

# Cheatham County Tourism Product

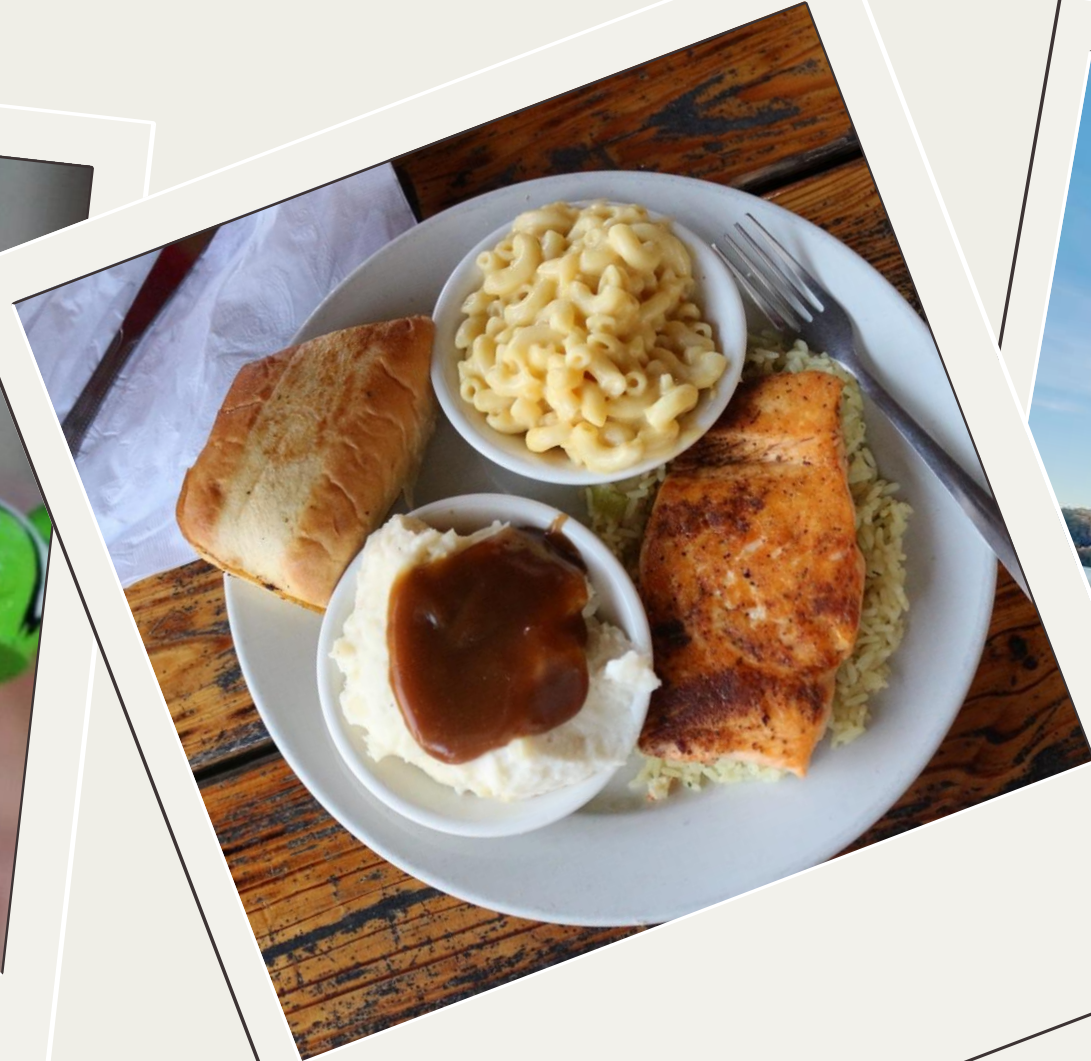
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OUR CONCEPT TO UNIFY TOURISM

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# Our Experience





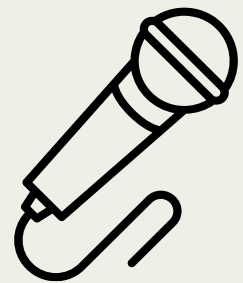
# Insight From Locals

***“I like the small-town effect, but I also want other people to experience what it’s like.”***

***- Cheatham County Librarian***



*Businesses are actively trying to engage their community and tourists.*



*Many of these include live music*



# Interview Takeaways

**“I have a seven-year-old son... he has nothing else to do besides go to friends’ houses and play sports, and he’s always talking about how he’s super bored.”**

