

# **KNOXVILLE OAK RIDGE**

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# **INNOVATION VALLEY<sup>SM</sup>**

Presentation to City of Knoxville  
Sustainability Taskforce  
August 18, 2010



**KNOXVILLE**  
**OAK RIDGE**  
INNOVATION VALLEY.

# Goals of this presentation

- 1. Understand where business site selection leads come from
- 2. What types of projects are out there?
- 3. Critical factors in site selection
- 4. How sustainability is infused in ED process
- 5. Examples of active projects where sustainability matters

# Where do leads/prospects come from?

- Direct calls to Knoxville Chamber
- Direct calls to Mayor
- State of Tennessee Economic Development
- TVA
- Site Selection Consultants
- Eyes and ears on the street – you!

# Different types of projects

- **Relocation**
  - Brunswick Boat Group HQ from Chicago
  - National Partitions from Miami
- **Expansion**
  - Scripps Television Networks, Melaleuca
  - Green Mountain Coffee, Sysco, Brinks
- **Retention**
  - Cornell Dublier
- **Start-up**
  - Protein Discovery

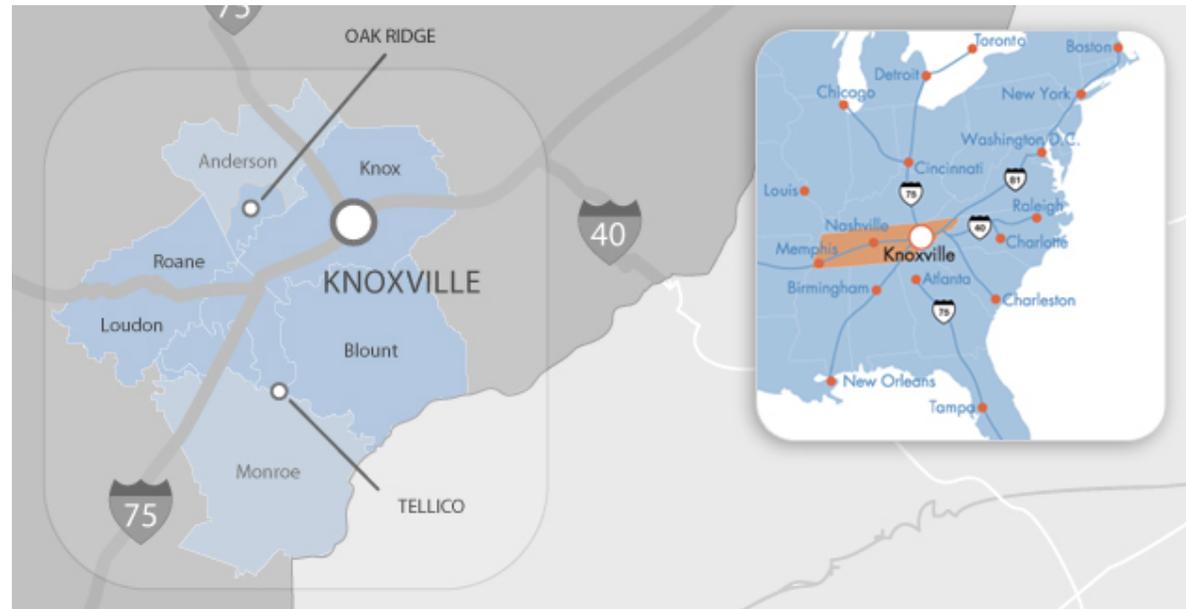
# Top reasons why companies choose Knoxville:

- Accessible technology resources
- Existing & future workforce
- Multiple real estate solutions
- Competitive business costs

