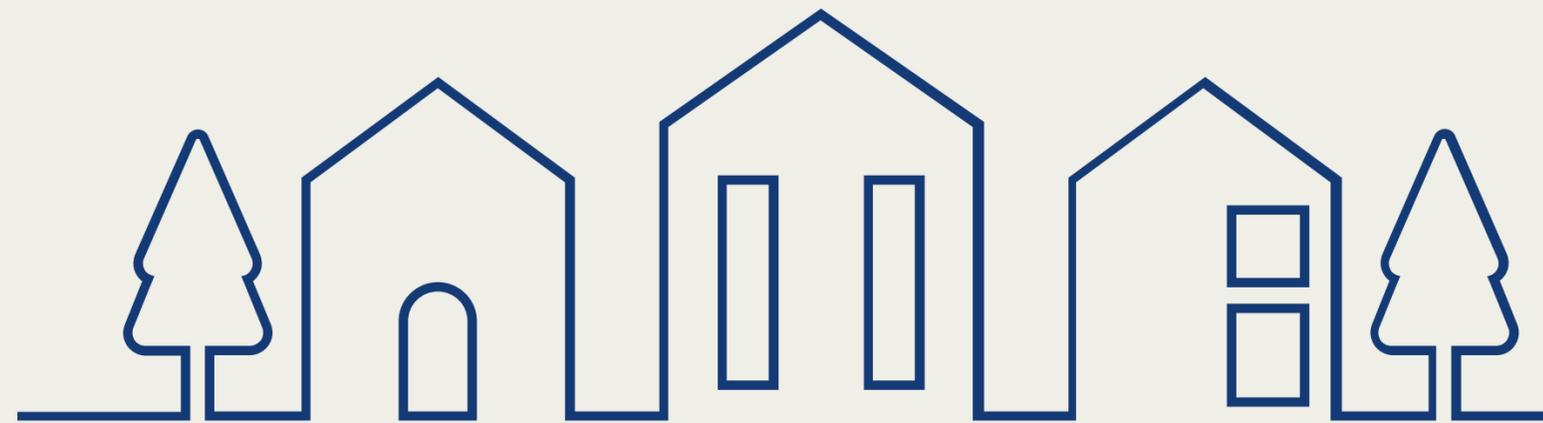


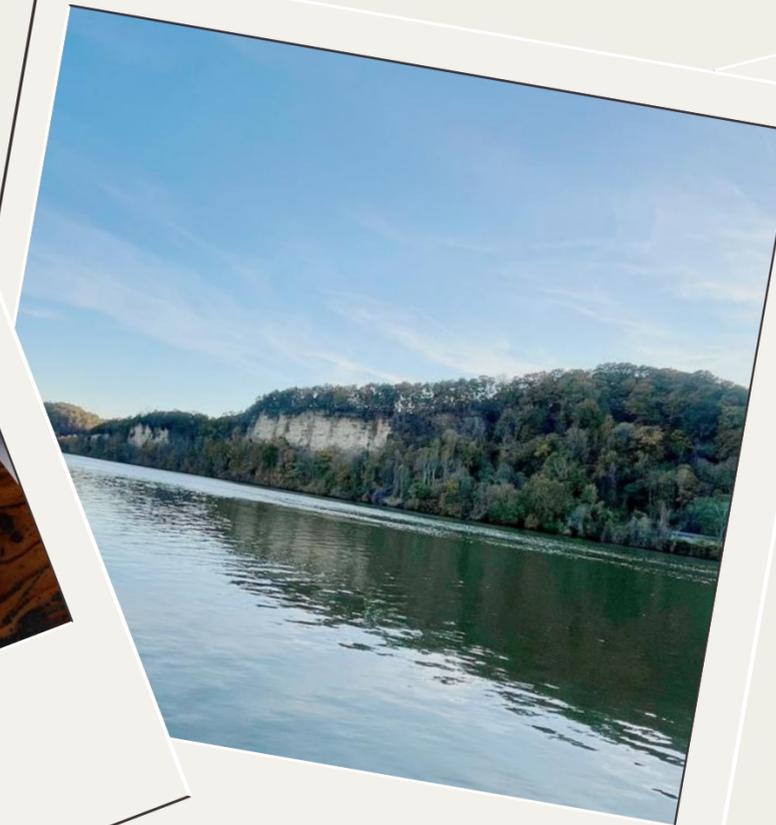
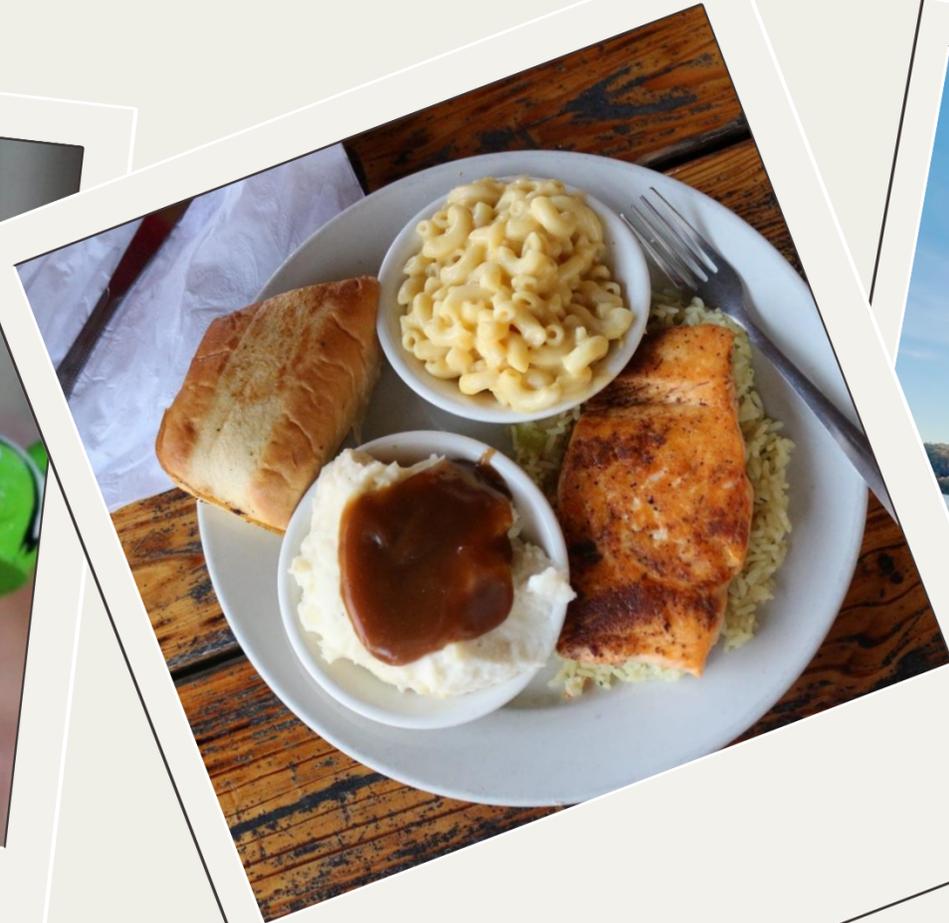
Cheatham County Tourism Product

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.”

