



THE ENTERPRISE CENTER

ANNUAL REPORT - 2017 -

CHATTANOOGA, TENNESSEE



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THE ENTERPRISE CENTER

This annual report documents the work of The Enterprise Center (TEC) in its third year of operation (July 2016-June 2017) since its new mission and strategic plan of 2014. The Enterprise Center is a non-profit organization with a local board of directors and a public serving mission. It is located in the Edney Innovation Center in the heart of Chattanooga's downtown Innovation District.

THE ENTERPRISE CENTER TEAM

Ken Hays <i>President and CEO</i>	Nancy Tucker <i>Executive Assistant</i>	Ann Coulter <i>Strategic Planning</i>	Nikki Sneed Media <i>Coordinator</i>
Mary Stargel <i>Edney Program Manager</i>	Tim Jones <i>Edney Events Coordinator</i>	Sammy Lowdermilk <i>Tech Goes Home Program Manager</i>	Mary Smith <i>Tech Goes Home Program Coordinator</i>
Geoff Millener <i>Digital Equity Officer</i>	Andrew Rodgers <i>Director of Research & Applications Strategy</i>	Eugenia Payne <i>Director of Research & Applications Operations</i>	Alexander Leffew <i>Step Up Intern</i>

BOARD MEMBERS

Chairman:

David Belitz Lupton Company	Sheldon Grizzle Very	Keri Randolph Hamilton County Board of Education
Ted Alling Lamp Post Group	Rick Hitchcock Chambliss Bahner	Kim White River City Company
Steve Angle UT-Chattanooga	Dr. Mina Sartipi UT-Chattanooga	Scott Pierce Blue Cross Blue Shield
Sheila Boyington Thinking Media	Sydney Crisp UNUM	Ex-Officio Members: Jerry Mitchell, Chairman Chattanooga City Council
Ben Brown Alderman Holdings	Mickey Cloud VaynerMedia	Chester Bankston, Chairman Hamilton County Commision
Zac Brown Hamilton County Board of Education	Kristina Montague The Jump Fund	Steve Highlander, Chair Hamilton County Board of Education
Bill Kilbride Chattanooga Area Chamber of Commerce	Sarah Morgan Benwood Foundation	Mayor Andy Berke, City of Chattanooga
Dr. Bryan Johnson Hamilton County Board of Education	David Wade EPB	Mayor Jim Coppinger, Hamilton County
	Daniel Ryan Dryan	

LETTER FROM

THE PRESIDENT AND CHAIRMAN

This past year was one of solid accomplishments for The Enterprise Center. Here are a few of them:

- Anchored by TEC, Co.Lab and Society of Work, the Edney Innovation Center solidified its role as the front door of Chattanooga's Innovation District. Upgrades began on the building's exterior and Society of Work expanded to a second floor of offices, bringing the building close to full occupancy.
- TEC partnered with UTC, the University of Vermont and Georgia Tech to aide researchers at these institutions on two National Science Foundation Smart City research projects in Chattanooga that total \$1.2 million.
- The world's first continuous 4K live video streaming began at the Chattanooga airport with live video of the Tennessee Aquarium's alligator exhibit and shark tank.
- District development has continued with the opening of the co-living apartments, The Tomorrow Building, several new restaurants and shops, and the start of construction for Miller Park's transformation.
- Tech Goes Home has graduated over 2,000 participants, distributed over 1,500 devices and partnered with the Public Education Foundation in its launch of two pilots, the Step Up Internship and a Teacher Training Program.
- Covalence Code School opened in the Innovation District and hosted its first cohort with eleven successful graduates, three of which were scholarship recipients.
- Nokia visited Chattanooga and shot a 4K, virtual reality video about the city's history and recent economic rise.

We sincerely thank those helping make these things happen, our engaged and supportive board of directors, the dedicated people on every floor of The Edney, our innovation anchor EPB, City and County Government, UTC and Chattanooga State, the Benwood and Lyndhurst Foundations, and our community partners hosting Tech Goes Home classes.

