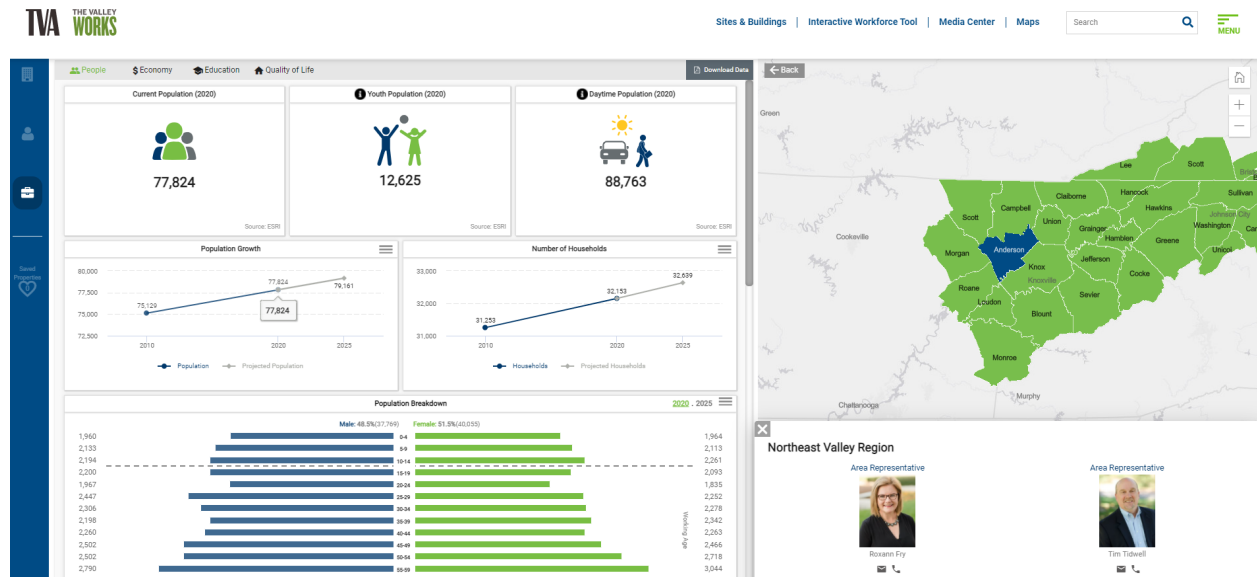
The screenshot displays the 'About the TVA Region' page on the TVA The Valley Works website. The header includes the TVA logo, navigation links for 'Sites & Buildings', 'Interactive Workforce Tool', 'Media Center', and 'Maps', a search bar, and a menu icon. The main content area features a search bar with 'Oak Ridge, TN' entered, a 'Filter' button, and a 'RESET' button. Below the search bar, there are tabs for 'All', 'Buildings', and 'Sites', and a 'Download Data' button. The search results show '15 Properties found' and 'Showing 15 properties'. Four property listings are visible, each with a thumbnail image, title, address, and a 'DETAILS' button. The listings are: 'Commerce Park - Lot 6', 'Commerce Park - Lot 3', 'Jackson Plaza Office Space Available', and 'Class A Office Space close to DOE Facilities - 105...'. A large map of the Oak Ridge area is displayed on the right side of the page, showing various roads and landmarks.

The Interactive Workforce Tool

<https://www.tvasites.com/about-the-tva-region/workforce/>

This is an area where prospective buyers might look for information about the workforce for Anderson County. Anderson County is listed as the Northeast Valley Region, and lists both Roxann Fry and Tim Tidwell as the representatives for our region. Workforce information is displayed graphically and available for download, after registering on the website.

Workforce Results for Anderson County



ETEC

<https://eteconline.org/>

ETEC is an independent nonprofit dedicated to supporting the federal government's missions in East Tennessee, while seeking ways to promote prosperity and growth in East Tennessee. Its funding comes exclusively from its members. ETEC works with federal contractors, Department of Energy and National Nuclear Security Administration representatives, state officials, small businesses, and other local economic development organizations to identify ways to use federal investments in science and security to create prosperity, promote regional development, and explore opportunities for growth.

ETEC's primary initiatives include:

- **Weekly Meetings** provide opportunities to build familiarity with the various federal agencies, politicians, and with individual players of the Department of Energy economic ecosystem, while staying informed about the major initiatives that those organizations are involved in.
- **Nuclear Working Group** - this group is involved in staying abreast of various new technologies and opportunities within the nuclear space and working to

bring those technologies and initiatives to our region. Additionally, they hold workshops to share knowledge among members and create additional opportunities for success.

