

PATH TO **PROSPERITY**

INVESTING IN THE KNOXVILLE CHAMBER



DRIVING REGIONAL ECONOMIC PROSPERITY



Path to Prosperity, a five-year strategic vision for the Knoxville Chamber, prioritizes a progressive, sustainable economic ecosystem that fuels growth for existing industry and prepares the region for future employment opportunities.



Essential to the vision is a collaborative approach around key economic indicators, including availability of a qualified workforce, growth resources for existing local industry, and accessible capital for entrepreneurs.



The investment and expertise of local business and community leaders play a vital role in developing strategic initiatives that address these growth indicators and make it possible for the Knoxville Chamber team to continue driving regional economic prosperity.

ECONOMIC ECOSYSTEMS

By prioritizing support for existing businesses and startups, Path to Prosperity creates an environment that allows companies to start, grow, and remain in Knoxville.



BUSINESS EXPANSION

The Knoxville Chamber connects firms currently operating in the region with resources and services designed to meet their unique expansion needs. Our Director of Business Retention and Expansion is available to meet with individual businesses and address challenges ranging from workforce gaps to facility acquisition. We specialize in: relationship building, problem solving, growth facilitation, and information sharing.

HOW CAN INVESTORS GET ENGAGED?



INFORMATION SHARING

Our in-house research analyst can provide sector-specific data to guide your decision making. Chamber programming and communication keeps you informed on the local ecosystems.



RELATIONSHIP BUILDING

We can connect you with local suppliers and vendors, industry and peers, and facilitate mentor connections. Let us introduce you to the organizations and individuals that can aid your expansion.



GROWTH FACILITATION

What kind of talent, space, or funding do you need to expand? Let us keep you informed on new sites as they become available and use our Professional Relocation & Engagement services to attract new talent.



INCENTIVE NAVIGATION

Our team can explore incentives available to your organization, assist during the application process, and promote your expansion announcement when it occurs.



Area Development and **Chief Executive** named
Tennessee the #3 State for Doing Business

BUSINESS **ATTRACTION**

The Knoxville Chamber serves as the economic development liaison for both the City of Knoxville and Knox County. A business-friendly tax and incentive structure allows companies locating to Knoxville to manage operating costs and invest in their continued growth. The attraction team communicates our unique regional assets and assists new companies with site selection and incentive navigation.

OUR VISION, YOUR FUTURE

Strategic platforms identify industries where Knoxville and the surrounding region are best positioned to drive innovation, expansion, and economic success.



HOW CAN INVESTORS **GET ENGAGED?**



Amplify new business announcements in your circles of influence



Participate in strategic platform roundtables, giving prospects insight into the area



Identify vendors whose relocation would benefit your business



Engage with our regional research entities



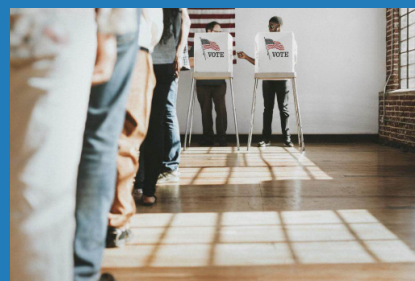
Knoxville's **cost of living** is 15.1% below the national average

BUSINESS CLIMATE

The Knoxville Chamber strives to ensure Knoxville and the state of Tennessee maintain a business climate that is conducive to growing businesses. The Business Climate Council studies, evaluates, and advocates for public policies that drive economic prosperity. We work closely with elected officials, policy makers, and other advocacy groups to identify legislation that relates to the Chamber's core values and evaluate advocacy positions.

AGENDA FOR ECONOMIC PROSPERITY

The Knoxville Chamber produces an annual statement of principles, approved by the chamber's Board of Directors, that reflects legislative challenges and opportunities. The Chamber uses this document to guide how the organization evaluates legislation, policy, and regulations that could drive – or stifle – regional economic prosperity.



HOW CAN INVESTORS GET ENGAGED?



Attend Capital Connections each Spring to engage with local policymakers



Attend the Regional Legislative Agenda discussion and provide input



Communicate regulations that impact your business (either positively or negatively)



Tennessee recently ranked as the **8th best state in tax environment** for businesses

INFRASTRUCTURE

Ensuring the Knoxville region has the infrastructure needed to support a growing population is key to maintaining an enviable quality of life and driving economic prosperity. The Chamber collaborates with the private and public sector partners to identify barriers to growth and develop business-friendly solutions in areas such as land use, building capacity, access to broadband, and public transit.