We also appreciate the many others helping make the Innovation District a success, River City Company, The Lamp Post Group, Co.Lab, The Library, Public Education Foundation, Causeway, ArtsBuild, Bessie Smith Cultural Center, The Chamber of Commerce, private developers and startups, coffee shops, bars and restaurants, CARTA and bike share, Nightfall and Jazzanooga. And these are just the local folks! Our national partners and supporters mentioned in this report have also been invaluable.

Any success we have had this year is due to all these friends and partners and because of the great spirit and dynamic culture of our city. Our commitment is to keep the momentum going and make the upcoming year as successful as the last one.

Sincerely,
Ken Hays, President and CEO
David Belitz, Chairman

VISION + MISSION

Vision — a better city and a better world because of Chattanooga's unique integration of world class connected technology with a dynamic culture of innovation and entrepreneurship.

Mission — to establish Chattanooga as a hub of innovation, improving people's lives by leveraging the city's digital technology to create, demonstrate, test, and apply solutions for the 21st century.

Core values — we believe:

- Information technology and innovation are driving the new global economy.
- In working together collaboratively.
- Equity and inclusion must be hallmarks of our work.
- Chattanooga's unique character and spirit are key advantages for a leap into the new economy.

2017 STRATEGIC GOALS

The Enterprise Center is dedicated to achieving the following three strategic goals:

- **Innovation District** — The Enterprise Center helped establish and continues to promote and develop Chattanooga's Innovation District, 140 acres in the heart of the city where creative thinkers, entrepreneurs, students, and tech-savvy innovators can collide and collaborate to conceive and implement new ideas.
- **Research and Application Development** — Through partnerships with EPB and UTC, and by leveraging The Enterprise Center's relationships with such institutions as ORNL, the National Science Foundation, U.S. Ignite, and the University of Southern California, The Enterprise Center is helping establish Chattanooga as a test-bed for the development of next generation smart products, processes, and services.
- **Digital Equity** — The Enterprise Center is determined to address issues of digital equity and to promote digital asset availability through programs such as Tech Goes Home, a digital inclusion program that provides Chattanoogaans with the skills, hardware, and connectivity to thrive in a technology-driven environment.

INNOVATION DISTRICT

As the 2016-2017 year drew to a close, renovations on the Edney Innovation Center were near completion. With the building essentially full and Society of Work having expanded to encompass an additional floor (19 new offices on Floor Seven), the Edney Innovation Center is thriving as the support base of Chattanooga's Innovation District.

Floor Five has continued to serve as a collision point and central gathering space for the District and for the innovation and startup community. In the 2016-2017 fiscal year, 1,756 events were held on Floor Five with 29,679 total attendees. These gatherings include recurring events for local entrepreneurial groups such as CHA Dev, 1 Million Cups, CreativeMornings and Innovation Happy Hour, as well as other singular events, such as visits from community leaders and part-ner institutions, workshops, training sessions, receptions, etc.



In addition to the Edney Innovation Center's growth and Society of Work's expansion, below are other noteworthy events and advancements made within the District in the past 12 months.

District Milestones

- **Miller Park** — The city has broken ground on Miller Park and renovations will upgrade the park and transform it into a unique, engaging public space, with a particular focus on its connection to Miller Plaza.
- **New District Businesses** — In the past year, a significant number of businesses have opened in the District, namely several bars and restaurants, including Jack Brown's Beer & Burger Joint, Oddstory Brewing Company, Goodman's Coffee Shop, Plus Coffee and Hutton & Smith Brewing Company.