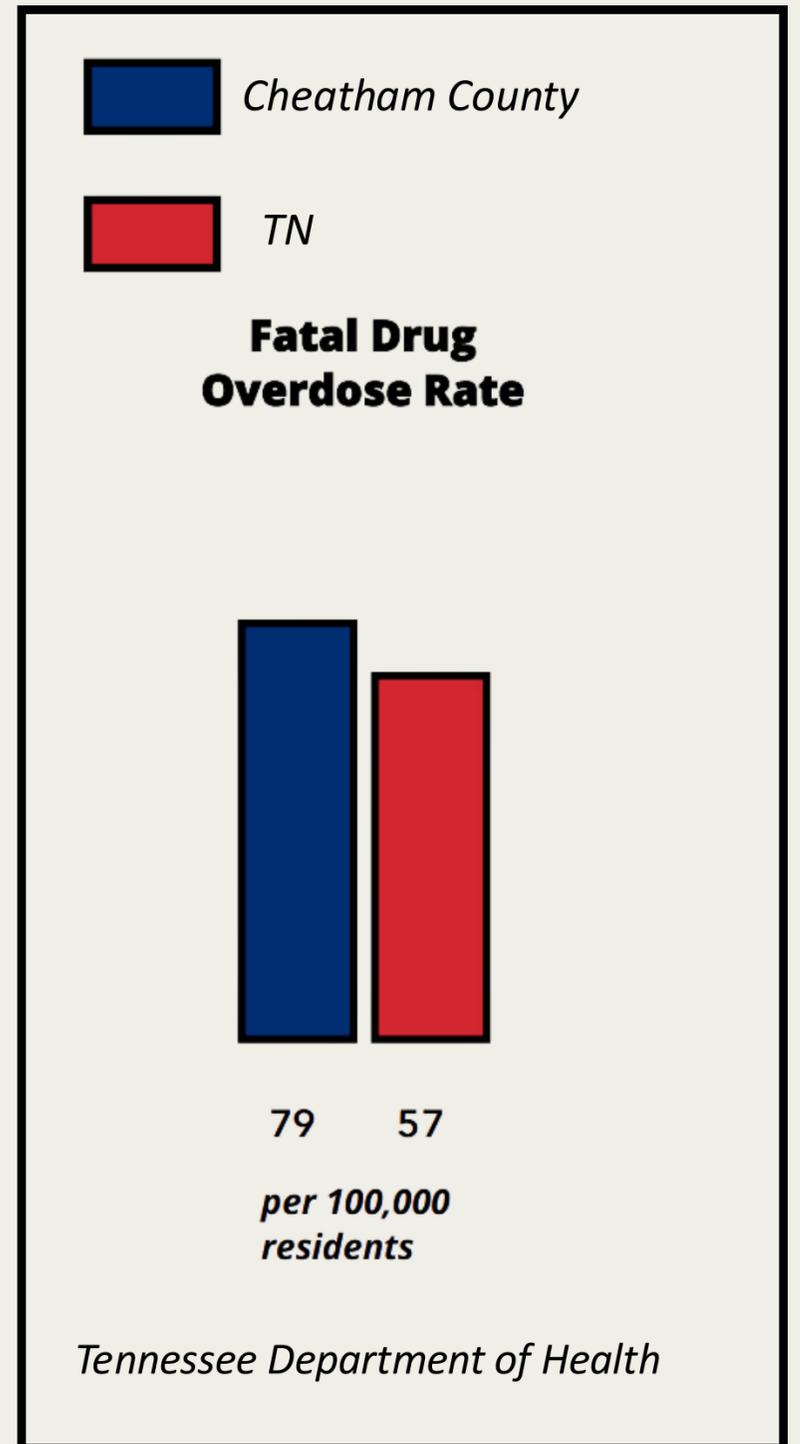
- Waiter at Sidelines Grill



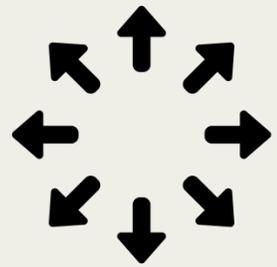
Small Businesses are struggling with rent, and the Chamber of Commerce fee can be a lot for some.



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

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

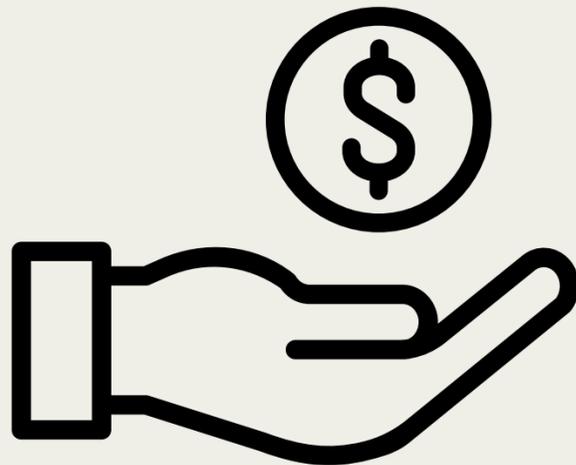
PARADE | COSTUME CONTEST | CANDY | PRIZES

