



STRATEGIC PLAN OF THE ROANE COUNTY VISITORS BUREAU

1. Signage – create a standardized signage system to provide direction and sense of place for visitors and residents for our existing attractions:
 - make sure all local restaurants, attractions, etc. are promoted on I-40 (blue) signage as available;
 - design and create way-finding signage for visitor destinations throughout the county and offer design to cities for their use/personalization where needed;
 - “Welcome to Roane County” signage to provide a sense of place for the 46,000+ people traveling on I-40 each day + I-40 exit ramps where needed; and
 - Attractions, retail & restaurant maps displayed outdoors/indoors at visitor locations where needed (Expo Center, Rockwood ball field, parks, marinas, etc.) *{Note: “Revenue from enhanced Chamber-defined benefit levels and ads could help cover the costs of the signage updates; partner with the cities and county to install and update the signs provided by the Chamber}*

2. Email & Brochure Program – to provide information about Roane County’s attractions and events on a regular basis to potential visitors and retirees:
 - Quarterly email to potential visitors;
 - Quarterly email to potential retirees (similar to visitor version but with ads/info about why to retire here);
 - Standard email response for potential visitors when more info requested;
 - Standard email response for potential retirees when more info requested;
 - Provide two publications targeted to:
 - 1) tourists; and
 - 2) retirees – to include info about volunteer opportunities & actively recruit more retirees to be advisory board members and enhancing retiree recruiting package and web site by fully utilizing the Retiree Value Summary of August 2014;
 - Utilize the retiree information to develop a residential relocation package for those being transferred to Roane County; and
 - Sell advertising where appropriate.

A Unified Drive. A United Force.

1209 N. Kentucky Street • Kingston, TN 37763 **o:** 865.376.4021 **f:** 865.376.4978 **e:** tourism@roanealliance.org



3. Build Partnerships – to accomplish more tourism-related projects:

- Create a Tourism Advisory Board – made up of businesses, locals, and county and city officials with a passion and interest to help tourism efforts succeed;
- Partner with key influencers: TWRA, TVA, Oak Ridge, etc.;
- Work with existing businesses to create a more recreation- and lake-friendly environment, encouraging adventure tourism efforts;
- Continue to work with Middle East Tennessee Tourism Council (METTC) & other regional organizations to create more opportunities for tourism in Roane County through driving trails, special districts (Adventure Tourism), etc. as well as bringing in travel writers and experts to help promote those efforts and the region;
- Continue to take advantage of the State's Tourism program that includes marketing opportunities, online presence on their website, and more;
- Work with Oak Ridge City, Oak Ridge CVB and Anderson County to create a brand for the Manhattan Project National Historical Park and partner together to promote and build;
- Work with frontline employees to train and provide tools to help them be better ambassadors to Roane County (hotel desk clerks, restaurant managers, etc.) to promote longer or more frequent visits by visitors; and
- Attract more revenue from boaters (e. g. visitor docks to access restaurants and shopping, bike and trike [with baskets] rental).