- **Randi Zuckerberg** — Founder and CEO of Zuckerberg Media, Randi Zuckerberg announced the launch of her new project, Sue's Tech Kitchen, at the Tomorrow Building in the heart of the Innovation District in late July.
- **Toyvention** — Community and Edney volunteers adapted more than 200 electronic toys in a daylong event at the Edney, for use by children with physical disabilities at The Signal Centers.
- **TechTown** — TechTown relocated to the second floor of the Edney Innovation Center where it now has 23,000 square feet of space dedicated to robotics, circuitry, 3D design software, development (coding), and film for their after-school programs and summer camps.
- **The Tomorrow Building** — Chattanooga's first co-living apartment building opened 39 micro-units in early 2017. The fully furnished units offer a central location, flexible leases and shared collaborative spaces, and the building quickly filled with new tenants. The Tomorrow Building's first floor is occupied by eateries and an independent cinema.
- **Startup Week** — Startup Week 2016 was a week-long celebration of Chattanooga's entrepreneurial spirit with over 150 community-led events. This year's attendance reached over 5,000 individuals and created an energy that has extended in the growth of programs and business opportunities.





- **Passageways** — Last summer, the AIA Tennessee and River City company held a worldwide design contest to turn Chattanooga’s most underutilized urban spaces, alleyways, into interactive, engaging environments. In August 2016 designers, artists, and architects spent a week installing their winning designs into four forgotten alleyways in the Innovation District. Chattanooga’s Passageways have become revitalized gathering spaces for outdoor events and activities.

- **ChattaNewbies** — Started early this fiscal year, ChattaNewbies is a monthly casual happy hour designed to welcome newcomers and provide them with an opportunity to make new connections and expand their networks. Each month’s meetup features a different topic of conversation about living in Chattanooga, such as housing options, athletic opportunities and city activities.

- **Gig City Sunsets** — A summer concert series held the first Saturday of each month, Gig City Sunsets takes advantage of the Edney Innovation Center’s rooftop deck to allow patrons a one-of-a-kind sunset experience.

- **New Co.Lab Leadership** — Maryland native and former senior director of business development and partnerships for Management Leadership for Tomorrow (MLT), Marcus Shaw joined Co.Lab this year as its new Chief Executive Officer and President.

DIGITAL EQUITY

Tech Goes Home

Tech Goes Home Chattanooga, TEC's first effort to begin addressing community issues of digital equity, has completed its second year and reached the impressive milestone of graduating over 2,000 people.



Tech Goes Home Chattanooga addresses three Digital Equity issues:

- **Education** — TGH provides a 15-hour curriculum, helping participants maximize the benefits of the internet in their daily lives
- **Hardware** — Participants may purchase a new laptop for \$50
- **Low-cost connectivity** — Participants are able to sign up for low cost internet access

In the 2016-2017 fiscal year, 2,287 individuals representing 1533 families participated in Tech Goes Home. Since its inception in 2015, TGH has distributed 1,511 devices and continues its efforts to provide economically disadvantaged areas of the community with low cost internet access.

Over the past year, TGH has piloted two new projects. Through a partnership with the Public Education Foundation, a pilot was launched to offer the program to ten Step-Up Internship participants with promising results. For the second project, a Teacher Training Program, TGH partnered with the Public Education Foundation and Hamilton County Department of Education to recruit Hamilton County teachers to train other public school teachers how to better utilize technology and software in their classrooms, with an emphasis on Google Classroom.

Six month and annual surveys of graduates indicates that 91% have maintained internet access at home, 100% continue to use their device to go online, computer skill rating increased from 4.3 (out of 10) to 7.4 at the end of the course, and nearly 72% have pursued additional training online.

DIGITAL EQUITY CONTINUED

Students have ranged from three to 90 years old, 17% are over age 65, 72% are female, 76% are African American or Latino, 18% do not speak English fluently, and 76% earn less than \$30,000 per year.



Covalence Code School

The Enterprise Center issued a Request For Proposals to set up a coding bootcamp in Chattanooga. TEC leased space from the city for the awardee to use for the 10-week code school. The RFP was awarded to Covalence of Birmingham, Alabama. TEC also worked with the City of Chattanooga's Industrial Development Board to set up a Forgivable Loan Program to encourage diversity in each coding cohort.

