



The Roane County Visitors Bureau runs the tourism program for the county. The program of work includes initiatives and efforts that develop and advocate for the development of recreation and tourism assets; recruit visitors to visit, stay, shop local and enjoy community events; while also providing reports and data of the effectiveness of those efforts. Plans are re-evaluated throughout the year and may change if new initiatives or issues arise.

### **FY22 PROGRAM OF WORK**

*July 1, 2021 – June 30, 2022*

*Published: July 2021*

#### **1. Recreation and Tourism Asset Development:**

Work with county and city leaders, tourism partners, and others to develop and/or update assets and opportunities that can generate an increase in overnight stays and spending. This includes our existing assets: Manhattan Project National Historical Park, Watts Bar Lake, Expo Center, and others identified as needs arise. Specific initiatives to work on this year include:

- A. Create a plan for Expanding Recreation Assets (New):** As a 2021-22 ThreeStar SMART Goal, a plan to include opportunities on the Tennessee Riverline will be completed that identify assets on and off the river that will help bring people off of the river and into our cities and towns.
- B. Tourism Partners/Association/Lodging Association:** work to bring together city/county officials, tourism partners, lodging partners, etc. to regularly discuss needs and concerns; provide guidance and ideas to update existing assets; and better understand those assets to help with marketing campaigns and to help increase overnight stays and spending.
- C. Standardized Signage System:** Work with cities and county as requested/needed to standardize and provide wayfinding and welcome signage where needed to promote assets and give a sense of place.
- D. Green Team:** Advocate for a green/clean community and educate locals on mission of Green Team and events and efforts to keep our county litter free.

#### **2. Visitor Recruiting:**

Potential visitors come from a variety of places: within a 100-mile radius – those looking for a day trip; key target markets – such as Illinois and New York; and those already here or passing through. The following strategies help ensure potential visitors can receive information and have a good experience learning about or visiting the county.

- A. Visitor Bureau Lobby & Kiosks, Welcome Centers & Other Information Locations:** Keep lobby and kiosks clean and well stocked with updated materials and displays, ensuring it is a positive experience for visitors; provide the visitor guide to regional welcome centers and visitor bureaus/Chambers or provide as requested; and keep local tourism information kiosks stocked.
- B. Short-term Rental Partnerships:** Research and identify short-term rental properties annually, contact owners to build relationship and to acquire marketing information about their property to promote to visitors on our website, providing additional lodging opportunities for visitors and helping local short-term rental operators.
- C. Identify and Report Community Events, Assets & Other Visitor Services:** provide detailed information on community events found on social media or other resources to ensure they are added/included on the Visitor Bureau and Chamber calendars. Additionally, sharing and reporting new tourist asset development projects or enhancements, community events and other visitor services or businesses is important to ensure they are promoted effectively.

- D. Visitor Bureau Website Updates/Improvements & New Content (New):** RoaneTourism.com (aka VisitRoane.com) needs to be more mobile responsive & ADA compliant per a recent website audit. Mobile devices are used more than ever; therefore websites need to be easier to read in smaller format and as useful from a mobile device as they are from a laptop, which requires adjustments to be made to make them more user friendly. Additionally, we will look at content to keep it fresh and updated.

**E. Marketing Campaigns - Get Outdoors! & Relax in Roane**

**3. Reporting & Data Collection:**

Regular data collection and reporting is important to the tourism program in order to determine the effectiveness of marketing initiatives and campaigns. Reporting to the County Commission's Tourism Committee should be done at least quarterly and/or as needed/requested by the commission.

**4. Retire Roane Program:**

Retiree recruiting is an essential part of the visitor recruiting and tourism marketing efforts and as a select county in the state's Retire Tennessee program, we are able to leverage our marketing dollars with the state's aggressive marketing campaigns to promote and market to affluent retirees in key target markets (Ohio, New York, Illinois, etc.).

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***Pam May**, President/CEO, leads the planning and development of the Roane Alliance team and its programs on behalf of the 27-member Roane Alliance Board and 27-member Roane Chamber Board. The Roane Alliance Team works together to provide support and execution of the programs of work for each partner organization, with the following specifically leading and focused on the Visitor Bureau:*

- **Scott Stout**, Visitor Services, is the lead and provides planning and development of the Tourism program;
- **Teresa Jackson**, VP of Operations, provides support and services for Chamber members and visitors, and administers the ThreeStar Program and Green Team for the county; while
- **Kaley Hill**, Communications & Marketing Manager, provides planning and execution of the marketing plan, campaigns & published collateral for each partner; Kaley also provides planning and development of the Retire Roane program.

Other team members include:

- **Justin Snow**, VP of Economic Development, leads the Industrial Development and ECD programs on behalf of the 9-member Roane County Industrial Development Board;
- **Tori May**, Chamber Manager, leads the Roane Chamber programs on behalf of the 27-member Roane Chamber Board;
- **Allen Lutz**, Education & Workforce Director, leads the education and workforce programs for the IDB and Chamber; while
- **Cary Parten**, Fiscal Services & Office Manager, provides support and oversight on all budgets and financials, including the RCIDB and the Roane County ETC Project LLC.