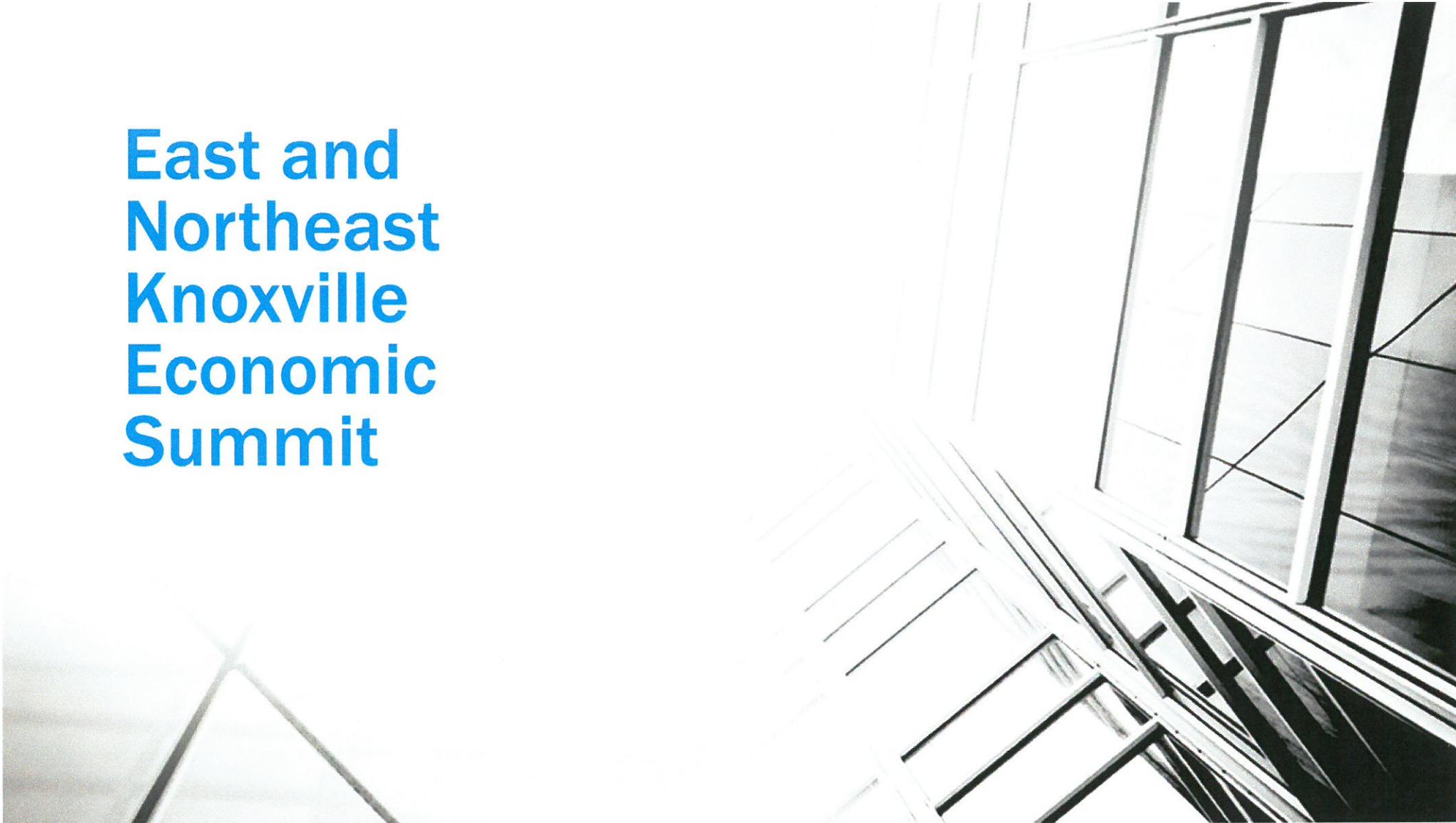


East and Northeast Knoxville Economic Summit



How Did We Get Here

- **Survey** Conducted – Summer 2016 (**300 Respondents**)
- **Dialogue** with local businesses, residents, Chamber Staff, MPC staff, City of Knoxville staff, and neighborhood associations
- Dialogue with BPA(s)
 - East Knoxville BPA
 - Fountain City BPA
 - North Knoxville BPA
 - East Towne Area BPA

Why Are We Here

1. Share **Knowledge & Collaboration**
2. Conduct **Specific discussion** around targeted areas of need
3. Focus on **Solutions & Business Opportunities**

Format

- Four Break Out Tables & Facilitators
 - **Lower Broadway Corridor** - North Knox BPA (Art Cate)
 - **Fountain City/Upper Broadway** - Fountain City BPA (John Fugate)
 - **Burlington/Magnolia** - East Knox BPA (Alice Allen/Doug Minter)
 - **East Towne Mall/Exit 8 Business District** (Brandt Enderle/Justin Sterling)

