

Chattanooga: A Middle-America Innovation Economy

Andrew Rodgers

The Enterprise Center



THE ENTERPRISE CENTER



Innovation District



Research & Applications



Digital Equity



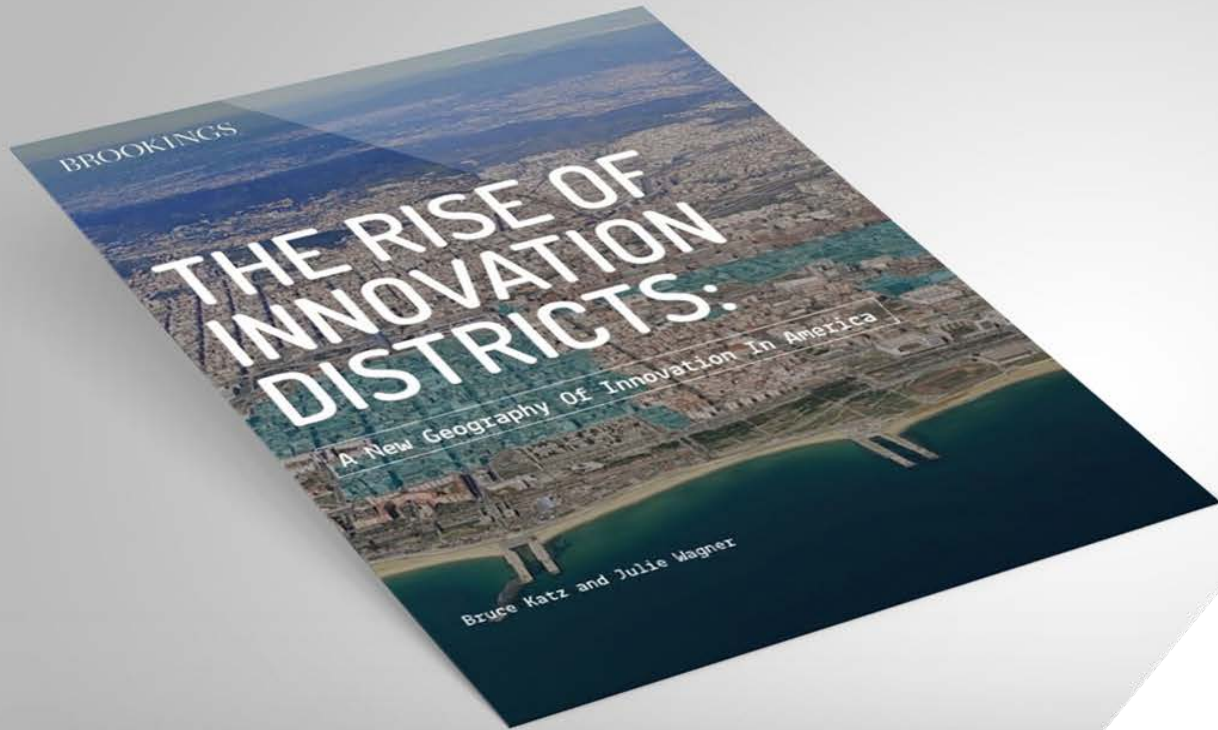
INNOVATION DISTRICT OF CHATTANOOGA

**Establishing 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.**

WHAT THE HECK IS AN INNOVATION DISTRICT?

“As innovation continues its shift downtown..innovation districts catalyze and harness new ideas and technologies. The closed innovation environment of yesterday has given way to open environments where ideas can move freely—clustering talent, startups, established firms, nonprofits, cultural assets and more in places that incubate creativity... By amplifying what is great about cities and concentrating key assets, innovation districts drive economic growth and bring people together from within and across fields to germinate ideas and create the next big thing.”

Innovation Districts: The Chattanooga Story, National League of Cities 2016



**BROOKINGS
STUDY ON
INNOVATION
DISTRICTS**



WHERE TO START?



INNOVATION DISTRICT OF CHATTANOOGA



A 1/4 mile walk distance from the M. L. King Blvd. and Georgia Ave. intersection

140 acres of well-connected, dense, walkable urban core.

Catalytic mix of start-up businesses, incubators, accelerators and other innovation economy generators

High quality urban amenities.

Live, work, play, study, experiment, build, shop, perform, connect – places and creative opportunities for everyone.

