

Jasper Highlands

July 2021 Newsletter



New Menu Items *at*
Top of the Rock &
Fiery Gizzard Pizzeria!

Featuring...

July 4th Save-the-Date
Around the Firehouse News
Wellness Center Updates
...and more!



AT JASPER HIGHLANDS

TOP OF THE ROCK

RESTAURANT & BREWERY

Jasper Highlands' very own Restaurant and Brewery! The combination of chef-inspired food, expertly made craft beer, and spectacular views makes Top of The Rock a place like no other. Our recipes are made fresh from scratch using the best ingredients we can find. Our mission is to be your favorite locally-owned watering hole: a place where friends can gather to celebrate great food, great beers, and great times.

NEW MENU ITEMS!

Avocado Chicken

Seasoned Chicken Breast, Mashed Potatoes, Aguacate Avocado Salsa, Pico De Gallo, Arugula, Lemon Oil, Grilled Vegetables

Blackened Mahi Mahi

Farro Pilaf, Aguacate Avocado Salsa, Pico de Gallo, Arugula, Lemon Oil

Fried Shrimp Entree

Hand-Breaded Shrimp, Hand-Cut Fries, House Shrimp Sauce, Cilantro Slaw, Lemon Wedges

Chicken Fried Chicken

Hand-Breaded Chicken Breast Cutlet, Mashed Potatoes, Chicken Gravy, Grilled Vegetables

*Prime Rib**

Slow Roasted Prime Rib, Mashed Potatoes, Asparagus, Horseradish Sauce, House Au Jus

Served Only During Dinner on Friday & Saturday

Brunch every Sunday!

Sangria & Margaritas on Tap





FIERY GIZZARD PIZZERIA

Next-door to Top of the Rock Restaurant and Brewery, is the Fiery Gizzard Pizzeria. Fiery Gizzard offers specialty & make your own pizzas, along with traditional entrees, salads, appetizers and other dishes! Our pizzas are made in-house and baked in a spectacular wood-fire oven. Fiery Gizzard is open for lunch and dinner!

SELECTIONS *from the* MENU

SICILIAN

Pepperoni, Italian sausage, roasted red peppers, artichokes

BBQ CHICKEN PIZZA

Chicken, BBQ sauce, onions, cilantro, roasted red peppers, banana peppers

PIZZA MARGHERITA

Tomatoes, fresh mozzarella, basil, basil oil

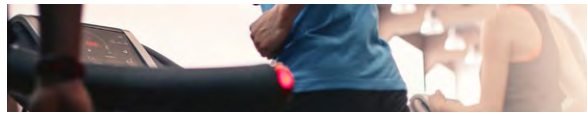
CARNIVORE

Pepperoni, sausage, ham, ground beef, bacon

ROASTED VEGETABLE

Grilled vegetables, mushrooms, tomatoes, artichokes, arugula, honey herb vinaigrette

The menu also features Build Your Own Pizzas, Salads, and much more!



THE JASPER HIGHLANDS WELLNESS CENTER

A fully equipped gym at The Village in Jasper Highlands, next door to Top of the Rock and across the walking bridge from Pat's Summit.

OPEN TO THE PUBLIC
24/7 ACCESS *with* MEMBERSHIP

MEMBERSHIP OPTIONS

Non-Resident Rates

Individual.....\$44
Couple.....\$64
Family.....\$84

Resident Rates

Individual.....\$39
Couple.....\$59
Family.....\$79

GUEST PASSES

Day Pass.....\$5
WeekPass.....\$15

Learn more at JasperHighlands.com/Wellness/

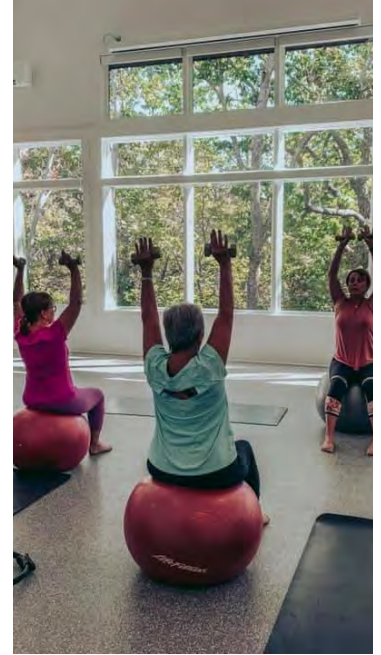
Questions? Please contact JillB@tnland.com