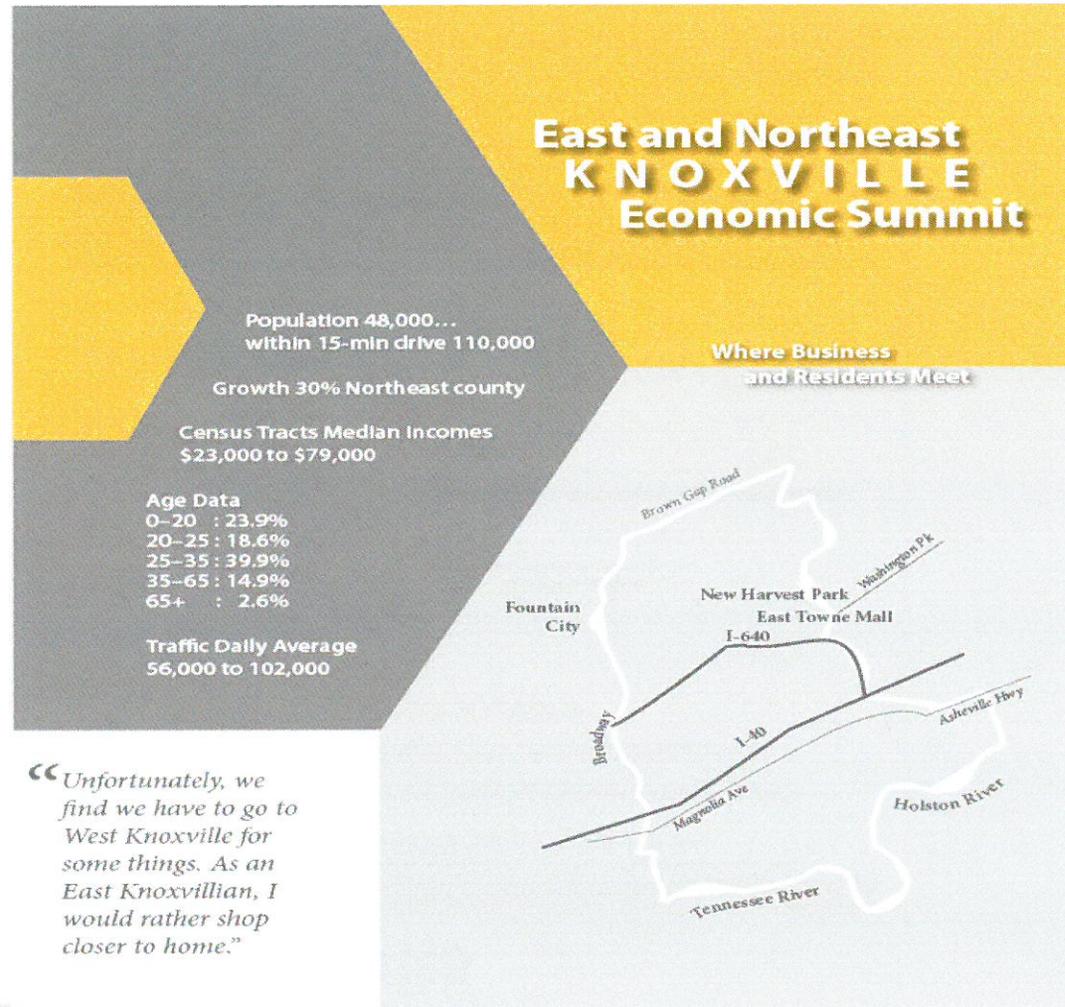
Survey Results

Total Population
48,000

Within 15 minute drive
110,000

Median incomes
\$23,000 to \$79,000

Age
Largest Group are 25 to 35



Survey Results

Where We Shop

East Towne Mall & District
Broadway Corridor

What type businesses are desired

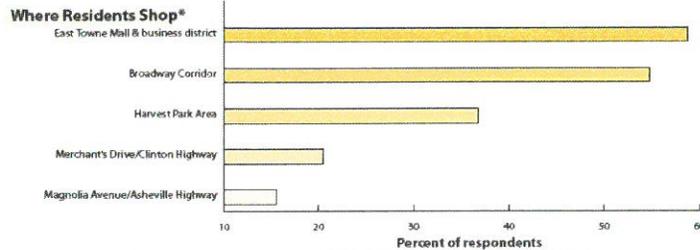
Restaurants
Clothing
Specialty Grocery

“aha” Statements

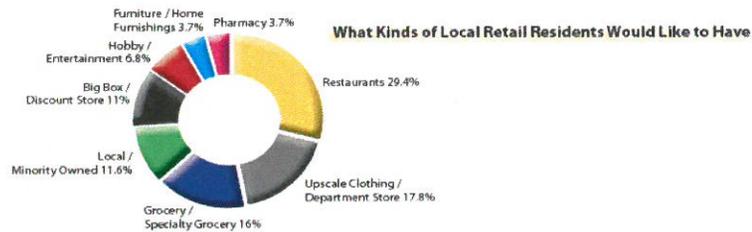
72% believe the area does not have enough retail

“More green, less neon. Cafes with outdoor venues, sidewalks, trees, and more business participation in sponsoring community events”

More than 300 Knoxvilleians who live or work in East and Northeast Knoxville responded to a survey designed to address residents' needs and to spotlight business opportunities in the area.



