



# CHATTANOOGA MARKET OVERVIEW

Chattanooga, Tennessee is a burgeoning, dynamic city located in the southeast corner of Tennessee, 135 miles from Nashville, 145 miles from Birmingham, 110 miles from Knoxville and 120 miles from Atlanta. Chattanooga, the 4th largest city in the state, boasts a rapidly growing population, favorable climate, fiscal integrity, rejuvenated urban core, strong corporate demand and economic development, significant tourism and enviable recreational attractions. The city hosts a diverse and thriving downtown with over 52,000 daytime employees and 11,700+ students attending the University of Tennessee at Chattanooga.

Chattanooga has been rated as one of the best places to do business as the local government along with various private and philanthropic organizations have worked together to limit barriers to entry and red tape for new business ventures and to help existing local, regional, national, and international companies invest in the area. This has helped Chattanooga to attract widely recognizable companies to the area. Moreover, the quarter mile Innovation District located in Chattanooga's CBD has revitalized residential relocation to the area and inspired high-tech companies, start ups, and entrepreneurs to establish presences in "incubators" scattered throughout the district and eventually shift to more permanent headquarters in the Downtown area.

The Chattanooga MSA enjoys a strong and robust regional economy based in a variety of industries including technology and transportation, manufacturing, and healthcare services. Top employers within the region range from nationally recognizable organizations such as Amazon.com and BlueCross BlueShield to international businesses such as Volkswagen, which recently developed a massive manufacturing plant in Chattanooga. In the last five years, over \$4 Billion has been invested in the area by a variety of companies including Wacker with over \$2 Billion invested, Volkswagen with over \$1 Billion invested, Amazon.com with over \$139 Million invested, and Whirlpool with \$120 Million invested.

Chattanooga is home to many well-known and nationally recognized attractions, arts and cultural centers, festivals, and outdoor activities. The World publication, owned by The New York Times, recently named Chattanooga as one of the "Top 45 Places to Go". The City also boasts a well-manicured 13-mile Riverwalk along the Tennessee River that offers residents and tourists the opportunity to walk, run, or bike along the trails and pathways as well as relax in one of the many parks along the river.

# CHATTANOOGA QUICK FACTS



City of Chattanooga population: 181,099

Chattanooga MSA Population: 562,647

Tourism: 3 million people visit Chattanooga annually; bringing \$750 MM in revenue.

**Attractions:**

- The Tennessee Aquarium (1MM visitors a year)
- Rock City
- Ruby Falls
- Hunter Museum of American Art
- Symphony & Opera Association
- The Tivoli
- Creative Discovery Museum
- Chattanooga Zoo
- Chickamauga Lake

**Events:**

- Riverbend Music Festival (attracts over 600,000 each year)
- Head of the Hooch Regatta (second largest rowing regatta in the US)
- Ironman Triathlon
- Three Sisters Bluegrass Festival

**Major Employers:**

Company	Product/Service	Full-Time Employees
Hamilton County Dept. of Education	Elementary & Secondary Schools	4,988
BlueCross BlueShield of Tennessee	Health Care Financing	4,855
Erlanger Health System	Hospital	4,852
CHI Memorial	Government	2,602
Tennessee Valley Authority	Utility - Electric Service	3,786
Volkswagen Chattanooga	Manufacturing Automobiles	2,982
Mckee Foods Corporation	Manufacturing Cakes & Cookies	2,928
Unum Group	Insurance	2,800
Amazon.com Services	Distribution Center	2,518
City of Chattanooga	Government	2,217
Roper Corporation	Manufacturing Cooking Products	2,050
Hamilton County Government	Government	1,842