



# Integration & Coordination Assessment

2021

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## City of Oak Ridge Website

<http://www.oakridgetn.gov/content/Departments/Economic-Development>

### ECONOMIC DEVELOPMENT

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#### MARK WATSON, CITY MANAGER

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The City of Oak Ridge supports economic development activities by utilizing the expertise of city staff, partner organizations directly involved with economic development, and elected officials. Partner organizations receiving staff and financial support from the City include:

- Oak Ridge Chamber of Commerce
- Oak Ridge Convention and Visitors Bureau
- Knoxville-Oak Ridge Innovation Valley of East Tennessee
- Anderson County Economic Development Association
- The Roane Alliance Inc

#### Assessment

A simple “digital business card” and a small description of the other entities involved is the only information available from the City of Oak Ridge website.

#### Linking

This page is primarily links out to other organizations.

- [Oak Ridge Chamber of Commerce](#)
  - Dead Link
- [Oak Ridge Convention and Visitors Bureau](#)
  - Doesn't Link Back
- [Knoxville-Oak Ridge Innovation Valley of East Tennessee](#)
  - Dead Link
- [Anderson County Economic Development Association](#)
  - Oak Ridge is not well represented on this website.
- [The Roane Alliance Inc](#)
  - Oak Ridge is not well represented on this website.

## Explore Oak Ridge Website

<https://exploreoakridge.com/>

### Assessment

There is currently no business expansion focused content on the Explore Oak Ridge website. While it may not be appropriate for business attraction content to be featured prominently, it could still be possible to create content that touts the growth of Oak Ridge, and it's opportunities for people to move here.

### Linking

There is very little connection between this website and the other organizations that are connected to business expansion in the city of Oak Ridge.

## Chamber of Commerce

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

### Assessment

Information for the city's economic development appears to be primarily housed inside of the Chamber of Commerce website. Nesting EDA/EDI under the Chamber was not done by any other example in the Peer Website Review.

Much of the content that is crucial to an EDA/EDI is present on this website, but presenting the information as a subset of the Chamber limits the presentation.

- Economic Development
  - Workforce Employer Services
  - Workforce Education/Training
  - Properties
  - Demographic Profile
  - Education
  - Incentives & Taxes
  - Infrastructure
  - Strategic Partners
  - Proposed Downtown Oak Ridge

### Linking

Plenty of links to many organizations.

## Oak Ridge National Labs

<https://www.ornl.gov/>

### Assessment

The Oak Ridge National Laboratory has some content related to Oak Ridge advantages. The bulk of this information lies within the careers website for the labs, and is fairly sparse.

<https://jobs.ornl.gov/content/Living-Here/>

### Linking

There is a robust set of links for the regional information page. Although this information is helpful, it shows that ORNL didn't have a resource available for this kind of content. This could be a good opportunity for the various organizations touting Oak Ridge to have more resources available for syndication.

<https://www.ornl.gov/content/regional-information>