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