INFRASTRUCTURE REDEFINED

Data from Redfin, a national real estate brokerage, ranks the Knoxville metro area at 26 on a list of fastest growing populations based on net inflow. Of the 30 cities mentioned, Knoxville boasts the lowest cost of living. Growth is not just on the horizon; it is already here. Supportive infrastructure is needed to convert growth into prosperity and increased revenue into strategic investment. The Knoxville Chamber has released Infrastructure Redefined, a strategy designed to support future growth.



HOW CAN INVESTORS GET ENGAGED?



Support economic growth in Knoxville by providing input to Advance Knox, the county's new integrated land use and transportation plan



Adopt the eKnox digital literacy program for your favorite nonprofit



Join us in advocating for policy and regulatory improvements to increase housing at all price points



Knoxville is ***less than one day's drive*** to more than 60% of the U.S. population

TALENT

Essential to the Knoxville region's future economic prosperity is the ability to educate, recruit, and maintain a skilled workforce. Coordination between public schools, higher education, and business stakeholders ensures that the workforce is equipped with the knowledge and skills necessary to fill the jobs of today and tomorrow. Retaining young adults earning post-secondary degrees or interning in the Knoxville area as well as attracting the type of talented individuals that regional employers are seeking, is essential to the growth of our region. Engaging with community leaders and regional partners to create a prosperous, inclusive network of young people is a priority of the Knoxville Chamber's team.

TALENT REDEFINED

The Knoxville Chamber has released Talent Redefined, a multi-year strategy to retain and recruit more skilled and educated talent to the region. The white paper details the region's lack of growth among individuals ages 25 to 54 – a key demographic for driving regional economic prosperity – particularly when benchmarked against other Southeastern cities.



HOW CAN INVESTORS GET ENGAGED?



Develop an internship program and incorporate Explore program content



Encourage young professionals to attend annual Endeavor Summit



Participate in research and requests for data including the wage & benefit and talent assessment surveys



Review the benefits of hiring populations with barriers to employment



Knoxville recently ranked as the **#2 Best City
for Young Professionals**

ENTREPRENEURSHIP & SMALL BUSINESS

The Knoxville Chamber works with business and community leaders, as well as nonprofit and government partners, to create a healthy ecosystem for small business and entrepreneurial growth in the region. The Knoxville region seeks a continuum of funding sources to support both its entrepreneurial and small business sectors. This report lays out the key factors in a strategy focused on improving access to capital for all the region's business builders as part of a phased, long-term strategic process to restore the cycle of investment in the region's entrepreneurs.

CAPITAL ACCESS REDEFINED

The Knoxville Chamber has released Capital Access Redefined, a strategy designed to fill the gaps in the financing continuum of new sources of capital. The white paper also details the need to address skills and support deficits among business builders and investors, which requires both education and preparation.



HOW CAN INVESTORS GET ENGAGED?



Utilize & amplify resources available through the Tennessee Small Business Development Center and the Knoxville Entrepreneur Center



Explore the possibility of participating in the ecosystem as an angel investor



Invest your time and talent into local startups and growth stage businesses, and share their success stories



Knoxville was the first city in the nation to be designated as an ***'Etsy Maker City'***

WHY INVEST IN THE KNOXVILLE CHAMBER?

The investment and expertise of local business and community leaders fund initiatives that fuel growth for existing industry and prepares the region for future employment opportunities, helping the Chamber achieve its mission of *driving regional economic prosperity*.

YOUR INVESTMENT SUPPORTS THE FOLLOWING CHAMBER PRIORITIES:

- Implement a regional workforce development strategy
- Implement a regional talent retention and attraction strategy
- Implement an infrastructure strategy
- Implement a strategy to increase access to capital for entrepreneurs and startups
- Execute a local, business-focused economic development strategy
- Develop and execute a brand strategy to market the City of Knoxville and Knox County

Explore direct service offerings and bottom-line savings available to investors on the following pages.