An architectural rendering of a modern multi-story building facade. The building features a mix of brick and light-colored panels with numerous windows. A semi-transparent blue rectangular overlay is centered over the image, containing white text. Below the text, a dark glass entrance area is visible with white text listing various tenants. People are shown walking on the sidewalk in front of the building, and cars are parked on the street to the right. The scene is set during the day under a clear sky.

THE EDNEY: INNOVATION DISTRICT FRONT DOOR

INNOVATION CENTER
CARBON FIVE
CO:LAB
SOCIETY OF WORK
WIDGETS & STONE

THE EDNEY INNOVATION CENTER

Public private partnership

Front door to the Innovation
District

Distinctive mission and culture

Home to Floor Five

Home to Floor One



CO.LAB 
THE COMPANY LAB from idea to business

will this
FLOAT?



48Hour Launch
CHATTANOOGA

GIG**TANK**

 **CO.STARTERS**™



SOCIETY OF WORK

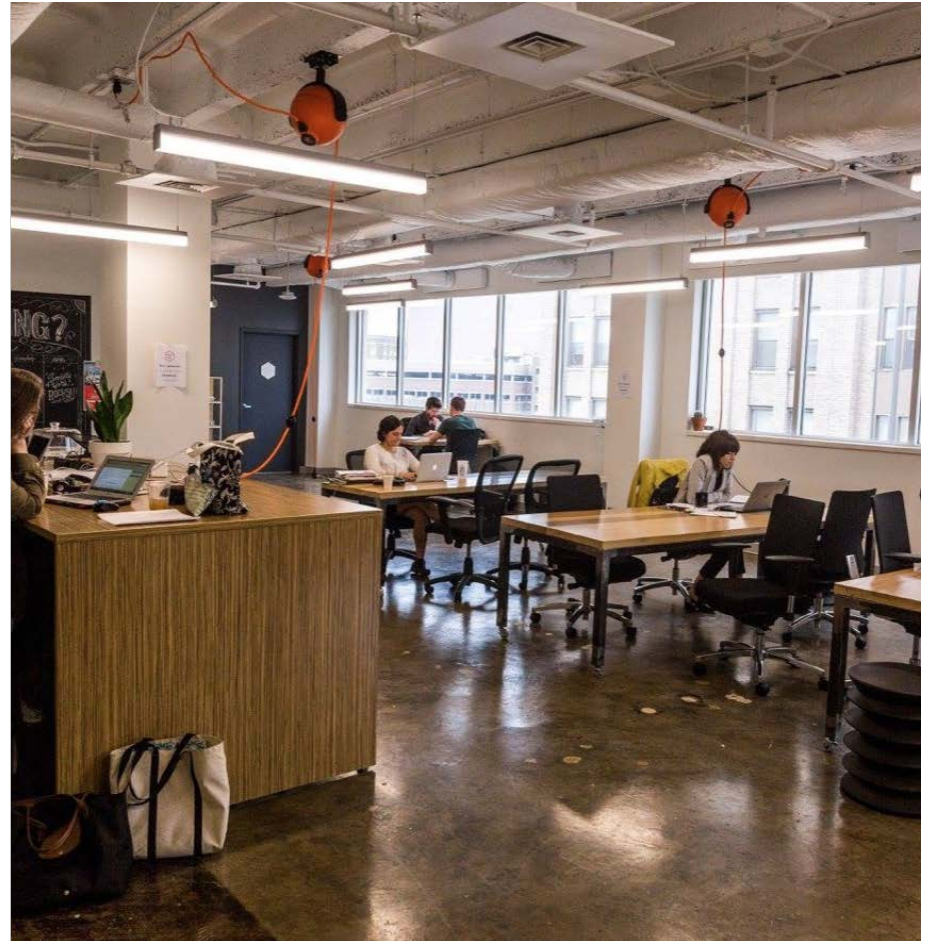
Coworking Space

Office Space

Meeting Space

Game Room

Member Programming





THE EDNEY ROOFTOP



FLOOR FIVE

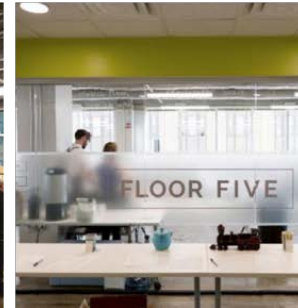
Community Space

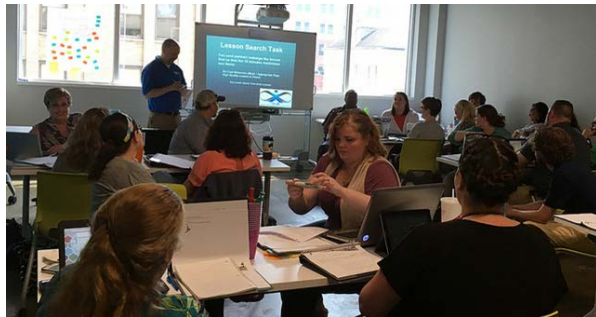
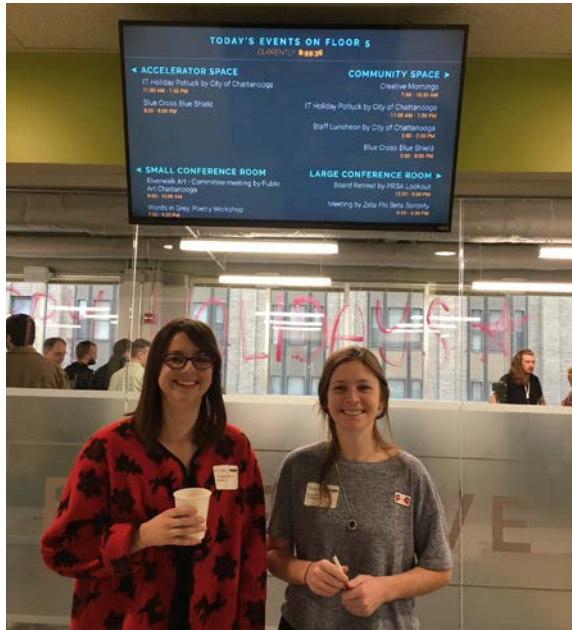
The Enterprise Center

Accelerator Space

Event Space

1500 events and 26,000
visitors in its first year

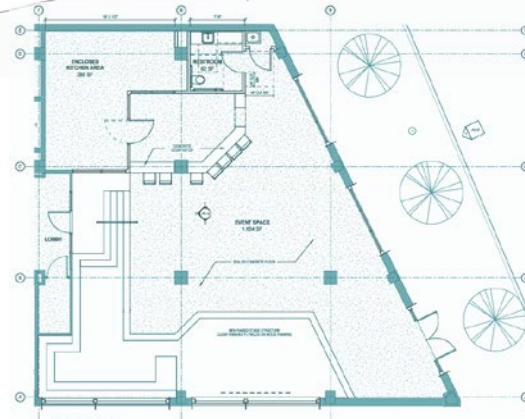
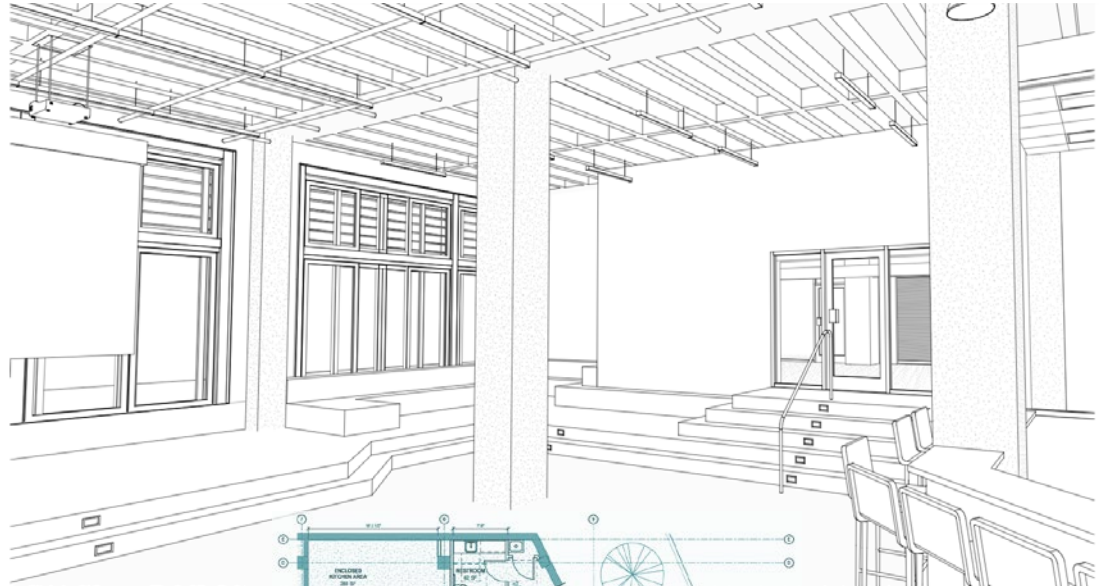




FLOOR ONE

A unique public experience at the Edney, an eclectic, creative and changeable program of art, learning and technology.

