

Sweetwater, Jenn.

Welcome to our charming city!

My vision for Sweetwater is to create the right balance to retain the unique character of our city and encourage growth that will allow our citizens a fair tax structure, steady employment opportunities, and availability of retail opportunities to spend their resources locally.

I am sure many cities hope for the same thing. I think the difference in Sweetwater is the people and the leadership. The past few years, Sweetwater has received numerous recognitions, and it appears that our hard work is really paying off. We have been named a Playful City USA by Kaboom!; a Tree City USA for more than decade, and received more than \$3 million in grant funding for capital projects in the past two years; created an Adventure Tourism District to provide tax incentives to new businesses, and have



DOYLE LOWE SWEETWATER MAYOR

been designated a National Main Street Community. Our Sweetwater City School System has been named an "exemplary school system" in the State of Tennessee. Our sports complex is the best in the area, hosting state tournaments frequently,

with additional parks and green spaces throughout town.

Arguably, Sweetwater's best asset is her location-the midpoint between Ohio and Florida on a highly-traveled interstate 75. For a more local perspective, we are the midpoint on the corridor between Knoxville and Chattanooga. Sweetwater's city limits include two interstate exits leading into two state Highways 68 and 322, a federal Highway (11), and a lengthy Norfolk Southern railroad line through town. Transportation and traffic is alive and healthy in Sweetwater.

The City of Sweetwater boasts a staff of highly-qualified and trained individuals dedicated to seeing Sweetwater prosper. Our community support is strong and our open government encourages citizen participation and input. We

have many citizen-led advisory boards and committees who make Sweetwater better every

Sweetwater's low cost of living and tax base and strong family and community ties make it attractive to new retail vendors, industrial developments, and residents. Our fine school system, robust health care industry, and prime location make Sweetwater a desirable place to do business. We are always looking for the right entrepreneurs for Sweetwater! If your plan is to relocate to the beauty of East Tennessee, we know you will love the charm of our small town.

We are so proud of our history and excited about our future. It is my hope that this magazine will lead you to the conclusion that Sweetwater is the right place for you!

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DOYLE LOWE Sweetwater MAYOR



JESSICA MORGAN CITY RECORDER



CHUCK WHITED City PLANNING OFFICER



ASHLEY MYERS COMMUNITY DEVELOPMENT COORDINATOR



HAYLEY ISBILL Main Street DIRECTOR

Sweetwater government

Sweetwater City Hall is located at 203 Monroe Street. It can be reached by phone at 423-337-6979. Office hours are 8:30 a.m. to 4:30 p.m. Monday through Friday.

The City of Sweetwater is governed by a mayor and board of commissioners, an elected body, that holds regularly-scheduled city meetings at 5 p.m. on the first Monday of each month at City Hall. Doyle Lowe serves as mayor of the city, while Jessica Morgan is the city recorder.

The City Commission also holds public workshops at 5 p.m. on the fourth Monday of the month.

Historic Zoning Commission

A Historic Zoning Commission designates historic overlay districts and guidelines to protect historic structures in town. The commission holds public meetings at 6 p.m. on the second Tuesday of every month at City Hall.

Sweetwater Valley Citizens for the Arts

This nonprofit organization provides arts programming throughout the year to the community and in the public schools. The Board of Directors joins Main Street Director Hayley Isbill in providing programs such as artists in the schools, community chorus, a summer concert series, and art exhibits and expositions.

Sweetwater Post Office

The Sweetwater Post Office is located at 701 North Main Street. Phone is 423-337-7041.

City Code Enforcement/Planning

The City Code Enforcement/Planning and Development Office is located inside of City Hall on Monroe Street. Chuck Whited serves as the city planning officer. He can be reached at 423-337-9678. His office oversees numerous other department's and functions.

This personnel also serves as support staff to the Historic Zoning Commission, Planning Commission, Board of Zoning Appeals, and the Tree Board. Much of the City's grant activity is coordinated through the office. They also administer the safety program of the City.

Tourism and Community Development

Ashley Myers serves as community development coordinator and Hayley Isbill is the Sweetwater Main Street director, leading the efforts in downtown revitalization. The tourism commissioner oversees the city's tourism efforts and is supported by a Tourism Advisory Committee.

