

## TOURISM/MARKETING COMMITTEE

- Co-Chairs:** Jim Beckner (Missouri), [jandjrnc@hotmail.com](mailto:jandjrnc@hotmail.com)  
Katie Casper (Kansas), [fstourism@fortscott.com](mailto:fstourism@fortscott.com)
- Committee Consultant:** Cheryl Hargrove
- Steering Committee Advisors:** Paul Bahnmaier  
Lori Simms

The FFNHA Management Plan Tourism & Marketing Committee (expanding on membership and responsibilities of the FFNHA "Tours" committee) will help the Consultant Team, Steering Committee and Board of Directors develop the comprehensive policies, processes and procedures for marketing and managing visitor experiences in the heritage area region. The committee will help define the appropriate tourism and marketing roles and responsibilities of FFNHA management entity in the next decade. In addition, the Tourism & Marketing Committee will help FFNHA and the consulting team to increase media awareness, publicity of the planning process in the 41-county region.

Key Responsibilities:

- Regional media outreach
- Development of Tourism Marketing Component:
  - Visitor Readiness & Product Development
  - Branding
  - Target Markets
- FFNHA Graphics Standards

Phase I Tasks: (February – April 2008)

- Expand and enhance Regional Media Information:
  - Compile, refine media information for posting on website
  - Provide input on development of FFNHA press kit, press releases
- Assist FFNHA in Tourism/Marketing Data Collection:
  - Regional and tourism Media Contact list
  - Images from region (current, each county)
  - Contact list for all tourism organizations in region
  - Inventory of existing tourism businesses, attractions, lodging, companies, services
  - Copies of brochures, marketing plans, and other collateral materials from attractions, hotels, shops, cities, recreation, restaurants, destinations
  - Existing tourism marketing plans, market research for entire region: Top origin markets, profiles; Visitation spending and economic impact; Marketing plans for destinations (DMOs, cities, states)