THE CHAMBER IS CHANGING KNOXVILLE'S TRAJECTORY BY:

- Committing to a robust economic transition
- Focusing on catalytic businesses and talent
- Encouraging partners to align their work toward the greater good of our region

"CGI's investment in our partnership with the Knoxville Chamber has been a critical factor in the success that we've had in entering the Knoxville market. The Chamber's familiarity with our business model and service offerings has made it possible for CGI to establish relationships with community partners that enable us to have an immediate positive impact in the Knoxville community. CGI's investment in the Chamber has paid dividends not only to CGI, but to the community as a whole." - Matthew Kittrell

"All Occasions Catering has been an investor in the Knoxville Chamber for nearly twenty years. When we first became involved, we had two employees. We now employ over 100. No matter the phase of our business - whether it was challenging periods like COVID or periods of awesome growth - the Chamber has been a consistent presence and constant partner." - Neal Green

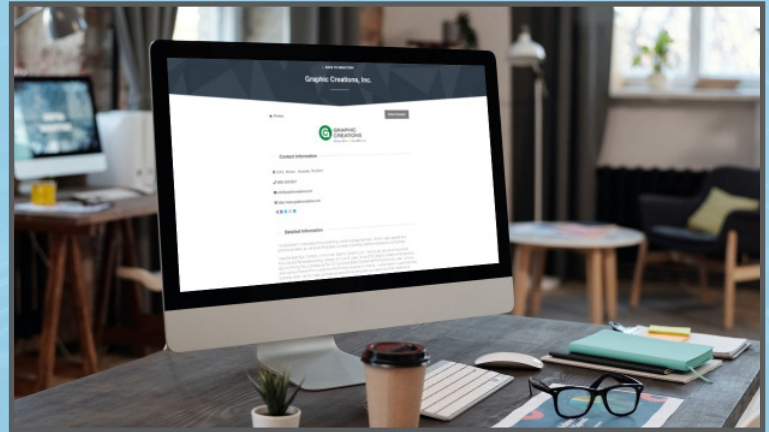


BASE TIERS

	ASSOCIATE	EXECUTIVE
ACCESS TO LARGEST LOCAL BUSINESS NETWORK	●	●
IDENTIFIED AS A NEW INVESTOR WITH WINDOW DECAL, PLAQUE, AND NEWSLETTER FEATURE	●	●
OPPORTUNITY TO ATTEND ALL BASE TIER INVESTOR PROGRAMS	●	●
OPPORTUNITY TO POST JOBS AND EVENTS ON KNOXVILLECHAMBER.COM	●	●
TARGETED DEMOGRAPHIC ACCESS	●	●
OPPORTUNITY TO SHARE NEWS & PRESS RELEASES ON KNOXVILLECHAMBER.COM	●	●
ODP BUSINESS SOLUTIONS AND A&W SUPPLY DISCOUNTS	●	●
INVESTOR DIRECTORY LISTING ONLINE	●	●
RECEIVE MONTHLY ECONOMIC INDICATORS REPORT (ECO)	●	●
PRO-BUSINESS ADVOCACY AT STATE, LOCAL, AND FEDERAL LEVEL	●	●
INVESTMENT 98.35% TAX DEDUCTIBLE AS BUSINESS EXPENSE	●	●
NEWSLETTER ADVERTISING OPPORTUNITIES	●	●
50% DISCOUNT ON CERTIFICATES OF ORIGIN	●	●
1 INVITATION TO A PREMIER PARTNER EVENT		●
COMPLIMENTARY INVESTOR MAILING LIST IN EXCEL		●
30% DISCOUNT ON CHAMBER RIBBON CUTTING SERVICES* (*ADDITIONAL FEES APPLY)		●
1 COMPLIMENTARY AD IN <i>THE LOOP</i> WEEKLY EMAIL NEWSLETTER		●
ELIGIBILITY FOR CHAMBER AMBASSADOR PROGRAM		●
ELECTED OFFICIAL LIST & MEDIA KIT		●
	\$500	\$1,000