THE JASPER HIGHLANDS WELLNESS CENTER

A Note from Melinda Phillips Group Fitness Instructor and Physical Therapist

Hi, my name is Melinda Phillips & I am a group fitness instructor & PT at JHWC. I also reside in the JH community. I have been a fixture at our Wellness Center since the doors opened more than 2 years ago. Recently, Dane has ask me to be the eyes & ears for the Wellness Center since we no longer have a FT staff. I am not the Manager but am here to help the community with our Wellness Center. So any questions feel free to contact me @ mspmissmo@aol.com or 610-698-8539. I am willing to help in anyway I can. Our facility is totally accessible 24/7. Our group classes are included in your membership. You may sign up with Jill in the main JH office. She can give you our reasonable rates. Her contact is jillb@tnland.com or 423-265-0781 ext31.



Here are some great Tips for Finding a New Gym or Group Fitness Class

If you've just moved, hitting the gym or joining a group fitness class can be a great opportunity to de-stress and disconnect from the pressures of unpacking and settling in. If you attended exercise classes or the gym regularly in your previous locale, it can also help you ease back into your routine. Another benefit of joining the gym is that you can meet new people and socialize. Here are 4 things to consider when choosing a gym or fitness class in your new neighborhood.

Location, Location, Location

Generally, the further the gym or class, the less motivated you'll be to attend, even if it's something you really enjoy. Therefore, it's best to choose a gym or class that's located as close as possible. This gives you the best chance of maintaining your commitment.

Other things to consider in terms of location include:

- Is it easily accessible by public transportation, or is there a convenient parking lot next to it? -
- Do you prefer it to be close to home or work?
- Consider when you go the gym (weekdays, weekends, or both), and choose accordingly -

Services and Facilities

What are you looking for? Aerobic equipment (treadmill, elliptical, etc.), strength-training equipment, a pool, sauna, personal trainer, or specific fitness classes? Once you decide what you want from a gym/class, you can choose one that's best suited for you. Also, if you only want to do one specific thing, you may be able to choose an inexpensive membership as opposed to paying a lot for a comprehensive program.

In terms of facilities, you'll have to do some legwork here – before signing up, go to the actual gym and assess the cleanliness of the locker rooms, showers, exercise rooms, etc. Does it look well maintained? Does the equipment work? While you may not want to pay a lot for a gym membership, be wary of super-cheap options, which can often come with sub-par facilities.

A Note from Melinda Phillips

Group Fitness Instructor and Physical Therapist

Pricing

Many gyms/classes are in a similar price range unless you're looking for extras like personal trainers, a pool, sauna, etc. However, what may be more of a deciding factor than cost is whether the gym/instructor offers a trial membership, the option to pay monthly (as opposed to an annual membership), or special deals (such as family memberships or seasonal promotions) that can significantly lower the cost.

Feel free to ask neighbors for recommendations or if they've heard of any deals. You can also check with your physician to see if you can deduct membership as a medical expense.

Social Experience

Are you going to the gym purely for exercise, or would you enjoy meeting new people too? Depending on your goal, you may prefer a popular local gym, as opposed to a hole-in-the-wall that's on the cheaper side. If the social component of your workout is really important to you, fitness classes may be a better option than straight-up machine use.

Act Fast

After you move, you have so much on your mind and seemingly endless tasks – it's easy to postpone signing up for a gym or fitness class. But the sooner you sign up for a gym or fitness class, the faster you can de-stress, get into a routine, and meet new people. So don't push off joining the gym or finding a fitness class, because the sooner you do, the sooner you'll start reaping the benefits.

It's all about the details. Pay attention to the vibe of the gym. You want to make sure you feel comfortable and not intimidated by the environment. The lighting, music, amount of people and even the type of people who work out there can affect your fitness experience.



**THE JASPER HIGHLANDS
WELLNESS CENTER**
OPEN TO THE PUBLIC
24/7 ACCESS *with* MEMBERSHIP



AROUND *the* FIREHOUSE

If you have an emergency, be it fire, medical, or criminal, always dial 911. All of our Department responses to an emergency come from Marion County Dispatch as a result of your call.

The Jasper Highlands Volunteer Fire Department Auxiliary is a team of residents that support the fire department and serve as your official Welcoming Committee. Their goal is to make you feel welcome, provide you with valuable information, and answer your questions.