*Only 31% said they shop in West Knoxville / Parker Creek.



What residents want...

- Restaurants: non-chain, trendy, specialty
- Local: bakery, brewery, coffee shop, wine bar, book store
- Clothing: higher-end especially women's and children's
- Specialty store: electronics, books, sporting goods
- Medical services: primary care, women's care, dentists, elder care, pharmacies, walk-in clinic
- Other professional services: attorneys, accountants, dry cleaners

72% believe the area does not have enough retail stores.

[We want] “More green, less neon. Cafés with outdoor venues, sidewalks fixed, trees planted, more business participation in sponsoring community events.”

Why businesses should come...

- Easy interstate access
- Close to downtown
- Loyalty to local business
- Diverse demographics
- Geographic center of Knox County
- Growing and underserved population
- Lower property costs for development and redevelopment

Key Data

Demographic and Economic Indicators: Study Area, 2016
With Summary Totals for Knoxville Center Mall and West Town Mall Trade Areas

East Towne Mall Trade Area

Population: 111,067

Median Income: \$33,985

West Town Mall Trade Area

Population: 134,381

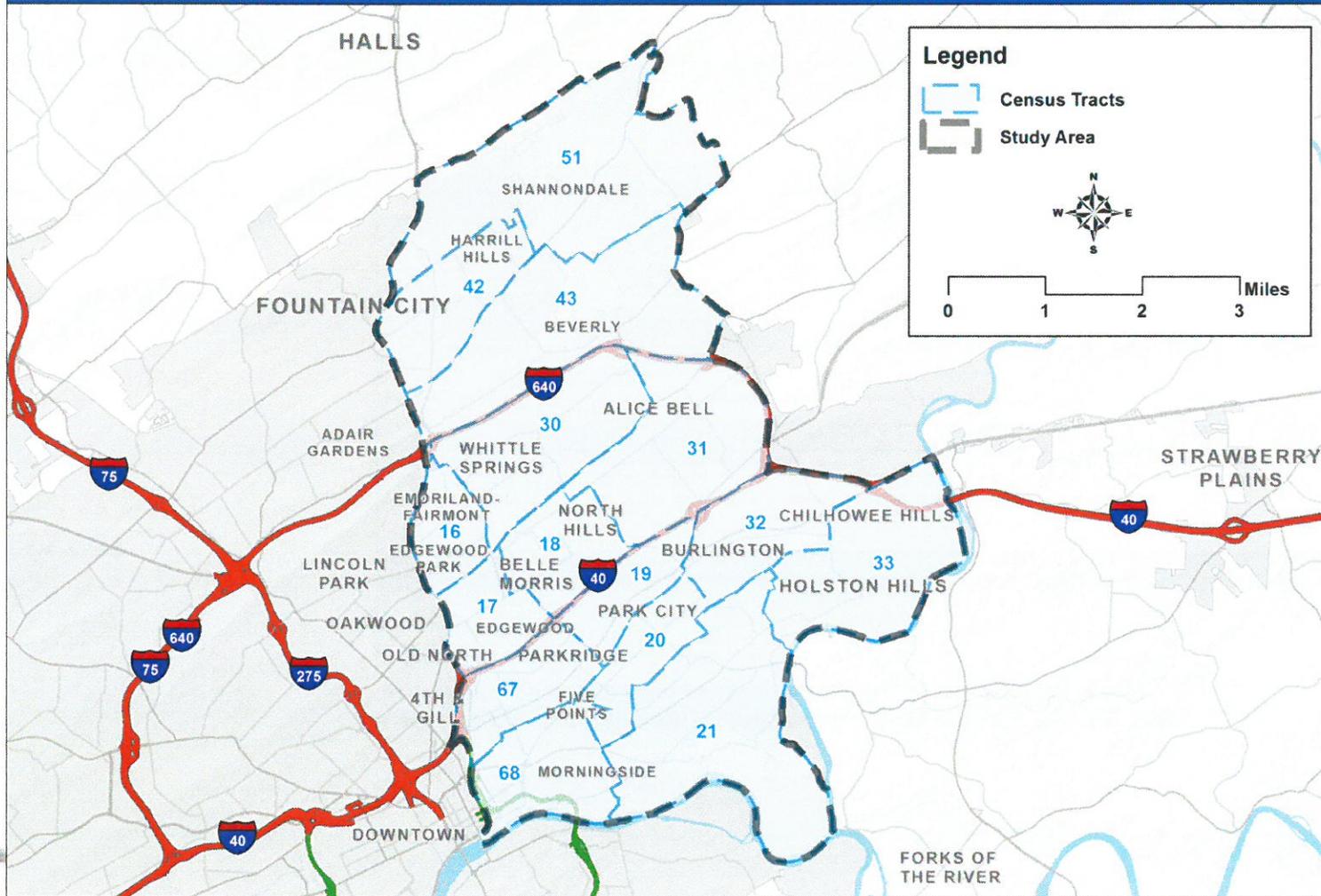
Median Income: \$55,339

Trade Area = 15 minute radius

Geographic Area	Population	Households	Median Household Income
Study Area Total	48,719	21,546	\$33,363
Census Tracts Comprising Study Area Total			
51: Beverly Acres/Shannondale	6,497	2,530	\$68,188
42: Fountain City/Harrill Hills	3,281	1,501	\$51,502
43: Knoxville Center/Oakland/Beverly/Oak Grove	2,637	1,127	\$32,432
16: North Knoxville/Fairmont Emoriland/Edgewood Park	3,053	1,575	\$28,947
30: Whittle Springs/Alice Bell	4,824	2,281	\$35,014
17: Belle Morris/Brownlow	2,557	1,186	\$26,261
18: North Hills	2,370	1,064	\$39,780
31: East Towne/Loveland/Bufat Heights	2,789	1,195	\$45,940