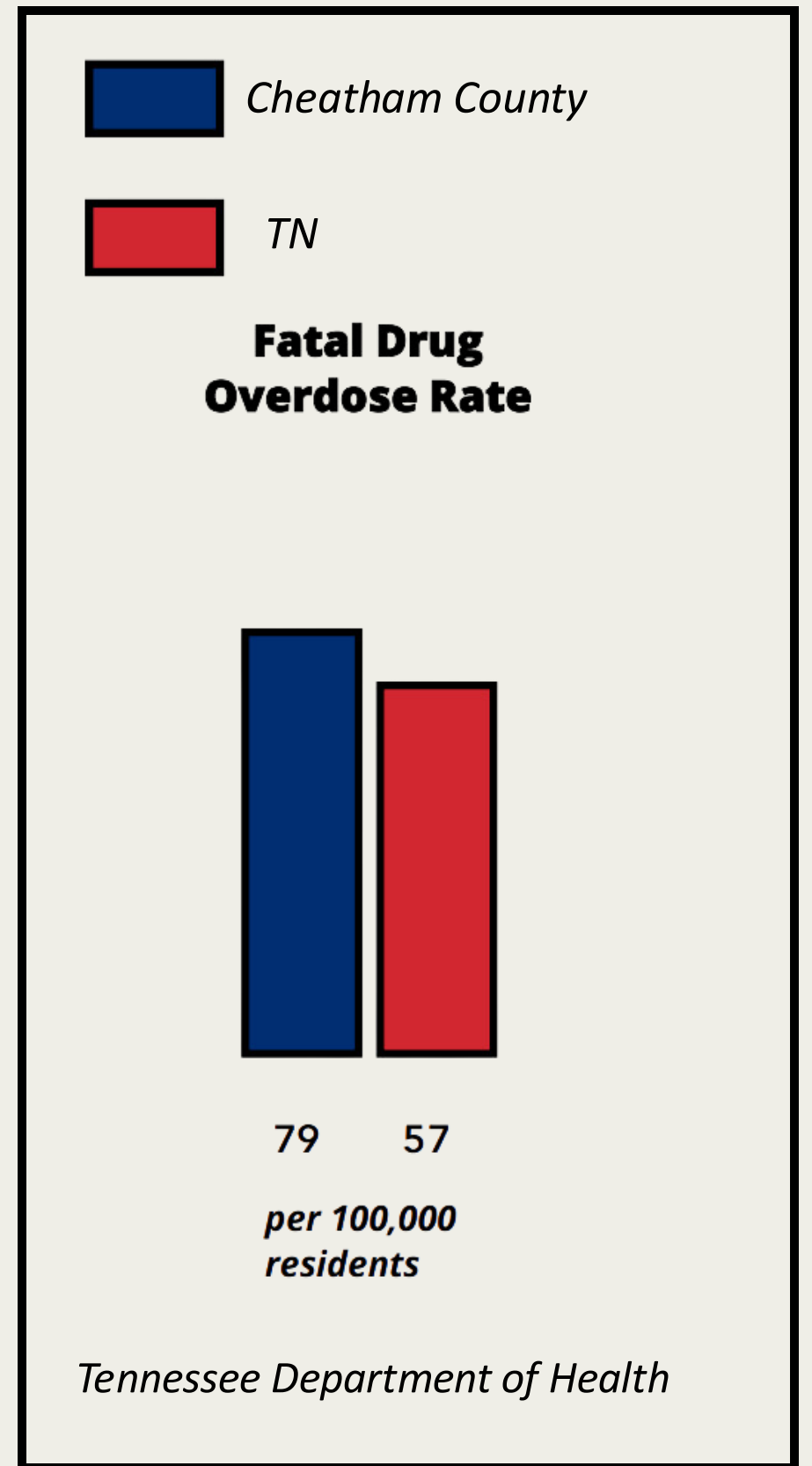
**- Waiter at Sidelines Grill**



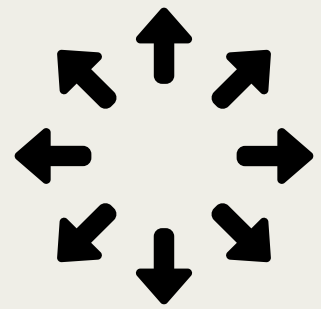
*Small Businesses are struggling with rent, and the Chamber of Commerce fee can be a lot for some.*



*Events specifically tailored for children and families are in demand.*



# County Identity



*There is a desire for stronger county-wide community connections rather than individual city-focused identities.*

**“No, and it should be. You know, it really should be.**

**Create a community first, then drive the tourism”**

**-Local Business Owner**







**A tourism alliance for small businesses aimed at creating unified county-wide tourism experiences.**

1. Unite Cheatham County

、 2. Tourism Comes Naturally



***"Meet Cheatham County"***  
Inspiration



# Year Round Events




There will be four main events in each of Cheatham Counties main cities

Each of these events will be held at different times of the year.