Safety First! The Auxiliary's Welcome Packet provided to you includes a VIAL OF LIFE KIT and an EMERGENCY INFORMATION FORM. Both are for your family's safety and to enable maximum aid by emergency first responders. VIAL OF LIFE kits are filled out and kept by homeowners to quickly supply first responders with your medical information in the event of an emergency. To learn more go to <https://jhvfda.com/vial-of-life/>

EMERGENCY INFORMATION FORMS are filled out by you and kept in the possession of the Fire Department under strict confidentiality in a locked file cabinet. The information helps us provide maximum aid as quickly as possible if necessary. Both forms provide simple instructions for their completion. To learn more or print this form go to <https://jhvfda.com/wp-content/uploads/2019/04/Emergency-Information-Form.pdf>

You may contact Kris Rector at kcodirector@gmail.com with any questions or to notify the Auxiliary that you are ready for your Welcome Bag with the Vial of Life kit and Emergency Information form.

Recent ongoing training included a 4 hour exercise in the planning and execution of fighting a commercial structure fire with the employment of 16 firefighters, 2 fire engines, 1 fire hydrant and all associated fire apparatus. The exercise focused on Incident Command and coordination of mutual aid resources from the across the Valley.



CPT Donnan & Firefighter Jeff Wolf



Packing hose



JH Deck Gun



FIREFIGHTER SPOTLIGHT

This month's Firefighter Spotlight is on Rachel Borresen from Chattanooga, TN.

What did you do in your professional life before moving to Jasper Highlands?

I graduated from the University of Tennessee in 1992 as a registered nurse. I specialized in critical care and surgical services during my career. I currently work with physicians in electronic documentation for patients in a 15 hospital region.

What made you want to become a firefighter at this point in your life?

I joined JHFD to give back to this community. I want to learn firefighting and be a part of this team. I hope to share my medical knowledge and experience during medical calls as an EMT for neighbors in Jasper Highlands.

What do you like most about Jasper Highlands Fire Department?

I love how everyone on the team is focused on how THEY, with their individual varied professional backgrounds, want to contribute to constantly improve the strength of the Jasper Highlands Fire Department.

If you would like to join this terrific team, please contact Chief Lowell Hardin at ph. 256-528-1658.



Firefighter Rachel Borresen



Firefighter Rachel Borresen & Fire Inspector Steve Summers



4th of July CELEBRATION

**Jasper Highlands
-2nd Annual -
4th of July
Celebration
at
Jasper Highlands FD**



**Parade, FD Demonstrations,
Neighbors, Food, Fun, Raffle
& The Highlands Singers**



July 4th Celebration

- 10:30 - Community Parade** Line-up
- 11:00 - Parade** through Jasper Highlands (see Route)
- 12:30 - EMS / 911** Talk by Asst. Chief Rich Hahn
- 1:15 - Wildland Fire** Presentation - Michael Durfee, JHFD
Firefighter and Wildlands expert
- 2:00 - Fire Apparatus** Demonstrations - JHFD Firefighters
- 2:30 - Closing** -The **Highlands Singers** - Patriotic Songs &
Sing-Along. Parade Awards and drawing for 50/50 Raffle

Food Will Be Available for Purchase & Served all day

Brats, Chips, Coke, Water

Fire Extinguishers and Decorative American Flags

Also Available for Purchase

AROUND *the* FIREHOUSE

Mark your calendars on the 4th of July, 10 am to 2pm for Jasper Highlands Fire Department Open House. Come join the fun for parades, ATV decoration competition, fire department demonstrations, raffle, fire extinguisher and wooden American flag sales, brats and pop, and so much more!



Thank you, and Stay Safe!
- ***RD Johnson / Firefighter*** -



The Jasper Highlands Golf Club held its first annual fundraiser on May 19th, 20th, and 21st at Lake Tansi Golf Club in Crossville, TN. The intent of the outing was to raise money for Christmas gifts for less fortunate youth in Marion County. Due to the overwhelming support of local businesses, including our corporate sponsor, Jasper Highlands, the club was able to raise approximately **\$8,000**.

Steve Kline, the principal organizer of the event, stated the support of the Jasper Highlands residents and local businesses was extremely gratifying. We plan on doing this every year and only expect it to grow as more people move to Jasper Highlands.



IMMEDIATE (NONCOMBUSTIBLE) ZONE

Why is it important to create and maintain 5 feet of noncombustible space around the exterior of a building?

Wildfire risks are on the rise, but there are ways home and business owners can take control of their vulnerabilities. Changes made to a structure and its surroundings within 100 feet can make a big impact. Research from the Insurance Institute for Business and Home Safety (IBHS) shows that the first 0 to 5 feet around the structure, known as the immediate zone or noncombustible zone, has the greatest impact on your risk. IBHS and the National Fire Protection Association® (NFPA®) recommend keeping this zone well-maintained and clear of combustible materials.

