



Tennessee Downtowns – TMS Going Forward Report

Community: Cumberland Gap

Mentor: Dr. Bridget Jones

Date: 06-11-2024

<p>Program Challenges</p>	<p>New illustrated tourism map showing nearby outdoor recreation assets and Town of Cumberland Gap amenities, along with several new rack cards that drive locals and tourists to the new Cumberland Gap website have been designed for adoption by Guardians of the Gap and Town of Cumberland Gap. NOTE: All remaining content preparation will be completed for Summer 2024 Community Unveiling Ceremony through Guardians of the Gap matching funding.</p> <p>Future Pedestrian Wayfinding Signage and Gateway signs will utilize the new Cumberland Gap – Explore More brand and logo.</p> <p>NOTE: The planned Historic Cumberland Gap” Gateway Sign will be installed in future phases due to landowner hesitance to provide access for installation.</p> <p>The Guardians of the Gap – TNDT Committee thanks TNECD and TNDT staff and consultant for their technical assistance and resources shared during participation in Round Eight of TNDT.</p> <p>The TNDT Committee members have worked to engage and inform town leaders and the community on all downtown revitalization and marketing efforts supported by the TNDT program with great success.</p> <p>Strong working relationships and understanding of roles and opportunities have been creating during TNDT participation, with much success and excitement.</p> <p>There is some local confusion on what the Town of Cumberland Gap and the Guardians are doing.</p> <p>More key people now want to be involved and ways to include them are needed.</p> <p>Ways to keep the residents and property owners informed and engaged are needed.</p> <p>Rent control and building occupancy incentives.</p>
<p>Planned Next Steps to Continue Downtown Revitalization</p>	<p>Implement aspects of the Cumberland Gap Master Plan.</p> <p>Understand and target the right business mix. Retain and recruit the right mix of downtown businesses and services.</p> <p>Prepare and market available downtown properties. Prepare for property owner transitions for desired future businesses and uses.</p> <p>Provide resources for façade improvements and business signage, pedestrian wayfinding signage, outdoor event design plan, and furnishings for outdoor event spaces and visitor areas.</p>



Tennessee Downtowns – TMS Going Forward Report

Community: Cumberland Gap

Mentor: Dr. Bridget Jones

Date: 06-11-2024

<p>Leadership to Continue Downtown Revitalization Efforts</p>	<p>The Guardians of the Gap and the Town of Cumberland Gap plan to take the lead on grant projects to implement downtown revitalization priorities and complete a new downtown design plan.</p> <p>The Guardians of the Gap as the TNDT Committee will take the lead in marketing and promotions, managing three to four annual tourism and local events that match their “Trail Town/Appalachian Town” brand and assets, continue to assist with community engagement, and obtain grants for community design plans, building improvements, outdoor spaces and amenities, wayfinding signage, murals and public art.</p> <p>This community plans to actively participate in the Bike TN initiative and leverage their local bike routes and bike share program to anchor these activities.</p> <p>The Mayor of Cumberland Gap will continue to coordinate with the East Tennessee Development District, the National Park Service, TDEC, and other resource providers that can bring resources and expertise to the town and community.</p> <p>The Guardians of the Gap plan to participate in TNDT and TMS meetings and to take next steps to organize for future Tennessee Main Street designation when funding for staffing becomes available.</p> <p>Lincoln Memorial University expressed interest in leading entrepreneur and small business development programming for students, graduates, and the community in existing LMU downtown facilities. LMU also wants to investigate how to establish Coworking facilities in Cumberland Gap to serve students, faculty, staff and the community.</p>
<p>Resources Provided</p>	<p>Community Design Plan Best Practices in Funding and Implementation Strategies - Pikeville Downtown Design Plan, 2024 Tellico Plains Downtown Design Plan. Smithville, Linden, and Watertown Façade and Business Signage examples.</p> <p>Gateway Signage and Community Wayfinding and Pedestrian Signage Examples and Sources – Polk County TN – Copper Basin Design Plan.</p> <p>Placemakers Entrepreneur Grants – For Youth and Young Adult Entrepreneur and Small Business Development. CO.STARTERS Youth Program can be extended into Lincoln Memorial University degree programs. LMU downtown properties can be equipped for Entrepreneur Development and Coworking Spaces to retain LMU graduates and serve students and faculty. Athens LITE HOUSE/TWU examples.</p>



Tennessee Downtowns – TMS Going Forward Report

Community: Cumberland Gap

Mentor: Dr. Bridget Jones

Date: 06-11-2024

	<p>Arts Build Communities Grants – For Makers and Artisan Associations to expand arts events and maker spaces into Downtown Cumberland Gap.</p> <p>Bike TN – TNDT Bike Tennessee Routes, Promotions, and Amenities resources.</p>
<p>2024 -2025 Planned Community Development, Tourism Marketing, and Increase Organizational Capacity Efforts</p>	<p>The Guardians of the Gap would like to participate in TNECD, TNDT, TMS training opportunities and grant funding announcements going forward. This will boost their effectiveness in leading downtown revitalization efforts going forward.</p> <p>2024 Application to the TNECD Downtown Improvement Program for Façade Improvements, Wayfinding Signage, and Outdoor Event Space Public Use Areas- In 2024, the Guardians of the Gap and/or the Town of Cumberland Gap plan to submit a TNECD Downtown Improvement Grant application to obtain funding to implement <i>Cumberland Gap Master Plan and Trailhead Development Plan</i> elements to include:</p> <ul style="list-style-type: none"> • Exterior renovations and business signage projects for large downtown buildings in conjunction with interested property owners and occupants. • Design and installation of comprehensive downtown pedestrian and gateway signage that highlights downtown businesses and lodging, trail heads access areas, greenway connections to LMU, and other assets. • Streetscape amenities, Greenspace, and Tree Canopy installations. • Outdoor Space improvements and amenities for open lots and public spaces to support established community events and tourism visitors. <p>Implement new Cumberland Gap TN– Explore More destination brand, website and integrated social media promotions and marketing systems to increase tourism visitors and revenues - These new Tourism Marketing Resources are being designed to position Cumberland Gap leaders to:</p> <ul style="list-style-type: none"> • Market all of Cumberland Gap’s downtown amenities and assets. • Measure growth in tourism through local sales tax collections and lodging data, event attendance, and social media and website visits. • Position the Cumberland Gap community to fully benefit from public lands, trails, and park assets. • Position Cumberland Gap to take full advantage of Bike TN and Cumberland Trail Visitor Center marketing and investments.



Tennessee Downtowns – TMS Going Forward Report

Community: Cumberland Gap

Mentor: Dr. Bridget Jones

Date: 06-11-2024

<p>TNDT Program Contacts Going Forward</p>	<p>Grow their local Organizational Capacity to increase their downtown revitalization efforts - Position both the Guardians of the Gap and the Town of Cumberland Gap for future downtown grants and technical assistance opportunities and position the community (led by the Guardians of the Gap and the Town of Cumberland Gap) to partner to fund a part-time staff person/contractor to assist with tourism activities, events, marketing and promotions, and community development.</p> <p>Tony Maxwell, Guardians of the Gap, President and TNDT Chairman Kimberly Kotler, Guardians of the Gap Treasurer and Project Coordinator Neal Pucciarelli, Mayor of Cumberland Gap</p> <p>The Guardians of the Gap – Kimberly and Tony will serve at TNDT Committee Chairs and points of contact for future reporting and training.</p> <p>All three will serve as local contacts for reporting and future implementation projects.</p>
---	---