

Asset Integration

2021

[City Logo](#)

[City of Chattanooga Home Page](#)

[City of Oak Ridge Home Page](#)

[Explore Oak Ridge Home Page](#)

[Workforce Data](#)

[Retail Development Map](#)

[Interactive](#)

[Oak Ridge Chamber of Commerce Properties Search Page](#)

[Persuasive](#)

[Informational](#)

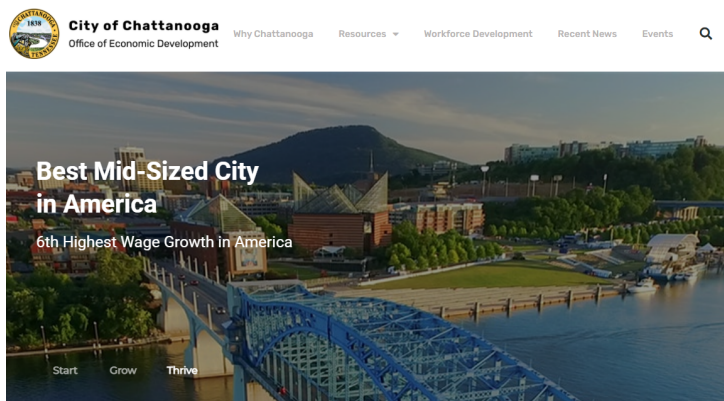
The third goal of this study is to make recommendations on how to best utilize and incorporate certain assets into a related website(s) and/or materials. Specifically, these were meant to address how to handle the new city logo, along with anticipated workforce data that is yet to be collected from the latest census, as well as a new retail map which is under development.

City Logo

The city logo is an important element that should not be neglected. Since it was created several years ago, it has been added to City's business cards and letterhead. The logo is now featured in a slideshow on the City's website, but has yet to supplant the city seal as the primary element of the city's website. The typical use of the city logo would be to identify city programs, initiatives, partnerships, and sponsorships.

If the city were to create its own department of economic development, it would be appropriate for the city logo to be modified for the use of that department, in a similar fashion to how it has been used for the City's Recreation and Parks department. Another example of this is the [Office of Economic Development for the City of Chattanooga](#).

City of Chattanooga Home Page

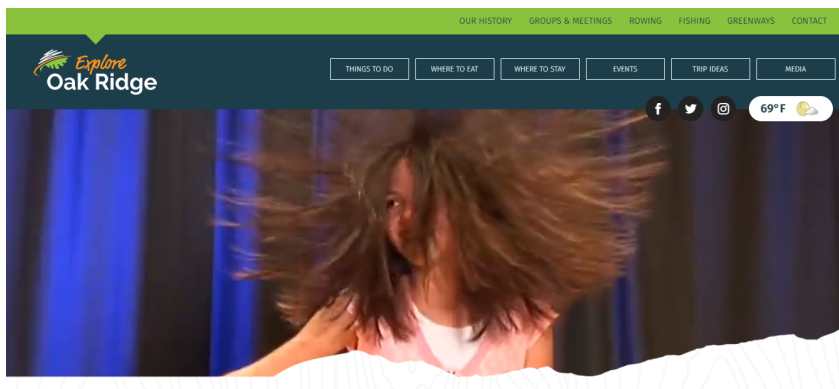


However, if the intention is to keep the City's economic development function separate from the City's domain for confidentiality or other reasons, then the city logo would be best used as a prominently featured partner on the website for that economic development entity. An additional option to support the idea of unity between the city and that organization might be to make use of a similar color palette to that of both the City and Explore Oak Ridge, which utilize a similar, though not matching color palette. The Roane Alliance represents an extreme example of unity among community

City of Oak Ridge Home Page



Explore Oak Ridge Home Page



Workforce Data

To date, we do not have a sample of the workforce data that is being assembled. Once we have a sample of this information in-hand, we can make a better determination of the best way to utilize and present it online.

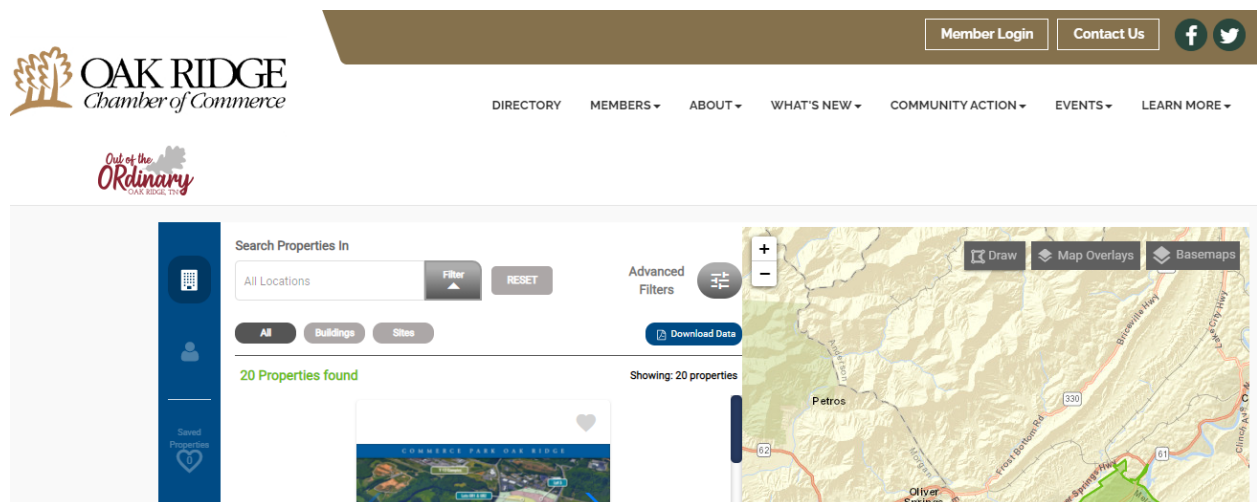
Retail Development Map

One of the items mentioned as part of the wish list for this study was how to best utilize a new Retail Development Map that is currently being developed. There are many types of retail maps for things like traffic counts, traffic flow, maps of current retail locations, in reference to individual commercial sites or areas, and available properties, and these can take many forms from informational to persuasive to interactive. A final recommendation should be made once the map is available to view.

Interactive

An interactive map using GIS data would ideally be embedded into an economic and/or retail development website, so that users would be able to interact with the map from inside that organization's website, without having to leave. These would be similar to the way the TVA site map is currently embedded into the Oak Ridge Chamber of Commerce website. Ideally, the same page would promote the availability of this service for retail or other businesses considering a location in Oak Ridge and would request a contact to set an appointment and capture the viewer's contact information.

Oak Ridge Chamber of Commerce Properties Search Page



Persuasive

A persuasive map would be an attempt to show the attractiveness of locating a retail location inside the City limits and could take the form of a printed piece and/or pdf. Ideally, key elements of the map would be displayed on the page of the appropriate website without having to click through to a pdf or download a copy. However, a nice way to capture visitor/retail information might be to offer such an informational packet by completing an online form. [Obion County, Tennessee](#) does something similar to this, but fails to get the visual provided by the map into the web page itself.

Informational

A purely informational map would provide data over top of a local area map to represent relevant demographic information, traffic patterns or other information. This information may be used to help illustrate concepts to a less sophisticated business owner looking for basic information.