



STRATEGIC PLAN OF THE ROANE ALLIANCE

1. Provide structure and support for partner organizations:

- Support the viability and efficiency of partner organizations through financial management and liability payments; and
- Raise sufficient funding to supplement the support staffing necessary for partner organizations to thrive.

The following activities will help accomplish these goals:

- Continue current financial practices that create transparency, secure redundancies, tracking, budgeting, and auditing of all accounts;
- Maintain adequate staffing to implement all necessary functions of each partner and grow staffing patterns as needed and resources as available;
- Recruit and maintain a base of Roane Alliance funding partners in conjunction with the Chamber of Commerce' "Tiered Benefits Structure;" and
- Host one major fundraising event annually to ensure sufficient funding for all necessary expenditures.

2. Coordinate and facilitate working partnerships between local and state governments and businesses:

- All local governments will be engaged as full Alliance contributors annually.
- Local governments and the business community will view the Roane Alliance as the foremost opportunity to network and build relationships across all political and geographic boundaries.

The following activities will help accomplish these goals:

- Report Alliance and partner organization activities and news to city council meetings regularly;
- Host quarterly Mayors meetings and City;
- Use quarterly Board meetings as a forum for updates and discussions regarding important issues within Board representation; and
- Support partner organizations in business retention and expansion efforts and communicate to necessary parties appropriately.

A Unified Drive. A United Force.



3. Promote and market the value of Roane County to prospective visitors, businesses, and residents:

- The Alliance and all partner organizations will be aligned in the promotion of all natural, business, and human resources to the outside world; and
- All partner organizations will have a focused marketing plan to reach their targeted demographics to maximize positive exposure of Roane County.

The following activities will help accomplish these goals:

- Implement a communication plan to drive traffic of members to website;
- Develop and utilize digital and collateral materials incorporating partner organizations that promote the assets of the county in the best possible light;
- Capitalize on networking and relationship building opportunities locally, regionally and nationally to promote Roane County; and
- Revisit annual marketing plan to evaluate effectiveness of measures in place.

4. Plan and implement strategies for the controlled growth of Roane County's economy:

- All 4 partner organizations will develop a tactical plan as a result of the 5-year strategic plan adopted by each Board of Directors.

The following activities will help accomplish these goals:

- Engage associated agencies, such as local planning commissions, to identify areas of growth or need;
- Engage and coordinate with local governments for the most effective promotion of retail growth within and outside of each city in the county;
- Regularly evaluate currently held assets in relation to future needs and adjust accordingly; and
- Effectively communicate all strategic and tactical plans regarding growth and attraction to County Commission, County Executive, and City Councils regularly.

5. Provide a unified voice for the communities and businesses that comprise the Alliance:

- Provide a coordinated and aligned message for all 4 partner organizations and the communities and business interests that comprise the Roane Alliance.

The following activities will help accomplish these goals:

- Utilize new branding to coordinate messages on behalf of all 4 partner organizations;
- Develop standardized and uniform messaging to align all communication to any media entity; and
- Promotion of the Alliance as the destination of choice for all information about Roane County especially for prospective visitors, businesses and residents.

