



TOWN OF FARRAGUT  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
TOWN HALL BOARD ROOM  
WEDNESDAY, MAY 3, 2017  
8 AM

1. Call to order
2. Approval of Minutes
  - a. April 5, 2017
3. Town Marketing Strategy Report and Recommendations presented by Girl On the Roof
4. Status Updates
  - a. Town of Farragut
  - b. Farragut/West Knox Chamber of Commerce
  - c. Farragut Business Alliance
5. Any other Business
6. Adjournment

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MINUTES  
ECONOMIC DEVELOPMENT  
ADVISORY COMMITTEE  
APRIL 5, 2017  
8:00 AM

Committee Members Present:

Brandon Hackett, Pamela Milliken, Will Britt, Knick Myers, Naoko Blue, Jim Holladay, Carson Scott, Vice Mayor Ron Pinchok, David Smoak

Committee Members Absent:

Phil Dangel, Samuel French

Staff Present:

Sue Stuhl, Wendy Smith

Other:

Alderman Louise Povlin

Alderman Ron Williams

Julie Blaylock, Farragut/West Knox Chamber

Tim Williams, Farragut/West Knox Chamber

Steve Krempasky, Farragut Business Alliance

Call to Order

Chair Hackett called the meeting to order. A quorum was declared.

Approval of the Minutes

Mr. Britt moved to approve the March 1, 2017 minutes. Vice Mayor Pinchok seconded the motion. All voted in favor; motion passed.

Status Updates

a. **Town of Farragut:**

Vice Mayor Pinchok provided an update on the Tourism subcommittee:

- i. Tourism subcommittee has not met in several months, but at the last meeting the subcommittee received information that the Town was seeking to hire a firm to work on the marketing of the Town's branding campaign; the Town hired Girl on the Roof.

- ii. Girl on the Roof has presented Phase I and II, and Phases III and IV should be completed by May 1.
- iii. Vice Mayor Pinchok hopes to have a representative from Visit Knoxville attend the June EDAC meeting.
- iv. Feels it is important that this committee come up with a recommendation to staff and the Board of Mayor and Aldermen on what should be spent on marketing.

Vice Mayor Pinchok asked Alderman Louise Povlin to share her notes on the Tourism Society conference that she attended; Alderman Povlin and Alderman Williams shared their notes on the Tourism Conference.

Sue Stuhl stated that Girl on the Roof presented Phase I and some of Phase II. The Girl on the Roof contract deadline is September 15, 2017. Girl on the Roof and internal staff are currently working on:

- Campaign tagline or call to action for visitors and perspective businesses which will be different than the current tagline which is based toward residents
- New resident downloadable guide
- Getting Town events on other websites such as Trip Advisor
- Business landing page on Town website
- Social media expansion
- General plan for wayfinding signs off the interstate
- More signage on the greenway to make it as easy to navigate the greenways as possible
- Long range idea for a pedestrian walking tour

**b. Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock

- i. Eleven new members in March; three of those in Farragut
- ii. Five networking events in March; three of those in Farragut
- iii. Four ribbon cuttings in March; three of those in Farragut
- iv. Chamber intern featured Publix Farragut in the Who's Who column
- v. Helped promote the Venue at Lenoir City's Chamber Open House
- vi. Four networking events scheduled for April; two of those in Farragut
- vii. Three ribbon cuttings scheduled for April; two of those in Farragut
- viii. 135 attended the Randy Boyd event
- ix. New Member Orientation went well; approximately 50-60 were in attendance
- x. The Chamber Auction will be on May 12, 2017

**c. Farragut Business Alliance:** Presented by Mr. Krempasky

- i. Attended the Chamber ribbon cuttings in the Town of Farragut
- ii. Attended the Holy Cross networking event and the Farragut Museum networking event
- iii. Attended the Chamber New Member Orientation

- iv. Visited 30 different businesses
- v. Working on a mini-event that will be on July 8 in the West End Shopping Center
- vi. Getting ready for the Farragut Food and Wine Festival on May 5; only 45 VIB tickets left. Have 18 different sponsors for the event
- vii. 5-8% growth on social media; approximately 2,000 followers

**Any Other Business**

No other business was presented.

Mr. Myers moved to adjourn. Ms. Milliken seconded the motion. All voted in favor.

**Next meeting Wednesday, May 3, 2017 at 8 AM in the Town Hall Board Room.**



# PHASE 2: Strategy Report & Recommendations

April 24, 2017

presented by



# Full Project Approach

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To continue the expansion and implementation of the Farragut town brand, Girl on the Roof proposes a phased approach, as noted below, to achieve the following objectives:

## PROJECT OBJECTIVES

- **Expand the awareness and reach of the Farragut brand** as recognizable and desirable in the Knoxville area and region.
- **Strategically promote the Farragut brand** to visitors, prospective business owners, and potential new residents.
- **Encourage people to spend money in Farragut** (shop, play, dine, stay).
- **Promote the benefits** of starting or relocating a business in Farragut.
- **Empower** all Farragut residents and businesses to be **active brand ambassadors**.

## PHASED PROCESS

<b>1</b>	<b>DISCOVERY</b>	review & research current brand assessment audience insights
<b>2</b>	<b>STRATEGY</b>	message development marketing strategy development success metric determination
<b>3</b>	<b>PLANNING</b>	plan development project prioritization budget and timeline development
<b>4</b>	<b>EXECUTION</b>	<i>may include</i> social media, AdWords, print materials, video, etc. PR/media relations

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## Phase 2 (Strategy) Overview

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### PHASE 2 OBJECTIVES

- Develop **messaging** for the Town of Farragut.
- Categorize **strategic recommendations** from Phase 1.
- Assess viability of strategic recommendations, the human and financial resources required for each recommendation, and the agencies/individuals most suitable for their implementation.
- Prioritize recommendations and collaborate with agencies/individuals to develop timelines for their implementation.
- Identify success metrics, quantify **benchmarking** levels, and determine processes and standards for the regular reporting of outcomes measurements.

