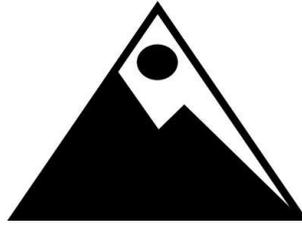


Outdoor



Loyalty

Outdoor Loyalty discovers Outdoor Chattanooga

One of the most popular issues among Outdoorists is engaging Urban Dwellers with the Outdoor Experience just out their front door. Since the urban population is 71% of the total population of our Country, focusing on this issue is fruitful, fulfilling and functional for Urban Populations. The Outdoor Industry, and the army of volunteers available, have a desire to connect Urbanists, both adults and children, to the Outdoor Experience every day by making

connections to parks, open space and environmental features, like rivers and mountains, available to all.



Chattanooga, Tennessee is one such city that reinvigorated the community around the major Outdoor Feature being the Tennessee River, a major waterway in America where the source begins around Knoxville in the Appalachian Mountains and the mouth of the river at it's confluence with

the Ohio River around Paducah, Kentucky covering 652 nautical miles. The population of Chattanooga is around 180,000 citizens and resides in the southeast corner of Tennessee adjacent to Alabama, Georgia and North Carolina. The mid 20th Century brought Railroads, River Cargos shipping bales of cotton and coal to the Mississippi River. Bridges were built to span the Tennessee River and hydro-electric dams producing power to the Tennessee Valley for industry growth.

Over time environmental issues developed, primarily pollution, because the city is at the deepest portion of the Valley where pollution was trapped around and within Chattanooga. When the Economy declined around the 80's over 10% of Chattanooga's population

emigrated to other parts of the Southeast for relief from the polluted air and dirty surroundings. In the mid 90's, Chattanooga decided to take this major problem "head-on". The Mayor Bob Corker, now a US Senator, came up with the brilliant Tag Line "Outdoor Chattanooga". The City ambitiously embarked, through Public/Private Partnerships, on a \$120 million redevelopment plan to restore its Riverfront (13 miles in length) anchored by its world class Tennessee Aquarium.



As this redevelopment plan (Outdoor Chattanooga) developed over a 15 year period, Chattanooga enhanced the Infrastructure with a Super High-Speed Internet (up to 10 Gigabytes/second) That runs on an All-Fiber Network as a public utility. It services the full length of the Riverfront for businesses and visitors alike. This Internet was a key element in the very success of this project.

Many of the Outdoor Activities, Chattanooga and surrounding areas have existed for years, but on a much smaller scale. At the present time, the Human Powered Recreational Activities available to all are Climbing, Caving, Road and Mountain Biking, Marathon and Ironman Competition and featuring World Class Paddling on the River.

Another key element to the success of this venture has been a state of the art Marketing Program (outdoorchattanooga.com), targeting Outdoor Industry, Young Working People (millennials), Tech Companies as well as Adventure Travel Agencies enhancing the marketing program and driving the economy of the area up 10 fold. Chattanooga and surrounding areas generate a \$1.3 billion per year economic impact to the area. The President and CEO of the Chattanooga Convention and visitor Bureau stated "What has been key to our success is that we built the Community for Ourselves, The Citizens of Chattanooga".



The Outdoor Activity Calendar fills up with World Class Events, both Outdoor and Entertainment in Nature. The City hosts the "Head of the Hooch", one of the largest Rowing Regattas in the world bringing 2,000 boats racing for 2 days in November. The Riverwalk has hosted 4 world class Ironman Triathlons leading up to being chosen to host The 2017 Iron-man World Championships. Outside Magazine calls Chattanooga

"Like the Love Child of Nashville and Silicon Valley, but with more Single Track".

At OutdoorLoyalty.com we have put Chattanooga on our Wish List of places we would like to visit. The collaboration between City officials, Outdoor Recreational Organizations and Adventure Marketing Companies has created Outdoor Chattanooga (thank you Mr. Corker) into a blueprint of "How To" bring Urban Environments in to the 21st Century. OutdoorLoyalty recognizes all the Organizations, as well as the multitude of volunteers, for their passionate involvement for Chattanooga. This brings up our mantra..."Points for Participation", reminding Outdoor Retailers to recognize the efforts of these truly remarkable people.

Below is a link to Outdoor Chattanooga;

<http://outdoorchattanooga.com>

Remember our tagline: Reward...Outdoor...Activities www.outdoorloyalty.com

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