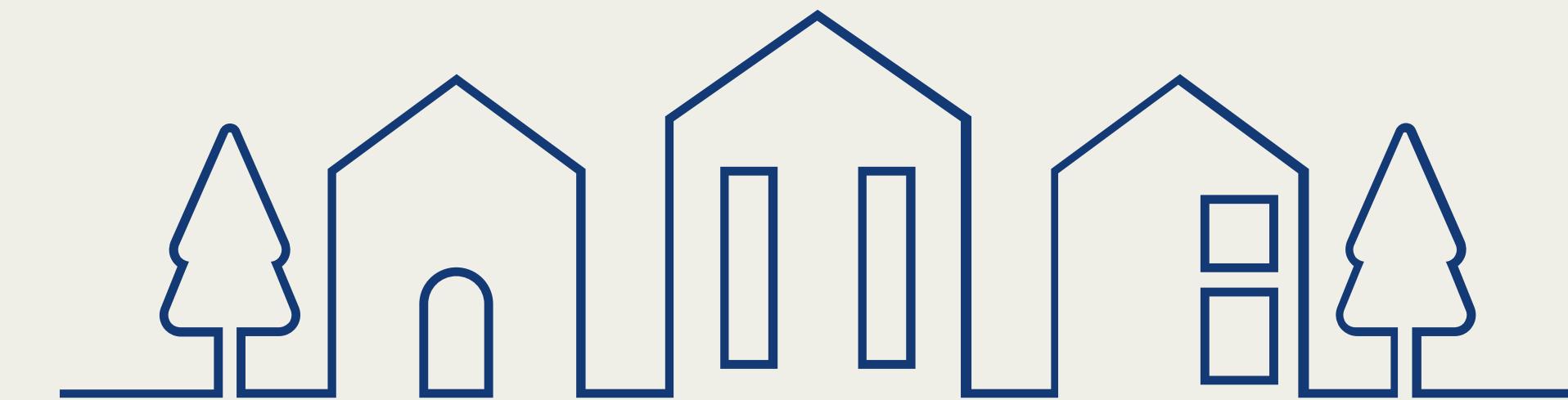


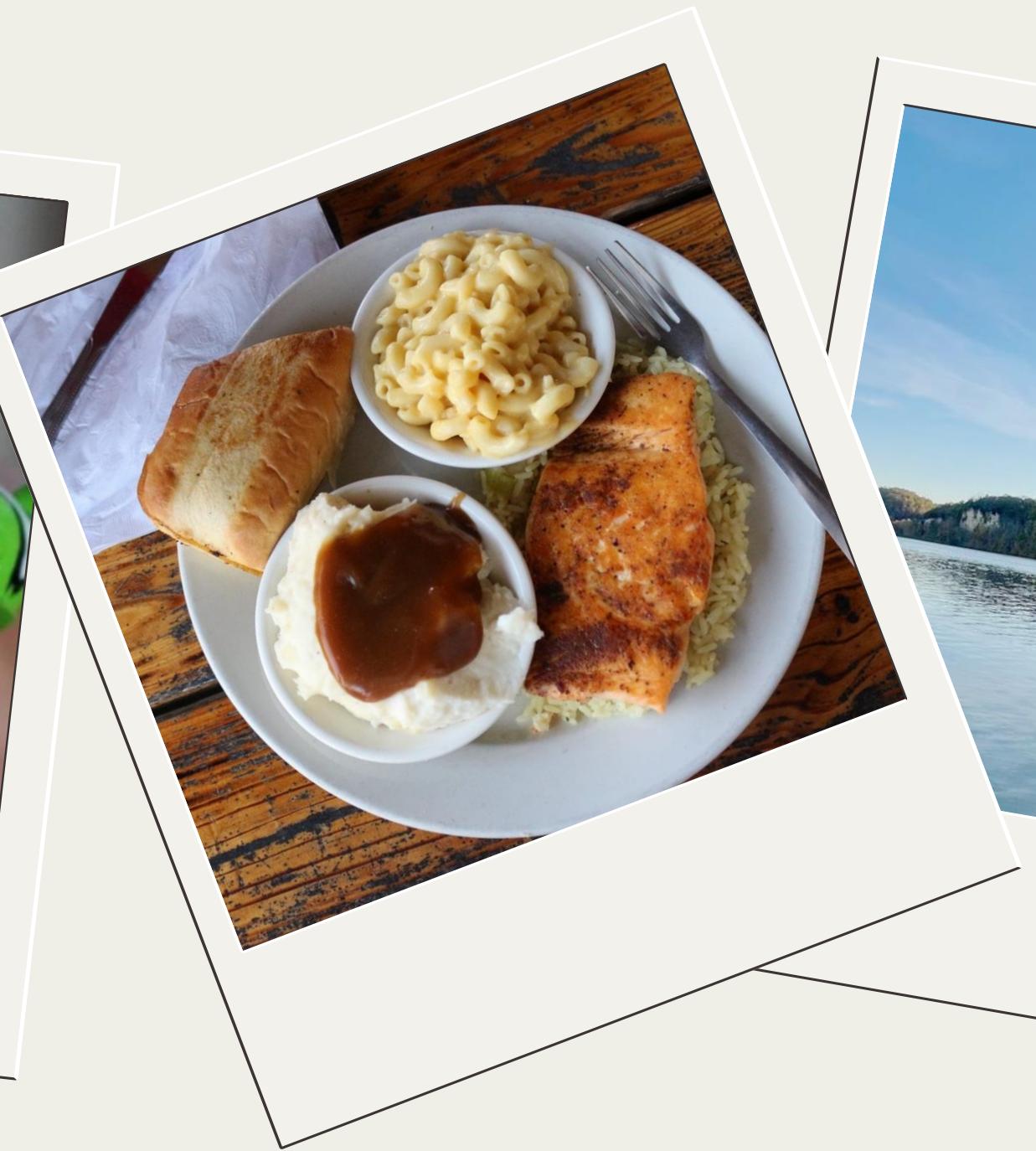
# Cheatham County Tourism Product

## OUR CONCEPT TO UNIFY TOURISM

By Alissa Lemasters, Brianna Vilayphanh, Gabe Soundara, Elizabeth  
Donaghey, Tara Pickel,