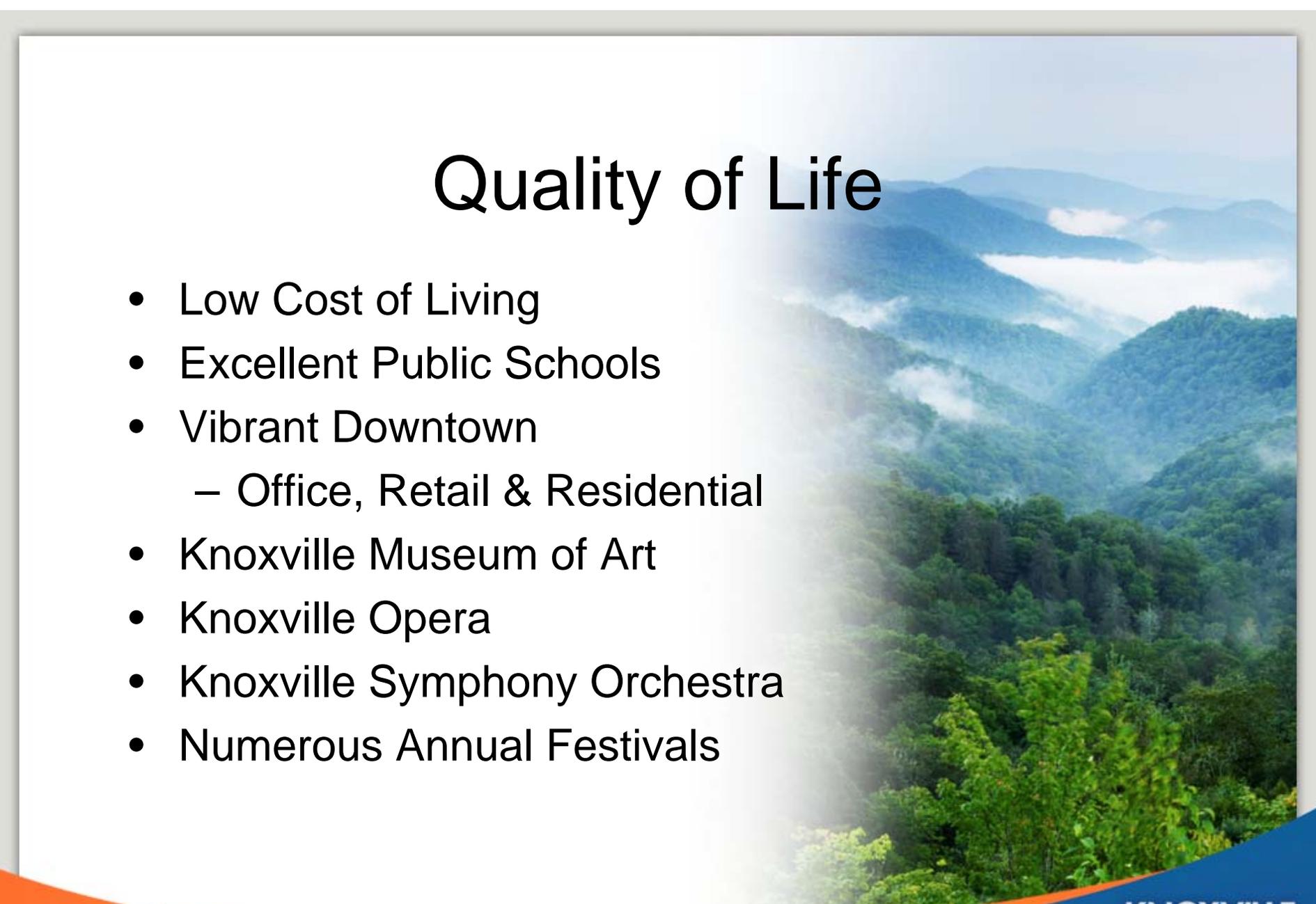


# Location! Location! Innovation!

- Interstates  
40,75,81
- CSX, Norfolk  
Southern, Gulf  
& Ohio Rail
- McGhee Tyson  
Airport
- Proximity to  
U.S. population



# Quality of Life



- Low Cost of Living
- Excellent Public Schools
- Vibrant Downtown
  - Office, Retail & Residential
- Knoxville Museum of Art
- Knoxville Opera
- Knoxville Symphony Orchestra
- Numerous Annual Festivals

# Recreational Opportunities

- University of Tennessee Athletics
  - UT Football (6 time National Champions)
  - Lady Vols Basketball (8 time National Champions)
- Tennessee Smokies
- Knoxville Ice Bears
- 41 miles of Greenways
- Great Smoky Mountain National Park
- Numerous lakes & rivers



# World-Leading Energy Technology Resources... *here*.

- Oak Ridge National Laboratory
- B&W Y-12
- University of Tennessee
- Electric Power Research Institute (EPRI)



# Sustainability Matters!

- Companies are becoming increasingly aware that **green** is **red hot**.
- Gen Y especially wants to work for a company that is green and has social responsibility

# Companies appreciate *and often inquire about*:

- Knoxville's Solar America City designation
- City recycling efforts/programs
- Greenways
- Public transit offerings/Smart Trips efforts
- Electric Vehicle programs/infrastructure
- Utility efficiency incentives/programs
- THIS taskforce

We tout our  
region  
through  
national  
publications



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# Shining environmental examples of our region:



**ZEBRA***Alliance*, An Alliance Maximizing Cost-Effective Energy Efficiency in Buildings, is both a public-private research project and a multi-faceted energy-efficiency education campaign. The founders of the public-private alliance include [Schaad Companies](#) and [Oak Ridge National Laboratory](#) along with [Tennessee Valley Authority](#), the [Department of Energy](#), [BarberMcMurry Architects](#) and many industry partners.