The city has a Train Depot Visitor Center downtown and it is a centerpiece of the city's tourism education and promotion efforts.

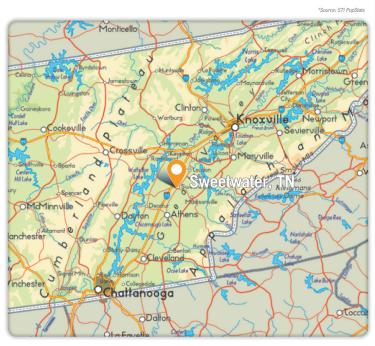
For more information, visit the website at sweetwatertn.net

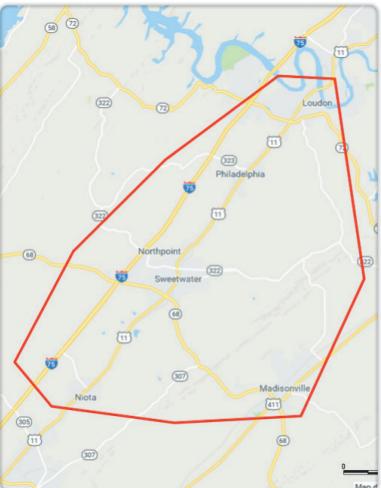


SWEETWATER, TENNESSEE Market Guide



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius		
2018 Estimated Population	8,102	12,755	39,750		
Daytime Population	9,934	11,880	31,861		
Median HH Income	\$37,429	\$38,424	\$38,435		
Number of Households	3,269	5,088	15,495		
	5 Minute DT	10 Minute DT	15 Minute DT		
2018 Estimated Population	2,608	10,699	22,600		
Daytime Population	5,853	11,649	21,732		
Median HH Income	\$35,694	\$38,541	\$38,779		
Number of Households	1,123	4,312	8,999		





City Contact Information

Chuck Whited

City Planner

cwhited@sweetwatertn.net

PO Box 267 203 Monroe St Sweetwater, TN 37874

Phone: (423) 337-9678

Demographics



40 9



Median Household Income \$52,297 3.70%



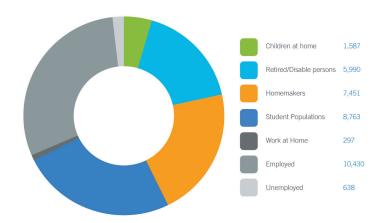
Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Covington, TN	201 Lanny Bridges A
Lewisburg, TN	1334 No. Ellington P
Fayetteville, TN	1224 Huntsville Hwy
Clinton, TN	150 Tanner Ln
Manchester, TN	2518 Hillsboro Blvd
Winchester, TN	2675 Decherd Blvd
Soddy Daisy, TN	9334 Dayton Pike

Daytime Population 35,156 (Custom Trade Area)



GAP Analysis \$211,419,997 (Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!



Building & Garden



Restaurants



Health & Personal Care



General Merchandise





Sweetwater has garnered state and national recognition for its successful Main Street program.

In 2011, Sweetwater was accepted to the Tennessee Downtowns pilot program. Community leaders took steps to become a nationally accredited Main Street Community in 2013. Since that time, Sweetwater Main Street leaders have participated in training, strategic planning and facade grant opportunities offered through Tennessee Economic Community Development's Tennessee Main Street program. Sweetwater has used these grants to revitalize its historic downtown commercial district and prepare for future business investments.

Sweetwater Main Street's strategic plan identified the need for downtown retail and dining options. In 2017, Sweetwater Main Street received a \$50,000 Main Street Entrepreneur Grant to transform an 1870s building on Main Street into a space for retail and businesses.

The community partnered with local architect Sam Moser to develop plans for the 10,000-square-foot building at 111 N. Main Street. The MEG funding supported amenities for a new restaurant, rental assistance and an incubator space for local entrepreneurs. Sweetwater Main Street invited entrepreneurs to apply for available space in the building. As part of the

grant, entrepreneurs would receive one year of rental assistance and storefront signage.

The new businesses received free training through the Tennessee Small Business Development Center at Cleveland State Community College. This six-session training program ran in fall 2017 and served all beneficiaries of the grant as well as additional downtown business owners. Attendees worked through topics such as marketing and branding, cost analysis,

business planning, financial statements, retail and sales practices, employee relations, operations, social media, and identifying customer personas.