# Our Experience



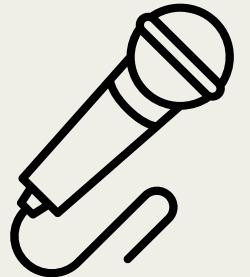
# Insight From Locals

***"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.”**

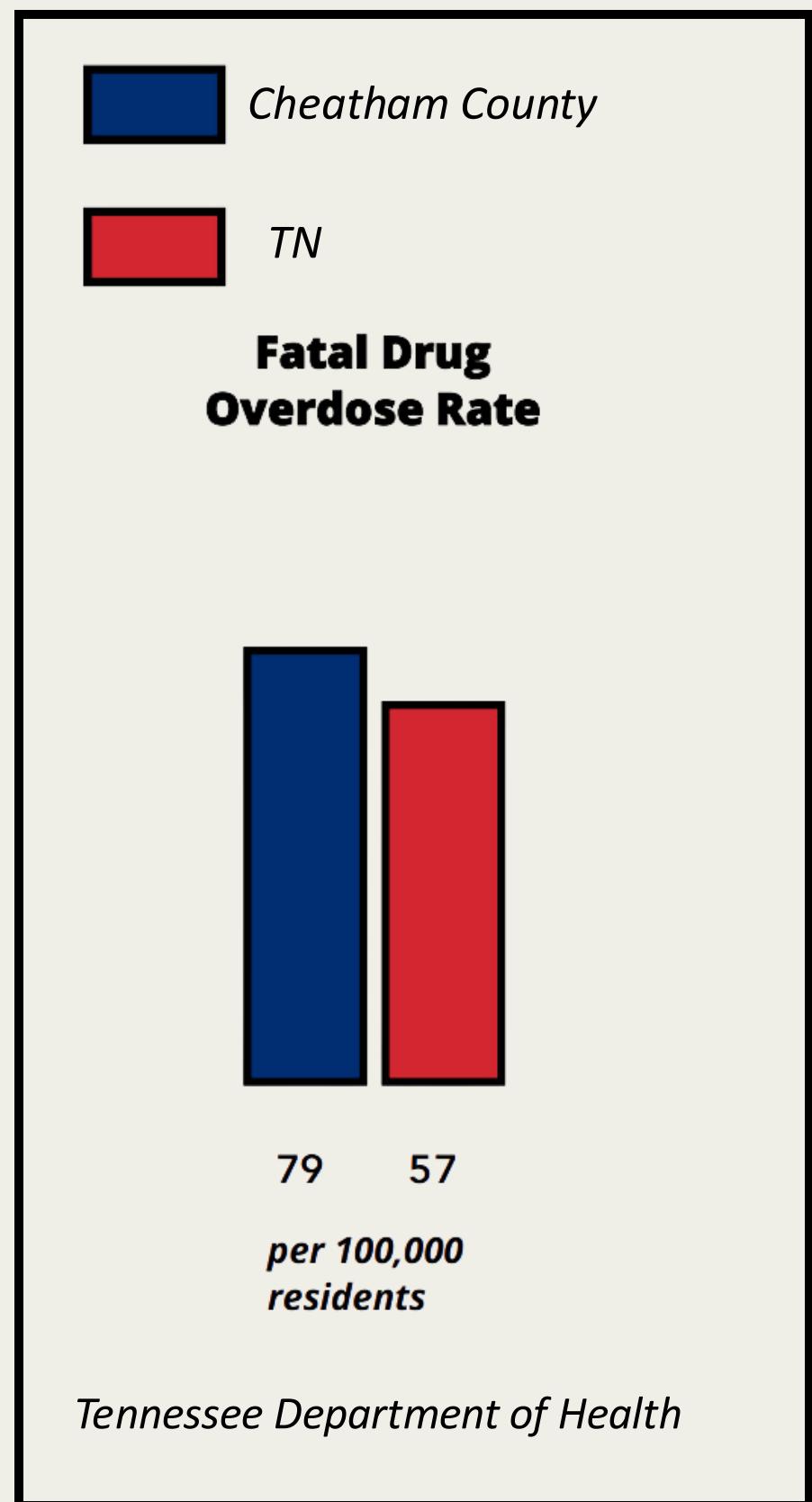
- Waiter at Sidelines Grill



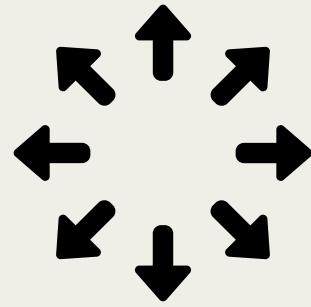
*Small Businesses are struggling with rent, and the Chamber of Commerce fee can be a lot for some.*