# Categorization of Recommended Strategies

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**A** = priority level from the standpoint of marketing planning (A being highest, D being lowest)

## MARKETING & PROMOTION

### Messaging

- A** 1. Consider a **campaign tagline / call to action** (a complement to Live Closer. Go Further.) that speaks to the interests and motivations of **visitors**. [See Page 11.](#)
- A** 2. Consider a **campaign tagline / call to action** that speaks to the interests and motivations of current and prospective **business owners**. [See Page 13.](#)
- A** 3. Develop messaging that clearly explains (in layman's terms) and positions **regulations as benefits** that uphold the quality, safety, responsibility, and consistency of Farragut. (These regulations ensure the long-term value of properties for owners and for the community.) Position Farragut as a **small business culture**: small enterprise, locally owned (specialty retail, services, dining). This fits the town's aesthetic focus and will be a greater draw for tourism. Balance this with national chains/ big box stores offering more tax revenue. [See Page 13.](#)
4. Continue to utilize household and other demographic data to position Farragut residents as a **strong customer and employment base**.
  - Median Home Price: \$343,900 (zillow.com) \$326,900 (bestplaces.net) (\$311,400 per livability.com) (\$326K city-data.com).
  - Median house or condo value in 2015: \$339,482 (city-data.com)
  - Median household income is \$107,590 as of 2015 vs. \$48,701 for Tennessee and \$53,889 for U.S. overall (U.S. Census Bureau)
  - Unemployment is 4.3% vs. 5.2% statewide (bestplaces.net)
  - Income per capita in Farragut is 61% higher than national average (areavibes.com, using U.S. Census data)
  - Median household income in Farragut is 96% higher than national average (areavibes.com, using U.S. Census data)
  - Unemployment rate in Farragut is 43% lower than national average (areavibes.com, using U.S. Census data)
  - 88.5% of Farragut residents are homeowners, a rate that is 32% higher than the overall rate for the state of Tennessee (areavibes.com, using U.S. Census data)
  - 97.4% of Farragut residents 25 and over have a high school degree or higher (city-data.com)
  - 63.2% of Farragut residents 25 and over have a bachelor's degree or higher (city-data.com)
  - 29.5% of Farragut residents 25 and over have a graduate or professional degree (city-data.com)

## Tool Development

- A** 5. Develop a **downloadable online new resident guide** that touts the Town's assets and answers Frequently Asked Questions related to schools, utilities, garbage and recycling, parks, greenways, water access, etc. This would be a great resource for real estate agents, to position Farragut ahead of neighboring communities. *Phase 3-4 will involve coordinating this effort with Farragut Public Relations Coordinator, Wendy Smith.*
- A** 6. Develop a new resident **transition checklist**. *Phase 3-4 will involve coordinating this effort with Farragut Public Relations Coordinator, Wendy Smith.*
- A** 7. Develop a series of videos that showcase the assets of Farragut from a visitor standpoint. The video will appear on the Town website and can be used in various other applications including social media and sites like tnvacations.com.
- B** 8. Develop a **step-by-step business guide** (with code explanations and glossary of terms) for starting a business in Farragut, with timelines, tips, resources, and answers to Frequently Asked Questions. *Phase 3-4 will involve coordinating this effort with FBA Executive Director STEPHEN KREMPASKY*

## Website

- A** 9. Develop an attractive, easy-to-use **new resident landing page** on the website that features the downloadable online new resident guide and transition checklist. *Phase 3-4 will involve coordinating this effort with Farragut Public Relations Coordinator, Wendy Smith.*
- A** 10. Develop an attractive, easy-to-use **visitor landing page** on the website that incorporates the campaign theme and lists the Town's assets that could be appealing to visitors.
- A** 11. Maximize opportunities to promote the Town on TNvacation.com.
- B** 12. Develop an attractive, easy-to-use **new business landing page** on the website that features the downloadable step-by-step business startup guide and quick references for town resources. *Girl on the Roof will make recommendations in Phase 3 and discussion with Town staff the best approach for implementing in Phase 4.*
- D** 13. Develop more mobile-friendly maps for greenways.
  - Charleston's convention and visitors bureau website, [Charlestoncvb.com](http://Charlestoncvb.com), has clean, easy to read maps (though not interactive)
  - [Charleston-sc.gov](http://Charleston-sc.gov) ([gis.charleston-sc.gov](http://gis.charleston-sc.gov)) has interactive bike maps
  - Franklin TN ([gis-franklin.gov](http://gis-franklin.gov)) has interactive parks/recreation map
  - Chattanooga interactive downtown map ([downtownchattanooga.com](http://downtownchattanooga.com))
  - Roanoke interactive greenways and trails map ([playroanoke.com](http://playroanoke.com))
  - Raleigh Interactive BikeRaleigh map ([maps.raleighnc.gov](http://maps.raleighnc.gov))
  - Greensboro, NC has good descriptions of its greenway parks (how to get there, connections) at [Greensboro-nc.gov](http://Greensboro-nc.gov), as well as links to external GIS interactive maps

## Social Media

- A** 14. Rather than requiring people to download an app (and check it regularly, which requires audience behavior shifts), resources may be better spent promoting (through paid placement as needed) the Town on **mainstream social media** outlets like Facebook and Instagram. This reaches the audience *where they already are*. See Page 16 for more detailed [social media strategies and recommendations](#). An example to promote shopping and dining could be “F<sup>4</sup>” (Farragut’s Favorite Friday Finds), weekly posts that feature a new/sale product from a local retailer and a seasonal menu item (food/beverage) from a local restaurant. Mentioning the ad upon purchase could yield a discount. This could be part of a **co-op advertising program** coordinated with the Chamber and/or FBA. [Phase 3-4 will involve identifying the appropriate person with whom to coordinate the expansion of social media efforts](#). See note on Page 19 regarding staffing limitations.
- A** 15. Promote the Town’s assets and events to prospective local and regional visitors, and support it with paid targeted boosts. [Phase 3-4 will involve coordinating this effort with Farragut Public Relations Coordinator, Wendy Smith](#).
- A** 16. Ensure Trip Advisor, Yelp, and other online **user-generated review sites** have current information for Farragut’s offerings. [See tips on Page 18](#).

