**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.*

<table>
<thead>
<tr>
<th>Pure, honest and unspoiled Natural Environment</th>
<th>All Ages Unwind</th>
<th>Land/Water Recreation +Heritage Craft +Theatrical and Dining Experiences</th>
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</thead>
</table>
| **Goal:** Maintain physical attractiveness + improve access to Lake, forest and town  
Objective #1.1: Clean up roadsides + increase pride  
Objective #1.2: Identify most beneficial use for lake property | **GOAL:** Define + Develop experiences appealing to young people, families, retirees  
Objective #2.1: Understand needs and desires of youth and senior visitors  
Objective #2.2: Use existing assets to appeal to different ages, groups | **Goal:** Promote and share the activities that make Clay County a friendly small town  
Objective #3.1: Create opportunities for visitors to participate in existing activities  
Objective #3.2: Make connections between town and lake, JC Campbell, etc. |
| **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 | **Action:** Collect visitor demographics  
**Task:** Generate a list of information needed and distribute to attractions, stores | **Action:** Create calendar of activities  
**Task:** Collect activities from all organizations  
**Task:** Generate a scrolling calendar + determine how best to share |
| **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 | **Action:** Develop a range of comfortable and affordable accommodations  
**Task:** DFI market analysis  
**Task:** Identify appropriate sites/locations  
**Task:** Recruit/Develop accommodations | **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 |
| **Action:** Work with youth to develop pride and discourage littering  
**Task:** Research process used in other communities, schools, scouts, 4-H | **Action:** Define Unplug + Unwind experience  
**Task:** Survey for services would use  
**Task:** Develop/recruit supportive businesses | **Action:** Create pro formas for marina, repair shops, outfitters, other services  
**Task:** Identify potential locations, quantify demand, interview operators elsewhere |
| **Action:** Develop guidelines to ensure dark skies, fresh air, quiet, appropriate activities in critical locations  
**Task:** Contact environmental organizations for guidance | **Action:** Identify underserved target markets and use assets to attract them  
**Task:** Research markets for racetrack, shooters, world music, etc. | **Action:** Explore transportation options to connect town with lake, JC Campbell, other attractions  
**Task:** Research – County transportation, other communities with trolley systems |
| **Action:** Interpret unique and interesting natural phenomenon  
**Task:** Identify those unique species, conditions not yet interpreted | **Action:** Develop strong entrepreneurship support system  
**Task:** Research and explore existing support + programs in other communities | **Action:** Promote Clay County’s experiences in new ways  
**Task:** Participate in home shows  
**Task:** Develop social media campaign |

*NC Department of Commerce, NC Rural Planning Center – Implementation Plan Template*
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.