67: Parkridge/Edgewood	3,040	1,368	\$20,742
19: Park City/Burlington/Chilhowee	1,760	694	\$24,341
20: Park City/Burlington/East Knoxville	3,401	1,402	\$23,370
32: Burlington/Chilhowee Hills	3,242	1,448	\$31,431
68: Morningside/Five Points	4,357	2,162	\$12,718
21: East Knoxville/Riverside	2,699	1,097	\$27,224
33: Holston Hills	2,212	916	\$79,613
Knoxville Center Mall Community Trade Area	111,067	47,963	\$33,985
West Town Mall Community Trade Area	134,381	55,339	\$50,898

Note: Mall Trade Area represents geographic area within 15-minute travel time from shopping center.
Compiled by Knoxville/Knox County Metropolitan Planning Commission, August 1, 2016.

East & Northeast Knoxville Study Area



Key Data - Population

Population Growth: Study Area, 2000-2016

Study Area Growth – 6.7%
(48,719)

Mall Area – 30%

Whittle Springs – 11.5%

Burlington/Chilhowee Hills – 7.2%

Geographic Area	2000 Population	2016 Population	2000-2016 Growth	2000-2016 Growth Rate (%)
Study Area Total	45,672	48,719	3,047	6.7
Census Tracts Comprising Study Area Total				
51: Beverly Acres/Shannondale	4,225	6,497	2,272	53.8
42: Fountain City/Harrill Hills	3,422	3,281	-141	-4.1
43: Knoxville Center/Oakland/Beverly/Oak Grove	2,028	2,637	609	30.0
16: North Knoxville/Fairmont Emoriland/Edgewood Park	2,935	3,053	118	4.0
30: Whittle Springs/Alice Bell	4,326	4,824	498	11.5
17: Belle Morris/Brownlow	2,764	2,557	-207	-7.5
18: North Hills	2,317	2,370	53	2.3
31: East Towne/Loveland/Bufat Heights	2,880	2,789	-91	-3.2
67: Parkridge/Edgewood	3,364	3,040	-324	-9.6
19: Park City/Burlington/Chilhowee	1,856	1,760	-96	-5.2
20: Park City/Burlington/East Knoxville	3,389	3,401	12	0.4
32: Burlington/Chilhowee Hills	3,024	3,242	218	7.2
68: Morningside/Five Points	4,391	4,357	-34	-0.8
21: East Knoxville/Riverside	2,561	2,699	138	5.4
33: Holston Hills	2,190	2,212	22	1.0

