

THE TEAM

Who are your most effective allies? Who in your community or business will help you GET THE JOB DONE? You need support, you need ambassadors and you need partners who are well connected, believe in your common goal and will help you MAKE IT HAPPEN!

LOCAL ELECTED OFFICIALS

- **Includes:** mayors, council members, boards of supervisors, treasurers
- Serve as conduits for citizens
- Likely source for funding
- Need to understand the need to have the mechanisms in place for the locality to capitalize on tourism's tax structure

LOCAL GOVERNMENT OFFICIALS

- **Includes:** administration, zoning and planning officials, economic development, public works, parks and zoning
- **Don't forget** police, fire fighters, EMTs and other life-saving representatives
- Integral in planning and development issues
- Can address the infrastructure capacities and limits

COMMUNITY GROUPS

- **Includes:** chamber of commerce, civic organizations, historical society, festivals, museums, arts organizations, attractions, guilds.
- Most likely the largest and most diverse group
- Important in identifying partners
- Acknowledge competition and territorialism
- Grassroots supports
- Can serve as the principal advocates for tourism
- Generates enthusiasm for projects

EXISTING INDUSTRY

- **Includes:** hospitality services including hoteliers, bed & breakfast, attractions, restaurants, outfitters, retail and specialty shops
- May have workforce development input
- Issue regarding community appearance of their infrastructure

EXISTING BUSINESS COMMUNITY

- **Includes:** banking, real estate, professional services
- Workforce demands
- Service sector issues
- Potential for new business
- Potential for competition
- Buy-in on tax issues

INDIVIDUALS

- Concerns over congestion and crime
- Can be your hospitality ambassadors
- Friends and family aspect
- Retirees
- Input through public hearings, focus groups, neighborhood associates

PUBLIC LANDS

- **Includes:** local and state parks, wetlands, trails, outdoor guides, outfitters, sportsmen, Nature Conservancy, Friend groups
- Concerns on environmental impacts
- Partners (interpreters and guides)
- Likely attractions

MEDIA

- **Includes:** newspaper, radio, television, out-of-home
- **MOST Important is online including** private web sites, local, state and federally-owned travel websites, privately-owned travel web sites (Trip Advisor, Yahoo!, Orbitz, Priceline) search engines and optimization (Google, MSN, Bing) and blogs and social networks (FaceBook, Twitter, YouTube, etc.)

EDUCATION

- **Includes:** administrators, teachers, student groups
- **Public & Private** universities, colleges, trade schools, high schools, middle & grade schools

IMPORTANT SOCIAL GROUPS

- Minority groups
- Ethnic groups
- Religious groups
- Youth groups