Led by Main Street Director Hayley Isbill, Sweetwater continues to earn grants to help foster downtown growth. Most recently, Main Street was awarded a \$70,000 Placemakers grant, which will help develop new and existing entrepreneurs and create another business incubator, and a grant to help restore the historic train car downtown.



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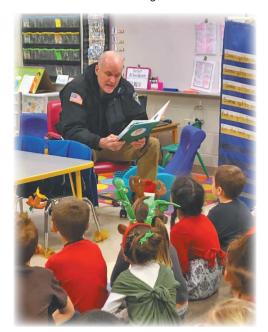
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Sweetwater Police Department (SPD) prides itself on staying involved in the community. Sweetwater Police Commissioner Bill Stockton and SPD Chief Eddie Bryum believe community involvement is the best way to stay pro-active and be prepared. SPD believes strongly in community policing, which is accomplished by talking with residents and communicating with them on a



daily basis along with the neighborhood watch program.

SPD currently has 19-full-time officers, along with part-time auxiliary officers, which includes the school security officers in each Sweetwater City School.

SPD has officers who are very fluent speaking Spanish, which is a big help to the department as the community grows more diverse.

There are many free services SPD offers, which includes crime prevention awareness home visits and talking with residents about ways to make their property safer from crime along with visits to businesses

to educate them on ways to avoid being a victim of crime.

Whether it is distributing fans to the elderly during hot weather through the Elder Watch Program, hosting a National Night Out each August for thousands of citizens, or watching your home with extra patrol while you are on vacation, SPD has numerous free services that go the extra mile to protect the community.



Other programs include:

- · Unlocking locked cars
- · Fingerprint ID program for children
- Sex-offender registry
- Stranger-Danger program
- Christmas benevolence programs
- · Red Ribbon anti-drug program

You can find out more about these programs by calling the department at 423-337-6151 or contacting SPD through the 911 Center helpline: 423-442-HELP (4357).







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650 County Rd 326 Sweetwater, TN 37874 Phone 423.337.5343 Fax 423.337.8296

FABRICATION DIVISION

825 Congress Parkway N. Athens, TN 37303 Phone 423.405.5104 Fax 423.252.0968



The Sweetwater Fire Department (SFD) prides itself in providing citizens the best fire protection possible and diligently working to train firefighters to the highest standards in fire service.

In 2016, SFD relocated Station 1 to a new building, designed specifically to the needs of SFD, on New Highway 68. This location was selected at the recommendation of Insurance Services Office (ISO) and serves the south and west portions of the city, including the interstate corridor.

While Sweetwater takes pride in the current ISO rating of Class 4, Commissioner Alan Richesin and Fire Chief John Anderson, along with the firefighters, strive to achieve an even lower rating by implementing higher levels of training, adding the newest equipment and technology in firefighting, and enhancing the fire fleet. Most recently, in 2020, the department acquired two new CLASS-A Pumpers.

SFD annually applies for funding through Homeland Security's FEMA Assistance to Firefighters Grant program and has had great success in upgrading some antiquated equipment. SFD acquired a \$50,800 grant to



replace a nearly 30-year-old breathing air compressor from the fiscal year 2019 cycle, which was announced in August 2020. The 2017 cycle funded large diameter hose for each pumper to provide adequate water supply from hydrants. The 2016 cycle, funded two self-contained breathing apparatus. Additional grants throughout the years have allowed the department to obtain extrication equipment and additional SCBAs. Also, in 2018, Firehouse Sub's Foundation purchased thermal imaging cameras for firefighters to see is vision obscured conditions.

SFD has a longstanding passion for fire safety in the community. SFD promotes fire safety from various fire safety programs in the schools to offering hands-on fire extinguisher training in Industrial and commercial businesses within the City of Sweetwater. SFD has partnered with the State of Tennessee Fire Marshal's Office to install over 650 smoke detectors in residences at no charge through the Get Alarmed Campaign.

For more information, call Chief Anderson at the Sweetwater Fire Department at 423-337-6724.