123 ANYWHERE ST., ANY CITY

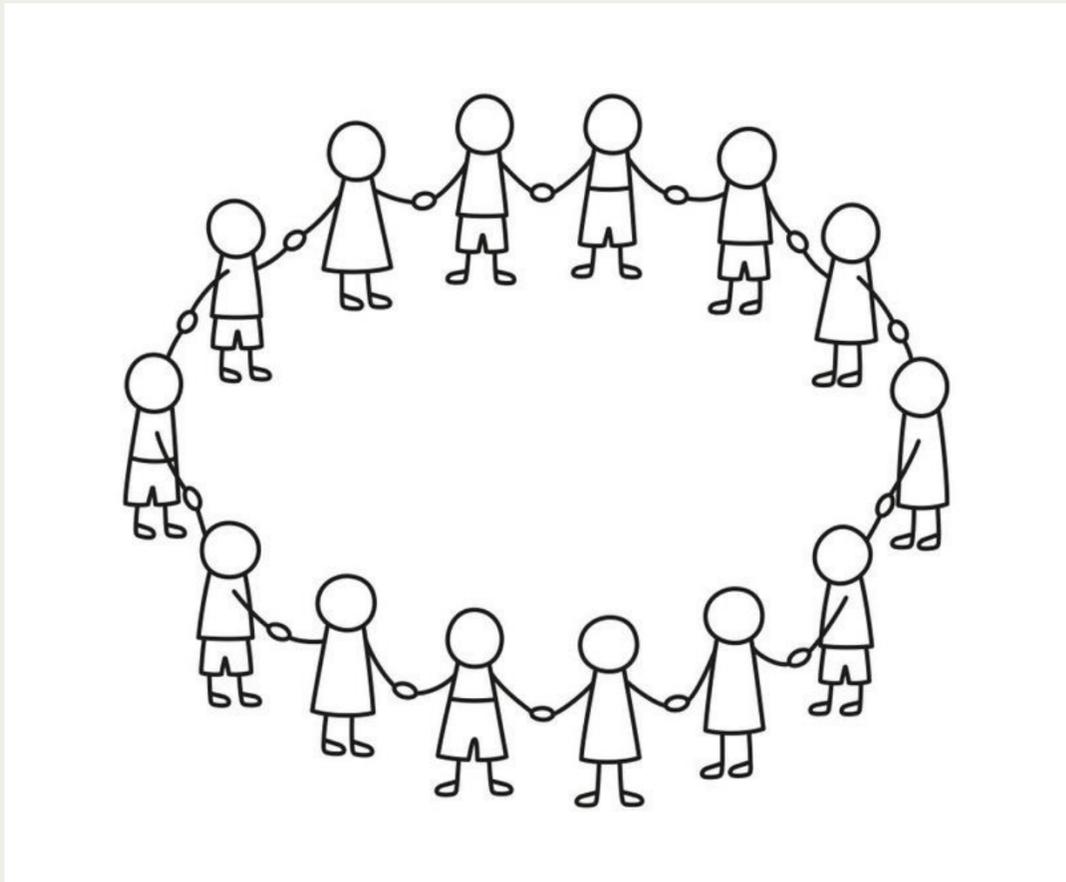


Financial Considerations:

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



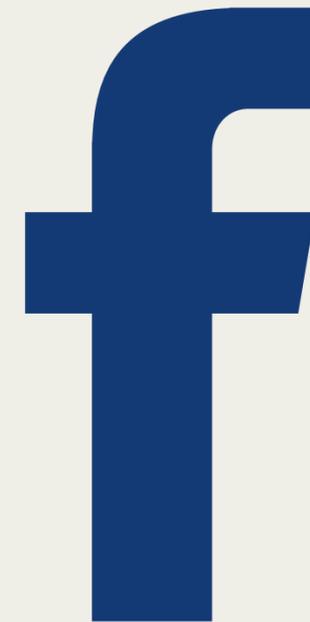
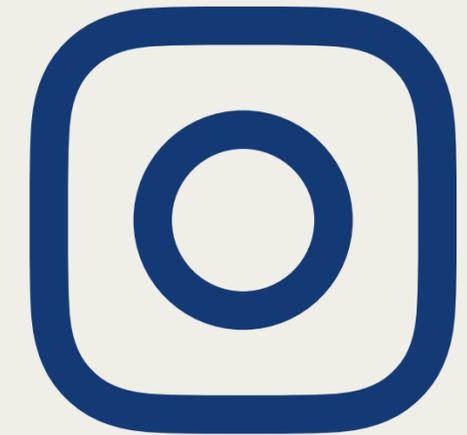
School Volunteer Involvement

