BUILDING LOCAL COMMUNITY ECONOMY THROUGH TOURISM

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Step 1:

Identify Tourism Centric Assets

- Topography (Missouri River)
- Businesses (Wineries, etc)
- Events & Happenings
- ETC.

Step 2:
Meet With Stakeholders

- Create synergy
- Brainstorm ideas
- Develop a strategic plan

Step 3:
How to Finance – Hermann Example

Tourism Department Budget:

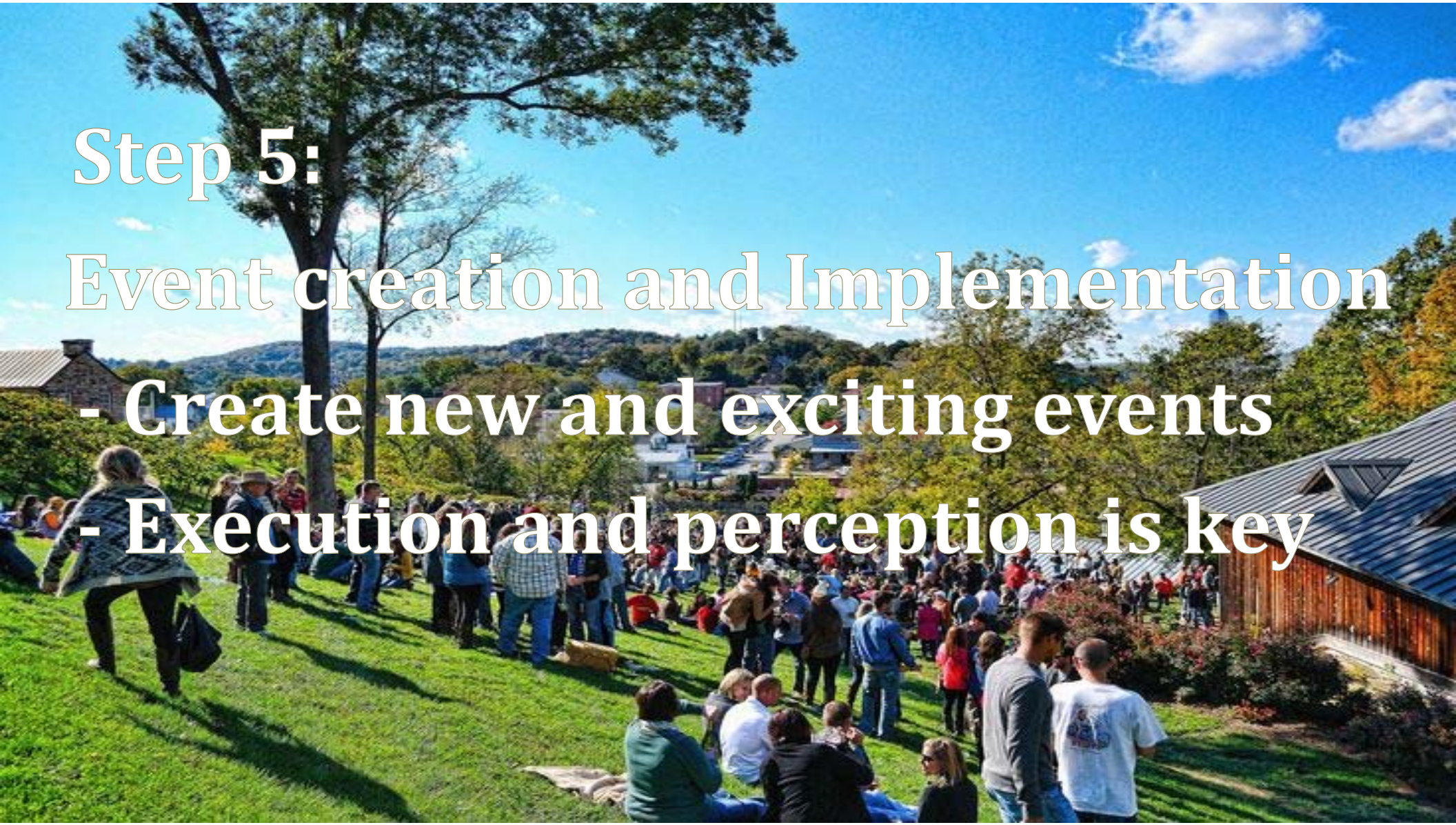
- 3% Lodging Tax – 100% allocated to marketing and advertising efforts approximately $140,000 16/17 FY

Step 4:

Branding & Marketing

Low cost / no cost options to start

- Social Media – Facebook, Twitter, etc
- Press Releases
- Website



Step 5:

Event creation and Implementation

- Create new and exciting events
- Execution and perception is key