

Category	Message or Action	Actions	Multiple Votes	WIP	TOP VOTE GETTERS	Next Steps (incremental to TN DT Grant project work)
EV	Message	We're doing this WITH you, not FOR you	X		INCORPORATE (5)	Partner with City Council on.....
Design	Action	Message historic signs, gateway signs, wayfinding, 58/25/63 signs, in town signs, business signs, etc.	X	X	ALREADY GAPPENING :-)	Ecosystem (TN DT lead)
EV	Action	Inventory current lots, buildings, interested business owners, residents, building conditions, etc.	X		7	Asset & infrastructure inventory (TN DT to lead)
Organization	Action	Build a Gap Ecosystem of partners (WHO we should be working with; we're missing out on some people)			6	2023 Fundraising Plan? -- part of January 2023 meeting (Guardians lead)
Design	Action	Townwide wifi	X		5	
Design	Action	"I'd love this space even more if..." bulletin board PLUS "we are a (blank) town" -- asseess identity			5	
Organization	Action	Data Collection (sales tax data, etc.)			3	
Design	Action	Incubator business area; coworking area	X		3	
Promotion	Action	Love Letters to Cumberland Gap	X		3	
Promotion	Action	Bring back the walking tour			3	
Organization	Action	Partnershps - neighboring communities, utilities, churches, colleges, parks, businesses, civic groups, business partners (e.g., Sysco), etc.	X		Part of Ecosystem	
Organization	Message	TN DT is not a "one and done" project; it's ongoing for a very long time ( a program)				
Organization	Message	Continue all the events we're doing				
Organization	Action	Volunteer Recognition				
Organization	Action	Zip Code Collection at the booth				
Organization	Action (Natalie)	Find out who the national, city, or local preservation officer is for the Gap, a preservation community?, preservation tools, etc.? (Kitty Dogood was referenced)				
Organization	Action	Use volunteer development worksheet within GOTG Board				
Organization	Message	Board members need to be willing to chair (activities, events, etc.)				
Organization	Action	Fundraising strategy laid out for the year				
Organization	Action	Hire professionals for image, image build activity, invest in beautification				
Organization	Action	Volunteers: need short term assignments, recognize, take pictures				
Design	Action	Create new areas in town, some very kid focused				
Design	Action	New tourism website; help each business create their own	X	X		
Design	Action	Print Main Street Approach Design Handbook				
Design	Action (Natalie)	SHPO / NPS - find out who our state historic preservation rep is (maybe Kelly Reed?) and what we need to do with these people				
Design	Action	Create and maintain a grant calendar (what, when, what purpose, final report tracking)				
Design	Action	Add GOTG and SC personnel to all town committees (e.g., P&Z, Historic)				
Design	Action	Pop up space for vendors to sign up and use (alley, first 7-8 vendors, dedicated space)				
Design	Action	Donate button on the website				
Organization	Action	Strategic Plan for GOTG/Tourism				
Organization	Message	Build on what we already have (CG is a pear that needs polishing; not replacing)				
EV	Message	Healthy development of the town				
EV	Message	Create community buy-in, ownership				
EV	Message	For every \$1 invested, a town can see a \$30 ROI (example case study)				
EV	Action	Referesh national register of historic places & pull in more contributing structures (MTSU?)				

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EV	Action	Ask Bridget Jones for help - chase down Mltch Loomis - East TN Development District representative - we need better support (no response, plays favorites, etc.)				
EV	Action	Make plans to pursue DT Development Grant - must have an active "Design" Committee to apply (is it a new committee? Neal thinks it might not be P&Z)				
EV	Action	Find brick & mortar grants; assistance and money				
EV	Action	Use QR code advertisements for empty spaces - do you see yourself here? want to rent this space? use QR code to get more info!				
Promotion	Action	Special mailing to property owners (not renters) re our project needs, wants, etc.; Property owner newsletters	X			
Promotion	Message	We're a (fill in the blank) town (trail? historic? adventure? gateway to the west, to fun, the original gateway... like the original trail town... let us be your gateway); set this up as a booth and let people fill in the blanks. Let people know who we are and what we're all about.				
Promotion	Message	Testimonials - collect them at our events				
Promotion	Action	Create window clings that would promote - like peppermint trail in Knoxville				
Promotion	Action	Newsletters -- create and distribute to post offices, reatros, doctors, banks, libraries, etc.				
Promotion	Message	We need to know our uniqueness and stick with it!				
Promotion	Action	Yard signs - I heart Cumberland Gap				
Promotion	Message	80% of shoppers are women				
Promotion	Message	Try to do cooperative promotions as much as possible - across businesses & jointly with businesses				
Promotion	Message	Churches, civic groups, etc. are critical				
Promotion	Message	Engage all ages				
Promotion	Message	Celebrate current residents, (inc. on sm), have local resident activities, recognition, etc.	X			
Promotion	Message	Make all people feel welcome				
Promotion	Action	Guns & Hoses chili cookoff and XGames (T.Fuson idea)				
Promotion	Action	Make Barkalay marathon documentation				
Promotion	Action	Get a tag line like Base Camp Wartburg (e.g., "Let us be your gateway")				
Promotion	Action	Feature board members & volunteers on SM, not just events				
Promotion	Action	Press release on Guardians organization with a donation request				
Promotion	Action	Wine About Winter (like Sip & Stroll)				
Promotion	Action	Dom ore to interact with event attendees AFTER the event				
Promotion	Action	Market our organization, not just the town				
Promotion	Action	Create a reason to visit				
Promotion	Action	Target younger people for Guardians members				