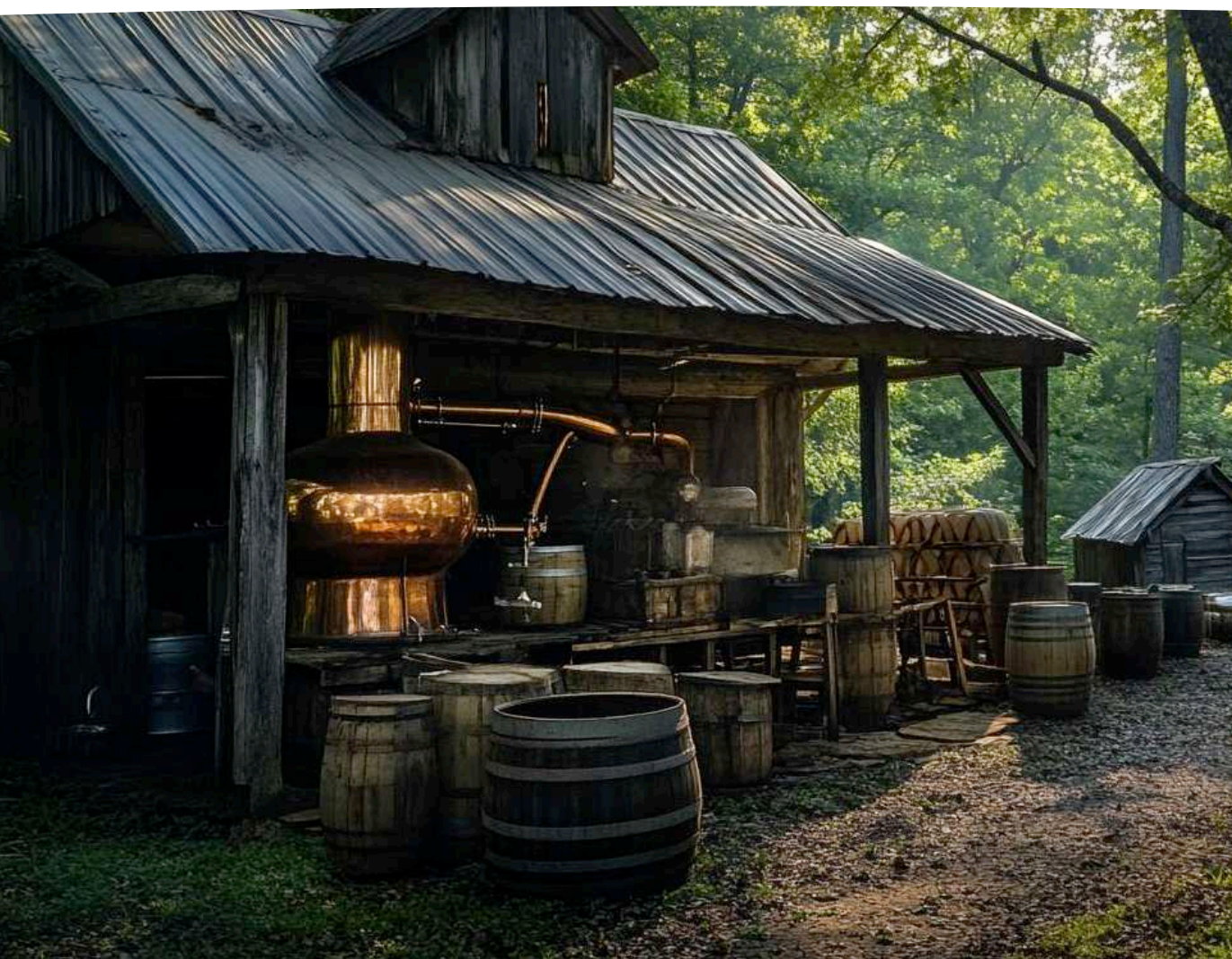




Whiskey Mountain

A Proud Tennessee Tradition





Whiskey Mountain

A Unique Resort Experience in the Heart of Tennessee's Natural Beauty

Whiskey Mountain is a new resort development right next to the Cherokee National Forest in Hartford, Cocke County, TN. It combines the beauty of the Appalachian landscape with Tennessee's rich whiskey heritage. Visitors can explore a whiskey trail with cabins sponsored by top whiskey brands, offering a hands-on experience of whiskey-making. This destination is perfect for those looking to learn about the craft while enjoying the natural surroundings, making it a must-visit spot in Tennessee.

Whiskey Mountain aims to create a destination that honors Tennessee's whiskey heritage, blending tradition with natural beauty.





