



A Unified Drive. A United Force.

www.roanealliance.org/

Our mission is to strive to create an environment & unified voice that promotes:

- ▶ Job creation
- ▶ Economic development
- ▶ Enhanced quality of life
- ▶ Education & workforce development

▶ The brochure: **Roanealliance.org/Roane_brochure** ▶ The Video: **Roanealliance.org/Roane_video**



We bring growth-oriented businesses with strong fiscal discipline, infrastructure and workforce-ready people to East Tennessee. As Roane County's Economic and Development organization (Roane ECD), our mutual success drives regional job growth and perpetuates business success.



We attract travelers who seek unique heritage and the best outdoor recreational experiences to Roane County.



We connect leaders and organizations for the benefit of local and regional business growth.



We empower leaders, parents and students to invest in education so they are better prepared to fulfill the workforce opportunities of Roane County's future.



We offer natural beauty, historic charm and low-cost living, distinguishing Roane County as one of the best retirement destinations in the nation.

About the Roane Alliance

The Roane Alliance is an umbrella organization over both public and private organizations including the Roane County Chamber of Commerce, the Roane County Industrial Development Board and the Roane County Visitors Bureau. As a cooperative public/private partnership, each member organization of the Alliance operates with its own focus, identity, board of directors and operating budget, while working toward unified goals for increased prosperity and improved quality of living.



**Roane
Tourism**
Roane Alliance



**Roane
ECD**
Roane Alliance



**Roane
Chamber**
Roane Alliance



**Education
Matters**
Roane Alliance



**Retire
Roane**
Roane Alliance

Roane Tourism encourages tourism and provides visitors with a one-stop information center. The Tourism committee hopes to build the county's reputation as a tourism destination and works to promote all of Roane County's many assets.

Roane ECD seeks to draw new business and industry to the region by promoting the county as a prime location for industrial development and also works to facilitate expansion of existing businesses.

The Roane County Chamber works to grow the economy, to serve as a voice for business and to deliver value. Chamber members gain a competitive advantage through benefits, networking and growth opportunities exclusively provided through the Chamber.

The Roane Alliance launched "Education Matters in 2009. The Alliance has kicked off an Educations Matters! Fund Drive to raise \$75,000 annually to keep the program going in Roane County - serving its citizens, businesses and future workforce.

Retire Roane promotes Roane County's towns and communities. It brings new residents to the area by showcasing its available, affordable housing and hospitable people that enjoy life at a relaxed pace.



A Unified Drive. A United Force.



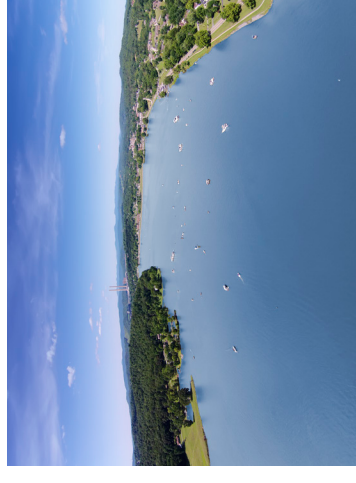
**We're better together – because
together great things can happen!**

- Wade Creswell, President/CEO - Roane Alliance

Roane County Is

- Home to the top research lab—Oak Ridge National Laboratory
- Home to Proton Power, the pioneer in renewable energy technology
- Offers five industrial and business parks with many types of sites available, including three state-certified industrial sites
- Professional development training including the Lunch & Learn Program with SCORE and the Roane County Employers Association
- A partner with and located in the Innovation Valley
- TVA Silver-level sustainable community
- Facilitates shopping local with the Business of the Month and Cash Mob programs
- 700+ lakeshore miles on Watts Bar Lake, one of the largest lakes in the southeast and home to the 2010 National Bass Championship and other numerous tournaments
- Whitestone Country Inn, named one of the Ten Most Romantic Inns in America
- New \$72M state-of-the-art campus hospital—Roane Medical Center
- Home to Roane State Community College and the Tennessee College of Applied Technology, and only 30 minutes from the University of Tennessee

