

Strategic Plan for 2025-2029
Sub-committee/Chuck Heeman

- The yellow highlighted areas are the items that we needed to continue to work on and they have been completed or are ongoing.
- This strategic plan is very tourism 101 and it's not growing with the market. It was perfect when the board was made up of new members and they were learning, but it's all simple ideas. We have grown past this and need a new direction.
- Our plan needs to include leisure and group, Eco Tourism, Agri Tourism, and Astro tourism. (this is where Nebraska has identified our strengths and uniqueness)
- Twin Cities Development has requested our help with Community Ambassador/Wayfinding programs and Gering has suggestions to help us work together.

Educate Tourism Board Members and Community on the ROI of Various Tourism Activities

1. Education--- Ongoing/we have heard from the following markets: meeting planners, group tours, Eco tourism, sports, history. Professionals invited to meetings include mayors and county commissioners.

Promote and Support Special Events, Tourism Attractions and Mentorships

1. Ongoing/We have promoted new events like horizon music festival, started the incentive programs, invited officials to National Tourism events,
2. Board retreats have happened annually.

Attract Tourist Interested in History/Cultural Focused Tourism

1. Japanese Hall was a massive improvement in the history/cultural sector. The entire celebration exceeded our expectations with Senators, Commissioners, Mayors, The Governor and hundreds of out-of-town guests in attendance.
2. Sports Travel-USA Governing bodies, Sports ETA and TEAMS.

Research Conversion Study and Benefits

1. Rural Fellows helped identify our target market, Destination Western Nebraska, Visit Nebraska, True West Magazine, our inspiration guide.

Outreach and Education of Hunting/Fishing/Outdoor Focused Activities

1. This is the slowest market for us. We have contacted outfitters to see how we can help.
2. Outdoor focused events such as cycling and golfing have significantly increased.

Sports and Activities

1. The sports guide/outdoor guide-currently writing a grant for the April 1st. Grant cycle.