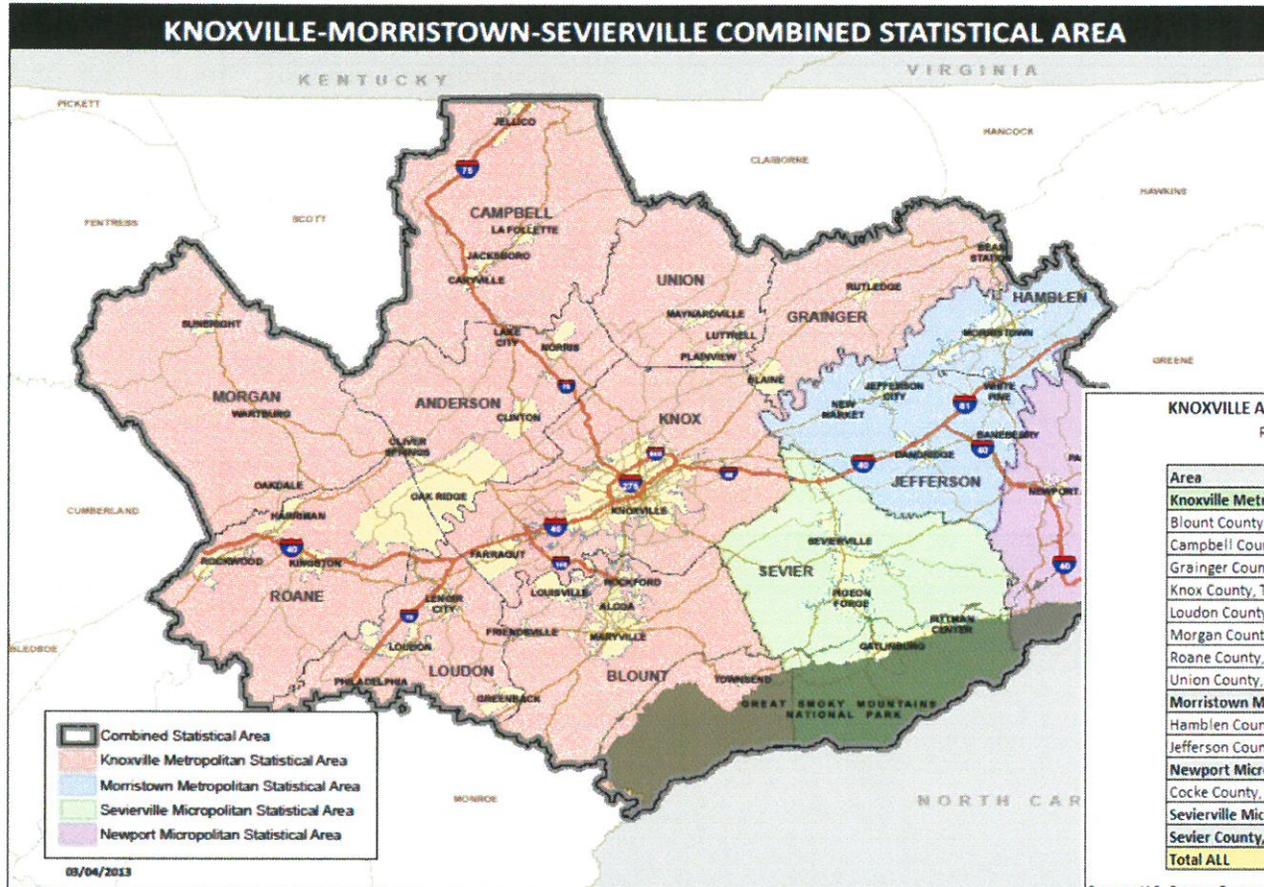
Sources: Census 2000, ESRI.

Compiled by Knoxville/Knox County Metropolitan Planning Commission, August 3, 2016.

Key Data – Neighboring Communities

1.1 million people
neighbor Knox County

North-East neighbors:
Campbell County
Union
Grainger
Jefferson
Cocke
Sevier



KNOXVILLE AND SURROUNDING COUNTIES POPULATION
Population figures are July 1 counts.

Area	2015
Knoxville Metropolitan Statistical Area	861,424
Blount County, TN	127,253
Campbell County, TN	39,752
Grainger County, TN	22,846
Knox County, TN	451,324
Loudon County, TN	51,130
Morgan County, TN	21,498
Roane County, TN	52,753
Union County, TN	19,119
Morristown Metropolitan Statistical Area	116,642
Hamblen County, TN	63,402
Jefferson County, TN	53,240
Newport Micropolitan Statistical Area	35,162
Cocke County, TN	35,162
Sevierville Micropolitan Statistical Area	95,946
Sevier County, TN	95,946
Total ALL	1,109,174

Source: U.S. Census Bureau, Population Division, Population Estimates Program (Sources page for full citations)