Covalence hosted its first cohort from May to August of 2017, with its second cohort starting in September of 2017. Eleven individuals graduated from the first cohort, three of which were scholarship recipients.

Connectivity Drives

As part of an effort to increase home connectivity - and especially broadband access - across Chattanooga, the Enterprise Center partnered with Hamilton County's 1:1 schools, internet providers like Comcast, EPB and T-Mobile and a number of community organizations to host Connectivity Drives last Fall. Working with volunteers during registration and parent nights, our Digital Equity team registered more than 250 Chattanoogaans for low-cost internet plans - ensuring that the devices students received in school would continue to make an impact outside of the classroom.

RESEARCH & APPLICATION DEVELOPMENT

This year, TEC continued work in community innovation with pilot applications using the 10 Gbps 600 sq. mile network, and in efforts to attract researchers to use the City's community and gigabit assets as a test bed and living laboratory for the development of next generation products, processes and services.

1) Three prototype education applications created in the previous fiscal year were taken to the next stage and deployed in order to be experienced by larger audiences and invested in by diverse stakeholders.

- With funding from Benwood and Lyndhurst Foundations and by EPB, TEC's 4K Camera and Microscope applications engaged 250 more HCDE students. TEC continued to deepen partnerships and collaborate with administrators and teachers within HCDE in order to lay the groundwork for a successfully scaled 4k Microscope program in three schools that will help change the future of project based learning in our community and nationally.

- In collaboration with Nokia, TEC streamed real-time 4K video of sharks and jellyfish at the Tennessee Aquarium to classrooms at CSAS and Red Bank Elementary. This visually compelling program required coordination with staff at EPB and the Aquarium and participating schools who have integrated these programs into their standard curricula and are working to share their resources with other schools and teachers.

- With additional grant awards from US Ignite and Mozilla, TEC worked with the Public Education Foundation and a local developer and created a mobile LOLA application (real time audio visual software) with four local access points, and regularly supports the technological setup for teachers who are exploring using it at Red Bank High School, Red Bank Elementary, Howard School and CCA.

2) Working with EPB and UTC and leveraging TEC's relationships with national institutions such as ORNL, the National Science Foundation and U.S. Ignite, TEC is serving as a catalyst for new partnerships and alignment among stakeholders in the community. In the last year TEC hosted several workshops with ORNL and EPB in order to build greater capacity towards these advancements in in-novation.

At April's Smart City Testbed Workshop, TEC facilitated a discussion with ORNL among researchers from eight different universities in order to determine best practices and the framework for Chattanooga's role as a leading national test-bed for research and innovation.

R & A CONTINUED

In June 2017, TEC held a transportation workshop centered around ORNL's TennSmart program. As connectors, TEC is supporting their effort to build a transportation consortium in the Chattanooga, Nashville and Knoxville region so that smart transportation initiatives are more likely to prosper. Representatives from Volkswagen, US Xpress and TDOT attended and updated everyone on the smart transportation initiatives that have already been set in motion in Chattanooga.

TEC has provided a variety of services for UTC researchers working on two urban systems grants beginning January 2017, funded at \$600,000 each by NSF/US Ignite. The partners on these grants are the first users of the Chattanooga urban core testbed, so these projects are being managed and monitored by TEC to ensure there is demand for future researchers to come to Chattanooga and that the architecture of the testbed is formed in the most informed ways possible.

As this fiscal year closed, Chattanooga was featured nationally at an 1800 person U.S Ignite Summit Smart Gigabit Community Week event in Austin TX. TEC assisted UTC with a live demonstration of Dr. Mina Sartipi's work with connected and autonomous vehicles which required infrastructure and intensive technological and communications coordination.



FINANCIALS

For the most recent annual audit for TEC, [click here](#).

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