

Mission	To create an environment that promotes economic growth for Roane County through job growth, economic development, enhanced quality of life, education, and workforce development.
Brand Positioning	Roane County represents the best Tennessee has to offer businesses, citizens & travelers. The Roane County Industrial Development Board, Visitors Bureau, and Chamber work together to 1) bring growth-oriented businesses with strong fiscal discipline, infrastructure & workforce-ready people to East Tennessee; 2) attract travelers who seek unique heritage & the best outdoor recreational experience, abundant natural beauty, historic charm & low-cost living; and 3) connect leaders & organizations for the benefit of local & regional business growth.
Target Markets	<p>Outdoor enthusiasts; visitors passing through or attending weddings and reunions; and families, couples, and singles living within a 100-mile radius looking for unique history and local events within a day's drive.</p> <p>Couples and singles 45+ looking to retire on or near a lake with four seasons, low cost, and close to mountains.</p> <p>New & expanding industries and businesses expanding to the southeast, including site consultants and regional economic development agencies; businesses and individuals interested in starting or growing their business; and existing Roane industries and businesses expanding their workforce and/or operations, or other needs.</p> <p>Residents, leaders and stakeholders interested in growing the local economy.</p>
Strengths	<p>39,000-acre Watts Bar Lake that includes the Tennessee, Clinch & Emory Rivers and is part of the TN Riverline Trail; 16,000 acres of walking trails, parks & wildlife areas; Manhattan Project National Historical Park (MAPR), Fort Southwest Point & other unique history; Roane State Expo Center; Whitestone Country Inn, lakeside campgrounds, cabin rentals & short-term rentals; and Princess Theatre and other live music venues and events.</p> <p>Located in the Tennessee Valley with eight exits on 1-40 and five minutes from 1-75; only 20 minutes to West Knoxville, one hour to Chattanooga, the Smoky Mountains, Gatlinburg, and Pigeon Forge, and 1.5 hours to Nashville; and within a day's drive of 75% of the US population.</p> <p>Home to the Oak Ridge National Laboratory, one of the country's top national labs; located in the Technology Corridor and now part of the Oak Ridge - UT Innovation Institute (OR-UTII) and Oak Ridge Corridor, plus one of only eight counties in the state with both Roane State Community College and TN College of Applied Technology.</p>
Challenges	<p>Limited & older lodging; lack of waterfront development such as lodging, resorts & recreational opportunities; low appreciation of assets from inside the county; and no sense of place with lack of signage.</p> <p>Lack of workforce and skilled labor needed to fill available positions.</p>
Distribution	Website(s); SEO, SEM, digital and social; some niche print media; email, radio, and television; local kiosks; regional visitor and state welcome centers are used to promote Roane County. Local, regional and state partnerships are also leveraged with community event directors and marketers, UT, TVA, TNECD, METTC, TDTD, ETDD, & ETEDA. Websites and programs shared with some of these partners that highlight Roane County include TN Riverline and Rivertown program (tnriverline.org), 9LakesEastTN.com, TennesseeRiverValleyGeoTourism.org, and OakRidgeCorridorTN.com.
Marketing Budgets:	<p>Tourism: \$33,630* (includes Retire TN program) IDB/ECD: \$25,000* Chamber: \$4,430 Roane Alliance: \$1,400</p> <p style="text-align: right;"><i>*Grant money, when available & qualifications allow, is also spent on marketing</i></p>

