

Cherokee County Tourism Development Authority
Strategic Plan 2019 – 2020
Adopted April 8, 2019

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	Action Adventure	The Great Outdoors	Mountain Culture	Events & Entertainment
1. Provide support and promotion of the Murphy and Andrews visitor centers Review budget annually	1. Maintain TDA website and pay annual domain charge.	1. Market Cherokee County to whitewater visitors at the Ocoee & Nantahala Rivers.	1. Explore opportunities to expand CC's capacity for sporting events and tournaments.	1. Historical Museum Brochure and Tusquitee USFS Brochure reprint.	1. Continue small grants program to help support events and entertainment that meet the goals and objectives of the annual strategic plan.
2. Create directional signage for Native American Heritage, Historical towns, River Walk & attractions	2. Continue Facebook promotion with targeted advertising. Expand range.	2. Contact auto, motor cycle and bike clubs and target advertising for these groups	2. Support Mountain Bike Trail initiatives.	2. Membership Art Walk and provide support to the Valley River Arts Guild for out of town advertising.	2. Continue to foster good working relationship with Casino planning and marketing efforts
3. Educate and follow up on collections of occupancy tax for compliance. Use bold color for annual notice. Audit compliance	3. Evaluate print advertising opportunities and leads resulting from ads.			3. Support Arts & Craft Industry	3. Support Possum Drop events with targeted ads for New Year's.
4. Maintain and repair Murphy Visitor Center building as needed.	4. Explore marketing opportunities using Home Shows and other venues across the US.				
5. Provide funding support to the Cherokee County Chamber of Commerce and the Andrews Chamber of Commerce for tourism promotion.					