Compiled by Knoxville/Knox County Metropolitan Planning Commission, July 2016

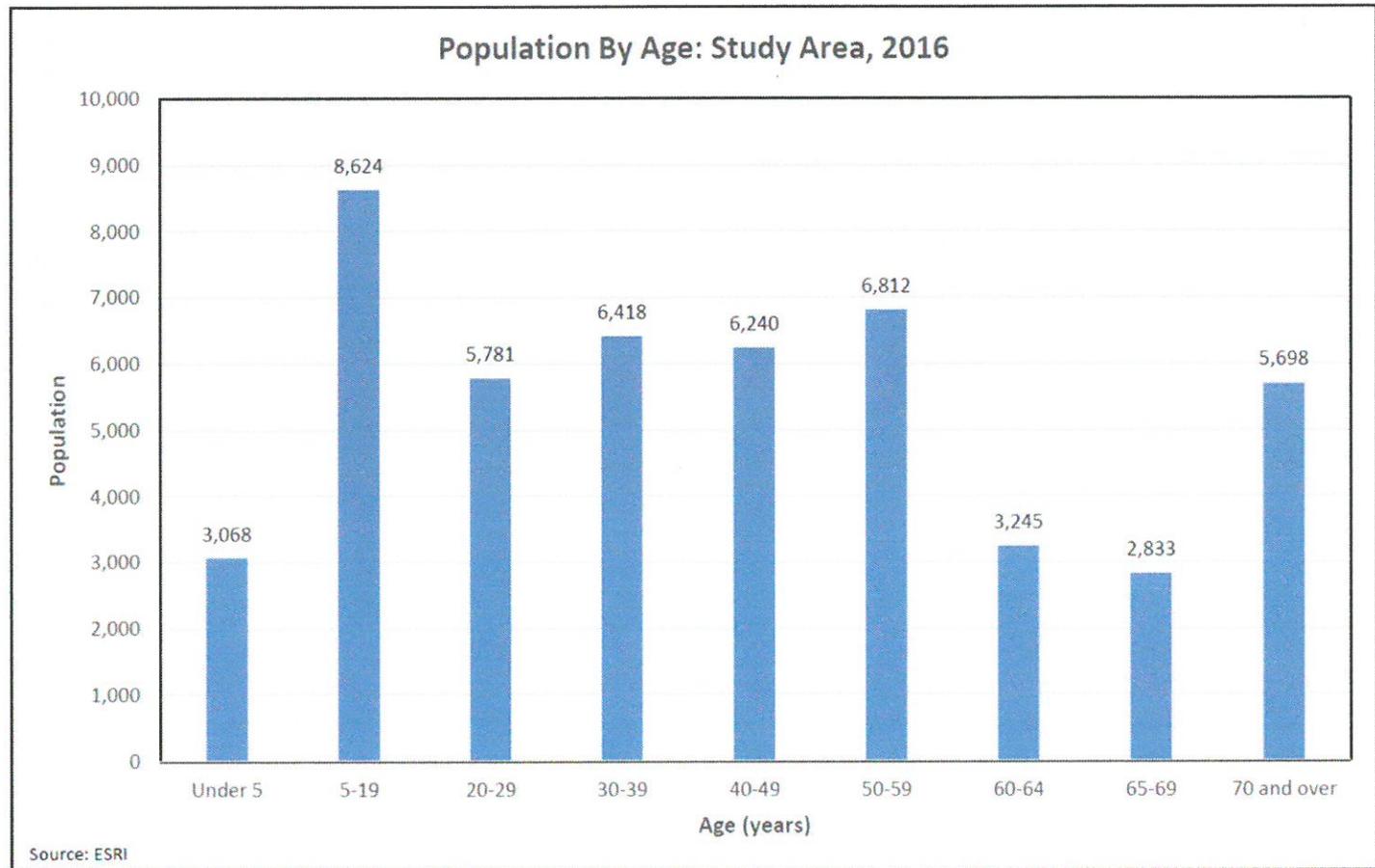
Key – Data Population by Age

Largest Demographic
Youth 5 to 19 - 8,624

Controlling Demographic
20 to 60 - 25,251

Long Term Care
Residents age 70 and over will double in less than 10 years.

