

**“BECOMING THE COUNTRY’S NINTH ‘HOTTEST CITY’
CLEARLY SHOWS THAT WE’RE MOVING IN THE RIGHT DIRECTION,
DEVELOPING A BRIGHT FUTURE AND PROMOTING THE
INNOVATION VALLEY AS A REGION.”**

MIKE RAGSDALE, MAYOR

KNOX COUNTY TENNESSEE

THE REGIONAL APPROACH

ONE OF THE COMMON strengths that many of “America’s Hottest 50 Cities” have is their regional approach to site location. Instead of the primary city and its suburban counterparts bickering over a potential project, these metro areas work together because they know that in the end, everyone benefits — no matter where the project is sited.

“We’ve worked hard in Knoxville to think and act regionally in our economic development efforts, to leave our egos and our logos at the door,” Knoxville Mayor Bill Haslam said. “I believe that’s paying off for our community.”

Jobs Now! is the first coordinated, regional economic development strategy in the Knoxville-Oak Ridge metro area, also known as Innovation Valley, and its investors include more than 170 private and public partners. The aim of the program is to increase jobs and capital investment in the region.

“This has allowed us to pool resources, avoid duplicating efforts and really engage business leaders in economic development,” Haslam said.

“The perceptions and advice of the nation’s leading business location consultants make a real difference,” said Mike Ragsdale, mayor of Knox County, Tenn. “Becoming the country’s

ninth ‘Hottest City’ clearly shows that we’re moving in the right direction, developing a bright future and promoting the Innovation Valley as a region.”

Automotive supplier DENSO Manufacturing Tennessee, a subsidiary of Japan-based DENSO Corp., will undertake a \$185 million expansion of its manufacturing complex in Maryville in the Knoxville metro. The expansion will result in the construction of a 220,000-square-foot addition to the company’s 1.5 million square feet of existing manufacturing space. The company may hire as many as 500 additional employees beginning late next year.

The state’s FastTrack Job Training and FastTrack Infrastructure programs will be used in the DENSO expansion.

Also in Maryville, Newell Rubbermaid announced in January it will expand its manufacturing operations by 200 jobs. The decision increases the company’s presence in the Knoxville metro to nearly 800 employees.

FOR MORE INFORMATION

Innovation Valley
www.knoxvilleoakridge.org

East Tennessee Economic
Development Agency
www.eteda.org

City of Knoxville
www.cityofknoxville.org

Knoxville Area Chamber
Partnership
www.knoxvillechamber.com

Knox County
www.knoxcounty.org

Oak Ridge Chamber of Commerce
www.orcc.org

Tennessee Valley Authority
www.tva.gov



Ken Krizner is managing editor of Expansion Management. He can be reached at kkrizner@penton.com.