

Cherokee County Tourism Development Authority
Proposed Strategic Plan 2022 – 2023

Mission Statement: The Cherokee County TDA will promote tourism and travel in order to develop and enhance the quality of life for citizens of Cherokee County.

Vision Statement: Cherokee County is the gateway to the Smoky Mountains, known for its beautiful valleys, mountains, lakes and rivers, where multi-generational visitors will experience outdoor adventures, enjoy great food, local arts and crafts, Native American Culture, Cherokee County heritage with a great desire to return as a vacation destination.

Principles and Values: The TDA will insure that each initiative promotes all tourism and travel opportunities in an honest, transparent and responsible way, protecting our tourism assets, consider positive and negative impacts on existing businesses during decision making, practice mutual respect and protect and ensure that any and all occupancy tax expenditures bring a return on investment to Cherokee County. The TDA will keep an open minded and visionary outlook of Cherokee County's ever-changing economic landscape.

Overall Goal: Attract more visitors to Cherokee County for overnight stays.

Key Initiatives:

Overall General	Tourism Promotion	Outdoor Adventures	Mountain Culture	Events & Entertainment	Special Project Assistance Fund
1. Provide support and promotion of the Murphy and Andrews visitor centers Review budget annually	1. Update and Maintain TDA website, web presence, brochure handouts, print ads, and billboard campaigns.	1. Support Mountain Bike Trail initiatives.	1. Membership Art Walk and provide support to the Valley River Arts Guild for out of town advertising.	1. Continue small grants programs to help support events and entertainment that meet the goals and objectives of the annual strategic plan and TDA mission statement.	1. Supplementary funds set aside for use of special projects the TDA board approves.
2. Highlight the beauty and uniqueness of our area to draw in tourism while creating an informative and authentic experience to promote recurring visitors.	2. Continue Social Media promotion with targeted advertising, relevant and original content, and promotional video series. Expand range.	2. Seek and Support initiatives to maintain hiking and walking trails.	2. Continue funding and support for MAX Project. If successful, urge possible expansion to Andrews.	2. Support Murphy/Andrews Festivals through targeted advertisements online, print, and web presence.	
3. Educate and follow up on collections of occupancy tax for compliance. Use bold color for annual notice. Audit compliance	3. Evaluate print and online advertising opportunities and leads resulting from print ads, website clicks, and social media analytics.		3. Showcase and advertise our local arts through social media and the web.		
4. Maintain and repair Murphy Visitor Center building as needed.	4. Research and create commercial marketing/video campaigns to inform and reach a broader audience.				
5. Provide funding support to the Cherokee County Chamber of Commerce and the Andrews Chamber of Commerce for tourism promotion.	5. Create and print updated marketing materials to inform visitors of the outdoor adventures in Cherokee County.				
	6. Market Cherokee County to a younger audience (via social media) and advertise our areas hiking, biking, walking trails, natural beauty, etc.				