## Partnerships / Packages

- C** 17. Encourage local businesses to work together (or broker the partnerships) to create mutually beneficial **visitor packages** that provide value for people to stay in Farragut. This encourages them to stay overnight, shop, and dine when they are near Farragut for other reasons. [Phase 3-4 will involve exploring this strategy with Farragut Business Alliance](#).  
  
Example 1: Approach **Buddy Gregg** with lodging/restaurant/ retail/recreation packages for people who come and spend a few days getting their RVs serviced or rehabbed.  
  
Example 2: Approach **ProVision Proton Therapy Center** with package deals including lodging, spa treatments, and relaxation/comfort items for families that spend 5-7 weeks getting radiation treatment. (Note: ProVision currently has a relationship with Staybridge.)

## INFRASTRUCTURE

### Signage

- A** 18. Institute easily recognizable, brand-complementing **wayfinding signage** directing to shopping and dining areas, historical sites, greenways, and other attractions. Draft icons below. [Girl on the Roof will revisit/alter these designs in Phase 4 upon approved Phase 2 messaging](#).



**D** 19. Continue to provide visitor-friendly signage for **greenways**.

Farragut has made vast improvements to greenway signage, incorporating maps to help visitors navigate. Phase 3-4 will involve exploring and coordinating continued efforts with the Town that promote the greenways, simplify navigation in residential areas, maximize existing signage, and reinforce the Town's branding.

**Example 1:** Signage in proximity to lower speed limit signs promote the greenways, improve safety, provide context for the greenways, and reduce costs.



**Example 2:** During peak visitor seasons / weekends (special events, holiday shopping, etc.), inexpensive "temporary" signage can be added to direct visitors to greenways as well as to shopping and dining.

**Example 3:** Reinforce Town branding on greenway signage.



**Example 4:** Add more small wayfinding signs on greenways that run through neighborhoods, to help visitors navigate.

## Land Development

- C** 20. Include a **pedestrian walking tour** with iconic elements that capture the essence of the Town's history (see [Asheville walking tour](#) as an example). [This idea has support from Town staff, which has many of the elements already developed. This project is slated for 2018-19.](#)
- D** 21. Improve connectivity of **greenways** (including from hotels to Turkey Creek). [Research conducted by Town indicates that connecting hotels along I-75/40 to Turkey Creek shopping area is not feasible from a cost/logistics perspective. Greenway signage recommendations are made on Page 8.](#)
- D** 22. A modern, **mixed-used development** with cleverly designed lofts could have broad cross-generational appeal. Adding adjacent coffee shops, a craft brewery, an organic market, a community garden, a square for live music, and a dog park within walking distance would benefit all residents and be particularly appealing to Millennials. [This idea has Town support but needs additional funding and/or interest from developers and land owners.](#)
- D** 23. Continue to develop the intersection of Campbell Station Road and Kingston Pike into a "**defined downtown**" (NSD), a pedestrian-friendly area to gather, walk, dine, and shop. [This idea has Town support and is in development including construction of attractive medians, filling the vacancies on two corners, and restoring the Campbell Station Inn \(aka Avery-Russell House\). Additional funding and/or interest from developers and land owners is needed to achieve the full vision of the project.](#)

## Programs & Policies

- C** 24. Develop a **New Business Advocate/Liaison Program** through the Farragut Business Alliance (in progress) that connects businesses locating to the area with an experienced point of contact to counsel and assist them related to compliance and available resources. [Phase 3-4 will involve exploring and coordinating this effort with Farragut Business Alliance, which has begun discussions on this topic.](#)
- D** 25. Continue to offer **contractor training sessions** on a more regular basis. Consider a **certification** option which would not be required but would help a new business owner identify contractors with experience building in Farragut, thus making it easier to navigate the building process. [Per Town Administrator David Smoak, a certification program may be resource-prohibitive \(not enough personnel\). Furthermore, previous sessions have not been well attended.](#)
- D** 26. Consider **public/private financing opportunities** and other **incentives** to attract community-fit businesses, particularly for the more visible properties along Kingston Pike. For example, the Town may contribute some resources to help community-fit businesses meet Town requirements (e.g. landscaping). [Since this strategy is outside the scope of marketing, it will not be included in Phase 3 or 4 planning and execution by Girl on the Roof.](#)

- D** 27. The key to striking the right balance between keeping beautiful neighborhoods and green spaces and encouraging sensible and compatible growth is good communication between residents, business owners, and town leaders. Continue the **public forums**, which started in February 2017, to help ensure that communication. Farragut Aldermen lead this effort and promote it in Farragut Press Enterprise and in social media. **Phase 3-4 will involve exploring themes and formats (e.g. reception, open house with refreshments sponsored by local restaurants and retailers) that positively engage the community.**
28. Determine a more consistent funding source for more proactive tourism and development efforts that attract and retain visitors and businesses.

# Messaging

Once the following audience-centric messages have been approved, a draft positioning statement will be provided (in Phase 3) for the Town that expresses the assets, benefits, and key message points that appeal to each of the three lead audiences (residents, visitors, and businesses).

## AUDIENCE: VISITORS

### VISITOR BENEFITS

- proximity to I-40/I-75, airport, Knoxville, Oak Ridge, Smoky Mts
- broad selection (familiar and local) of retail and dining options
- historical Civil War sites
- parks, greenways, lake
- 9 hotels located near interstate

### KEY MESSAGES / CALLS TO ACTION

- Shop. Play. Dine. Stay. (You can do it all in Farragut.)
- You've arrived.
- Stop by and see why.
- Follow us on Facebook and Instagram for upcoming events and special deals.



### Shop.

From bargains to sophisticated style, Farragut offers hundreds of retail shopping options including popular chain stores and local boutiques.

### Play.

Boasting 4 parks, 10 miles of greenways, 18 sports fields, state-ranked athletic teams, endless watersports, and community festivals, you can play hard here.

