

Implementation Strategy & Action Plan

Strategies\Timeframes	2013	2013-2014	2015-2020
Deploying the Message: Marketing & Image Building	Adopt the brand identity system. Launch LoftyandDeep.com web page. Track website traffic using Google Analytics.	Develop targeted print material handouts. Launch the brand in the latest Rutherford County tourism publication. Implement the 'made fresh, made local, making memories' tag system. Host an annual marketing summit.	Contemplate a comprehensive cooperative ad system in regional media. Continue to update print pieces on an annual basis.
Building Critical Mass: Sustainable Growth	Continue to gather a "Young Professionals" group. Continue to work with Rutherford County on expanding broadband access. Develop a "Living in Lake Lure" marketing piece. Create a temporary gallery space. Explore ways to foster investment in Town Center.	Explore "Lone Wolf" office catalyst. Explore more permanent public gallery space.	Cooperate to develop the first residential project in Town Center. Explore a meeting facility in Lake Lure.
Inviting the Visitor: Physical Environment	Remove excess signage throughout both communities. Partner with Rutherford County TDA on countywide wayfinding plan.	Invest in new signs and replace remaining signs as appropriate. Initiate demonstration wayfinding project in both communities. Complete the Flowering Bridge project.	Implement community wayfinding plan. Use visitor kiosks to tie together signage system with marketing collateral.
Preparing for the Future: Organizational Strategy	The Town of Lake Lure should form a development association. Explore partnership with NCDOT Office of Urban Development. Initiate the "HeART of Hospitality" initiative. Present plan to the Rutherford County Board, TDA board, EDA board, and other partners.	Contemplate an economic development advisor. Continually reexamine policies related to lake use. Host an annual leadership roundtable. Develop a series of tools to encourage "front line" participation and knowledge of efforts in each community.	Explore ways to foster downtown investment. Strengthen relationships among community partners.