Some will be seasonal, others will be year-round







Community Park Veterans Memorial 2501,  
Pleasant View Rd, Pleasant View, TN 37146

10-12 JANUARY 2025



# WINTER FESTIVAL

*Celebrate with us*

**START 10:00 / FREE ENTRY**

Live music, dancing, warm treats,  
winter sports





YOU'RE INVITED TO

# EASTER EGG HUNT

9 APRIL | 12:00

308 HWY 70 EAST/ LAKEVIEW  
DRIVE, PEGRAM, TN 37143





Cheatham County Presents

# ★ RODEO ★

NIGHT SHOW



**8-10 AUG, 2025**

Starts at 6:00 pm to 9:00 pm  
175 Old Cumberland St, Ashland  
City 37015





KINDLY  
JOIN US FOR A

# *Merry* & Bright

CHRISTMAS TREE LIGHTING  
HOLIDAY PARTY

DEC | **1ST** | 6 PM

501 PARK ST, KINGSTON  
SPRINGS, TN 37082





# Rotating Events

Let's Celebrate

## Valentine's Gala

You're invited for some holiday cheer to our Valentine's party night!

**FEB 12** | 501 Park St, Kingston Springs, TN 37082 | **1:30 PM**

Featuring local art created from children in surrounding schools



## SPRING FEST PARADE

**MAY 2025**

123 Anywhere St, Any City

Everyone is cordially invited

Featuring parade floats created by local schools, and live music from highschool marching bands