*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.**

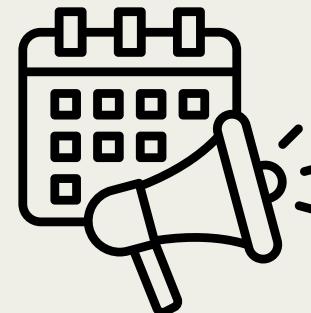
1. Unite Cheatham County

2. Tourism Comes Naturally



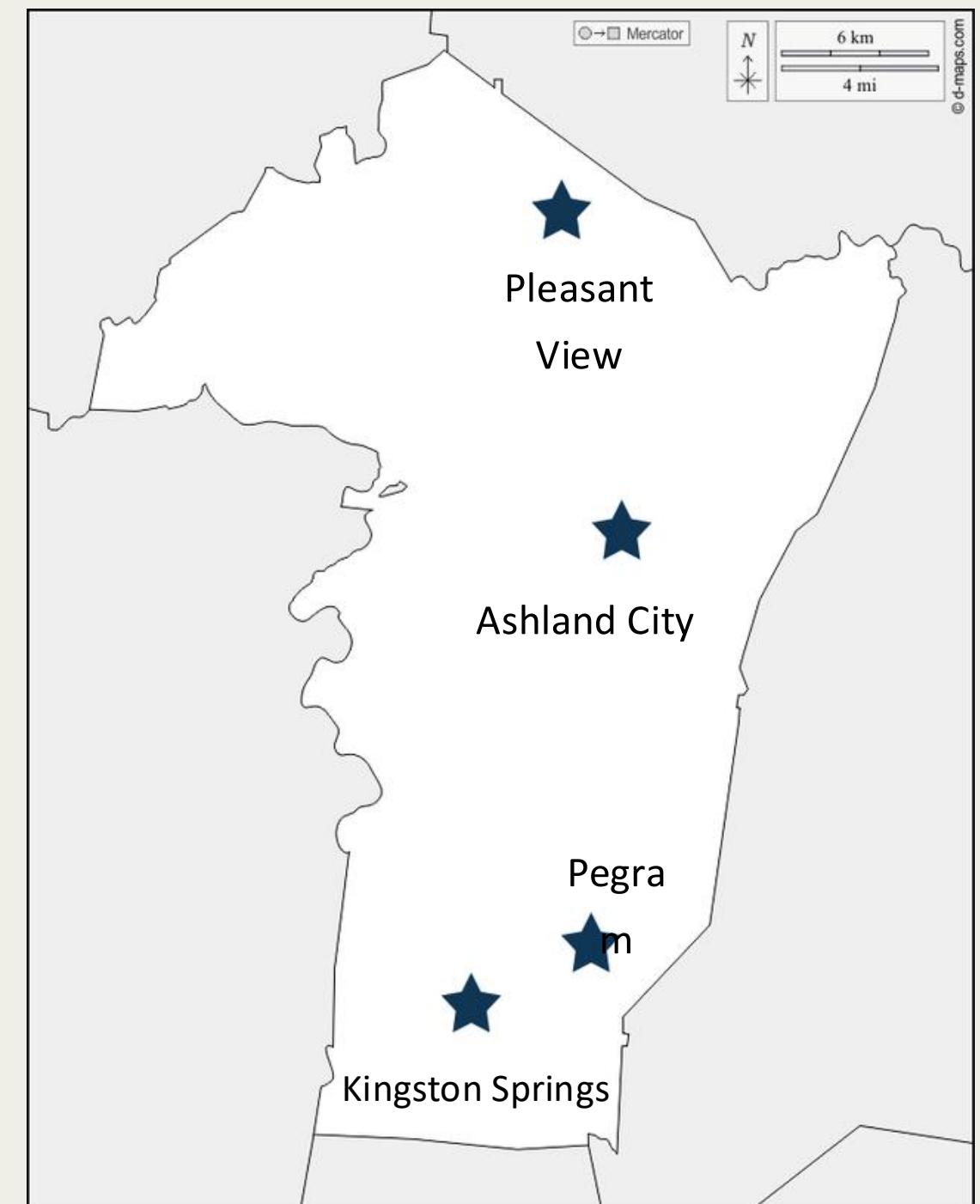
***“Meet Cheatham County”***  
Inspiration