IBHS Research

The main objective of the 0-to-5-foot zone is to reduce the potential that embers landing near a building will ignite fuels and expose the area around a home to a direct flame (Figure 1). Removing anything that can ignite from embers is critically important. To verify how effective a 5-foot noncombustible zone is around a building, more than 180 tests were conducted in 2018 at the IBHS Research Center to evaluate fire behavior and heating of buildings (Figures 2a & 2b).

Key Observations

- For combustible landscaping, such as wood mulch, the thickness of the mulch bed, wind speed, and location of the flame and building all impact the potential of mulch to ignite and how quickly fire can spread to the building.
- Burning mulch generates embers that can ignite nearby mulch, increasing the chances of direct flame contact spreading to the building.
- When flames are 5 feet away, a building's surface temperature is below temperatures that could cause ignition. However, corners of a building (45-degree angles) experience a higher temperature when exposed to flames, even when a 5-foot space is present. Testing showed that corners can be more vulnerable due to fire spread through fuel (such as mulch) on the ground, because at the same wind speed, wind blowing directly at a wall (90-degree angle) will result in taller flames and more radiant heat, while wind on a corner (45-degree angle) will result in longer flames that are closer to the ground.

Recommendations

- Keep the corner areas of a building clear of combustible materials due to the higher probability of having direct flame touching the surrounding ground.
- Keep gutters free of debris and use metal gutters.
- Install hard surfaces, such as a concrete walkway, or use noncombustible mulch products, such as rock.
- Keep the lawn well irrigated and use low-growing herbaceous (non-woody) plants. Shrubs and trees are not recommended in the 5-foot zone.
- Remove dead vegetation and implement a maintenance strategy to keep the 5-foot zone clear of dead plant materials.
- Mitigating home ignition zones shouldn't stop at 5 feet from the building. It should be combined with the footprint of an attached deck and area that extends away from the building up to 100 feet or to the property line.



Figure 1 – Creating and maintaining home ignition zones (defensible space) around your property are proven ways to reduce risks of property damage during a wildfire, as tests at the IBHS Research Center have shown.



Figure 2a Experiments conducted at the IBHS Research Center to study the effectiveness of creating a noncombustible space around buildings.



Figure 2b Embers impacting a building: left side with combustible (wood) and the right with noncombustible (rock) mulch.

© Insurance Institute for Business & Home Safety

Learn More

- ▶ For online training and other resources, see nfpa.org/firewise.
- ▶ Access the latest research from IBHS at ibhs.org.



FIREWISE USA®
RESIDENTS REDUCING WILDFIRE RISKS



HOW TO PREPARE YOUR HOME FOR WILDFIRES

WILDFIRE RISK REDUCTION STEPS THAT CAN MAKE YOUR HOME SAFER DURING A WILDFIRE



■ VEGETATION MANAGEMENT

1. HOME IGNITION ZONES

To increase your home's chance of surviving a wildfire, choose fire-resistant building materials and limit the amount of flammable vegetation in the three home ignition zones. The zones include the **Immediate Zone**: (0 to 5 feet around the house), the **Intermediate Zone** (5 to 30 feet), and the **Extended Zone** (30 to 100 feet).

2. LANDSCAPING AND MAINTENANCE

To reduce ember ignitions and fire spread, trim branches that overhang the home, porch, and deck and prune branches of large trees up to 6 to 10 feet (depending on their height) from the ground. Remove plants containing resins, oils, and waxes. Use crushed stone or gravel instead of flammable mulches in the **Immediate Zone** (0 to 5 feet around the house). Keep your landscape in good condition.

■ FIRE RESISTIVE CONSTRUCTION

3. ROOFING AND VENTS

Class A fire-rated roofing products, such as composite shingles, metal, concrete, and clay tiles, offer the best protection. Inspect shingles or roof tiles and replace or repair those that are loose or missing to prevent ember penetration. Box in eaves, but provide ventilation to prevent condensation and mildew. Roof and attic vents should be screened to prevent ember entry.

4. DECKS AND PORCHES

Never store flammable materials underneath decks or porches. Remove dead vegetation and debris from under decks and porches and between deck board joints.

5. SIDING AND WINDOWS

Embers can collect in small nooks and crannies and ignite combustible materials; radiant heat from flames can crack windows. Use fire-resistant siding such as brick, fiber-cement, plaster, or stucco, and use dual-pane tempered glass windows.

