



## STRATEGIC PLAN OF THE ROANE CHAMBER

1. **Attract outside investment using an integrated program to attract more revenue from tourists and travelers:**
  - Increase awareness of services and attractions;
  - make all visitor experiences user-friendly and easy to navigate; and
  - utilize multiple survey opportunities to gauge progress by:
    - Joining tourism efforts to design and install standardized signage particularly on interstate exits;
    - provide realtors with forums and opportunities for recruitment with visitors and retirees;
    - support the industrial board in retail recruitment efforts with cities; and
    - provide kiosks with retail and attraction maps highlighting members.
2. **Communicate to specific audiences by selecting and compiling appropriate information in communications tailored for specific demographics:**
  - Increase awareness of community information by 50%, utilizing survey applications to monitor progress through
    - Designing and distributing new digital and hard copy collateral materials for new businesses, existing businesses, visitors, and retirees;
    - optimizing social media capabilities; and
    - continuing weekly newsletter for member news and events.
3. **Implement and operate an integrated database, changing the way Chamber members share and access information with staff through:**
  - A unified communication hub and account management center; and
  - An integrated website for optimal information-gathering related to membership and provide the following:
    - A communication plan to drive traffic to website
    - Train members how to fully utilize website for promotions of their business;
    - keep website current daily; and
    - optimize data-gathering capabilities from Chambermaster.
4. **Promote awareness of education by continuing and expanding the efforts to increase the community's value for post-secondary education by:**
  - Increasing volunteer participation by 20% per year through
    - Activities including TN Scholars, TN Achieves recruitment, & festival participation;
    - Develop the Workforce Development Council; and
    - Advocate for the adoption of post-secondary education as the goal for all public secondary students.

**A Unified Drive. A United Force.**

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**5. Keep retail dollars in the County by raising awareness of the impact local dollars have on public services by:**

- Decreasing overall leakage of retail dollars to neighboring counties by 10% per year;
- Decreasing leakage within specific business sectors using specific promotions in conjunction with members by
  - Promoting member-to-member discounts & deals through ChamberMaster, local press, and social media;
  - Educating community on the impact that retail leakage has on local tax collections; and
  - Partnering with all members of business segments to develop promotions that drive new business and retain existing customer base.

**6. Provide a unified voice to communicate effectively on behalf of all four Alliance partners:**

- Growing the membership to 750 by 2020; and
- Becoming the primary resource for the voice of Roane County citizens
  - Implement a structured membership retention plan;
  - Increase staffing to include membership & sponsorship sales; and
  - Continue to coordinate positions & messages across all partner organizations for efficient and effective communication.