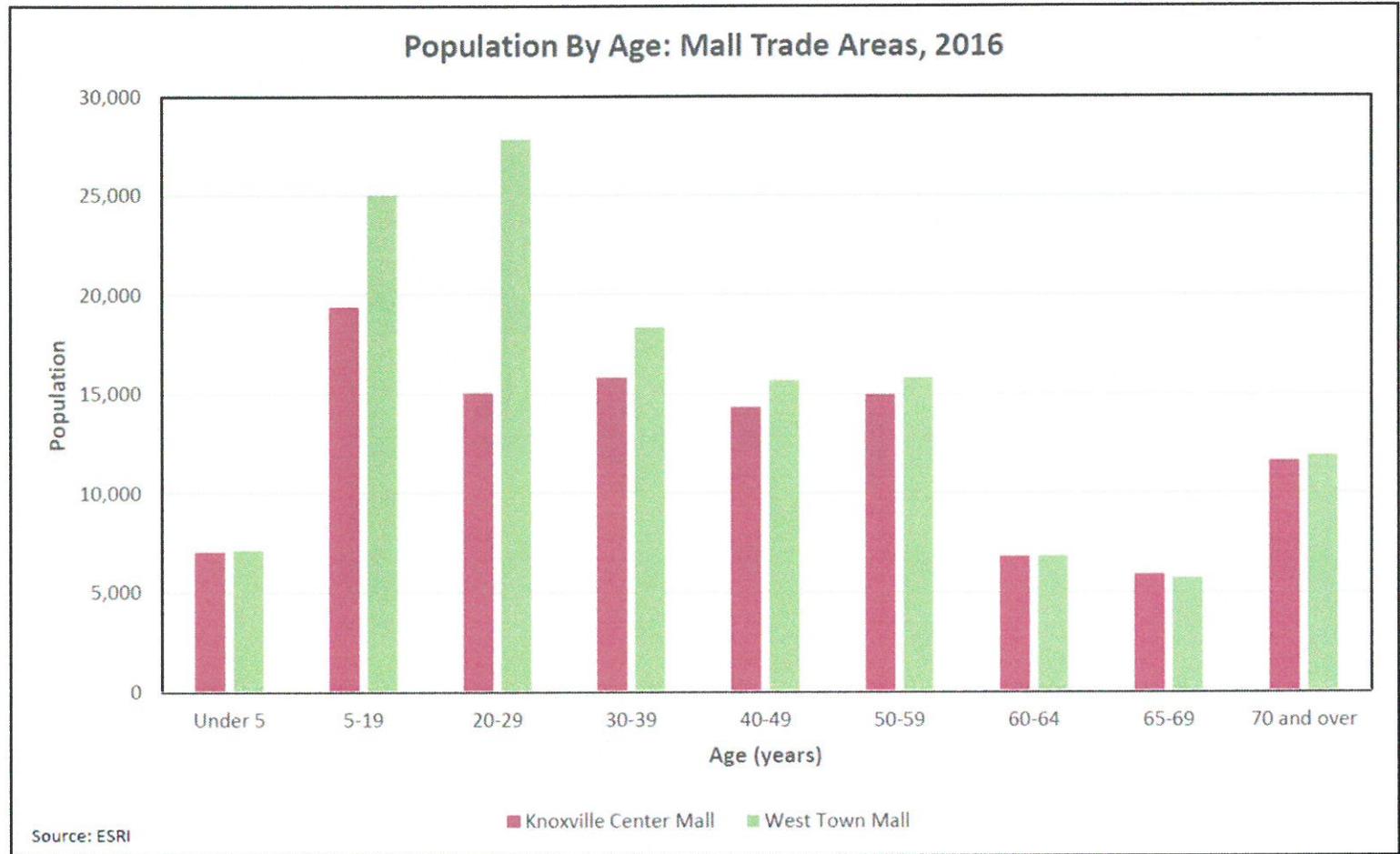
Now – 5,698
2026 – 11,776



Population by Trade Area

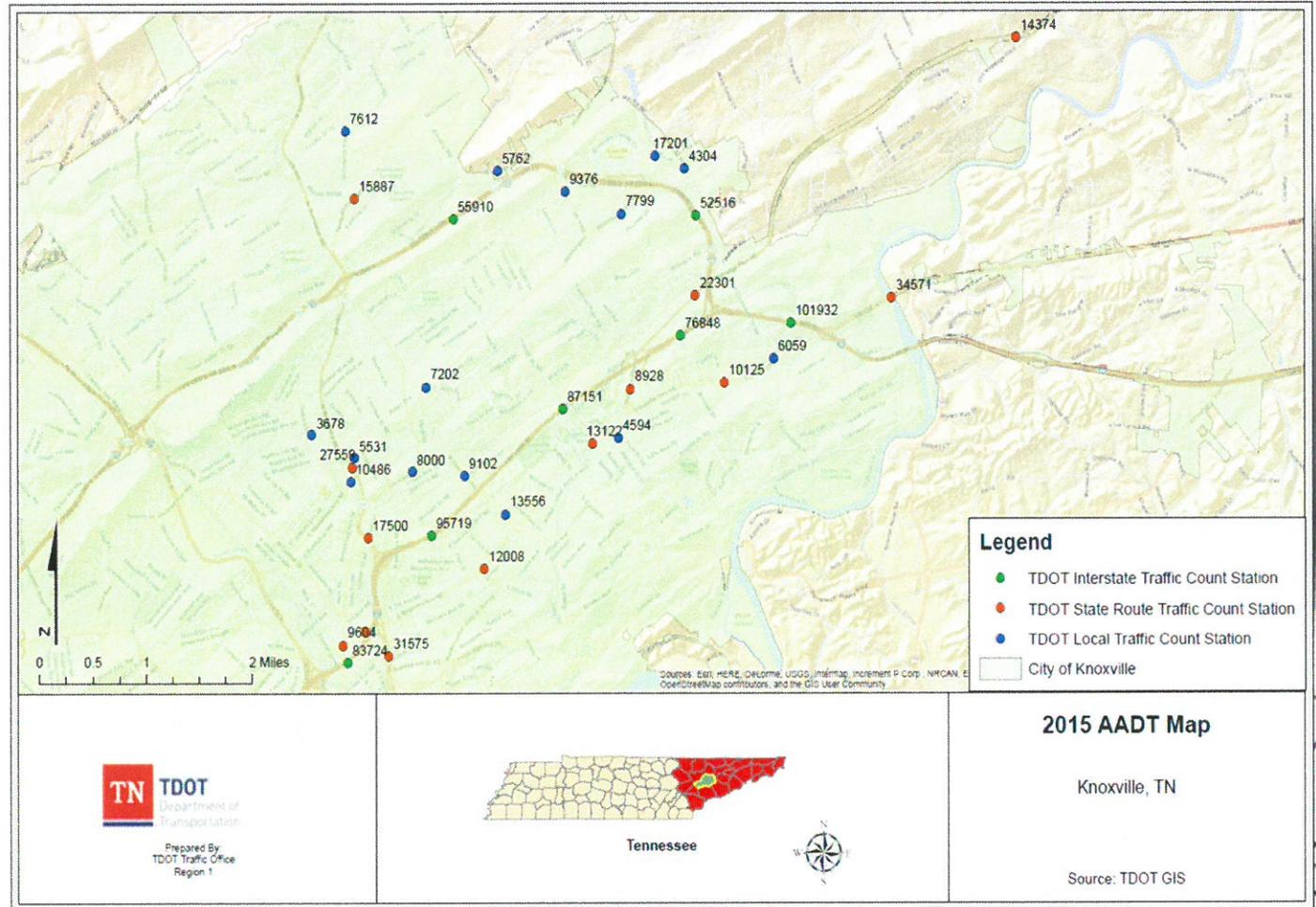
East and West are nearly identical in population by age.

