

STRATEGIC PLAN TIMELINE '27-'31

STRATEGIC PRIORITY & PROGRAM DELIVERABLES

	Year 1	Year 2	Year 3	Year 4	Year 5	Future Projects
Building the Brand						
Brand Integration						
New website, social media, communication tools, etc.	■					
Content & Storytelling Program						
Conduct a branding workshop - What is branding and new tourism branding	■	■	■	■	■	■
PR & Media Outreach						
Increase in media mentions related to tourism assets and experiences	■	■	■	■	■	■
Co-op Marketing Program						
Engagement from tourism industry businesses to buy into advertising opportunities			■			
Brand Adoption Toolkit						
Create a brand toolkit to provide to tourism industry, community partners and event planners	■					
Pole Banners/Billboards for creating sense of place						
Placemaking program development						■
Destination Photography/Video Library						
Create and maintain a destination and photo library; some of which is available for public use	■		■		■	■

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Building a Community Culture of Hospitality						
Tourism Stakeholder Meetings						
Conduct regular tourism industry stakeholder meeting throughout the county	■	■	■	■	■	■
Hospitality Training Program						
Create and maintain a hospitality training program for local businesses						■
Tourism Education Campaign						
Create and maintain a community education program highlighting how tourism contributes to the local economy, community and quality of life.			■			
Tourism Communication Platform						
Establish various platforms of communication to share what Tourism is doing for businesses and the community	■	■	■	■	■	■

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Building Tourism Experiences						
Outdoor Recreation Packaging						
Build outdoor recreation themed itineraries and encourage growth/recruitment of product	■	■	■	■	■	■
Wayfinding & Signage						
Wayfinding and Signage Plan Development						■
Create grant programs that encourage tourism product success						
Develop new grant program resources and initiatives that encourage tourism product success		■	■	■	■	■
Downtown Activation Support						
Develop itineraries and program activations in downtown areas county-wide	■	■	■	■	■	■
Visitor Amenities Expansion (product development)						
Encourage development of additional tourism related product	■	■	■	■	■	■
Creation of a local-visitor sustainability program						
Develop a local and visitor sustainability program that protects natural resources and small town charm						■

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Grow the Tourism Economy for Putnam						
Overnight Stay Campaigns						
Develop focused campaign and report results						
Target Close to Home markets						
Develop focused campaign and report results						
Convert pass through traffic to overnight visitors						
Develop focused campaign and report results						
Build more packageable experiences						
Develop itineraries and experiences and track interest and conversions						
Make Research and reporting an ongoing priority						
Utilize research and data as a tool for education, tracking project and overall success, and helping local businesses in their marketing efforts						
Explore Niche Group Travel Opportunities						
Develop focused campaign and report results						
Be active in the recruitment of tourism product investment & recruitment						
Encourage development of additional tourism related product						