### Dine.

Whether you crave familiar or foreign, bold or tame, Farragut's wide array of cafés and restaurants are great gathering spaces any day of the week.

### Stay.

With easy access from I-75/I-40 to 9 hotels, Knoxville, Oak Ridge, the airport, and the Great Smoky Mountains, why stay anywhere else?



## AUDIENCE: PROSPECTIVE & CURRENT RESIDENTS

### RESIDENT BENEFITS

- clean, safe, quiet community
- reputation for high standards
- well maintained homes
- great schools
- no Town property tax
- proximity to I-40/I-75, airport, and Oak Ridge, Smoky Mts
- parks, greenways, lake
- convenient retail and dining

### KEY MESSAGES / CALL TO ACTION

- Live closer. Go further. (current tagline)
- Welcome home to Farragut.
- Farragut. Feels like home.



With beautiful homes and a convenient location, stellar schools and recreation, Farragut sets a new standard of living in East Tennessee.

**Welcome home to Farragut.**

## AUDIENCE: PROSPECTIVE & CURRENT BUSINESS OWNERS

### BUSINESS BENEFITS

- proximity to I-40/I-75, airport, and Oak Ridge
- high-income clientele
- well-educated workforce
- livable and convenient surroundings
- forward thinking, high standards
- active Chamber of Commerce
- ample space available

### KEY MESSAGES / CALL TO ACTION

- Setting standards for success.



In Farragut, we have high standards, which is why the Town looks, feels and operates differently. Thoughtful municipal planning with an emphasis on quality and aesthetic consistency has made the Town attractive to residents, visitors, and businesses. The result is a greater long-term value for businesses and this community they call home. Aim high in Farragut, and set **a new standard for success.**

# Audience-Driven Print Strategies

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## STEP-BY-STEP BUSINESS GUIDE

Develop a well designed, easy-to-follow printed (and digital PDF, downloadable from website) step-by-step business guide. The guide will include layman's explanations of codes and requirements, sample photos (to show simplicity), a glossary of terms, sample timelines, tips, answers to Frequently Asked Questions, and other consolidated resources for starting a business in Farragut.

## NEW RESIDENT GUIDE

Develop an appealing **new resident guide** that can be economically printed and distributed at the Town and by real estate agents working with buyers new to the area. Also available on the website for digital download, the guide will tout the Town's assets and answer Frequently Asked Questions related to schools, utilities, garbage and recycling, parks, greenways, water access, etc. The guide may also contain a new resident **transition checklist** with phone numbers, URLs, requirements, and recommended lead times for setting up utilities, etc. This resource would help real estate agents position Farragut ahead of neighboring communities.

## VISITOR ITINERARIES

Develop printed and downloadable sample itineraries for an enjoyable day or weekend visit to Farragut. This content could also be presented in graphic form for promotion in social media. Activities could include coffee and crepes at The French Market Creperie, a bike ride along the greenways (including bike rentals from West Bicycles), a scavenger hunt in the Farragut Branch Library (to be developed), a picnic at Campbell Station Park, and shopping at Turkey Creek. The itineraries could be posted seasonally, and special itineraries could be developed to cover special events in the Town (parade, holiday lights, etc.).

# Audience-Driven Digital Strategies

## WEBSITE

Organizing the website content with specific audience perspectives (see Phase 1 Report Audience Personas) in mind will make the site more user-friendly and make the Town's strengths and assets more accessible for its desired audiences. This could be as simple as adding specific landing pages for **New Residents** and for **Visitors** that contain relevant resources and links for each audience. Rather than reconstructing the existing navigation at TownofFarragut.org, prominent buttons/graphics can be added to the home page and to page footers throughout the site, allowing site users to easily spot these helpful pages. Below is a home page mockup including sample graphics ("New in Town?" and "Just Visiting?") to help target audiences navigate to landing pages built just for them. [Recommended content for these pages](#) will be provided in Phase 3.



# SOCIAL MEDIA

Striking the right content balance with social media is critical for user engagement. Content should acknowledge, inform, and inspire the various target audiences. Social media followers need to be given a *reason* to follow and engage with your accounts (with likes, comments, shares, and click-thrus). For some users, "being in the know" is enough incentive. But many busy working professionals expect more; they want access to deals and coupons that they otherwise wouldn't have.

To help strike a content balance and inspire continual creative social media content, Girl on the Roof recommends the following content breakdown. This will help attract and engage the three primary target audiences (visitors, residents, and business owners), fostering pride and ownership and encouraging continued investment in Farragut.

## Social Media Content Balance

### 20% ASSET PROMOTION

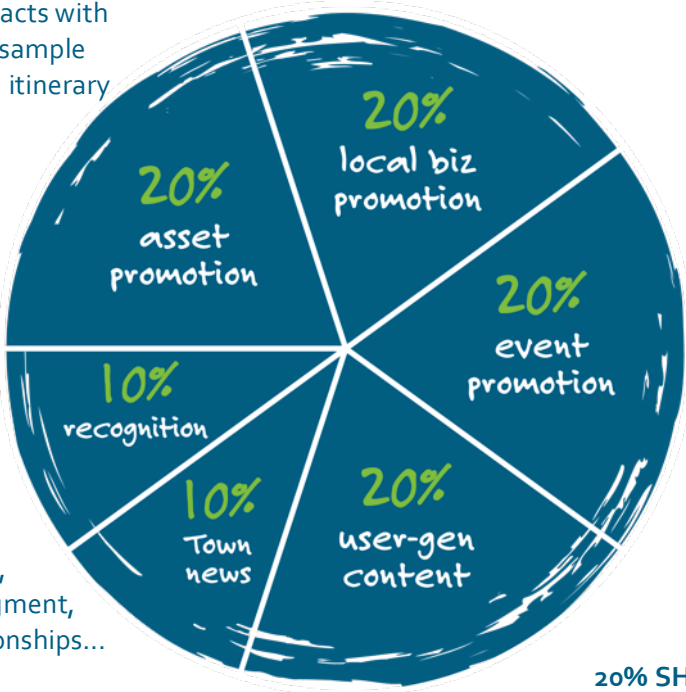
Promotion of parks, greenways, museum and other permanent assets; Fun Farragut Facts with old landmark photos; sample one-day and weekend itinerary infographics, videos, and photos...