The Zebra Alliance homes were showcased in July 2010 to a group of Japanese visitors looking to develop *green and sustainable* business to business matchmaking between companies in Kitakyushu, Japan and Knoxville.



Tennessee is forward thinking...If a carbon tax is ever enacted, we already have in place a

## Carbon Charge Tax Credit



A certified green energy supply chain manufacturer is eligible for a credit against the total F&E liability in ***an amount equal to any carbon charges incurred*** by or imposed directly on the certified green energy supply chain manufacturer, campus affiliate or imposed on the TVA or energy supplier and billed on a certified manufacturer or campus affiliate's energy bill.

## Tennessee **Green Energy Tax Credit**

Designed for: green energy supply chain manufacturers and campus affiliates, integrated customers, and integrated suppliers of a certified green energy supply chain company that invests \$250 Million in a TN facility.



We tout our region's environmental innovations...





- Knoxville's efforts had important role
- VP of Environment and Sustainability
- Recycling (construction waste, coffee burlap bags, roasted coffee bean by-product, cardboard, plastic)
- Biofuel efforts of our region
- \$60,000,000 investment and 400 jobs

# Current Prospect



- European Solar Panel Manufacturer
- **IF** we can help them secure 6 MW of panel sales, **THEN** we can locate a manufacturing facility and create 75 jobs.
- Discussions under way with: Solar Institute, ORNL researchers, West TN Solar Farm, TVA

# Current Prospect



- Start-up company
- Company diverts residential trash from landfill to their facility then processes and recycles and manufactures
- Products include plastic fence posts and peat moss for gardening
- 225 jobs, 150,000 square feet
- Visiting Knoxville TODAY



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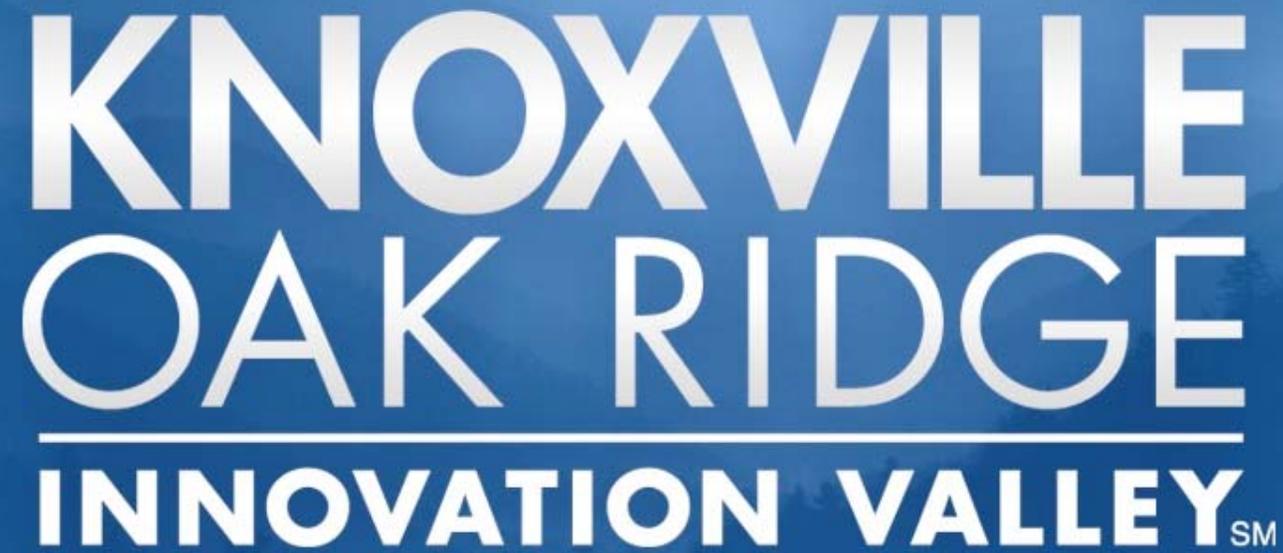
As companies continue to evaluate communities in their site selection process, we see increasing trends in requests for environmental information

Companies want to locate in progressive environmental communities.

Employees want to work for progressive environmental companies.

Workforce is being trained and tuned for environmental readiness.



The logo for Knoxville Oak Ridge Innovation Valley is centered on a blue background. It features the words "KNOXVILLE" and "OAK RIDGE" in a large, white, sans-serif font, stacked vertically. A thin white horizontal line separates "OAK RIDGE" from "INNOVATION VALLEY". The word "INNOVATION VALLEY" is in a smaller, white, sans-serif font, with a small "SM" trademark symbol to its right. The background of the slide shows a night cityscape with lights and a globe tower, with mountains in the distance.

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Questions?