## 4TH OF JULY

HAPPY INDEPENDENCE DAY

**CHEATHAM COUNTY**

**FRIDAY, 04 JULY 2025**

123 ANYWHERE STREET



CHEATHAM COUNTY PRESENTS

## PUMPKIN PARADE

**OCTOBER 25**  
STARTS AT 10 AM

PARADE | COSTUME CONTEST | CANDY | PRIZES

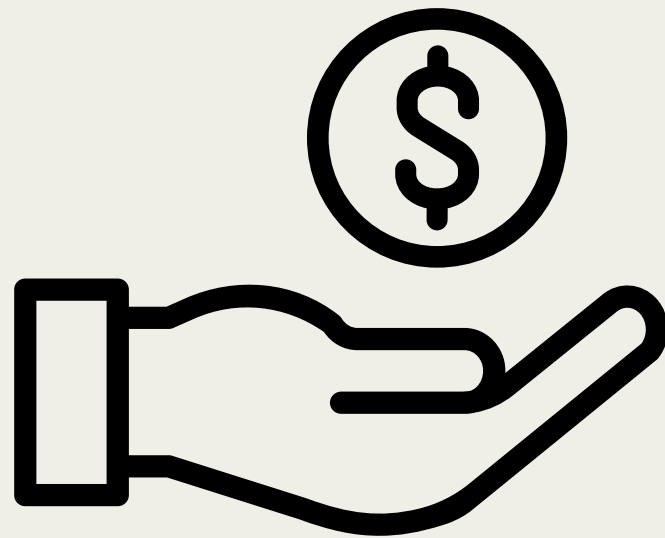
123 ANYWHERE ST., ANY CITY





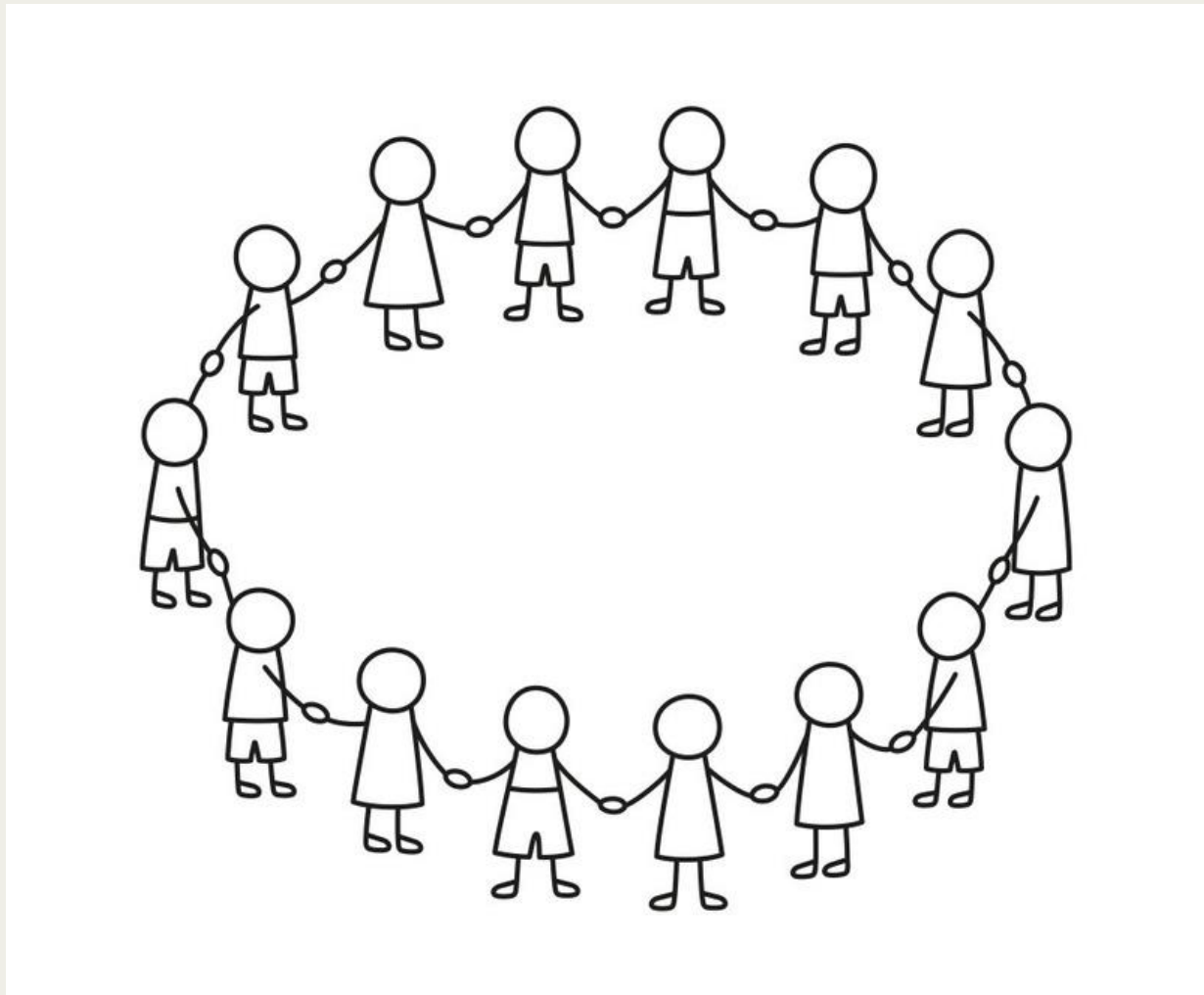
# Financial Considerations:

- Acknowledge Budget Constraints
- Cost-Free Spaces
- Benefits of Free Alliance Membership
- Revenue-Generating Ideas
- Involve Local Schools





# School Volunteer Involvement



- Engage High School Clubs & Organizations:
- School Departments and Classes:
- Volunteer Program for Younger Students
- Incorporate Educational Components:
- Recognition and Incentives for Volunteers
- Possible Annual Tradition

# Instagram and Facebook Promotion

- Point out the important aspects of the town, such as local businesses, community events, and more.
- Share photos and videos to advertise the town's character and attractions.
- It also helps residents by giving them a concentrated place to come to when they want to check in on the projects happening in the community. With a little more communication, it gives the community the opportunity to be presented to topics that are relevant, timely, and potentially be planned so you can start to build a better community for your residents.





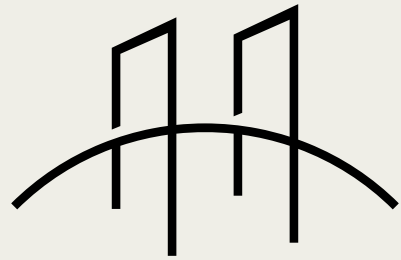
Meet Cheatham  
County Posts



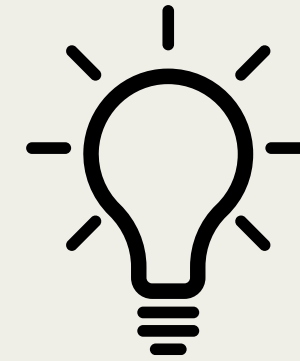
paid advertisements



# Meet Cheatham County



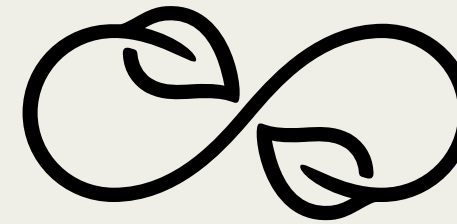
Bridge the gap



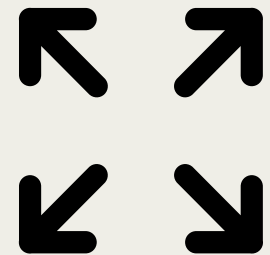
Solve Key Challenges



Celebrate small-town charm



Ensure sustainability



Expand the concept



# Our Time in Cheatham County