- **Big Data Analytics Working Group** - in similar fashion to the nuclear group, this group attends various trade shows and key events to maintain an awareness of opportunities and new technologies in this industry, advocates for ways to bring those opportunities to our region, and disseminate valuable information through workshops.
- **Entrepreneurial Advocacy** - ETEC engages with various national, regional, and Knoxville-local organizations to advocate for the development of high-growth startup businesses, most often looking to technologies coming out of ORNL and UT to be the seed for those startups.
- **DOE Economic Impact Studies/Advocacy** - working with other partners, ETEC funds and helps to develop studies that show the economic impact of the department of energy in our area and use this information for advocacy purposes.

Home

While ETEC has moved since its inception from being exclusively focused on Roane and Anderson County, to include five East Tennessee counties, it remains very centered around Oak Ridge, with its physical location, the location of its largest focal point, the Oak Ridge National Labs, and its history and legacy.

The home page of ETEC.ORG centers around a photo by Jim Dodson that captures the natural beauty of our area, supported by its headline. Beyond that one item however, the website centers more around a message that tells the various ways in which the organization supports the mission of DOE and of its related member organizations.

It remains a positive asset to the economic development ecosphere, but does not do much to directly address the ways in which it provides direct value to organizations that might look to locate to the area.

ETEC Home Page Banner



TECD

<https://tnecd.com/>

The Tennessee Department of Economic & Community Development (TECD) represents economic development interests at the State level. It receives its funding from the State budget. As a much larger economic development organization, it is hard to succinctly state their full programing. Generally speaking, they provide and promote information about the advantages of locating businesses in Tennessee. In addition to providing general information on the advantages of the pro-business climate, grants and incentives, friendliness towards foreign investment, logistics & infrastructure, quality of life, and workforce/education, they provide various site and statistical analysis services, while playing to Tennessee's strengths for certain industries.

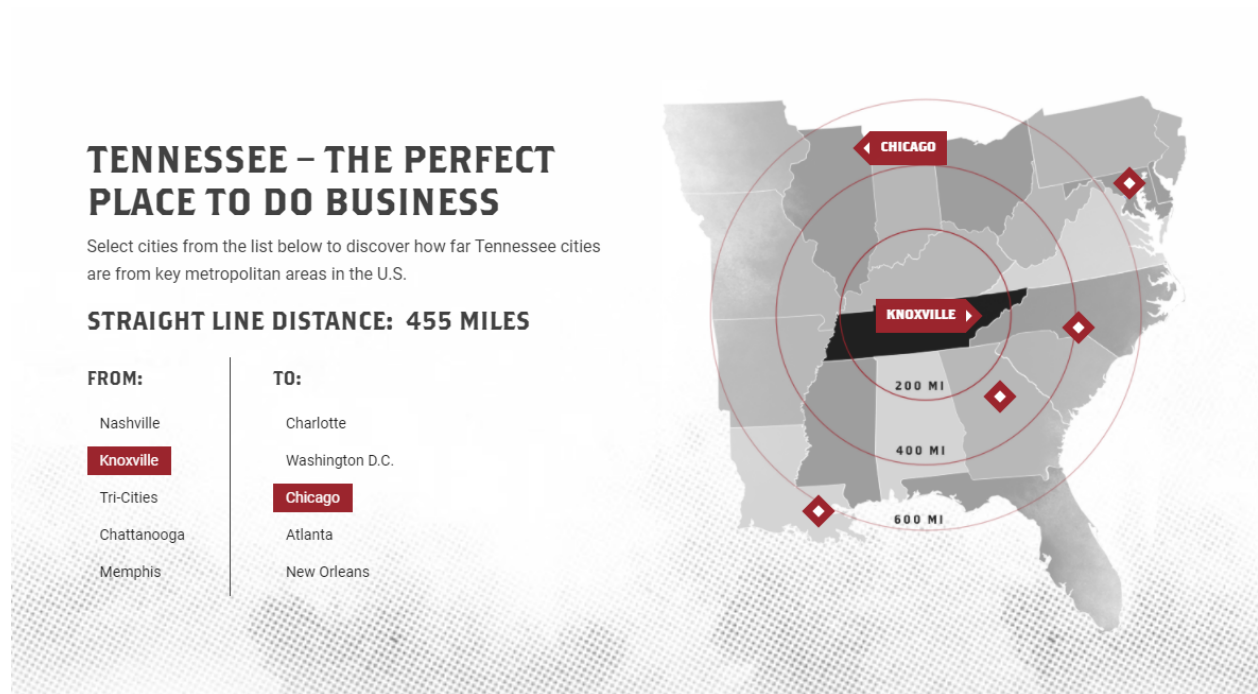
Primary initiatives include:

- **General Advantages Promotion** - The Department advertises Tennessee's advantages in pro-business climate, grants and incentives, friendliness towards foreign investment, logistics & infrastructure, quality of life, and workforce/education
- **Industry Focus** - the state has put together specific advantages that meet the needs and concerns of specific industries, including: advanced manufacturing, aerospace & defense, appliances & electrical, automotive (especially electric vehicle manufacture), chemicals, distribution/logistics, food & agriculture, healthcare & life sciences, finance.
- **General Site Listings & Selection Tools** - TECD makes use of the same TVA site selection tool used by others in the state to provide information and filters that assist the process of locating a site that meets the criteria the selector is looking for.
- **Certified Site Listings** -TECD also houses a separate map/site-selection tool that lists only the State-Certified sites.
- **Research and Data** - while the website offers an interactive data tool that can generate a range of pertinent data about any county or region in the State, staff are also available to work with companies and consultants to provide them relevant information about potential locations.

Home

One of the major features of the homepage is a map that illustrates the logistical advantages of Tennessee by showing the proximity from Tennessee's primary metropolitan areas to other major markets. To a degree, this of course promotes the value of those cities with some degree of detriment to surrounding areas.

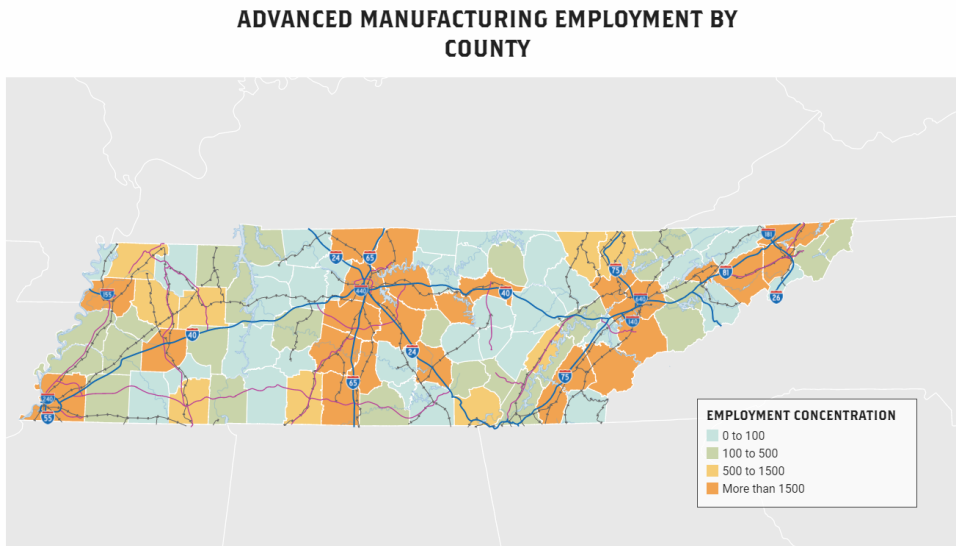
TECD Home Page Map



Advanced Manufacturing

A scroll down the Advanced Manufacturing page of the TECD site will show that Anderson County is a hub for advanced manufacturing, with an employment concentration of over 1,500 employees. A large percentage of these likely have crossover with similar statistics for the Automotive Industry.

