



photo submitted

Crossville Mayor J.H. Graham III; Beth Alexander, president, Chamber of Commerce; and Ramay Winchester, state director, display the *Where To Retire* magazine.

Chamber partners with state for 'Retire Tennessee' program

The Crossville-Cumberland County Chamber of Commerce has joined into a partnership with the Tennessee Department of Economic and Community Development's "Retire Tennessee" pilot program promoting Tennessee as a great place for retirees to call home. Only nine locations in Tennessee were chosen for the program, based on communities that meet the state's criteria of providing resources and amenities needed to be a viable retirement destination. Of the nine locations, Crossville, Cumberland County, is one.

Since the start of the Retire Tennessee program in the summer of 2006, Crossville has been on the move. According to the *American City Business Journal's* online edition, Crossville now ranks number four out of the top

one hundred places to retire across the nation, and, in a breakdown of retirement area by category, the second best "Mountain Retirement Location." No other Tennessee area came close.

Retire Tennessee advertising has been spotted in many publications, including *Living Southern Style*, a publication aimed at affluent retirees, offering insider tips on relocation areas and tour information along with the latest in building and remodeling trends to decorate dream homes in new hometowns.

While Retire Tennessee says that "The Good Life Just Got Better," Crossville has said all along that "It's Just Better Here." Since the 1960s, Crossville and Cumberland County have been marketed as a tourism and retirement destination. A recent study

by the University of Tennessee analyzes the effects of retirees moving into Crossville and Cumberland County as a catalyst for other rural community leaders to consider planning retirement recruitment programs. The study is not designed to be used as a template for other communities, but as a guide so that other communities can learn from Crossville's past experiences.

Carefully planned growth and successful marketing campaigns have taken Crossville and Cumberland County from a local spot to a national favorite. With temperate, four-season climates, reasonable cost of living prices, and big cities a stone's throw from the rural peacefulness, it's easy to see why Crossville and Cumberland County continue to be a relocation destination.