### 20% LOCAL BUSINESS PROMOTION

Promotion of local businesses with retail and restaurant deals like F4 (Farragut Favorite Friday Find). May also include new business openings, restaurant recipes, etc.

### 20% EVENT PROMOTION

Promotion of special events (Shamrock Ball, parades, classes offered at Town Hall, bicycle club meeting on greenways...)



### 10% RECOGNITION

Beautification awards, volunteer acknowledgment, school sports championships...

### 10% TOWN NEWS

Town news and announcements (council meetings, community forums, etc.)

### 20% SHARED / USER-GENERATED

Sharing positive content (e.g. *Farragut Press Enterprise* article or tourism article re: East TN); user-generated content (e.g. photo contests for dogwoods and Light the Park), F4 nominations...

## Use of Images in Social Media

Research has shown that Facebook posts with an image receive 2.3x more engagement (likes, shares, comments) than posts without an image. Studies also indicated that when people hear information, they're likely to remember only 10% of that information three days later. But if a relevant image is paired with that same information, people retained 65% of the information three days later. So for important information, including an image will boost retention.

Infographics are "liked" and shared on social media 3X more than other any other type of content. A few select infographics (related to doing business in Farragut, quality of life in Farragut) could be valuable for periodic posting. Sample itineraries could also be depicted in infographic form.

Although infographics generally do require professional design, the Town does not need sophisticated design skills or software to create other appealing images for social media. Tools like Canva can be used even by design novices.

## Paid Boosting / Promoted Posts

It's important to remember that for Facebook to permit a paid promoted post ("boost"), no more than 20% of the image can be covered by text (including logos). Facebook determines this through the use of a 5x5 grid system like the one below. Any square containing text will count toward the 20%, with a **maximum of five squares** for an ad to be eligible for a boost. Facebook offers a tool at [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay) that will allow you to upload an image to determine if it falls under the 20% text maximum. A more visual tool is at <http://www.social-contests.com/check-image/>. Of course, the post itself can contain as much text as you want (e.g. details of the offer, address/phone for the location...).



## REVIEW SITES AND USER-GENERATED CONTENT TIPS

Many websites and apps exist to provide third-party reviews of area attractions, dining, lodging, and recreation opportunities for locals and tourists alike. Below are a few of the most mainstream sites for which Farragut should establish and maintain a level of activity.

### Trip Advisor

1. Any Town assets/sites should be claimed and monitored. This will allow the Town to respond to reviews, suggest other activities, and update profiles as needed. For example, McFee Park has a number of positive reviews. See [https://www.tripadvisor.com/Attraction\\_Review-g55044-d8491902-Reviews-McFee\\_Park-Farragut\\_Tennessee.html](https://www.tripadvisor.com/Attraction_Review-g55044-d8491902-Reviews-McFee_Park-Farragut_Tennessee.html).
2. Anchor Park, Mayor Bob Leonard Park, and Campbell Station Park are the only other Farragut attractions listed on Trip Advisor, but none of them have reviews. Consider posting reviews (as visitors/residents, not as Town staff) and adding the Farragut Museum, greenways, and other attractions.
3. It is important to respond to reviews. See First Watch for example of responses: ([https://www.tripadvisor.com/Restaurant\\_Review-g55044-d5012176-Reviews-First\\_Watch-Farragut\\_Tennessee.html](https://www.tripadvisor.com/Restaurant_Review-g55044-d5012176-Reviews-First_Watch-Farragut_Tennessee.html))

### Yelp

1. Any Town assets/sites should be claimed and monitored. This will allow the Town to respond to reviews, suggest other activities, and update profiles as needed.
2. McFee Park and Campbell Station Park have a few positive reviews. See <https://www.yelp.com/biz/campbell-station-park-farragut>
3. Mayor Bob Leonard Park has no reviews and could use photos.
4. Grigsby Chapel has a listing but no reviews and few details.
5. Anchor Park has no listing.
6. Farragut Museum has 1 dubious positive review.

# Marketing Resources

## MARKETING EXPENDITURES

Girl on the Roof researched other municipalities to assess relative marketing expenditures and staffing. Due to its limited revenue-generating mechanisms, Farragut’s annual promotion budget is significantly smaller than municipalities of comparable size. This limits the available resources for staffing, marketing, tourism, and business development.

City/Town	Population	General Fund Annual Budget	Annual Promotion Budget	Dedicated Staff	Other details
Farragut, TN	22,600	\$6.8MM	\$47K	PR Coordinator (90%)	3 other staff mix of 10-40%
Mt. Vernon, WA	32,600	\$28MM	\$280K	1 Community & Economic Development Director	4% city tax on overnight lodging; 2015 hotel tax revenue \$256K, ad-hoc review process to use funds which are available to City and nonprofits;
Maryville, TN	28,000	\$37MM	Not broken out from \$480K City Mgr budget for at least 6 personnel	2 (Community Relations Mgr, Multimedia Comm. Specialist) with additional focused support from <b>Smoky Mt. CVB</b>	Property tax \$2.17/\$100 AV; Comm. & Marketing/Media Relations runs through City Mgr office; <b>Blount County hotel/motel tax funds Smoky Mt. Tourism Development Authority</b> (represents Maryville, Alcoa, Walland, Townsend), a joint venture with Blount Co., and has \$1.3MM budget
Brentwood, TN	40,000	\$36MM	\$356K (Community Relations)	2 (Community Relations Director; CR Specialist)	\$.36/\$100 AV property tax; 4% hotel tax (provides \$1.4MM/year); Community Relations under Asst. City Mgr./Comm. & Support Services
Upper Arlington, OH	34,000	\$40MM	Not broken out from City Mgr dept budget of \$1MM for 8 personnel	2 Community Affairs positions under City Mgr. budget (Director, Mgr.), possible unpaid Coordinator; proposed media/web position housed within IT	2.5% City income tax; \$6.60/\$1000 AV property tax

