



# A Higher Calling

Whether you grew up in the area or moved here doesn't matter. What does is the fact you've chosen to stay here. To play a part ... however minor or major ... in a vibrant, beautiful, resourceful community that is blessed with countless natural resources, cultural diversity and economic opportunities. From world-class artisans to internationally recognized educational institutions, the Highlands region is unmistakably a special place.

That's the very reason that six towns, three counties, three chambers of commerce and dozens of economic leaders joined forces more than six years ago to harness our collective assets and energies to put the Highlands region on the map. Officially. Strategically. Effectively.

Today, the Highlands (anchored by Overton, Putnam and White county leadership) is recognized as a best-practice model of a public/private initiative not only in our region, but throughout the entire state of Tennessee. When it comes to recreational attractions and economic readiness, we are turning heads. Statewide championships are being decided here. National organizations are meeting here. International corporations are locating here.

All because the Highlands stand ready, willing and prepared. Our capabilities have never been stronger. Our partners have never been more synergized. And our opportunities have never been greater.

As our state and country continue to face economic headwinds that are challenging and real, our region continues to move steadily forward, thanks to the Highlands Initiative and steadfast supporters who have fueled our momentum.

To those of you who have embraced our vision and invested in it, we thank you and encourage your future participation. And for those who are ready to join our efforts, we thank you as well. There's more to achieve, and we welcome you to our team.

The Highlands. An Elevated Mind-Set. A Higher Calling.

# Let's rise to the occasion.





# Our Objectives

The Highlands Initiative seeks to bring tourism, retirees, business and industry to our region for a more prepared, prosperous economy. Our four main goals remain intact:

1. Business Recruitment, Expansion and Retention
2. Community Development and Advocacy
3. Research, Branding and Awareness
4. Workforce Development and Education

## Our Recognitions

- A collaboration of three counties, three chambers and six local governments
- A "Where to Retire" community
- A Tennessee Top 10 upscale retirement community
- A national Main Street community
- A Tennessee Three-Star community
- A U.S. Top 10 "Most Affordable" community

## Our Work

- Conducted more than 1,000 economic/business/community meetings
- Supported more than 170 membership events
- Attended almost 50 trade shows and conferences
- Established and support 22 member core committees

## Our Visitor Center/Chambers

### Just in 2010:

- Distributed almost 400 relocation packets
- Responded to over 6,500 retirement leads
- Distributed over 27,100 visitor guides
- Responded to 1,000+ tourism website leads
- Sold over 600 maps
- Garnered over 1,900 visitor center volunteer hours

## Our Economic Successes (2,800+ jobs)

### New

- Admart
- Edmar Commercial
- Filter Fab
- HMMI Plastics
- Hydroserre
- MJF Media
- MP Components
- Oreck Call Center
- Oreck Manufacturing
- Scott Signs
- TACO Metals, Inc.

### Expansions

- Adams USA
- APCOM
- Aphenia Pharma Solutions-Tennessee, Inc. (formerly PrePak Systems, Inc.)

- Averitt Express H.Q.
- Bell Fashions
- CLS Rotational Molding, Inc.
- Dacco
- Eaton Corporation
- Filter Fab
- Flexial
- Flowserve
- G & L Manufacturing
- Hydronov USA
- Industrial Tool & Die
- IWC
- Jeld-Wen of Tennessee
- LTD Parts, Inc.
- MJF Media
- Moeller Marine
- Norcom
- Perdue
- Philips Lighting
- Phoenix USA
- Precision Molding Services
- REI
- TUTCO
- Wascon, Inc.

## Our Region's Successes

- Catalyst in developing a Highlands Business Park and White County Airport Industrial Park
- Secured a new 5th interchange for I-40
- Opened an official Highlands Visitor Center
- Hosted the Highlands Town Hall Gubernatorial Debate
- Won hosting privileges to the TSSAA football championships
- Awarded the American Association of Retirement Communities Seal of Approval
- Created a comprehensive Workforce Development & Education program of work
- One of nine communities to host the Governor's Regional Jobs Roundtable
- Received LinkTenn Award for exceptional website development
- Launched regional Health Care Delivery Program