Advanced Manufacturing Employment Heatmap



Electric Vehicle Manufacturing

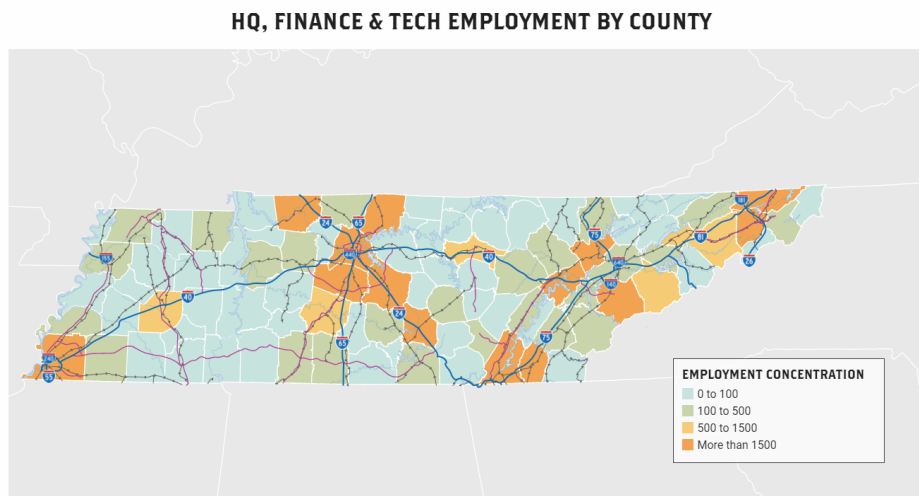
<https://tnced.com/industries/electric-vehicle-manufacturing/>

Under a sub-page of Automotive, TECD has made a special page that addresses Electric Vehicle Manufacturing. A special map feature highlights automotive employers, but can also be used to show specific EV Manufacturing, EV battery range for drivers, and EV Charging stations, which may be part of showcasing a positive environment for this emerging industry. Oak Ridge shows 3 listings in this category, including Atomic City Tool, Crossridge Precision, Inc., and Tennessee Tool & Engineering, Inc.

HQ, Finance & Tech

This page highlights the attractiveness of locating headquarters and/or technology business centered around R&D or other “tech” sectors such as data centers and call centers. The page specifically mentioned ORNL as an asset to Tennessee and to the companies who might locate here. Here also, Anderson County seems to shine, with an employment concentration of over 1500 on the heat map.

Advanced Manufacturing Employment Heatmap



Certified Sites

<https://tnced.com/sites/certified-sites/>

Another prominent feature on the home page, this page gets additional focus on the TECD website. Where the Horizon Center is concerned, this means the potential for additional attention from site selectors.

A Close-Up View from the Certified Sites Map Page

HORIZON CENTER, DEVELOPMENT AREA 6

Location: Roane County
Total Acreage: 110 acres
Mi to Highway: Less than 1 mile

CERTIFIED SITES

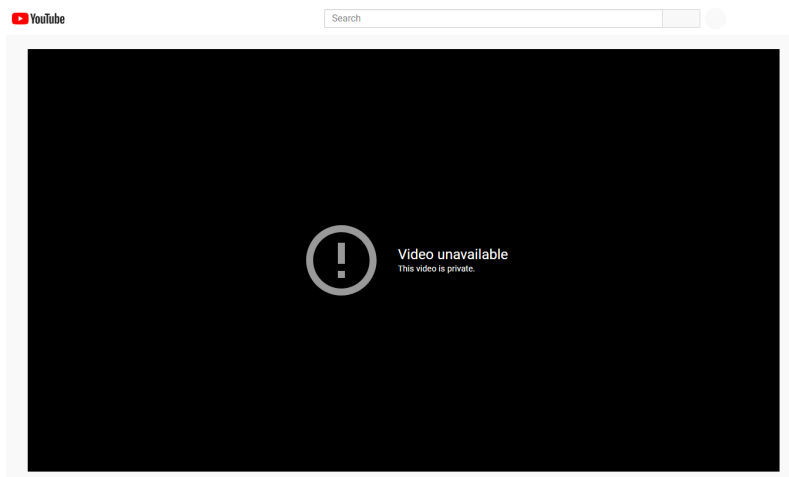
Site Name	Location	Total Acreage	Mi to Highway
Middle Tennessee I-24 Megaproject	Coffee County	1,855 acres	Adjacent
Huntingdon Industrial Park South	Carroll County	92 acres	Adjacent
Columbia Tennessee Rail Site	Maury County	225 acres	Adjacent
Stewart-Houston Industrial Park	Houston County	180 acres	28 miles

Horizon Center Site Listing

The individual listing page for the Horizon Center provides a one-line description of the site's best attributes, along with a short site description, overview specifications, utility service details, and a notice of the technical studies and reports that are available on the site. This would be a notable opportunity for a call-to-action for interested parties to request copies of the reports. There is also a link to a YouTube video for the site that seems to be inaccessible, as it is set to private.

This same issue is visible on [the ORIDB website](#).