Centerville, OH	23,000	\$17.5MM	no specific budget line item; hotel motel tax pays for tourism promotion	1 (Community Resources Coordinator) with additional support from <b>county CVB</b>	\$2.35/\$1000 AV property tax; City 1.75% income tax; No City-specific promotion: <b>countywide hotel/motel tax funds Dayton/Montgomery County CVB</b> (city's portion \$65K in 2016)
Shaker Heights, OH	27,000	\$37MM	\$800K ("Comm. & Mktg Dept.")	4 C&M staff (Director, Sr. Adm. Asst., Relocation Services, C&M Specialist); also 1 in Rec. Dept. (1 Mktg. & Special Events Coordinator--\$21K)	Collects property tax; 2.25% city income tax;
Oak Ridge, TN	29,000	\$25MM	\$325K (through <b>Oak Ridge CVB funded by hotel motel tax</b> )	3FT, 1PT ( <b>Oak Ridge CVB</b> )	5% hotel motel tax (\$600k annual revenue) funds city CVB
Acworth, GA	28,500	\$13MM	\$207K (hotel tax pays for <b>Acworth Tourism Bureau Authority</b> )	At least 1 (ATBA Tourism Director)	8% city hotel motel tax fun generated \$207K in revenue 2016 which <b>funds CVB</b>
Fairhope, AL	17,400	\$6.9MM	no specific budget line item	1 (Director of Community Affairs & Recreation--communications falls under)	lodging tax (\$650K in revenue); \$15/\$1000 AV property tax (\$5.2MM in revenue);
Shelbyville, TN	20,335	\$5MM	no specific budget line item; hotel motel tax pays for tourism promotion	No dedicated staff: <b>fields promotion to chamber of commerce</b>	7% hotel/motel tax: the \$170K/year in revenue is paid to <b>Shelbyville-Bedford County Chamber of Commerce to promote tourism</b>
Mt. Juliet, TN	23,671	\$28MM	no specific budget line item; hotel motel tax pays for tourism promotion	1? (Public Affairs Director) with additional support from <b>county CVB</b>	18.25% hotel motel tax (\$430K/yr) <b>funds Wilson County CVB</b> , also available to parks/rec and for buying/leasing property or equipment to promote recreational activity
South Haven, MI	4,400	\$6.7MM	no specific budget line item; county 3% hotel motel tax pays for tourism promotion	1? (Communications Mgr.)	South Haven Van Buren <b>County CVB promotes</b> for county (1 employee – Director)

# Benchmarking & Outcomes Measurement

Benchmarking and outcomes measurement are important for both promotional purposes and for tracking success of marketing and branding efforts toward accomplishing set objectives.

## RESIDENTS & VISITORS

### Social Media Followers and Engagement

**Facebook** (Town of Farragut page): 3829 followers  
 January 2017: 46 new likes, 17 unlikes, 2435 engaged users  
 February 2017: 44 new likes, 17 unlikes, 2051 engaged users  
 March 2017: 48 new likes, 16 unlikes, 3666 engaged users

**Twitter** (Town of Farragut): 1353 followers  
 January 2017: 400 impressions per day average  
 February 2017: 412 impressions per day average  
 March 2017: 431 impressions per day average

**Instagram** (Town of Farragut): 738 followers

### School Rankings

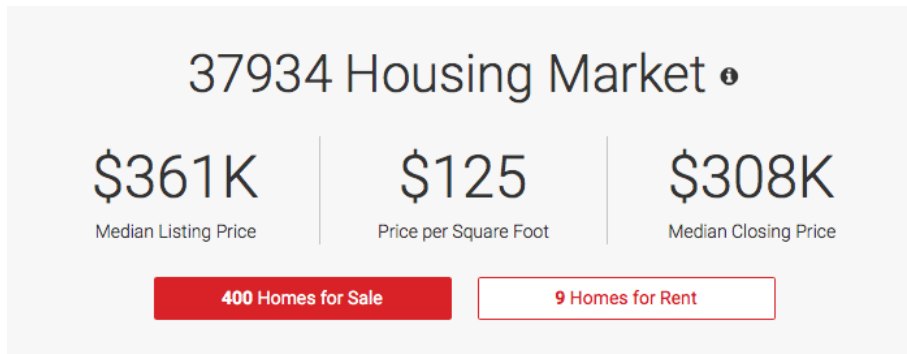
	Farragut High School	Farragut Middle School	Farragut Intermed
Great Schools	10 (out of 10 scale)	10 (out of 10 scale)	9 (out of 10 scale)
School Digger	#9 out of TN public HSs	#19 out of TN public MSs	#78 out of TN public ISs
Niche	#8 out of TN public HSs	24 <sup>th</sup> out of TN public MSs	#90 out of TN public ISs
Newsweek	#219 public HS in nation		
US News & World Report	#1483 public HS in nation		

Farragut Primary School is unranked due to insufficient test score information.

Per US News & World Report regarding Farragut High School as of April, 2017:  
 Graduation rate: 96% (98.1% per Farragut High School website)  
 State Test Performance Index: 113.0  
 College Readiness Score (per AP exam): 35.1/100  
 Advanced Placement participation (and avg exams taken): 42%, 4.3 exams  
 Advanced Placement participant passing rate (and exam pass rate): 79%, 73%

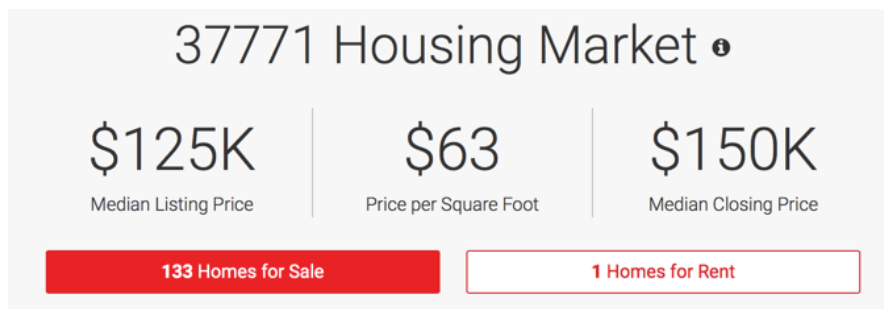
**Hotel Occupancy Rates.** This information is not currently accessible by the Town without a paid account with STAR Report. If discussions progress regarding a possible hotel/motel tax in Farragut, this data will be useful in tracking the impact on hotel/motel stays.

