

# Chattanooga, Tennessee, the CAN DO Community

Population: 496,854 in Metro Area

Average Temperature: July, 79.3°F – January, 39.3°F

Median Price of a 3 Bedroom House: \$130,750

ACRA Cost of Living Index: 92% of national average

## Major Business Sectors

- *Manufacturing:* Volkswagen, Komatsu, Astec, Miller Ind.
- *Insurance:* Unum, BlueCross BlueShield of TN, CIGNA
- *Food & Beverage Manufacture:* McKee (Little Debbie), Wrigley (Altoids), Coca Cola Bottling
- *Trucking & Logistics:* U.S. Xpress, Kenco, Covenant
- *Customer Care:* Convergys, T-Mobile

**Arts & Culture:** Hunter Museum of American Art, Chattanooga Symphony and Opera, Chattanooga Theatre Centre, and more.

**Colleges & Universities:** University of Tennessee at Chattanooga (UTC), Chattanooga State, Southern Adventist University, Covenant College, Tennessee Temple University, and more. Home to the *National Center for Computational Engineering* at UTC.

**Attractions:** Tennessee Aquarium, Rock City, Ruby Falls, IMAX 3D Theater, International Towing and Recovery Museum, and more.



“Not too small and not too big, Chattanooga is really the undiscovered gem of Tennessee, where old-school Southern manners and grand Victorian mansions meet a thoroughly modern, eco-friendly Tennessee riverfront.”

-- *The New York Times*

## More Information About Chattanooga

- Relocation: [www.ChooseChattanooga.com](http://www.ChooseChattanooga.com)
- Business: [www.ChattanoogaChamber.com](http://www.ChattanoogaChamber.com)
- Site Selection: [www.ChattanoogaCanDO.com](http://www.ChattanoogaCanDO.com)
- Tourism: [www.ChattanoogaFun.com](http://www.ChattanoogaFun.com)

## The Chattanooga Story – The Great Little City that CAN DO

Located near the upper corner of Georgia and Alabama, Chattanooga is nestled in a bend of the Tennessee River and surrounded by mountains and lakes. After the Civil War, Chattanooga became a manufacturing hub known as the “Dynamo of Dixie.” Coca Cola bottling began in Chattanooga and created tremendous wealth, but the city was mainly a foundry town. In the late 1960s, that industrial legacy became a challenge when the federal government announced that Chattanooga had the dirtiest air in America. Business and political leaders collaborated in rapidly and effectively clearing the air.

In the 1980s, Chattanoogaans pioneered a model of public visioning and public-private collaboration, which became known as the “Chattanooga Way.” They created a blueprint for revitalizing the community and addressing a host of issues. The result of those efforts began to be felt in the 1990s as Chattanoogaans built the largest freshwater aquarium in the world, renovated a vehicle bridge slated for demolition as the longest pedestrian bridge in the world, built the first in a series of riverfront parks, and began to assemble and establish what has become the 11-mile Tennessee Riverwalk.

In 2005, Chattanooga again captured headlines with the completion of the \$120 million 21<sup>st</sup> Century Waterfront Plan. The project progressed from an unfunded public vision to finished construction in just three years and transformed 129 acres on both sides of the river with green spaces, public art, pedestrian connections, and expansions to the Tennessee Aquarium, Hunter Museum, and Creative Discovery Museum. Chattanooga continues to maintain a focus on environmental sustainability. After many years of slow but steady gains, Chattanooga is now the fastest growing of Tennessee’s four major cities.

## Chattanooga in the News

- *Outside Magazine*, #2 on Best Towns to Live List, August 2008
- *MSN Money*, a new retirement hotspot, May 2008
- *Forbes Magazine*, “Chattanooga’s Re-Birth Rests on some surprising successes – such as technology,” April 2008
- *USA Today*, Buyers “get a lot of house for their money” in Chattanooga, March 2008
- *CBS News Early Show*, “Chattanooga is an Eco-Friendly Destination,” February 2008
- *U.S. Airways Magazine*, calls Chattanooga “One of the most livable cities in the South,” August 2007