WINDOW DECAL



INVESTOR DIRECTORY LISTING



**COMPLIMENTARY AD
IN THE LOOP**



**RIBBON CUTTING
SERVICES**

PREMIER PARTNERS

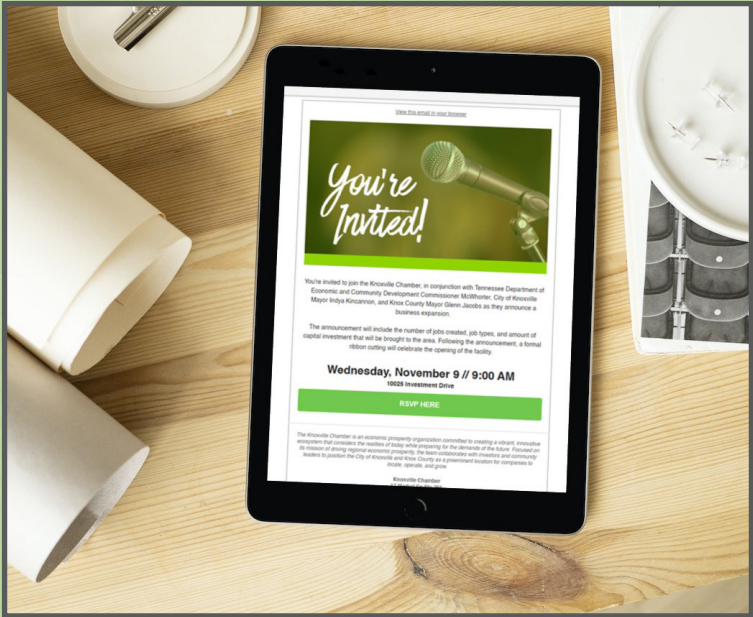
INCLUDES ALL SERVICE OFFERINGS FROM BASE TIERS

	BRONZE	SILVER	GOLD	PLATINUM
IDENTIFIED AS PREMIER PARTNER BY LEVEL	●	●	●	●
SPONSORSHIP OPPORTUNITIES	●	●	●	●
INVITATIONS TO ALL PREMIER PARTNER EVENTS	●	●	●	●
MONTHLY RELOCATION LISTS	●	●	●	●
AFFILIATE COMPANY INVESTMENTS AT ASSOCIATE TIER	4	4	UNLIMITED	UNLIMITED
INVITATION TO ECONOMIC DEVELOPMENT ANNOUNCEMENTS	●	●	●	●
PRIORITY SCHEDULING OF INTERNSHIP CONSULTING SERVICES	●	●	●	●
PREMIER PARTNER PLAQUE	●	●	●	●
COMPLIMENTARY CERTIFICATES OF ORIGIN	100	150	250	250
ROOM RENTAL OPPORTUNITIES	●	●	●	●
NAME RECOGNITION IN CHAMBER LOBBY	●	●	●	●
2 FREE MEETING SPACE RENTALS PER YEAR (BASED ON AVAILABILITY)		●	●	●
SUBMITTED PREMIER PARTNER ARTICLE PROMOTED WITH LOCAL MEDIA OUTLET (EVERY 24 MONTHS)		●	●	●
COMPLIMENTARY MAILING LABELS TWICE ANNUALLY (PER REQUEST)		●	●	●
1 INDUSTRY EXPERT ARTICLE SUBMISSION PER YEAR PROMOTED IN THE LOOP		●	●	●
15% DISCOUNT ON ADDITIONAL NEWSLETTER ADVERTISING		●	●	●
1 COMPLIMENTARY RIBBON CUTTING (*ADDITIONAL FEES MAY APPLY)			●	●
PRIORITY SCHEDULING OF BUSINESS EXPANSION VISIT			●	●
SUBMITTED LEADERSHIP PROFILE PROMOTED WITH LOCAL MEDIA OUTLET (EVERY 24 MONTHS)			●	●
INTRODUCTORY MEETING WITH CEO			●	●
1 COMPLIMENTARY 90-SECOND BUSINESS FEATURE VIDEO (SUBMISSION) ON KNOXVILLECHAMBER.COM			ONCE PER YEAR	TWICE PER YEAR
ACCESS TO PROFESSIONAL LEVEL PERSONNEL RECRUITMENT AND ENGAGEMENT SERVICES (PRES)			●	●
2 COMPLIMENTARY TICKETS TO ENDEAVOR YOUNG PROFESSIONAL SUMMIT			●	●
3 MONTH BANNER AD ON KNOXVILLECHAMBER.COM				●
COMPLIMENTARY INVESTOR MAILING LIST BY INDUSTRY PLATFORM				●
OPPORTUNITY TO ATTEND 1 BOARD MEETING PER YEAR				●
LETTER OF INTRODUCTION FROM CEO TO INVESTOR COMPANY OF CHOICE				●
INTRODUCTION EMAIL FROM DEVELOPMENT TEAM MEMBER TO LOCAL ELECTED OFFICIAL OF CHOICE				●
INDUSTRY SECTOR & INVESTMENT ON COLLATERAL PROVIDED TO ECONOMIC DEVELOPMENT PROSPECTS				●
	\$1,500	\$2,500	\$5,000	\$10,000