**Real Estate Values/Days on Market.** This information is available on Realtor.com. The below data was retrieved April 11, 2017.

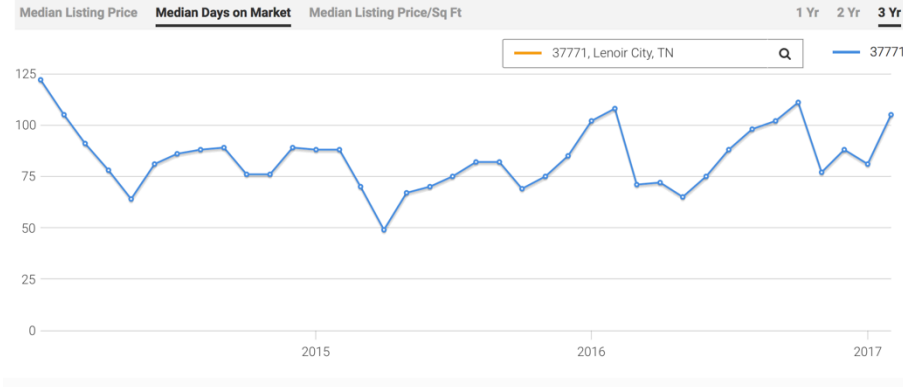


**Real Estate Growth of Key Local Cities/Areas.** The tracked activity regarding of Farragut’s residential real estate will be further considered in light of that of key cities and areas that are considered competition for residents, including Lenoir City, Alcoa, Maryville, and Hardin Valley.

The below data for the 2 zip codes in Lenoir City was retrieved on May 1, 2017.



## 37771 Real Estate Market Trends ⓘ



## 37772 Housing Market ⓘ

**\$259K**

Median Listing Price

**\$89**

Price per Square Foot

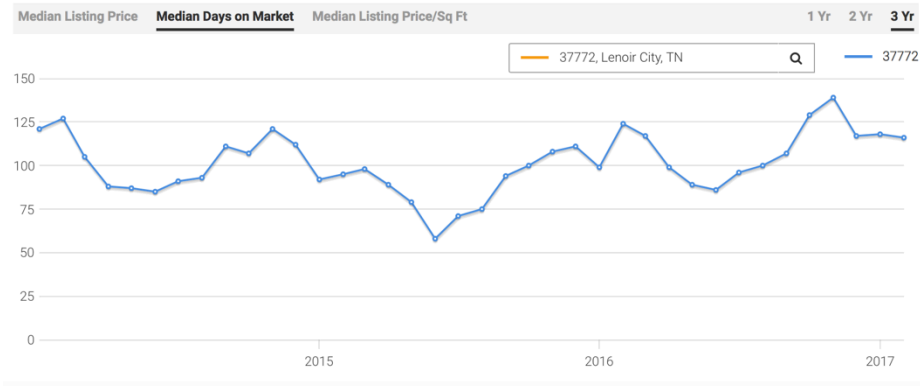
**\$212K**

Median Closing Price

**311 Homes for Sale**

**1 Homes for Rent**

## 37772 Real Estate Market Trends ⓘ

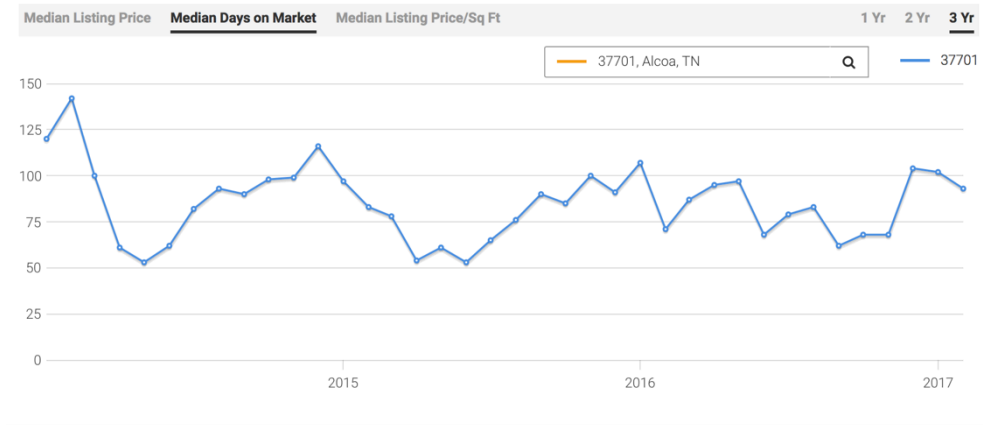


The below data for Alcoa was retrieved on May 1, 2017.

## 37701 Housing Market ⓘ

<h1>\$172K</h1> <p>Median Listing Price</p>	<h1>\$82</h1> <p>Price per Square Foot</p>	<h1>\$128K</h1> <p>Median Closing Price</p>
<b>60 Homes for Sale</b>	<b>1 Homes for Rent</b>	

## 37701 Real Estate Market Trends ⓘ



The below data for the 3 zip codes in Maryville was retrieved on May 1, 2017.

