

## Clay County Tourism Economy Development Plan

**Economic Positioning/Vision:** *Clay County NC: Only two hours from anywhere but a world apart. Visitors step into our shoes to discover our secret—a pure, unspoiled natural environment and small-town charm where all ages unwind. Visitors get to know us as they join us in land and water-based recreation, heritage craft and theatrical and dining experiences.*

Pure, honest and unspoiled Natural Environment	All Ages Unwind	Land/Water Recreation +Heritage Craft +Theatrical and Dining Experiences
<p><b>Goal: Maintain physical attractiveness + improve access to Lake, forest and town</b>  <i>Objective #1.1: Clean up roadsides + increase pride</i>  <i>Objective #1.2: Identify most beneficial use for lake property</i></p>	<p><b>GOAL: Define + Develop experiences appealing to young people, families, retirees</b>  <i>Objective #2.1: Understand needs and desires of youth and senior visitors</i>  <i>Objective #2.2: Use existing assets to appeal to different ages, groups</i></p>	<p><b>Goal: Promote and share the activities that make Clay County a friendly small town</b>  <i>Objective #3.1: Create opportunities for visitors to participate in existing activities</i>  <i>Objective #3.2: Make connections between town and lake, JC Campbell, etc.</i></p>
<p>Action: Coordinate a County cleanup (day)                      Task: Set date, recruit volunteers, spread word                      Task: Research options to work with property owners and the town on appearance</p>	<p>Action: Collect visitor demographics                      Task: Generate a list of information needed and distribute to attractions, stores</p>	<p>Action: Create calendar of activities                      Task: Collect activities from all organizations                      Task: Generate a scrolling calendar + determine how best to share</p>
<p>Action: Review TVA conditions, conduct market analysis of resort/lodge, restaurant, outfitting, other as leaders see lacking                      Task: Brainstorm needs and examples, analyze                      Task: Work with appropriate officials – County Commissioners</p>	<p>Action: Develop a range of comfortable and affordable accommodations                      Task: DFI market analysis                      Task: Identify appropriate sites/locations                      Task: Recruit/Develop accommodations</p>	<p>Action: Develop marketing materials promoting classes, local experts                      Task: Contact experts at Peacock about offerings to draw visitors                      Task: Work w JC Campbell to present short, less expensive, supportive activities in town</p>
<p>Action: Work with youth to develop pride and discourage littering                      Task: Research process used in other communities, schools, scouts, 4-H</p>	<p>Action: Define Unplug + Unwind experience                      Task: Survey for services would use                      Task: Develop/recruit supportive businesses</p>	<p>Action: Create pro formas for marina, repair shops, outfitters, other services                      Task: Identify potential locations, quantify demand, interview operators elsewhere</p>
<p>Action: Develop guidelines to ensure dark skies, fresh air, quiet, appropriate activities in critical locations                      Task: Contact environmental organizations for guidance</p>	<p>Action: Identify underserved target markets and use assets to attract them                      Task: Research markets for racetrack, shooters, world music, etc.</p>	<p>Action: Explore transportation options to connect town with lake, JC Campbell, other attractions                      Task: Research – County transportation, other communities with trolley systems</p>
<p>Action: Interpret unique and interesting natural phenomenon                      Task: Identify those unique species, conditions not yet interpreted</p>	<p>Action: Develop strong entrepreneurship support system                      Task: Research and explore existing support + programs in other communities</p>	<p>Action: Promote Clay County’s experiences in new ways                      Task: Participate in home shows                      Task: Develop social media campaign</p>

The *goals*, *objectives*, *actions*, and *tasks* refer to the following definitions:

## Goals...

...are general guidelines that explain what you want to achieve – they are usually long-term and represent global visions, such as “grow the local economy”

## Objectives...

...define strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable (number, timeframe, percentage), and may have a defined completion date

## Actions...

...often, each objective is associated with a series of actions. Therefore, implementing a strategic goal typically involves implementing a series of actions along the way

## Tasks...

...a step by step list that will help you accomplish each action, usually achievable in 1 year