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4650 New Highway 68 Madisonville, TN 423-442-8866

906 New Highway 68 Sweetwater, TN 37874 423-337-9326

415 Sweetwater-Vonore Rd. Sweetwater, TN 37874 423-337-3737

111 Cherohala Skyway Tellico Plains, TN 423-253-3535

1111 Highway 411 Vonore, TN 423-884-6464



Sweetwater's Parks and Recreation Department maintains the city's sports fields, park and green spaces and maintains the city-owned buildings. Sweetwater is noted for its first-class parks system, which includes tree-studded Engleman Park, which now boasts an arboretum and is a popular location for reunions, picnics and other events. Engleman Park is in the midst of a multi-phased improvement project with grant funds. In recent years, a splash pad was added to the park on Monroe Street.

Sweetwater boasts a public pool and sports fields complex at the Sweetwater Recreation

Park on Starrett Street. Basketball courts, tennis courts, a football field, soccer fields and baseball and softball fields make it one of the best recreation locations anywhere around. Sweetwater plays hosts to numerous state baseball tournaments because of the quality of its recreation facilities and all that the area has to offer to tourists. For more information. contact the Recreation Department at 423-337-4120.

The employees of the Street Department maintain and service all public streets and alleys in the city. They are also involved with the planning and constructing of new streets

and paving projects. Brush and demolition collection and disposal, streetscape maintenance and improvement, a household oil reclamation project, and animal control enforcement are other areas where the Streets Department works hard every day to improve the city.

The Street Department was responsible for several recent renovations downtown including the gazebo and signage, and has recently overseen more than \$1,000,000 in grant funding to improve roads and sidewalks.

For information on brush and demolition materials pick-up, contact the City Garage at 423-337-7225.





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In many ways, the City of Sweetwater has been trailblazers in local tourism and recently, the city was recognized by the Middle East Tennessee Tourism Council for its efforts.

During the council's Excellence in Tourism Awards luncheon, the city received the 2019 award for Best Advertising, Marketing & Public Relations. In addition, City Commissioner Sam Moser received the Chuck Davis Leadership Award for the 2019 Tourism Volunteer of the Year.

Mayor Doyle Lowe, City Commissioner Lamar Hughes, City Commissioner Moser, City Recorder Jessica Morgan, City Planner Chuck Whited and Ashley Myers, all from the City of Sweetwater attended the event and were joined by State Rep. Lowell Russell, who represents much of Monroe County in the 21 Tennessee House District in Nashville, and Monroe County Tourism Director Blaina Tallent Best.

The Middle East Tennessee Tourism Council honored the city in 2019, as well, with the Tourism Trailblazer Award for the city's Solar Eclipse Festival held during the Aug. 21, 2017, total solar eclipse.

In many ways, Sweetwater paved the way in educating much of East Tennessee about the 2017 total solar eclipse, and the city certainly seized the rare celestial event and made it an economic windfall for the community. City officials said at least 25,000 people visited Sweetwater to watch the eclipse.

The judging panel pointed out Sweetwater brought in far more money than it spent on the festival and used those proceeds to benefit the community. The city was able to pave a downtown parking lot, landscape downtown, and lease land for the Main Street Marketplace, along with erecting a

special clock to commemorate the eclipse placed at the Visitors Center downtown.

Julie Graham is the executive director of the Middle East Tennessee Tourism Council.

"Tourism is the second largest industry in Tennes-



see, second only to agriculture," Graham stated. "In small, rural communities, the impact is quite large."

Sweetwater has worked hard under the direction of its Main Street Program to get tour buses to come to

into the city. Numerous tour buses now stop with dozens of visitors enjoying Sweetwater. Pictured below is a tour bus group enjoying the Depot Visitors Center.

Sweetwater also recently won the honor of hosting the 2021 AL, MS, TN Rural Tourism Conference, which is slated to be held on Oct. 18-20, 2021.



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Sweetwater Utilities Board provides excellent service

The Sweetwater Utilities Board (SUB) provides electric, water, natural gas and wastewater treatment for residential and commercial customers.

Sweetwater Electric System was established in August 1939. By June 1940, Sweetwater Electric System had 10 full-time employees, and 935 electric customers. In 1969, Sweetwater Electric System acquired the water, waste water, and gas infrastructure from the City of Sweetwater and also acquired a new name, Board of Public Utilities. The current name, Sweetwater Utilities

Board, was adopted in 1978 and today, SUB employs more than 50 people.

SUB serves approximately 9,071 electric power customers, 4,590 water customers, 2,281 waste water customers and 1,559 natural gas customers.

