

**Cherokee County Tourism Development Authority**  
**Strategic Plan 2015-2016**

**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 a honest, transparent and responsible way, protecting our tourism assets, educating visitors and managing risks with tourism related activities, 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	Action Adventure	The Great Outdoors	Mountain Culture	Events & Entertainment
Provide support and promotion of the 2 TDA visitors centers Review budget annually	Maintain TDA website, annual domain charge.	Create Mini Videos using local talent for the website and other promotional uses. 3 videos for 2015-2016	Work with Saddle Club and Mountain Folk Center to provide lighting fixtures to enable them to hold night events.	Historical Brochure reprint Legends tour promotion Targeted ads on FB	Continue small grants program to help support events and entertainment that meet the goals and objectives of the strategic plan(annual)
Create Wayfinding signage for Native American Heritage, Historical downtowns, River Walk and attractions.	Maintain supply and reprint as necessary the Cherokee County Tourism brochure and mail to leads from print advertising.	Market Cherokee County to whitewater visitors to the Ocoee and Nantahala rivers	Revise Trout Maps to maximize use and printing costs	Membership Art Walk and provide support to the Valley River Arts Guild for out of town advertising.	Focus on expansion of county's capacity for events By providing funds to complete the River walk Pavilion
Educate and follow up on collections of occupancy tax for compliance. Use bold color for annual notice.	Promote Cherokee County on travel websites such as Trip Advisor, Maintain Trip Advisor pages/banner ads	Foster good working relationships with whitewater companies to attract visitors to stay in CC	Support Heritage Partners with funds towards the printing of the River Walk maps and brochures.	Promote wineries and breweries to include the wine tour maps and FB promotion of events.	Continue to foster good working relationship with Casino planning and marketing efforts
	Continue Face Book promotion of the county and website with targeted advertising.	Target various touring car and motorcycle clubs by contacting clubs and targeted advertising for these groups		Support the Scenic Circle effort for various scenic drives, biking and walking paths.	Attract Trade Show and Special Interest groups
	Evaluate Print advertising opportunities and leads resulting from these ads.	Promote and support NARCOA Rail car excursions		Promote Agri-Tourism, working with SAFF and other organizations	Support Possum Drop events with targeted ads for New Year's planning.
		Foster and support relationship with Wagon Train events, a unique feature of CC			