



The Crooked Road Strategic Planning Goals 2020-2023

The Crooked Road Quick Facts:

- Founded in 2004
- Designated as Virginia's Heritage Music Trail by the State of Virginia
- 330 mile music trail based in SWVA on Rte. 58 and the communities it runs through
- Includes 19 counties, 4 cities, over 50 towns, 5 regional planning districts, various tourism organizations, 9 major venues & over 60 affiliated venues and festivals

What does The Crooked Road do?

- TCR focuses on traditional heritage music such as bluegrass and old time music.
- TCR's mission includes youth music education, promotion of heritage music and artists from the region and preservation of the history of the region's unique heritage music.
- TCR works with local governments, community leaders, venues and tourism organization to market the music of the region to encourage visitation and increase economic impact

Mission Statement

As the designated trail for the growth of heritage music and music enthusiasts, The Crooked Road is Virginia's beacon for heritage music, engaging musicians, tradition-keepers, their communities and audiences from around the world to share, inspire, and celebrate the cultural heritage while positively impacting the local economies in Southwest Virginia.

Vision

The Crooked Road celebrates and develops appreciation of heritage music through music experiences

5 Areas of Focus:

- Engage Constituents with Newer Technologies or non-traditional methods
 - **Primary Objective:** Utilize new technologies and/or non-traditional methods of delivery to engage new constituents
- Improving administrative processes
 - **Primary Objective:** Have administrative structure and effectiveness to be responsive to our constituents
- Reestablish relationships with all TCR constituents
 - **Primary Objective:** Establish understanding of the TCR value proposition with all constituents and re-establish relationships
- Identify, Solidify and Expand Partnerships across the region for regional tourism growth
 - **Primary Objective:** Increase funding utilizing a plan of development that identifies new sources of revenue
- Refresh and execute a future development plan that identifies funders and funding opportunities
 - **Primary Objective:** Identify, solidify and expand partnerships across the region