■ BE PREPARED

6. EMERGENCY RESPONDER ACCESS

Ensure your home and neighborhood have legible and clearly marked street names and numbers. Driveways should be at least 12 feet wide with a vertical clearance of 15 feet for emergency vehicle access.

- Develop, discuss, and practice an emergency action plan with everyone in your home. Include details for handling pets, large animals, and livestock.
- Know two ways out of your neighborhood and have a predesignated meeting place.
- Always evacuate if you feel it's unsafe to stay—don't wait to receive an emergency notification if you feel threatened from the fire.
- Conduct an annual insurance policy checkup to adjust for local building costs, codes, and new renovations.
- Create or update a home inventory to help settle claims faster.



**TALK TO YOUR LOCAL FORESTRY AGENCY
OR FIRE DEPARTMENT TO LEARN MORE
ABOUT THE SPECIFIC WILDFIRE RISK
WHERE YOU LIVE.**



FIREWISE USA®
RESIDENTS REDUCING WILDFIRE RISKS

VISIT [FIREWISE.ORG](https://www.firewise.org) FOR MORE DETAILS

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Order a Reducing Wildfire Risks in the Home Ignition Zone checklist/poster at [Firewise.org](https://www.firewise.org)



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BREWING COMPANY



a program of SPARQ

TICKETS



**BEN SOLLEE &
THE POP-UP PROJECT**

**SAT
JUN
26**

9AM - 4PM CST

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JASPER HIGHLANDS SOCIAL ACTIVITIES

Social opportunities on the mountain are diverse and many...

*Monthly Potlucks - Pickle ball groups - Gym and Yoga Classes
Ladies Bunco - Horseshoes - Pool parties - Various holiday parties
ATV/UTV group rides - BBQ's - Men's Breakfast Club
Group hikes - Art classes - Ladies Game Night - Group restaurant
visits - Chattanooga Lookouts - Minor League Baseball games
Bible studies - Fishing - Dog park parties - Jam sessions at the pavilion
Card parties - Campfires - Group motorcycle rides
...and much much more!*



NEWS, NOTES AND REMINDERS

*Anyone wishing to **donate** to our **Jasper Highlands Volunteer Fire Department***

Anyone wishing to donate to our Jasper Highlands Volunteer Fire Department can now use Venmo! Find us on Venmo at: JHVFD-AUX

Or make a check payable to JHVFD AUXILIARY and mail to Jasper Highlands Volunteer Fire Department Auxiliary, c/o Anna Johnson Treasurer, 170 Hovering Hawk Dr., Jasper TN 37347

Either way, please indicate if you want a receipt for tax purposes (email address or mailing address). The department is a 501(c)3 and your donations are tax deductible and very much appreciated.

*Interested in being featured in our **Community Spotlight** section?*

Just email jillb@tnland.com!

*We have **changed the bathroom codes** for all of the restrooms on the mountain (Pat's Summitt, Gazeboacious, and the Hemmingway Hut) to **1478***

Please remember to lock the doors after you use them!

*If you would like to set up **trash and recycle pick up services**, please contact **Angela Meyers***

Her email is amyers@republicservices.com and her cell number is 423-834-0566.

***For your dogs safety**, please have your dog on a leash anytime they are outside of your yard!*

*Know someone looking for a **beautiful wedding venue**?*

Send them over to get more info from:
www.jasperhighlands.com/lifestyle/weddings/

Please abide by the speed limit and be aware of cyclists!

***Know someone from any of the following states?**
You could be \$1000 richer for referring someone to us who buys from any of our states not represented here at Jasper Highlands!*

Idaho, North Dakota, or Rhode Island

PLEASE avoid all unpaved roads and the hunting areas for safety to all!

The JH Volunteer Fire Department Auxiliary Welcome Committee:

New homeowners should expect a welcome visit from a pair of JHVFD Auxiliary members soon after you move in. Their mission is to share very important fire safety and general JH information with you and answer most any question you may have as a new neighbor! Till then please check out the Fire Department / Auxiliary website: www.jhvfda.com for JH lifestyle information, FAQ's and an ever expanding local business directory.

Speed Detector is being brought to the mountain



To help reduce speeding on the mountain roads, a speed detector will be installed.



SAVE *the* DATE

— Upcoming Jasper Highlands Sales Events! —

AUGUST 30TH to SEPTEMBER 6TH

————— Start Planning Today! —————

**Festivities still TBD*

View our new Jasper Highlands Property Booklet at www.JasperHighlands.com/downloads/

THE RETIREMENT ISSUE

QUIZ

What do you
know about
retirement?