YouTube Video for Horizon Center



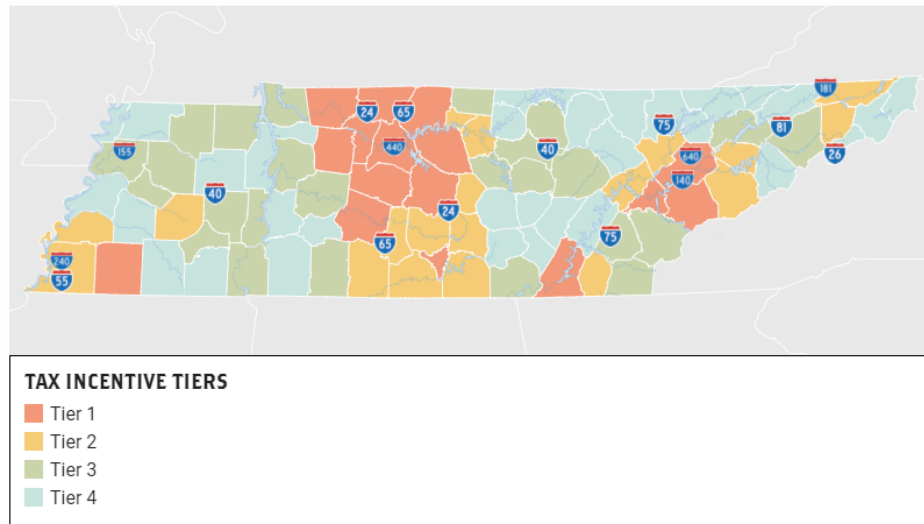
Incentives

<https://tnced.com/advantages/incentives-grants/>

<https://tnced.com/research-and-data/publications>

From an incentives perspective, Anderson County is shown to be a Tier 2 Tax incentive area.

Tax Incentives Tier Map



ETEDA

The East Tennessee Economic Development Agency (ETEDA) is focused on providing free, tailored, confidential assistance to companies and site selectors considering location in the 15 counties represented by ETEDA. This assistance takes the form of information such as labor & training, utilities, workforce & liveability, logistics, site availability and specifications, and construction. ETEDA's offices are located in Knoxville. As a private non-profit, ETEDA is financially supported by its members. In addition to providing a service to prospective companies and site selectors, the organization provides additional services to its member organizations in sharing of information and resources.

Primary initiatives include:

- **Evaluation Services** - The primary role of ETEDA is to provide free assistance to companies who are considering a move to one of their 15 counties. These services are provided confidentially.
- **Coordination & Collaboration** - ETEDA is overseen by a board of directors that are made up of its supporters, enabling greater coordination and collaboration. Additionally, an advisory committee can also be used to gain and/or disseminate information.
- **Industry Focus** - ETEDA has six distinct industries that are featured on their website and in presentations. These include Advanced Manufacturing, Business and Professional Services, Distribution & Logistics, Food Processing, Hospitality & Leisure, and Media Production.

