



## Positioning Statement

- We are a unified voice representing the best Tennessee has to offer businesses, citizens & travelers.
- » We attract travelers who seek unique heritage & the best outdoor recreational experiences;
  - » We provide abundant natural beauty, historic charm & low-cost living;
  - » We bring growth-oriented businesses with strong fiscal discipline, infrastructure & workforce-ready people to East Tennessee; and
  - » We connect leaders & organizations for the benefit of local & regional business growth.

## Target Markets

- » 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.
- » Couples and singles 45+ looking to retire on or near a lake with four seasons, low cost and close to mountains.
- » New & expanding industries and businesses expanding to the southeast.
- » Businesses and individuals interested in starting or growing their business.
- » Existing Roane industries and businesses expanding their workforce and/or operations, or other needs.
- » Residents, leaders, and stakeholders interested in growing the local economy.

## Strengths

- » 39,000-acre Watts Bar Lake that includes the Tennessee Riverline Trail; 16,000 acres of trails, parks & wildlife areas; Tennessee RiverLine Partnership; Manhattan Project, Fort Southwest Point & other unique history; Roane State Expo Center; Whitestone Inn, Gideon Morgan, lakeside campgrounds and cabin rentals; Princess Theatre, Bradbury Community Club and other live music venues.
- » We are within a day's drive of 75% of the population, located in the Tennessee Valley with eight exits on I-40 and five minutes from I-75; only 20 minutes to West Knoxville, one hour to Chattanooga, the Smoky Mountains, Gatlinburg and Pigeon Forge and 1.5 hours to Nashville
- » ORNL, one of country's top national laboratories; located in the Innovation Valley and Technology Corridor; and one of only 8 TN counties with a community college and a technical school.

## Challenges

- » 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.
- » Lack of workforce and skilled labor

## Distribution

- » Website(s); SEO, SEM, digital and social; some niche print media; email, radio & television; local kiosks; regional visitor and state welcome centers.
- » Local, regional and state partners including TVA, TNECD, IVI, METTC, TDTD; and local event coordinators and marketers.

## Marketing Budgets

- » Tourism & Retire: \$26,000
- » Industrial & Retail: \$25,000
- » Chamber / Shop Local: \$6,150

*\* Additional grant money, when received, is also spent on marketing.*

# Marketing Strategies FY20-21

*This includes website content; weekly and monthly newsletters/emails; social media posting and sharing; brochure distribution at local kiosks, regional visitor bureaus and state welcome centers; and marketing and PR distribution by local, regional and state partners (list available in annual report).*

Roane Alliance	<ul style="list-style-type: none"><li>» To promote the initiatives and programs of the Alliance and its partners work on and the impact from those initiatives.</li><li>» Local advertising in Roane County News and on social media to bring awareness and advocacy/support of the Alliance and its partner organizations.</li><li>» Provide new information on the Alliance website, specifically 'About the Alliance page(s).</li></ul>
Shop Local	<ul style="list-style-type: none"><li>» Spring '20 Campaign - COVID recovery</li><li>» 'Shop Local' yard signs</li><li>» 'Don't Share Your Air' Campaign</li><li>» Christmas Shopping campaign to start 11/1/20: a bazaar/fair, Shopping Spree contest, Super Saturday, boosted posts to promote deals and specials</li><li>» Chamber retailers are planning during Christmas</li><li>» Continue to grow the Forward Together FB Group</li></ul>
Industrial Development & Recruiting	<ul style="list-style-type: none"><li>» Expand marketing to annual/seasonal digital campaign using the new Mastered brand</li><li>» Providing branded prospect packages and collateral as requested but also providing downloads on the website that provides Roane's top industrial assets, including the new Oak Ridge Institute.</li><li>» Direct mail campaigns can be used to target specific key markets or industries, for instance, those businesses who may be looking for a new location due to damage from recent riots and vandalism or those industries who can take advantage of being near ORNL and the new Oak Ridge Institute.</li></ul>
Tourism Program/ Visitor Recruiting	<ul style="list-style-type: none"><li>» Promote the new Outdoor Recreation Guide through social media, current billboard on I40, and hopefully an additional billboard on I40.</li><li>» Plan digital and social media advertising and PR throughout the year to promote all the outdoor activities and the Outdoor Guide that is available online or can be mailed.</li><li>» Update webpages with more details about bird watching, fishing, water recreation, etc. and promote those pages on social media while targeting those specific interests.</li><li>» Sponsor and promote local events that are shown to bring in visitors from outside the county to help leverage marketing dollars.</li></ul>
Retail Recruiting	<ul style="list-style-type: none"><li>» New collateral, similar to industrial recruiting efforts, that provide information about Roane County's assets that are important to retailers based on Retail Academy training.</li><li>» RoaneECD.com should also be updated to include same but expanded information based for potential retailers, as well as what properties are available.</li></ul>
Retire Roane	<ul style="list-style-type: none"><li>» To continue to advertise and market to potential retirees in key target markets through digital and social media.</li></ul>
Education & Workforce Programs	<ul style="list-style-type: none"><li>» Promote CTE programs, TN Scholars, TN Promise and Educators in the Workplace, High School Career Day, Middle School Career Day, and more.</li><li>» Promote workforce initiatives: RSCC, TCAT, ORNL, Oak Ridge Institute, and the state's initiatives.</li></ul>
Young Professionals	<ul style="list-style-type: none"><li>» Use social media to promote the new group and hold social events to encourage Roane's young professionals to get involved and engaged in the community and help boost their business while networking with other entrepreneurs and leaders in the community.</li></ul>
Green Team	<ul style="list-style-type: none"><li>» Work with the Chamber's Community Development Committee to create collateral or announcements of importance of not littering, while also highlighting those companies who are being proactive in those efforts.</li><li>» Promote any efforts of the Green Team</li></ul>