WELL-READ
CHATTANOOGA
MAYOR TIM KELLY

EDGE

CHATTANOOGA'S BUSINESS MAGAZINE

Jul / 2021
chattanoogaedge.com



TREND

- › Lessons on
Leadership &
Law with
Jim Haley
- › Chattanooga
Chamber of
Commerce
Receives Top
Industry Awards

RETIRING

WHAT'S NEW ABOUT WHAT'S NEXT



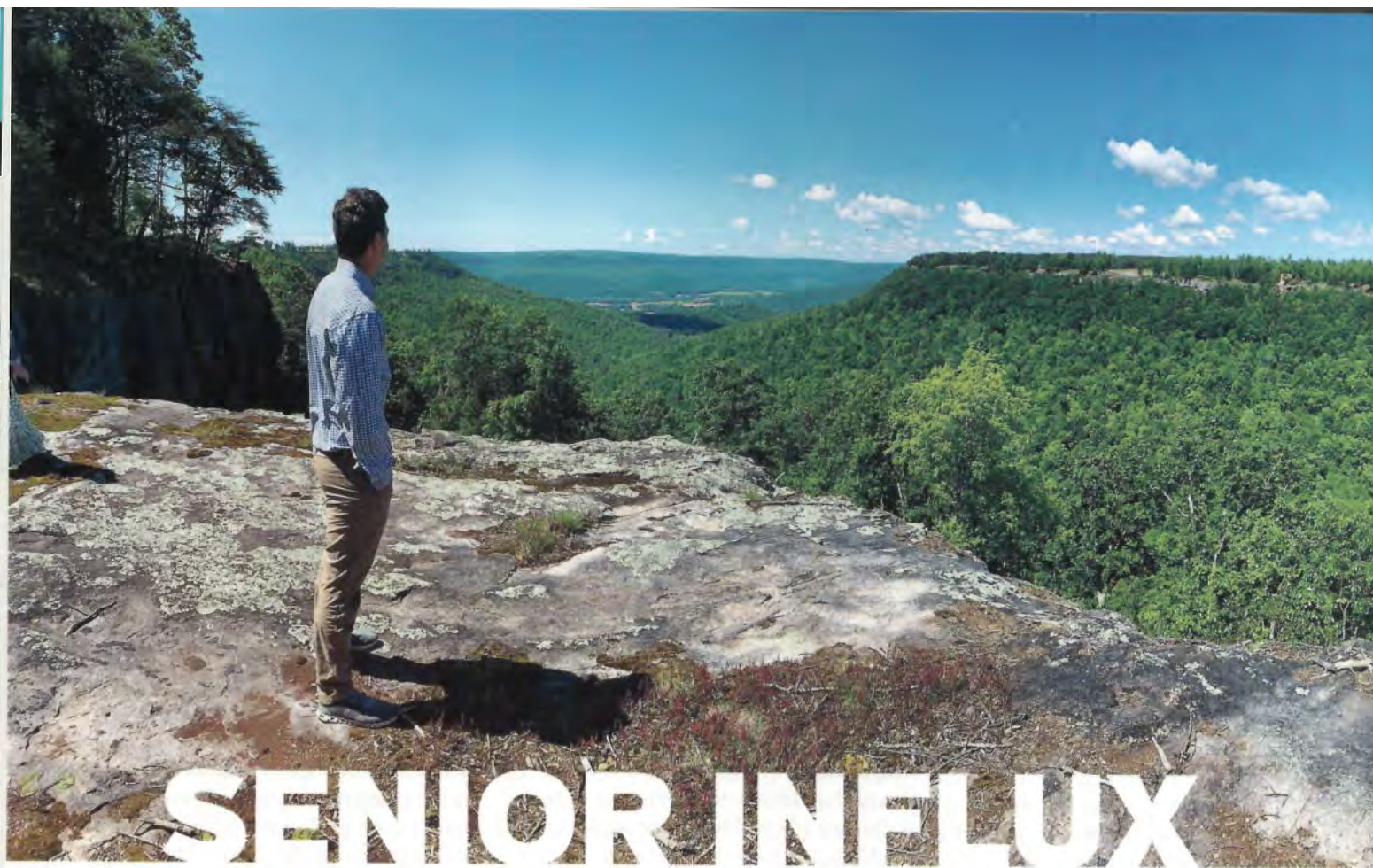
PROFILE

Chanda Chambers has
an entrepreneurial spark

IN SEASON

Chattanooga Tent Co.
covers three generations

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SENIOR INFLUX

BY DAVE FLESSNER PHOTOGRAPHY BY MATT HAMILTON

Kirk and Cindi Kruse first came to the Chattanooga area more than a decade ago when their son decided to enroll at Lee University in Cleveland.

"We immediately fell in love with Tennessee and knew someday we would retire here," says Kirk Kruse, a former hospital manager who lived most of his life around Geneva, Illinois, west of Chicago.

The Illinois couple toured a variety of lake,

mountain and other retirement resorts in East Tennessee and northern Georgia before deciding to buy into Jasper Highlands, a mountaintop development that has attracted retirees and near-retirees from 47 states and six foreign countries over the past decade.

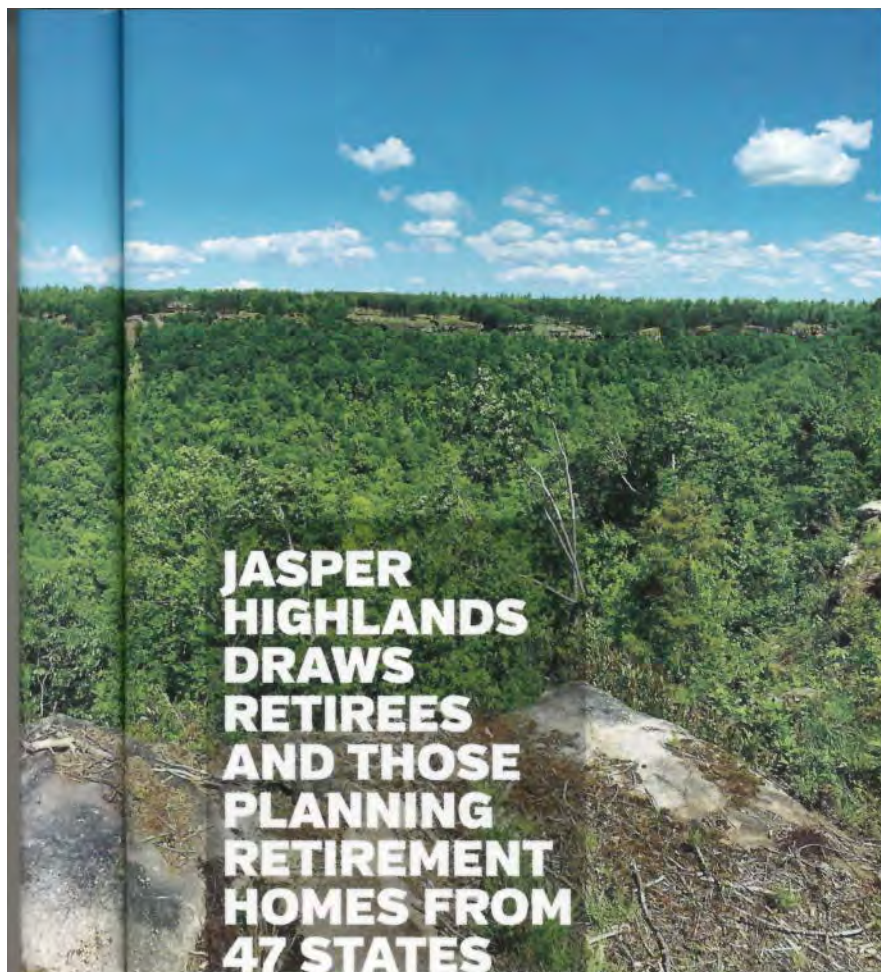
"Everyone here is so friendly and there certainly is a better climate here than up North," Kruse says.

The Kruses moved into a new, 1,600-square-foot,



Kirk Kruse sits on his front porch at his home at Jasper Highlands.

Left: Kirk and Cindi Kruse



JASPER HIGHLANDS DRAWS RETIREES AND THOSE PLANNING RETIREMENT HOMES FROM 47 STATES

two-bedroom home atop Jasper Mountain this spring and are quickly making Tennessee their home.

With more open spaces, warmer weather and lower taxes and cost of living than most northern cities, Jasper Highlands developers have sold more than 1,100 parcels, primarily to retirees who plan to eventually make Jasper Mountain their main residence, if they haven't already.

"The pandemic caused a lot of people to think about what they really wanted, and we're definitely seeing people ready to move here now from all across the country," says Dane Brad-

shaw, president of Thunder Enterprises, the developer of the 8,800-acre development in Marion County. "When they come here, they are all kind of pioneers in this together and they have quickly developed a bond and a community among folks from all different cities."

Mike and Connie Dillon, who worked as international bankers before retiring, relocated to Jasper Highlands in 2018 from Naples, Florida. Although Naples is a popular retirement destination with dozens of golf course communities, the Dillons say they like the open spaces and scenic views atop



From left, Cheryl Hale, Karen Pryor, Connie Griffiths, Paula Endress, Sally Thornton, Lauren Durfee and Dave Endress show off their pickleball paddles during a game at Jasper Highlands.



Mike and Connie Dillon talk in their backyard at Jasper Highlands.

Jasper Mountain, where most residential lots range from one to two acres and there are thousands of acres set aside for natural attractions and hiking trails.

"Naples was getting really crowded and we were looking for more space and a simpler lifestyle based on being outside and being active," Mike Dillon says. "When we saw this lot and the sunset view it has, we immediately bought it."

From either their sprawling back deck and porch or a sitting area erected on the lawn below, the Dillons frequently enjoy the sun setting over the Cumberland Mountains and the wooded valley below.

The mountains seem to be calling many retirees to East Tennessee. Among the 19 counties in Tennessee that are certified retirement communities and are marketing properties to relocating seniors, 11 are in East Tennessee. Major mountain or lakefront developments targeting seniors include such developments as Fairfield Glade in Crossville, Tellico Village in Loudon, and Rarity Bay in Vonore, Tennessee. In Southeast Tennessee, other mountaintop developments luring seniors with rural appeal close to Chattanooga include Fredonia Mountain in Dunlap and Black Creek Mountain in Chattanooga, among others.

More urban senior communities serving older people wanting the convenience of prepared meals and community events are drawing retirees from other states.

"We've seen a real uptick in retirees moving to Tennessee from higher-cost states like California," says Zach Ledbetter, the director of outreach and engagement for the state Department of Tourist De-

velopment who heads the Retire Tennessee program that markets the Volunteer State to relocating retirees. "Our lower tax rates and cheaper housing, combined with the quality of life and natural beauty, are a real draw for our state."

Greg Vital, one of the founders of Morning Pointe Senior Living who has worked in the senior-living industry for more than two decades,



A home at Jasper Highlands

says Tennessee senior living facilities of all types are drawing retirees from more expensive northern states, as well as many already-retired Florida residents who like the four seasons and milder climate of Tennessee.

"Absolutely we have come a long way in the past 10 years positioning ourselves as a great place to live, work, play and retire," Vital says. "Low property taxes, no state income tax and the elimination of the Hall tax all contribute to an excellent tax environment."

There are more than 52 million Americans age 65 and older, comprising more than 16% of the U.S. population, according to the Census Bureau's Vintage Population Estimates.

Every day, more than 10,000 more Americans turn 65 years old and the 65-and-older population grew by 34.2% during the past decade. The senior population is projected to nearly double by 2060 to 95 million.

That growth is leading to the development of more independent senior living facilities, assisted living and memory centers and nursing homes across Tennessee.

But Jasper Highlands remains the region's biggest draw. With 8,893 acres atop Jasper Mountain in Marion County, Jasper Highlands is expected to eventually include about 1,500 homes and the value of the development when built-out in the future

should top \$750 million, including the Top of the Rock restaurant and other community amenities.

More than 1,100 lots have already been sold at Jasper Highlands, collectively worth more than \$130 million. Only about 175 houses are now occupied atop Jasper Mountain, but another 75 houses are under construction and the population of the mountaintop community continues to grow.

"There are a lot of other developments on part of a mountain or in different communities, but with an entire gated community on the mountain, this is almost like its own island," Bradshaw says. "We continue to see interest in Tennessee from all over the

country (from relocating retirees), but especially from California, Illinois and Florida — pretty much wherever someone is trying to escape cost of living, taxes, politics or weather."

But within a half hour's drive of Chattanooga and with high-speed broadband service and a helipad on the mountain, Jasper Highlands is well connected to nearby urban amenities and health care. At the entrance to the mountaintop development, a wellness center, general store, restaurant and brewery serve both residents and visitors; while swimming pools, pickle ball and tennis courts, community parks and hiking trails give residents lots of recreational and community gathering opportunities.

Dave and Paula Endress, who retired and relocated here two years ago from the Chicago suburb of Bolingbrook, Illinois, say "the mountains of Tennessee are awesome" and the amenities of Jasper Highlands allow them to stay active playing pickle ball, tennis and hiking while meeting other people from around the country. Although their retirement home is a bit bigger than the home they left in Illinois, their property taxes are only about 20% as much as what they used to pay, Endress says.

"It's a great community that has come together here, and we're all one big family here," Paula Endress says. ■