In recent years, SUB has constructed a new power substation, new Waste Water Treatment Plant, and made numerous other upgrades to its infrastructure. SUB has also upgraded utilities infrastructure along growing New Highway 68 and partnered with the City of Sweetwater, Monroe County

and McMinn County to help secured the prestigious Select Tennessee Site Certification for a proposed development at Interstate 75's Exit 60.

In September 2019, just after celebrating its 80th birthday, SUB moved into a brand new main office complex in



Eric Hicks SUB GENERAL Manager

the Sweetwater Industrial Park, located at 400 Highway 322 E. New features were also added to allow customers to make payments after hours at an on-site kiosk.

The SUB Board of Directors is made up of Chairman L.D. Moree Jr., Vice Chairman Terry Knight, Secretary Bill Stockton, Dick Collette and Phill Hall. They meet on the last Monday of the month at 5:30 p.m.



Sweetwater Merchants & Property Owners association

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The Sweetwater City School System is more than a century old and serves Sweetwater and the 1st District of Monroe County. Rodney Boruff serves as director of schools. The Sweetwater City School System has an enrollment of about 1,500 students. The school system focuses on student learning through outstanding teaching and the use of modern technology at the Primary School (pre-K through 2nd-grade), Sweetwater Elementary (grades 3-4), Brown Intermediate (grades 5-6) and the junior high (grades 7-8).

The Sweetwater Board of Education meets at 6 p.m. at Central Office, located at 220 S. Clark Street, on the second Monday of each month. The board is made up of Chairwoman Kenzie Lovingood, Dr. John Fox, Jon Campbell, Patrick Gaines and Christy McCosh. Parks and Recreation Commissioner Lamar Hughes serves as the liaison between the School Board and the City Commission.

For more information, call 423-337-7051 or visit the school system's website at www. sweetwatercityschools.com.

Sweetwater High School is part of the Monroe County School System, but the city and community support the high school just the same.



Cross Creek Christian School

For more than 10 years, Cross Creek Christian School has been partnering with families to provide an academically challenging experience in a Christ-honoring environment. Cross Creek offers instruction, support and opportunities to families who have chosen to more involved in their children's education. Parents can decide between a university-style program, which includes classroom instruction and lesson plans, or a total home education program that allows the parent to choose the curriculum and provide the instruction at home. Preschool through 12th grade instruction available.

Sweetwater Primary

500 Highway 322 East (Billy R. Ridenour Highway) Phone: 423-341-7004 Principal: Darrin Nichols

Sweetwater Elementary

301 Broad Street Phone: 423-337-7062 Principal: Alice Tyler

Brown Intermediate

135 Starrett Street Phone: 423-337-5905 Principal: Angie Kyle

Sweetwater Junior High

1013 Cannon Avenue Phone: 423-337-7336 Principal: Nick Wilson

Sweetwater High School

414 South High Street Phone: 423-337-7881 Principal: Eric Weaver



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Dr. Sigrid Johnson 423-351-7000



Dr. Tracey Beverley 865-213-8594



Sweetwater Hospital Association Your Health...Our Mission.

Health care

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Sweetwater is home to excellent medical resources. In addition to specialty and walk-in clinics, nursing home and eldercare facilities, Sweetwater Hospital is the premier rural hospital in East Tennessee.

Sweetwater Hospital Association

Sweetwater Hospital Association (SHA) is a modern-health care facility that not only serves a large surrounding community outside of Sweetwater and Monroe County, it is also a major draw attracting new residents to move to the area.

SHA employs about 500 medical professionals and is the centerpiece of expansive health care options in Sweetwater and the surrounding community. The hospital is licensed for 59 beds and has a \$21 million annual payroll.

Between 400 and 700 patients are registered at SHS each day.

In the past decade, major additions and renovations have taken place at SHA. Nothing happens at SHA by accident, as

with all its other new major construction in the last 13 years, from the ER in 2007, the new campus centerpiece in 2014 and the new professional building. Currently, a new 28,000-square-foot addition is under construction at SHA. It will consist of four floors, will include a new ICU unit, new inpatient rooms, and a new professional space for Dr. Ken Kozawa's Clinic.