# 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



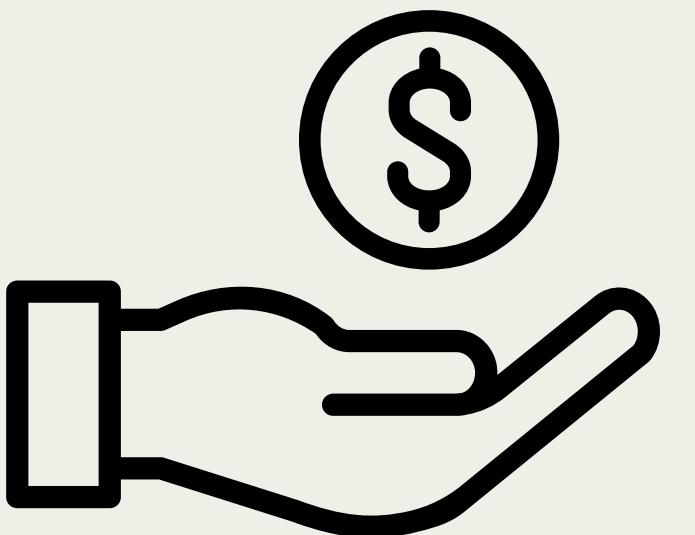
# Rotating

## Events

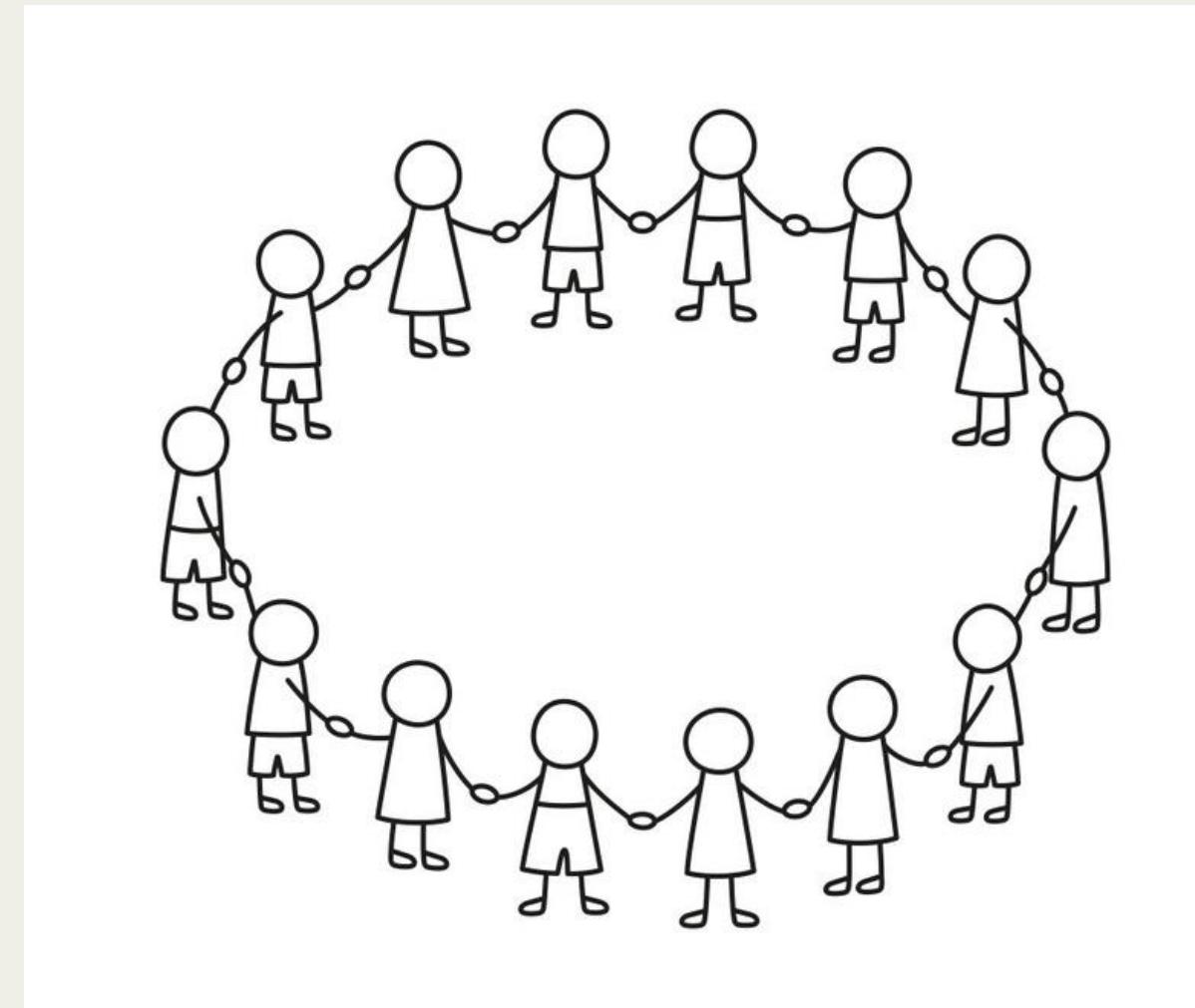


# Financial Considerations:

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



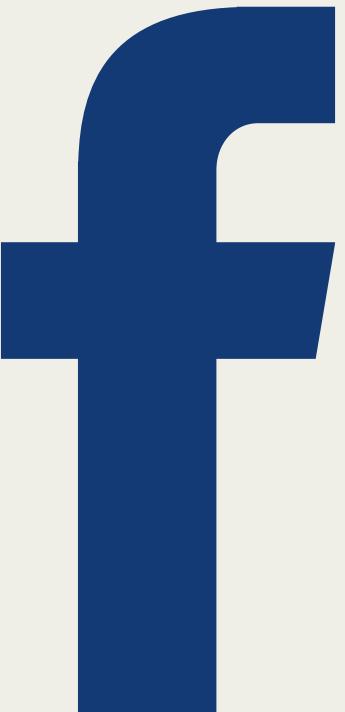
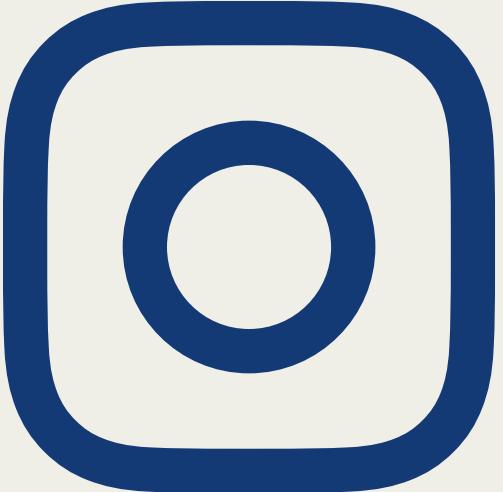
# School Volunteer Involvement



- 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



Cheathamcounty  
Sponsored • 6

Join us to explore Ashland City with festive cheer. Discover the charm of Ashland City with its historic downtown, local businesses, attractions, delicious dining, and more.



**SMALL TOWN VIBES**

DISCOVER ASHLAND CITY

support our local businesses at [www.meetchetham.org](http://www.meetchetham.org)

[www.meetchetham.org](http://www.meetchetham.org) #Cheathamcounty