Lexington, KY

Roanoke, VA

Nashville, TN

Knoxville, TN

Whiskey Mountain

Charlotte, NC

Chattanooga, TN

Atlanta, GA

1-hour

2-hour

4-hour

22
Million
people
within a
4-hour
drive

Cherokee National Forest



Guest Cabins

Whiskey Brand Cabins



Outdoor amphitheatre

Whiskey Trail



Whiskey Mountain Hotel

← Knoxville



Pigeon River

Hartford

20 million vehicles travel through the I-40 corridor between North Carolina and Tennessee annually.

Charlotte





Whiskey is experiencing a resurgence in the United States. In 2023, the U.S. whiskey market was valued at \$18.6 billion.

1.4 million visitors

Annually to the Kentucky Bourbon Trail

2 million visitors

Annual Whiskey Tourism to Scotland



Unique Attractions

Whiskey Mountain Style

Immersive Experience:

- 🌐 Guests can engage in a hands-on journey through the whiskey-making process, from grain to glass.
- 🌐 The trail features several stops, each offering insights into different stages of production, with tastings at key points.

Brand-Sponsored Cabins:

- 🌐 Cabins along the trail are individually sponsored by well-known whiskey brands.
- 🌐 Each cabin is themed to reflect the brand's unique story and style, offering visitors a distinct experience.







Outdoor Activities

Whiskey Mountain Style

Adventure Access

- 🌐 The resort provides direct access to hiking trails, mountain biking, and white-water rafting in the Great Smoky Mountains.
- 🌐 These activities cater to both thrill-seekers and those looking to enjoy the natural beauty of the area.

Cultural Events & Festivals

- 🌐 Special events and festivals are regularly hosted, celebrating Tennessee's rich cultural heritage and whiskey traditions.
- 🌐 These gatherings will include local music, food, and crafts, creating a vibrant community atmosphere for both locals and visitors.



Vision for Whiskey Mountain

**Crafting a Legacy:
Vision for Tradition
and Tourism**

- 🍷 **Whiskey Heritage:** Whiskey Mountain spans XXXX square miles of Cocke County, offering a rich experience in Tennessee's whiskey tradition.
- 🍷 **Immersive Experience:** The resort anticipates attracting over 373,000 visitors annually by Year 5, with guided tours and tastings.
- 🍷 **Whiskey Trail:** Visitor spending on the whiskey trail is expected to contribute to the \$90 million in economic impact projected by Year 5.
- 🍷 **Themed Cabins:** Sponsored cabins will contribute to capital investment in Tennessee.
- 🍷 **Comprehensive Journey:** The experience aligns with Cocke County's median age of 45.5, appealing to a mature demographic with disposable income.



Alignment with Tennessee's Priorities

Supporting Growth: Economic, Educational, and Rural Transformation through Whiskey Mountain

200 New Jobs

Economic Development

Whiskey Mountain will significantly boost Tennessee's economy by creating jobs during both the construction and operational phases. It will attract tourists, driving revenue for local businesses and increasing investment in the region. This aligns with Governor Lee's focus on maintaining Tennessee's strong economic growth.

12 Schools in Cocke County

Education and Workforce Development

The development will partner with local schools to offer educational programs, internships, and career training in hospitality, tourism, and whiskey production, supporting Governor Lee's commitment to workforce development and quality education.

100 Local businesses

Support for Rural Transformation

Located in rural Hartford, Whiskey Mountain will accelerate the transformation of this area by enhancing infrastructure, creating new opportunities, and fostering community growth, directly supporting Governor Lee's focus on revitalizing rural Tennessee.



Tourism and State Pride

Boosting Tourism and Elevating Tennessee's Prestige

- 🌐 **Attracting Tourists:** Whiskey Mountain is poised to become a major tourist attraction, drawing visitors not only from Tennessee but from across the country. With its unique whiskey trail experience and proximity to the Cherokee National Forest, the resort will appeal to both whiskey enthusiasts and nature lovers, significantly boosting local tourism.
- 🌐 **Enhancing State Reputation:** By celebrating Tennessee's whiskey heritage, Whiskey Mountain will strengthen the state's reputation as a premier destination. The resort will highlight the craftsmanship and tradition that define Tennessee, making it a must-visit spot and enhancing state pride.

3 key reasons why Whiskey Mountain is beneficial for the state of Tennessee



Enhance local tourism by drawing over 22 million visitors annually through the I-40 corridor, increasing the \$58.4 million generated from accommodation and food services in the area.



The initiative will develop partnerships with educational institutions, enhancing local workforce capabilities in hospitality and potentially increasing the current 11.7% rate of residents with higher education qualifications.



Whiskey Mountain will boost Hartford's economy by creating jobs in hospitality, retail, and construction, helping to lower the local 22.5% poverty rate.



"Tennessee's commitment to economic growth, rural development, and preserving our cultural heritage is at the heart of our state's future. Projects like Whiskey Mountain embody these values, driving tourism, creating jobs, and celebrating what makes Tennessee unique."

Stephen Crawford

