



Prioritizing the Tactics—November 13, 2006 Partnership Meeting Exercise

Strategy: Define Freedom's Frontier by recognizing and developing its resources, sites, story and brand.	
Rank: 2nd 26 votes	Tactic: Collect and present information about contributing heritage resources in a searchable database.
Rank: 1st 43 votes	Tactic: Designate Freedom's Frontier Partners and Accredited sites.
Rank: 4th 22 votes	Tactic: Define and tell Freedom's Frontier's story.
Rank: 5th 17 votes	Tactic: Articulate consistent messages about the regional experience and individual contributors.
Strategy: Build a foundation for communicating Freedom's Frontier's message and stories.	
Rank: 3rd 24 votes	Tactic: Maximize the Freedom's Frontier website as a virtual interpretive, educational and marketing tool for residents and visitors.
Rank: 6th 16 votes	Tactic: Develop a coordinated marketing program that complements the region's individual destinations and site programs.
Rank: 4th 22 votes	Tactic: Develop way-finding tools in the form of maps and directional signage.
Rank: 9th 12 votes	Tactic: Increase awareness and support by local constituents, including elected officials.
Strategy: Enhance and sustain Freedom's Frontier's sense of place.	
Rank: 7th 15 votes	Tactic: Enhance and develop Freedom's Frontier's sites and partners.
Rank: 10th 10 votes	Tactic: Encourage preservation and conservation as ways to sustain Freedom's Frontier's sense of place.
Rank: 8th 14 votes	Tactic: Develop Freedom's Frontier as a sustainable destination.