SHA is very proud of its efforts to keep the best and brightest people working at the hospital. A special program, which pays for employees' college education, has benefited more than 200 employees through graduation. Colleges and universities send students to train at SHA with at least 21 colleges and universities represented currently at the hospital.

Chota Community Health

Chota Community Health Services is a non-profit community health center whose mission is to make affordable, quality health care accessible to Monroe County

and surrounding areas. Chota offers comprehensive health care services, including: primary care, pediatrics, behavioral health counseling, addiction treatment, on-site lab and x-ray, patient assistance, occupational health, partnerships with specialists, and the Monroe County school-based clinics.

Chota has three convenient locations in Madisonville, Tellico Plains and Vonore, positioned to offer medical services of the highest quality right in your neighborhood. The Vonore and Tellico Plains offices are open Monday through Friday from 8 a.m. to 5:30 p.m. The Madisonville office is open seven days a week from 8 a.m. to 5:30 p.m., so should a need arise, patients can be seen on weekends.

For more information, call 423-442-2622 or visit chotahealth.org.

Lifestar

In addition to the county Ambulance Service, a University of Tennessee Lifestar medical helicopter is stationed in

> Sweetwater along Interstate 75, providing local patients the fastest transport time possible to the Level I Trauma Center at the University of Tennessee Medical Center and other facilities.

Health Department

The Monroe County Health Department located on New 68 between Sweetwater and Madisonville offers a variety of services for children and adults. Most services are provided on a sliding fee based on income. The Health Department is located at 3469 New Highway 68 in Madisonville. For more information, call 423-442-3993.





SMPOA helps promote, improve community

The Sweetwater Merchants and Property Owners Association (SMPOA) is a nonprofit association of Sweetwater businesses and property owners dedicated to improving and promoting their community.

SMPOA serves as the nonprofit organization that oversees the Sweetwater Main Street Committee, a private-public partnership with the City of Sweetwater to encourage our historic downtown's revitalization and economic enhancement."

SMPOA is the brainchild of Mayor Doyle Lowe and it officially organized in 2010.

One of SMPOA's earliest goals was raising funds to help match a grant that was awarded to construct the Train Depot Visitor Center. Through festivals and other efforts, SMPOA was



able to raised \$35,000 to help the Visitor Center open in 2016.

SMPOA has also raised money to contribute to holiday decorations in the city, numerous special causes, and Sweetwater schools, including the donation

of the helmet tunnel (pictured above) for Sweetwater High School in 2017.

SMPOA holds quarterly meetings and welcomes all Sweetwater businesses and property owners to join.

In 2019, SMPOA began a new festival, Blooms, Bluegrass and BBQ, held annually in May.

For more information information about SMPOA, please email smpoatn@gmail.com or call City Hall at 423-337-6979.



In 1905, some very distinguished people of Sweetwater gathered together to discuss the need for a library.

After much planning and organization, the Sweetwater Public Library Association was located in a vacant room in a school building donated by Colonel O.C. Hulvey. In 1908, however, the library was moved to a small building on a plot of land, both of which were provided by Mrs. Bland E. Clark. The name was then changed to the

Helen M. Cooke Memorial Library in honor of Mrs. Clark's sister.

In 1980, ground was broken for yet another bigger and better library building. Funding donated by Mrs. Florine Jones Hall helped to make this happen. Located on the corner of Biggs and Oak Streets at 210 Mayes Avenue now stands what is known as the Sweetwater Public Library.

In 1985, Hall donated funds in order to expand the library. Her donations paved the way to the construction of a stand-alone

children's section. Thus, the Children's Library was born. Because of this addition, children of all ages have come to enjoy the benefits offered by the library.

The Sweetwater Public Library is a valuable community resource as 327 new library cards were issued and 24,694 materials were checked out last year. The library also offered 317 free programs, classes, workshops and events over the past year. More than 2,500 people used the public computers and nearly 1,500

> people used the library's free WiFi.

The Library Board of Trustees are appointed by the City Commission. The current library director is Tania Rich.

To learn more about the Sweetwater Public Library, call 423-337-5274 or visit the website at sweetwaterpubliclibrary.org

You can also follow the library on social media.









Service Times: Sunday Mornings 10 a.m. on-site and on Facebook Live

> 940 Hwy 11, Sweetwater, TN 423-337-6037 SFA-people.com

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