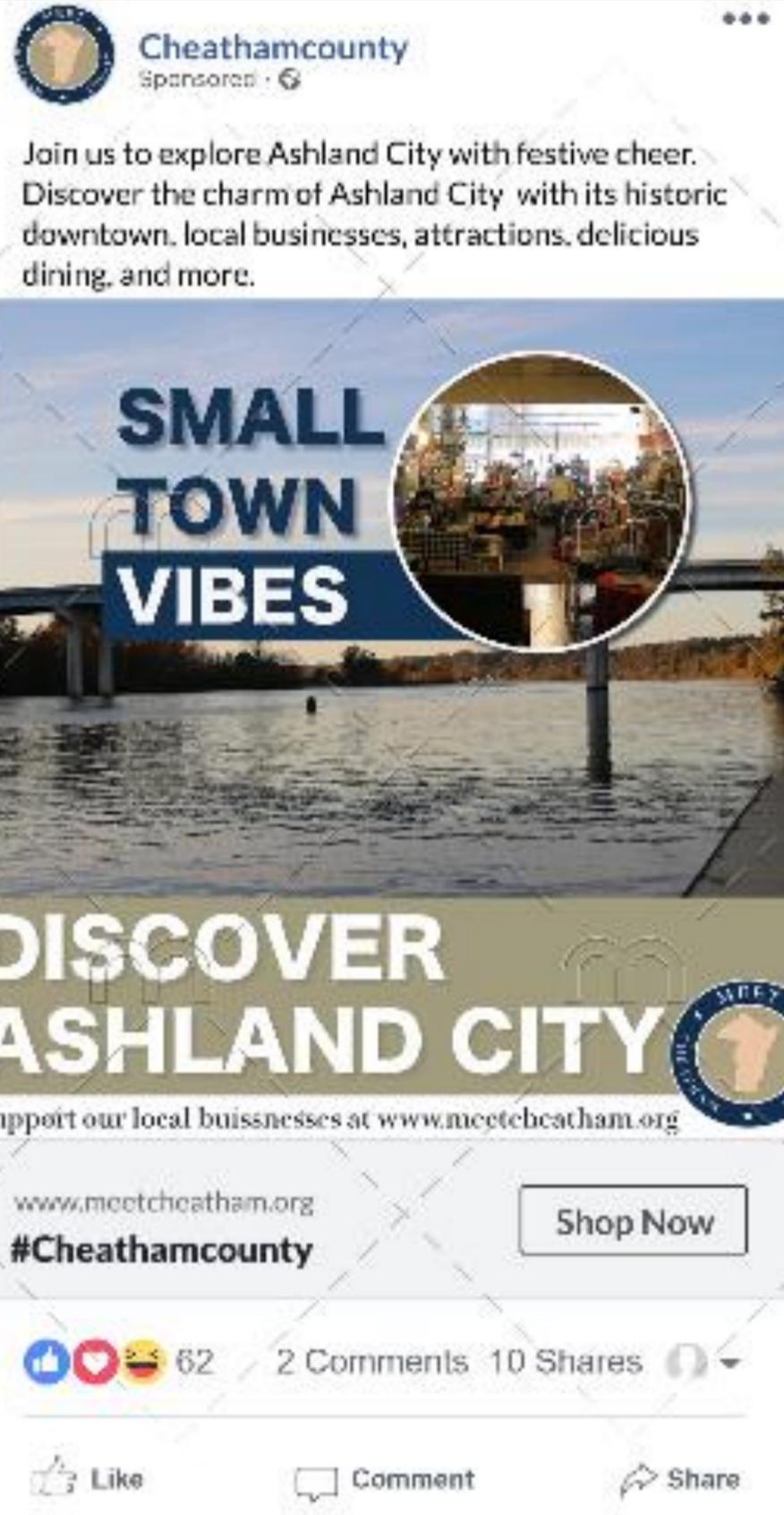


- Engage High School Clubs & Organizations:
- School Departments and Classes:
- Volunteer Program for Younger Students
- Incorporate Educational Components:
- Recognition and Incentives for Volunteers
- Possible Annual Tradition

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.





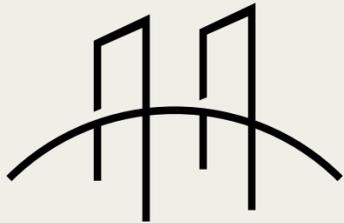
Meet Cheatham
County Posts



paid advertisements



Meet Cheatham County



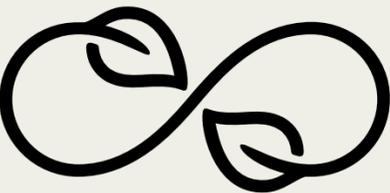
Bridge the gap



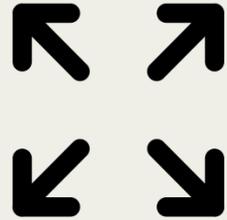
Solve Key Challenges



Celebrate small-town charm



Ensure sustainability



Expand the concept

Our Time in Cheatham County