- Involved in Tennessee Scholars, Tennessee Promise and other educational workforce development programs
- A number of historic districts and new high-end residential developments on the water—including Ladd Landing, that also provides a New Urban Town Centre
- Bluegrass and other live music every week in the restored Princess Theatre and Bradbury Schoolhouse as well as special venues and marinas
- Manhattan Project National Historical Park



Mission & Goals

Roane County is a place where shared heritage and strong values create the foundation for future growth. At the Roane Alliance, our mission is to create an environment and a unified voice that promotes job creation, economic development, enhanced quality of life, education and workforce development. Our goal is to partner with the cities and work together to establish Roane County as the regional destination to live, work, play and visit.

MARKETING PLAN

Category	Strategy
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	Families & couples living within a 100-mile radius who love the outdoors & history; water recreation enthusiasts & fishermen; overnight travelers passing through; & people visiting for events, weddings & reunions Couples and singles 45+ looking to retire on or near the lake with four seasons, low cost and close to mountains New & expanding industries relocating to the southeast, site consultants and regional economic development agencies Chamber members plus other businesses or individuals interested in growing their business or getting involved in their community
Strengths	Watts Bar Lake plus 16,000 acres of trails, parks & wildlife areas; Manhattan Project & other unique history; Roane State Expo Center; Whitestone Country Inn, Caney Creek RV Resort, Fort Southwest Point; Princess Theatre and regular live music venues, marinas with lakeside restaurants 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; its only 20 minutes to West Knoxville, one hour to Chattanooga, the Smoky Mountains, Gatlinburg and Pigeon Forge and 1.5 hours to Nashville With close proximity to training centers like TCAT & Roane State, our county boasts one of the most technologically advanced workforces in the nation.
Challenges	Limited & older lodging options available; 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
Distribution	Website(s); digital (including social) & some niche print media; email; radio & television; local kiosks & visitor centers + state & regional welcome centers; wayfinding signs; workshops & events geared to educating local workforce
New Strategies	Develop niche campaigns that focus on what we offer to visitors, retirees, industry & business; Soak in Roane Marketing Partnership to leverage funds with event marketing funds; Building partnerships between educational institutions and local industries therefore exposing students to a large number of career options right here in Roane
Budgets:	Tourism: \$62,224 (includes Retire) Roane ECD: \$25,000 Roane Chamber: \$4,500



Social Media Brand Usage

Primary Hashtags:

Roane Alliance: #roanealliance

ECD: #BuyRoane #RoaneBiz #RoaneSmallBiz #RoaneECD

Education Matters: #EducationMatters2Roane #EM2Roane #EducationMatters

Retire: #RetireRoane #HomeinRoane

Tourism: #SoakinRoane #VisitRoane #RoaneTourism #RoaneSong#WattsBarWednesday

Chamber: #ShopRoane #ShopLocal #RoaneBiz #RoaneSmallBiz #RoaneChamber

Platforms:

Facebook - Post 2-3 times per week, use less than 250 characters when possible, use photos/videos to accompany text whenever possible, link back to our website family whenever possible, End with a call to action ("Read More", "Check Out X Here", etc.), and USE THOSE HASHTAGS!

Instagram - Post 2-3 times per week, all about the visual, craft a great caption, use high res images & USE THOSE HASHTAGS!

Twitter - Post at least once daily, utilize visual elements & tiny urls for links, keep it short, clear & actionable, show personality of the brand, and USE THOSE HASHTAGS!

YouTube - post content monthly, choose a good thumbnail, respond to comments, create call to action, tag whenever appropriate & USE THOSE HASHTAGS!

Tracking Results:

Pay attention to number of website clicks, total users reach, total impressions, number of page likes/account followers & any data specific to the platform that can help us tell the story of what we do at the Roane Alliance.

