

# Imagine Monteagle Tourism Committee

## Mission Statement:

The Monteagle Tourism Committee is dedicated to fostering a vibrant, welcoming community that enhances the quality of life for residents while attracting visitors. By promoting Monteagle as the first gateway to the Cumberland Plateau, we collaborate with local communities, support economic growth, and celebrate our unique culture, history, and natural beauty.

## Vision Statement:

Monteagle will be a thriving destination where a strong sense of community, economic opportunity, and natural charm create a place people are proud to call home—and eager to visit. Through strategic planning, beautification, and meaningful partnerships, we will build a town that flourishes from within, drawing visitors who appreciate its authenticity and spirit.

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## Imagine Monteagle Tourism Committee Action Plan

### Objective:

Create a thriving, attractive community that enhances residents' quality of life while making Monteagle a premier destination on the Cumberland Plateau.

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## 1. Marketing & Branding Imagine Monteagle

### Action Steps:

- Develop a **comprehensive marketing campaign** to highlight Monteagle's unique offerings.
- Establish a **contract with a web administrator** to manage the town's website and online presence.
- Create high-quality **promotional materials** (brochures, videos, social media content).
- Highlight Monteagle as "**The Gateway to the Cumberland Plateau**" in all branding efforts.

### Responsible Parties:

- Tourism Committee

### Expected Outcome:

- Increased recognition of Monteagle as a must-visit destination.
  - Higher engagement on digital platforms.
  - Stronger local business participation in tourism efforts.
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## 2. Regional Collaboration & Resource Sharing for Imagine Monteagle

### Action Steps:

- Partner with **Tennessee's South Cumberland Tourism Partnership** and surrounding **communities** to share best practices.
- Develop a **joint tourism strategy** to maximize regional strengths.
- Establish a **cross-community events calendar** to coordinate festivals and activities.
- Pursue **grants or funding opportunities** for collaborative projects.

**Responsible Parties:**

- Tourism Committee
- Grant Committee

**Expected Outcome:**

- Stronger regional brand identity.
- Efficient use of shared resources.
- Increased visitor stays and economic impact.

### **3. Economic Development & Tourism Alignment for Imagine Monteagle**

**Action Steps:**

- Work with the **Economic Development Committee** to ensure tourism efforts support business growth.
- Encourage the development of **new lodging, dining, and recreational activities**.
- Support **local entrepreneurs** in creating tourism-related businesses.
- Identify and promote **underutilized assets** for tourism, such as historic sites and trails.

**Responsible Parties:**

- Economic Development Committee
- Tourism Committee

**Expected Outcome:**

- A sustainable economic model where tourism supports local businesses.
- Increased business investment in the town.
- Diversified tourism offerings.

### **4. Imagine Monteagle Community Events & Cultural Attractions**

**Action Steps:**

- Organize **special events** (concerts, vendor fairs, historical reenactments, art festivals).
- Create **signature annual events** that attract visitors while benefiting residents.
- Support the development of **cultural and educational programming**.
- Partner with artists and creatives to **enhance local attractions** with public art and storytelling.

**Responsible Parties:**

- Tourism Committee

**Expected Outcome:**

- A vibrant events calendar that attracts both residents and visitors.
  - Cultural enrichment and local pride.
  - Increased overnight stays and tourism revenue.
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**5. Beautification & Wayfinding for Imagine Monteagle****Action Steps:**

- Work with the **Beautification Committee** to enhance public spaces.
- Install **kiosks, plaques, and public art** in key locations.
- Improve **signage and wayfinding** to help visitors navigate Monteagle.
- Work with the **City Council** to adopt sign ordinances for aesthetic consistency.

**Responsible Parties:**

- Beautification Committee
- Tourism Committee

**Expected Outcome:**

- A more visually appealing town that reflects Monteagle's charm.
  - Easier navigation for visitors.
  - Increased community pride and engagement.
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**6. Advocacy, Grants, & Policy Support for Imagine Monteagle****Action Steps:**

- Present tourism strategies to **elected officials** to ensure alignment with municipal planning.
- Advocate for **infrastructure improvements** that benefit both residents and visitors.
- Support **policies that protect natural and historic assets** while encouraging sustainable tourism.
- Work with the **Grant Committee** to secure funding for tourism-related projects.

**Responsible Parties:**

- Tourism Committee
- Grant Committee
- Economic Development Committee

**Expected Outcome:**

- Stronger municipal backing for tourism initiatives.
  - Sustainable policies that balance growth and preservation.
  - Increased grant funding for tourism development.
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## **Final Notes:**

- **Timeline:** Implement strategies over a 12-24 month period, with quarterly progress reviews.
  - **Measurement:** Track success using visitor data, business growth metrics, and resident feedback.
  - **Sustainability:** Ensure all tourism initiatives contribute positively to Monteagle's long-term well-being.
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