PREMIER PARTNER PLAQUE

**ECONOMIC DEVELOPMENT
ANNOUNCEMENT INVITATION**



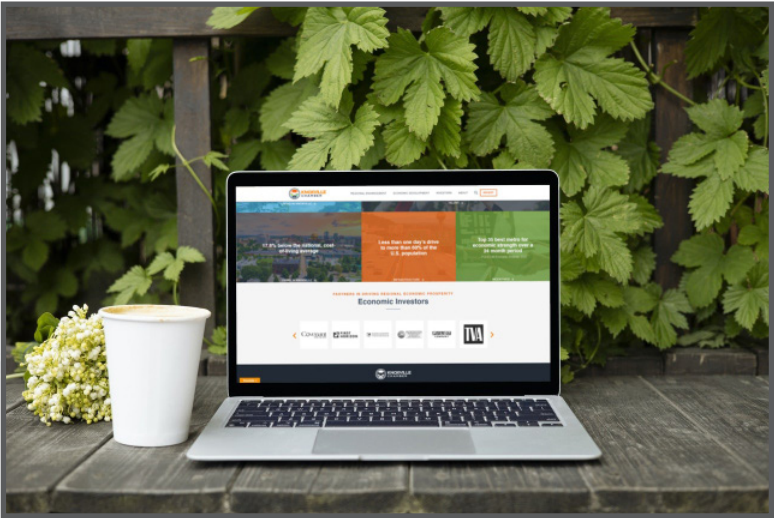
**SUBMITTED CONTENT PROMOTED
WITH LOCAL MEDIA OUTLET**



ECONOMIC INVESTORS

INCLUDES ALL SERVICE OFFERINGS FROM BASE AND PREMIER PARTNER TIERS

	TITANIUM	DIAMOND	CHAIRMAN'S CIRCLE
ABILITY TO APPLY DUES TO CHAMBER'S 501(C)(3)	●	●	●
LOGO FEATURED ON LIFEREDEFINED.COM TALENT ATTRACTION WEBSITE	●	●	●
INVITATIONS TO EXCLUSIVE SIGNATURE PROGRAMMING	●	●	●
FREE ROOM RENTALS (4 PER YEAR)	●	●	●
COMPANY SEAT ON ECONOMIC DEVELOPMENT COUNCIL	●	●	●
OPPORTUNITY TO ATTEND 2 BOARD MEETINGS PER YEAR	●	●	●
ACCESS TO PROFESSIONAL-LEVEL PERSONNEL RECRUITMENT AND ENGAGEMENT SERVICES	FOUR TIMES PER YEAR	SIX TIMES PER YEAR	UNLIMITED TIMES PER YEAR
COMPANY SEAT ON BOARD OF DIRECTORS		●	●
10 COMPLIMENTARY TICKETS TO ENDEAVOR		●	●
COMPLIMENTARY TABLE AT GOVERNOR'S EVENT		●	●
OPPORTUNITY TO ATTEND OUT-OF-MARKET ECONOMIC DEVELOPMENT RECRUITMENT TRIPS		●	●
RECOGNITION ON KNOXVILLECHAMBER.COM HOMEPAGE AND WEEKLY EMAIL COMMUNICATION		●	●
COMPANY SEAT ON THE BOARD, EXECUTIVE COMMITTEE AND ECONOMIC DEVELOPMENT COUNCIL			●
CEO IS COMPANY'S DIRECT LIAISON			●
OPPORTUNITY TO ATTEND OUT-OF-MARKET TALENT RECRUITMENT TRIPS			●
	\$25,000	\$50,000	\$100,000



WEBSITE LOGO FEATURE



PRES SERVICES



SIGNATURE PROGRAM ATTENDANCE



865-637-4550 | knoxvillechamber.com/invest

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WAYS TO VIRTUALLY CONNECT:

