



About

Rock City Enterprises is a family-owned hospitality company with a mission to create memories worth repeating for its guests and partners. Now under fourth-generation ownership, the company owns and operates iconic Rock City Gardens, Chanticleer Inn Bed & Breakfast, Grandview wedding and event venue, GOOD DOG, Starbucks on Lookout Mountain, and Clumpies Ice Cream Co. It also manages ticketing and concessions at the Incline Railway for CARTA and retail and food service at the Creative Discovery Museum in downtown Chattanooga

Originally founded in 1932 when Garnet and Frieda Carter turned their backyard – an array of otherworldly rock formations, caverns and mountain top views – into one of the Southeast’s most popular natural attractions, Rock City Gardens. The company built its reputation through one of the most recognizable advertising campaigns in American history—hand-painted barns urging travelers to ‘See Rock City.’ These barns became a symbol of Americana and inspired the creation of Rock City birdhouses now found across the country and even around the world. To honor that legacy, the company’s new corporate logo features the iconic birdhouse, symbolizing its deep history.

Today, Rock City Enterprises operates with the same spirit of hospitality, creativity, and stewardship that shaped its beginnings. The company’s foundational values—proactivity, communication, innovation, appreciation, learning, and accountability—guide its continued growth today.





Companies Owned

Rock City Gardens

Rock City is a natural outdoor attraction on the bluff of Lookout Mountain, Ga. just six miles from downtown Chattanooga, Tenn.



A meandering path winds through 14 acres of woodland forest with over 500 species of plants, between tight squeezes of giant rock formations, over rocky terrain, and past legendary features such as High Falls, the Swing-A-Long Bridge, and Fairyland Caverns.

Known for its legendary Seven States View and creative installations throughout, Rock City is a must-visit destination in the Southeast, and one of the most unique places in America.

Clumpies Ice Cream Co.



Founded in Chattanooga in 1999 Clumpies Ice Cream Co. has been handcrafting the finest quality ice cream in small batches since its beginning.

Made at the base of Lookout Mountain, just nine gallons at a time, Clumpies focuses on quality and creativity. From pasteurizing milk in-house to crafting each inclusion, every bite is handmade.

A selection of year-round classics and seasonal featured flavors are available at three scoop shops in Chattanooga and online for two-day deliver to your door.

Chanticleer Inn



The historic Chanticleer Inn is an adults-only bed & breakfast offering timeless hospitality on Lookout Mountain, just minutes from downtown Chattanooga.

With 20 uniquely appointed rooms, and separate cottage for larger groups, every stay includes a made-to-order breakfast each morning, house-made refreshments in the afternoon, beautifully landscaped grounds, and exceptional personalized service.



Grandview

Grandview is Chattanooga's premier wedding and event venue. Perched atop Lookout Mountain just 15 minutes from downtown, this 1930 English Tudor manor blends historic charm with natural beauty. Surrounded by gardens and mountain views, Grandview offers elegant indoor and outdoor spaces for weddings, corporate retreats, and private events, comfortably hosting 100–150 guests.

Managed Contracts

Incline Railway

Rock City Enterprises operates the ticketing, concessions, and retail for CARTA at the Incline Railway. Known as "America's most amazing mile," it is the steepest, and one of the oldest, funicular railways in the world.

Creative Discovery Museum

Rock City Enterprises manages the concessions and giftshop for the Creative Discovery Museum, a nonprofit children's museum offering immersive exhibits and hands-on activities in downtown Chattanooga, Tenn.



Timeline

1932: Rock City Gardens opens to the public on May 21, founded by Garnet and Frieda Carter.

1933: The Garden Club of America awards Frieda Carter the Bronze Medal of Distinction for outstanding accomplishments at Rock City.

1936: Famous barn roof advertising began. Clark Byers, the original barn painter, retired in 1971.

1948: Incorporated as Rock City Gardens, Inc.

1952: Rock City birdhouses are built and later sold to the public in 1960.

1985: Rock City Gardens, Inc. becomes See Rock City, Inc.

2002: See Rock City, Inc. purchases Grandview.

2005: Starbucks opens at Rock City.

2013: Rock City acquires Clumpies Ice Cream Co.

2022: Rock City purchases the Chanticleer Inn Bed & Breakfast.

2022: Doug Chapin becomes president and CEO of See Rock City, Inc., making him the fourth-generation owner.

2025: See Rock City, Inc. becomes Rock City Enterprises.



Ownership

Doug Chapin is Rock City's fourth-generation owner and the great-great nephew of founders Garnet and Frieda Carter. Like his father before him, Chapin and his three sisters grew up at Rock City, residing in the "Carter Cliffs" house on the property. His tenure at Rock City officially began at 14, when Chapin greeted guests as Rock City's beloved mascot Rocky the Elf. Chapin returned to the family business in 2013, two years after graduating from the University of Georgia, to manage Clumpies Ice Cream Co., one of Rock City Enterprises' beloved brands. Chapin held several leadership roles until 2022, when he succeeded his father, Bill, as president and CEO — a position his father had held since 1985. Chapin takes pride in his family's Rock City heritage and longstanding stewardship of the greater Lookout Mountain community. As Rock City's leader, he is committed to carrying this legacy forward alongside his wife and children.

Values & Mission

To create memories worth repeating for our guests and our partners

Innovation, Communication, Leadership, Accountability, Appreciation, Proactivity

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