ROANE ALLIANCE	ECD/IDB	TOURISM	CHAMBER:	
	 	  		CAMPAIGNS
<p>RoaneAlliance.org*</p> <p><u>Landing Pages/URLs:</u> RoaneStrong.com EducationMatters2Roane.org* RoaneK14.com SustainableRoane.com RoaneAlliance.org/news* RoaneAlliance.org/media RoaneAlliance.org/publications RoaneAlliance.org/reports</p> <p>*we also own .com</p>	<p>RoaneECD.com</p> <p><u>Landing Pages/URLs:</u> RoaneRegional.com RoaneECD.com/sites RoaneECD.com/ERTF</p> <p>TVA Insite Updates <i>This site is used to provide info about industrial properties available in Roane; keep updated as needed but check quarterly to ensure info is correct</i></p>	<p>RoaneTourism.com or VisitRoane.com</p> <p><u>Landing Pages/URLs:</u> RoaneOutdoors.com RetireRoane.com or RelaxinRoane.com SoakinRoane.com FishWattsBar.com GoWattsBar.com or GoWattsBarLake.com MPNHP.com</p> <p><u>Calendar:</u> RoaneTourism.com/events</p>	<p>RoaneChamber.com*</p> <p><u>Landing Pages/URLs:</u> ShopRoane.com JingleandMingleMarket.com UniteRoane.com RoaneCountyEngage.com (+LRCEngage.com) RoaneCountyYouth.com LeadershipRoaneCounty.com (goes to Kristi's LRC site)</p> <p><u>Calendar:</u> RoaneChamberEvents.com</p> <p>*we also own .org</p>	WEBSITES, PAGES & URLS
<p>Roane Alliance Newsletter (bi-monthly to replace monthly Chamber Newsletter)</p> <p>Press Releases</p> <p>Roane County Government Newsletter (article)</p> <p>Commission/Council Meetings</p> <p>Ideal Living Retiree Recruiting Shows</p>	<p>Quarterly Industry Newsletter</p> <p>MWM Postcards</p> <p>Prospect RFIs</p> <p>TNECD, TVA & other site visits</p> <p>Industrial Park & Utility Forums</p>	<p>Seasonal Travel/Tourism Newsletter</p> <p>Monthly Leads/RFIs</p> <p>TNVacation.com Newsroom</p> <p>#MadeinTN on social</p> <p>TN Partner Pages on tnvacation.com</p> <p>METTC: Easttnvacations.com tennesseerivervalleygeotourism.org</p>	<p>Weekly Event Emails</p> <p>Text/Email Reminders for Events</p> <p>Forward Together – Roane County FB Page</p>	OUTREACH
<p>Facebook & Twitter: @roanealliance</p> <p>Youtube: youtube.com/c/RoaneAllianceTN</p> <p>LinkedIn www.linkedin.com/company/the-roane-alliance</p> <p>Blog: MyRoaneCounty.com (MyRoaneCo.com)</p>	<p>Facebook: @roanealliance</p> <p>@RCGreenTeam + the Green Team of Roane County (private group)</p> <p>Twitter: @roanealliance</p> <p>Youtube youtube.com/c/RoaneAllianceTN</p>	<p>Facebook: @RoaneCounty (RCVB) @theLakeLife (Watts Bar Lake) @VisitRoane (Roane County)</p> <p>Twitter: @VisitRoane Instagram: @VisitRoane Pinterest: Roane County</p> <p>Regional (to share to): @9lakeseasttn (16-County region) @TNVacation (State-wide)</p>	<p>Facebook: @RoaneChamber</p> <p>@RoaneCountyEngage facebook.com/groups/UniteRoane</p> <p>Twitter: @RoaneCoChamber @roanek14</p>	SOCIAL MEDIA
<p>#RoaneAlliance #EducationMatters #EducationMatters2Roane #RoaneCounty</p>	<p>#RoaneECD #RoaneCountyEconomicDevelopment #RoaneCounty #MadeinRoane & #MadeinTN #SupportLocalBusiness #OakRidgeCorridorTN #ORUTII #ThreeStarCommunity</p>	<p>#RoaneOutdoors #RelaxinRoane #SoakinRoane #RoaneSweetRoane #NoPlaceLikeRoane #MadeinRoane & #MadeinTN #WheninRoane #TNRiverlineRoane & #TNRiverline #9LakesEastTN #WattsBarLake #RetireRoane & #RetireTN5060</p>	<p>#RoaneChamberMember #ShopRoane & #ShopSmall or Local #UniteRoane #ShowYourLoveforLocal #ShopWhereYourHeartIs #NoPlaceLikeRoane #MadeinRoane & #MadeinTN</p>	HASHTAGS

<p>Roane County Overview Booklet (Quality of Life piece)</p> <p>Relocation Packages</p> <p>Annual Report</p> <p>About the Alliance</p> <p>Large Visual Displays</p> <p>Photos & Videos</p>	<p>Mastered What Matters (MWM) booklet</p> <p>MWM Prospect Folders</p> <p>MWM Custom One-pagers for RFIs</p>	<p>Roane County Visitor Guide</p> <p>Get Outdoors Recreation Guide</p> <p>Restaurant/Retail pad maps</p> <p>Soak in Roane postcards</p> <p>Retractable Pullup Banners</p> <p><i>Top Secret Trail</i> (TDTD Discover Tour Map)</p> <p>TDTD Civil War Trail & Trail Marker at Historic Courthouse</p> <p><i>Long & Winding Road</i> (METTC Motorcycle Driving map)</p> <p><i>9 Lakes Map brochure</i> (METTC)</p> <p>Retire Tennessee Booklet</p>	<p>Chamber Member Directory (annual)</p> <p>Shop Local Yard Signs</p> <p>Chamber Member Decal (annual)</p> <p>Chamber Member Tiered Benefit Structure flyer</p> <p>Chamber Application</p> <p>Chamber Member Checklist</p>	<p>PRINT & DIGITAL COLLATERAL</p>
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