- 2,200 square feet with entry on Market Street
- Local food concept restaurant
- Collisions connecting the community to the innovation and entrepreneur ecosystem





MISSION AND CULTURE

The Edney Innovation Center is meant to be a multifaceted pump-primer for efforts already underway to take the Chattanooga economy to unprecedented levels of innovation, entrepreneurship, and digital equity, and a vibrant emblem of Chattanooga's next bold steps into the 21st century...A place where serendipitous collisions happen frequently, creating tremendous value for all involved and attracting other like-minded individuals and organizations.

— Charlie Brock, President and CEO, Launch Tennessee

WHAT'S HAPPENING?

August 1972

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4 LAW DEVLINCA 11-14-72	5	6	7
			11-14-72	15	16	17
				22	23	24
				29	30	31

PUBLIC REALM EXCELLENCE

A photograph of a city street corner. The main focus is a modern, multi-story building with a light-colored facade and many windows. To the left, there are trees with green and yellow leaves. In the foreground, a person is holding two balloons, one light blue and one light pink. The street has traffic lights and a street sign that says '111 ST'. The overall scene is bright and clear.

MILLER PARK



MILLER PLAZA



BESSIE SMITH CULTURAL CENTER

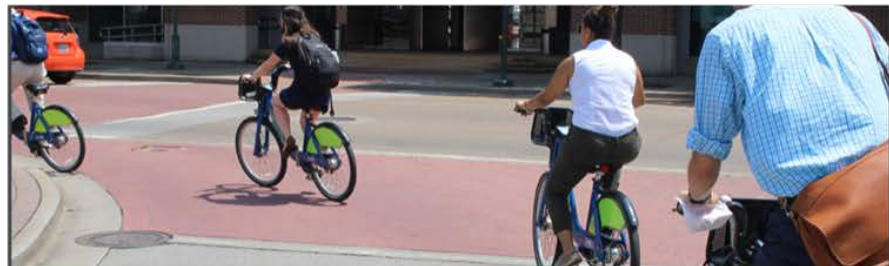
PATTEN PARKWAY



SHUTTLE, BUS, & GREEN COMMUTER

ADVANCED TECHNOLOGY

Our state-of-the-art App works directly with the car to create a seamless user interaction. No keys required!



BIKE SHARE + BIKE LANES



COFFEE SHOPS





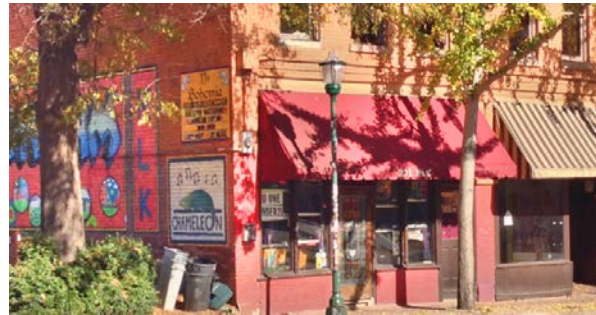
EATERIES





PLACES TO LIVE





ENTERTAINMENT





WHITEBOARD + VAYNERMEDIA



A photograph of a city street corner. A large, modern, multi-story building with many windows is the central focus. In the foreground, there are traffic lights and a street sign. A person is visible in the bottom right corner, holding two balloons. The text "INNOVATION ECONOMY GENERATORS" is overlaid in large white letters across the center of the image.

INNOVATION ECONOMY GENERATORS



CHERRY STREET CLUSTER



701 CHERRY STREET



CHATTANOOGA
DESIGN STUDIO



DYNAMO

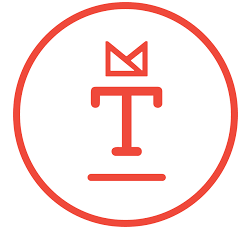




M. L. KING CLUSTER

causeway

MAPP BUILDING





WAREHOUSE ROW CLUSTER

Bellhops 

 at&t BUILDING

PEF
TRANSFORMING
PUBLIC EDUCATION

ARTS *Build*

THE EDNEY

 Chattanooga
Public Library



LAMP POST
GROUP
DYNAMO
THE TOMORROW
BUILDING



Come see us!

You



106-198 West 11th Street

5 min
0.2 mile

The Edney



1100 Market Street

When: Today 4PM EST

Where: 1100 Market Street



Andrew Rodgers

The Enterprise Center

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 acedrewcha

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