

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>Goal: Maintain physical attractiveness + improve access to Lake, forest and town <i>Objective #1.1: Clean up roadsides + increase pride</i> <i>Objective #1.2: Identify most beneficial use for lake property</i></p>	<p>GOAL: Define + Develop experiences appealing to young people, families, retirees <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>Goal: Promote and share the activities that make Clay County a friendly small town <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