Shop Now

62 2 Comments 10 Shares

Like Comment Share

Cheathamcounty  
Sponsored • 6

Join us to explore Ashland City with festive cheer. Discover the charm of Ashland City with its historic downtown, local businesses, attractions, delicious dining, and more.



Your small business here!

[www.meetchetham.org](http://www.meetchetham.org) #Cheathamcounty

Shop Now

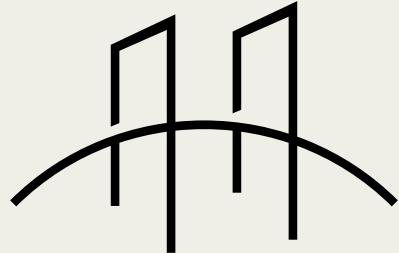
62 2 Comments 10 Shares

Like Comment Share

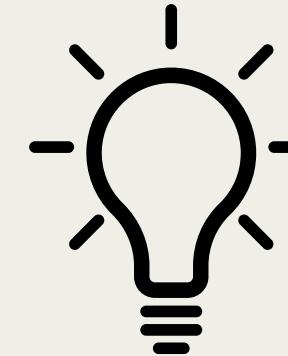
paid advertisements



# Meet Cheatham County



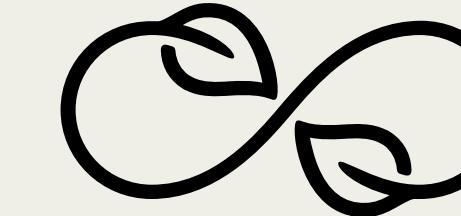
Bridge the gap



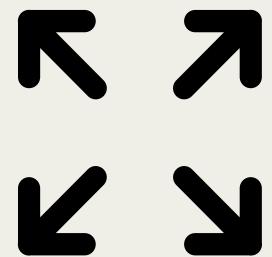
Solve Key Challenges



Celebrate small-town charm



Ensure sustainability



Expand the concept

# Our Time in Cheatham County