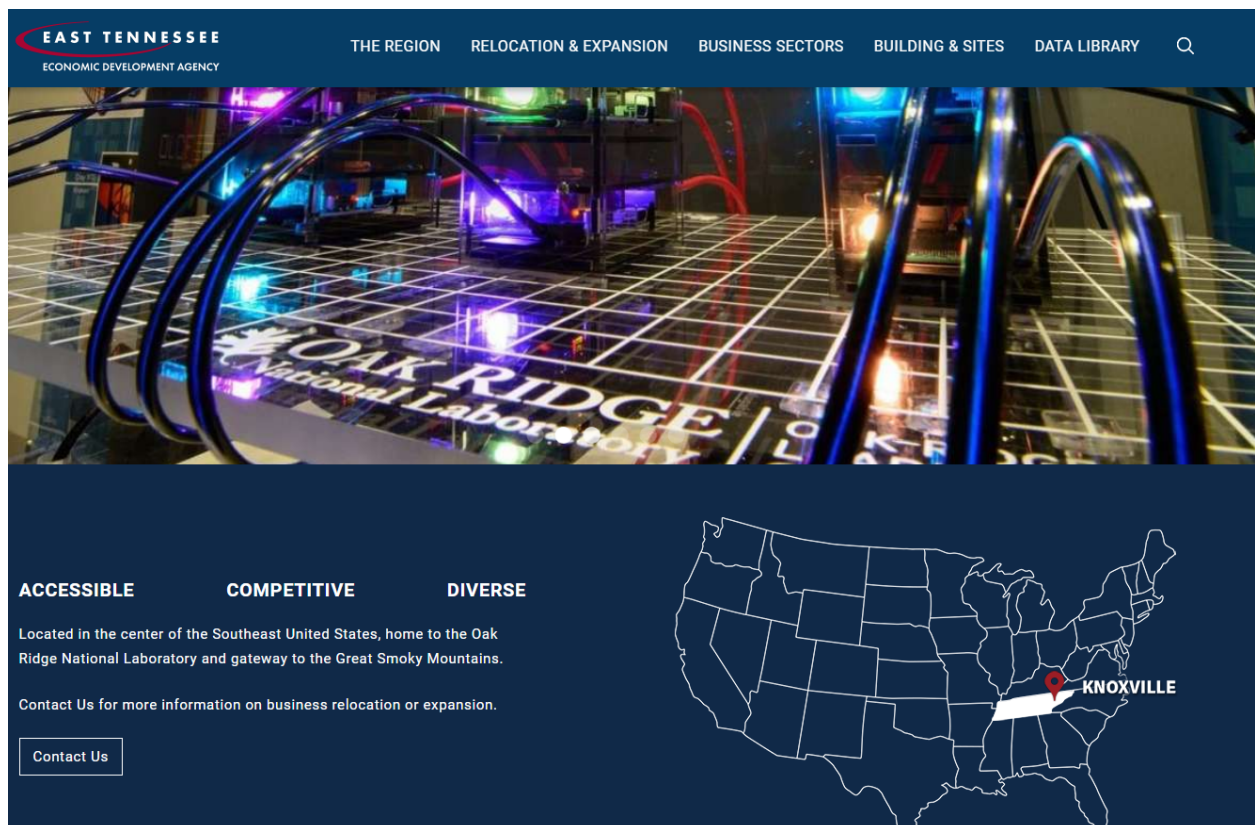
- **General Site Listings & Selection Tools** - The ETEDA makes use of the same TVA site selection tool used by others in the state to provide information and filters that assist the process of locating a site that meets the criteria the selector is looking for.
- **Data Library** - in addition to providing customized confidential information to companies, the ETEDA website houses general information about the area.

Home

<https://www.eteda.org/>

Visually, the home page of the ETEDA website visually appears to promote Knoxville. Of course, using the term Knoxville MSA is inclusive of the surrounding areas, but most of the visuals and most noticeable city names are that of Knoxville. One exception is a photo from the National Labs that is included in the main photo gallery. The map below shows a pin that is labeled “Knoxville”, and makes claim to the assets of ORNL and the Great Smoky Mountains.

ETEDA Home Page Images & Map



Investors

The Oak Ridge Electric Department is listed among the ETEDA's investors.

Board of Directors

The board of directors page of the ETEDA website lists both Ardo Ba of the City of Oak Ridge Electric Department and **Christine Michaels** of the Oak Ridge Chamber of Commerce.

Advisory Committee

The Advisory Committee page Lists the City of Oak Ridge, without a name, phone number, or email address. This may be a result of the change the City made in 2020 to remove Steve Jones as a contact.

Technology Access

This page promotes the many advantages for technological support in our region. Many of the assets listed here involve organizations that are located in Oak Ridge, including ORNL and the Y-12 National Security Complex, the Carbon Fiber Technology Facility, and the Spallation Neutron Source. Also listed are the University of Tennessee, the Institute for Advanced Composites, and ORNL-related facilities such as the Manufacturing Demonstration Facility.

Technology Access Page

TECHNOLOGY ACCESS

Leaders in many business sectors tap into the Knoxville - Oak Ridge region's valuable technology assets, a total package unique in the nation. They have discovered the region's significant advantages that catalyze business success.

- One of the world's largest supercomputers
- World-class research in advanced materials, additive manufacturing and carbon fiber
- Sophisticated technological expertise at the Oak Ridge National Laboratory and the University of Tennessee.
- **Oak Ridge National Laboratory:** The largest science and energy laboratory in the nation with dozens of collaborations with researchers and businesses.
- **The University of Tennessee:** A research university with very high research activities as classified by the Carnegie Commission
- **Y-12 National Security Complex:** Decades of precision work and expertise to solve problems for clients in the private sector.

[Additive Manufacturing Research](#)

[Carbon Fiber Technology Facility](#)

[Institute for Advanced Composites](#)

[Manufacturing Demonstration Facility](#)

[Spallation Neutron Source Research Facility](#)