West has larger number of young people between 20-29.



Traffic Counts

North East has access good traffic counts and infrastructure for growth!



Crime Statistics

Crime is Down!

Alcohol, Arson, Commercial & Residential Burglary, Car Theft, DUI, Homicide, Shoplifting, Vandalism

Weapons Violations are steady

CRIMES IN THE SPECIFIED ZONE

	2011	2012	2013	2014	2015	1/1/16 - 8/24/16	Grand Total
Aggravated Assault	325	334	303	339	323	200	1,824
Alcohol Violation	539	568	347	359	370	240	2,423
All Other - Criminal	1,200	1,879	1,027	721	823	504	6,154
All Other - Non-Criminal	145	109	409	1,252	1,179	765	3,859
Arson	11	6	2	0	0	0	19
Assault - Other	924	923	792	906	1,003	604	5,152
Burglary - Commercial	109	0	21	93	68	42	333
Burglary - Residential	741	813	602	504	439	254	3,353
Burglary from Motor Vehicle	617	465	477	557	467	335	2,918
Death Investigation	0	0	31	101	127	86	345
Disorderly Conduct	286	1	0	0	0	0	287
Drugs / Narcotics Violation	0	746	609	840	699	531	3,425
DUI	223	226	160	173	195	110	1,087
Fraud	254	214	220	266	279	167	1,400
Homicide	7	12	8	5	13	2	47
Motor Vehicle Theft	202	231	199	246	187	129	1,194
Robbery - Commercial	29	0	6	26	18	14	93
Robbery - Individual	179	195	141	128	123	55	821
Sexual Assault	64	82	84	77	95	52	454
Sexual Offense - Other	4	1	2	18	20	7	52
Shoplifting	577	504	452	548	466	297	2,844
Theft	285	319	433	749	681	434	2,901
Theft - Other	578	526	342	9	13	9	1,477
Traffic Incident	0	0	88	355	398	237	1,078
Vandalism	590	481	396	500	490	315	2,772
Weapons Violation	59	29	46	63	61	54	312

Market local

48,719 Plus 1.1 million

Statistical Help

Joe Riley – Knoxville
Chamber

jriley@knoxvillechamber.com

Paradigm Challenge –
KAUL Pitch Contest for
firms locating in East
Knoxville

Participatory Budgeting
Should we do this hear
in Knoxville?



SHOP LOCAL

Local jobs are Coming

- BPAS in Action
- Visit and meet with the employers in each Business Park
 - East Bridge
 - Forks of the River
 - Midway



KNOXVILLE OAK RIDGE INNOVATION VALLEY

Stakeholder Update

JULY 1 - DECEMBER 31, 2015

NOTABLE NEW RECRUITS:

AMI
\$553 MILLION – 605 Jobs

dp Innovate Manufacturing
\$4.7 MILLION – 50 Jobs

MORGAN OLSON
\$45 MILLION – 500 Jobs

LIFETIME
\$115 MILLION – 500 Jobs

NOTABLE EXPANSIONS

DENSO
\$400 MILLION – 500 Jobs

jewelry
\$42.6 MILLION – 30 Jobs

MAGNA
\$55 MILLION – 127 Jobs

REGAL
\$15 MILLION – 75 Jobs

ANNOUNCED JOBS: 3,117
CAPITAL INVESTMENTS: \$1.3 BILLION

MARKETING & RECRUITMENT EFFORTS:

INNOVATION VALLEY HAD REPRESENTATIVES AT THE FOLLOWING CONFERENCES:

- ICSC Tennessee/Kentucky Idea Exchange, Louisville, KY, July 23-24
- Southern Economic Development Council 2015 Conference, Savannah, GA, July 24-28
- Tennessee Economic & Community Development Fall Conference, Knoxville, TN, Sept. 16-17
- International Economic Development Council 2015 Conference, Anchorage, AK, Oct. 4-7
- Tennessee Economic & Community Development Annual Governor's Conference, Nashville, TN, Oct. 13-14
- CoreNet Global, Los Angeles, CA, Oct. 18-20
- Additive Manufacturing Conference, Knoxville, TN, Oct. 20-21
- Tennessee Economic Partnership Key Market Visit, Atlanta, GA, Oct. 20-23
- Carbon Fiber & Composites Conference, Knoxville, TN, Dec. 8-10

*To see the complete list of new recruits and expansions visit knoxvilleoakridge.com/data

Format – Input & Discussion Tables

- Burlington Table
- Mall Table
- Broadway Table
- Fountain City Table
- Information
 - Statistics
 - Police/Crime Statistics Table

Rules & Expectations

- BPA Facilitator will direct the Group
- Choose a Scribe
- Learn, Listen, & Input
- Report the key Solutions or Actions