## 37801 Housing Market ⓘ

<b>\$170K</b> Median Listing Price	<b>\$79</b> Price per Square Foot	<b>\$169K</b> Median Closing Price
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**342 Homes for Sale**

**6 Homes for Rent**

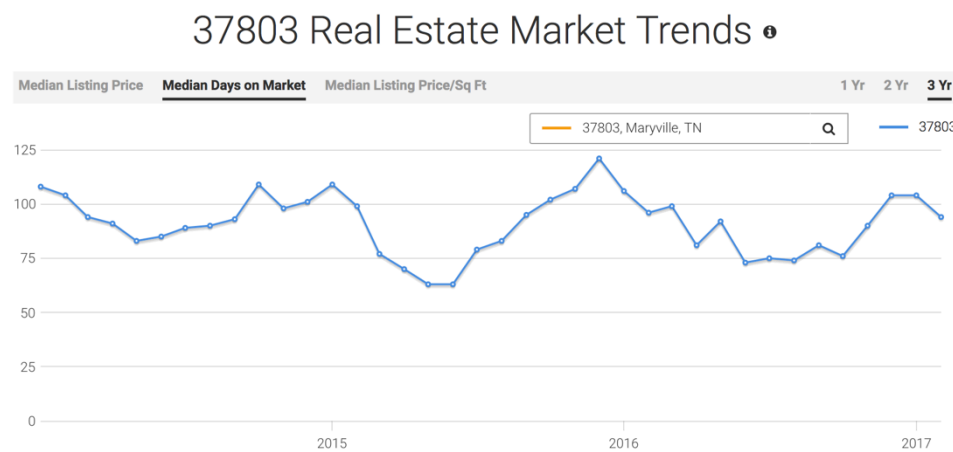


## 37803 Housing Market ⓘ

<b>\$205K</b> Median Listing Price	<b>\$89</b> Price per Square Foot	<b>\$179K</b> Median Closing Price
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**389 Homes for Sale**

**3 Homes for Rent**



# 37804 Housing Market ⓘ

\$165K

Median Listing Price

\$90

Price per Square Foot

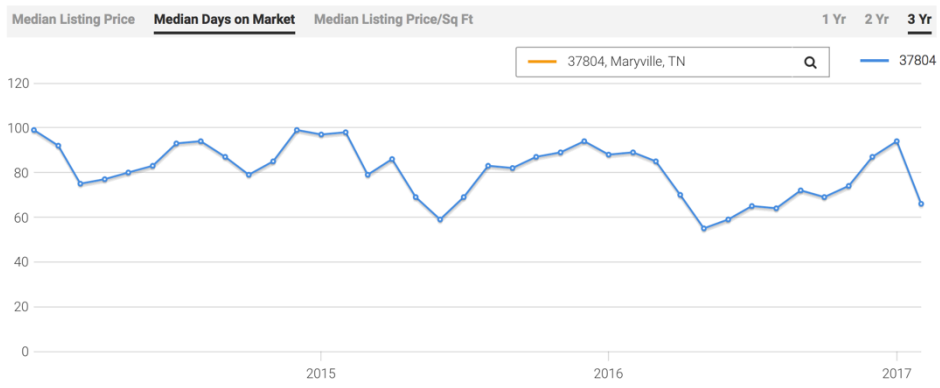
\$145K

Median Closing Price

225 Homes for Sale

5 Homes for Rent

## 37804 Real Estate Market Trends ⓘ

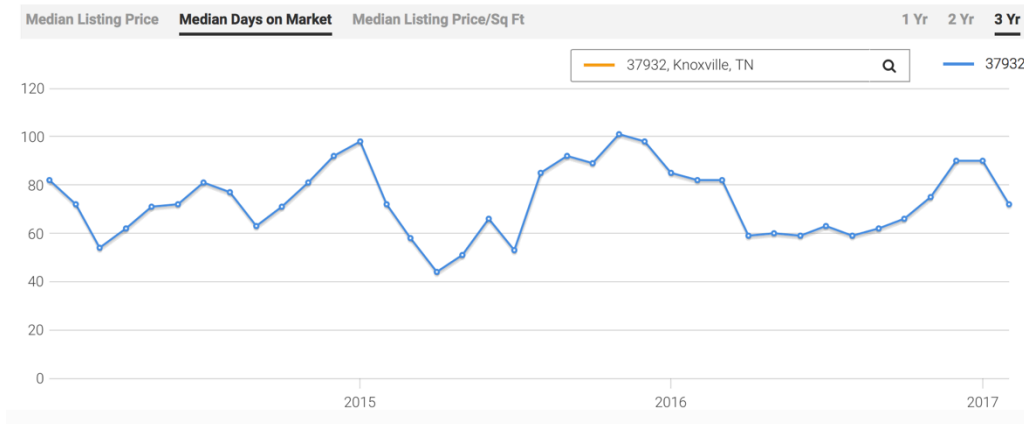


The below data for the zip code in which the Hardin Valley area sits was retrieved on May 1, 2017.

## 37932 Housing Market ⓘ

<h1>\$265K</h1> <p>Median Listing Price</p>	<h1>\$103</h1> <p>Price per Square Foot</p>	<h1>\$207K</h1> <p>Median Closing Price</p>
<b>295 Homes for Sale</b>	<b>6 Homes for Rent</b>	

## 37932 Real Estate Market Trends ⓘ



## BUSINESSES

**Commercial Real Estate Occupancy Rates.** A more consistent and reliable methodology needs to be established for tracking and monitoring this important metric. Currently the Town tracks commercial vacancies by anecdotally noting them and matching them to MLS commercial listings. These are noted with pins on a map on the Town of Farragut website (<http://www.townoffarragut.org/481/Available-Commercial-Properties>).

**Commercial Real Estate Listings of Key Local Cities/Areas.** As with residential real estate, Farragut's commercial real estate will be further considered in light of the listings of key cities and areas that are considered competition for businesses, including Lenoir City, Alcoa, Maryville, and Hardin Valley. One source of this information is Commercial Search (commercialsearch.com). As of April 24, 2017, these competitors feature the following numbers of commercial properties for sale or lease:

- Maryville: 89
- Lenoir City: 35
- Alcoa: 25
- Hardin Valley/37932: 63

**Sales Tax Revenue.** This is tracked and made available by the Town of Farragut.

**Fiscal 2015:** \$5,897,535

**Fiscal 2016:** \$5,600,000 (estimated)

**Number of Members of Farragut West Knox Chamber.** This is available from the Chamber .  
As of April 2017, 760 members.