

# Southeast Nebraska Partners for Progress (P4P) Stronger Economies Together



## P4P Cultural Tourism Goal

Through collaborations, create rich destination experiences that attract visitors and contribute to the quality of life for local citizens.

### **Goal Selection:**

The Arts & Entertainment cluster is growing in the P4P Region, specifically in the cultural tourism area. Nebraska City leads the way with the Arbor Day Foundation, the Lied Lodge, and Kimmel Orchards. Brownville has a burgeoning artisan sector that draws tourists from four states and Pawnee County is expanding tourism with a growing Amish Community. The region is ideally located within 150 miles of nearly 5.4 million people, including Omaha, Kansas City and Des Moines.

### **Regional Economic Benefit:**

Increased collaboration between city and county tourism events, promotions and business opportunities can structurally change the tourism experience for visitors, leading to longer stays and additional retail dollars throughout the region. Enhanced amenities and opportunities will also enhance the quality of life for local residents and serve as a potential attraction for new residents to live and work in the region.

### **Strategy 1.0 - Outcomes**

#### *Short Term (6 months – 2 years):*

- Creation a directory of regional tourism assets, organizations, collaborators and facilities.
- A broader regional tourism team is organized and commits resources toward regional tourism efforts.
- Conduct hospitality training for front-line employees across the region in 2017, multiple trainings, on-going.
- Collaborate with regional tourism entities to conduct a Tourism Summit in Fall/Winter 2017.
- Tourism Summit conducted to cross-train managers, owners and venue directors.
- Secure funds to develop a regional social media/on-line campaign, to be completed by Fall 2018.

#### *Intermediate (2-4 years):*

- Operating a successful regional tourism team that actively seeks and secures funds to support regional tourism business and venue activities.
- County lodging tax committees meet regularly and financially support regional tourism events designed to enhance longer stays.
- Venues and businesses are extending hours, offering additional events to attract greater tourism numbers.

#### *Long Term (5+ years):*

- Regional tourism team has reach sustainable funding and membership status.
- Regional festivals and larger, longer events are held annually.
- There is a unified message that includes cross marketing, regional communication, and a targeted message.

## Cultural Tourism Coordinating Team

Team Lead - Jessica Jones,  
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Actions/Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
<b>1.0 By 2021, the region will achieve a 5 percent annual increase in sales and lodging taxes through new and profitable tourism businesses and attractions.</b>					
1.1 Directory of Regional Tourism Assets	Game & Parks, NRD, Tourism Directors, State Tourism, SENTC	April, 2017	Planning Phase	Jessica Jones, Lead Tourism Coord. Team	100% identification of tourism assets.
1.1.1. Inventory of tourism assets, tourism organizations		February, 2017	Planning Phase	Jessica Jones, Lead Tourism Coord. Team	Secured contacts of regional tourism assets
1.1.2. Conduct survey of venues, events, tourism locations		March, 2017	Planning Phase	Jessica Jones, Lead Tourism Coord. Team	50% of contacts complete survey
1.2 Host a P4P regional tourism meeting	SENTC, NE Tourism, MINK, City/Cnty Tourism Directors, By-ways, RC&D	April 2017	Planning Phase	Jessica Jones, Lead Tourism Coord. Team	Completion of Summit, with 75% of all regional tourism entities represented.
1.2.1. Secure location		February 2017		Jessica Jones, Lead	
1.2.2. Invite tourism organizers, venues business owners		March 2017			
1.2.3. Gain commitment for implementation of tourism goals, including organizing teams		April 2017			
1.3 Conduct tourism/hospitality training for front-line employees	Events, Venues, Businesses Employees, SENTC	Spring, Summer 2017; on-going	Planning phase	Jessica Jones, Lead; Cultural Tourism Team, Nebraska Extension	Number of front-line staff attending, Number of trainings held, Change in behaviors.
1.3.1. Organize locations, dates, presenters		February 2017		Jessica Jones, Lead;	
1.3.2. Market trainings		Late February 2017		Jessica Jones, Lead;	
1.4 Host a Regional Tourism Summit	SENTC, MINK, NE Tourism, RC&D, City/Cnty Tourism Directors, Tourism Businesses	Winter 2018	Planning Phase	Jessica Jones, Lead; Cultural Tourism Team	Number of Tourism Entities attending;
1.4.1. Organize planning team		March, 2017		Jessica Jones, Lead; Cultural Tourism Team	
1.4.2. Plan Summit		June, 2017		Summit Planning Team	
1.4.3. Market Summit & Conduct		Fall, 2017		Summit Planning Team	
1.5 Develop a regional social media presence for regional events/businesses	SENTC, NE Tourism, MINK, City/Cnty Tourism Directors, By-ways, RC&D, Tourism Businesses	Fall 2018	Pending	Cultural Tourism Team	Successful Social Media campaign implemented
1.5.1. Secure funds to develop social media campaign/app	Funding agencies, County Lodging Tax Councils	Late 2017 - 2018	Pending	Cultural Tourism Team	Funds secured
1.5.2. Develop social media campaign / app to promote regional tourism events/venues/businesses		2018	Pending	Cultural Tourism Team	Contactors/Developers hired and completion of campaign
1.5.3. Launch and evaluate					Launched social media

1.6 Regional collaboration of tourism events	Regional Attractions, Businesses, Facilities, etc.	2019	Pending	Cultural Tourism Team	Number of collaborative activities organized, increase tourist attendance, increase in lodging tax and retail sales
1.7 Expanded tourism events/Attractions leading to expanded tourism season	Regional Attractions, Businesses, Facilities, etc.	2021	Pending	Cultural Tourism Team	Number of days of tourists activities offered/businesses open. Increased tourism wages,

### **Strategy 2.0 - Outcomes**

#### *Short Term (6 months – 2 years):*

- Gain a better understanding of the tourism business needs per county by March 2017.
- Rebuild a network of tourism businesses with a regional focus by May 2017.
- Fall 2017/Winter 2018, provide business training modules that address the tourism business needs, may include:
  - Changing business models (liquor licensing, regulations, etc.)
  - Defining targets and how to best market to that audience.
  - Identify varying demographic markets and determine the best way to reach them using a variety of marketing channels.
  - Red Carpet Service
- Starting Summer/Fall 2017, Chambers host regional social hour events for tourism businesses.
- Collaborate with Nebraska tourism groups to conduct regional Tourism conference in Winter 2017/2018.

#### *Intermediate (2-4 years):*

- Greater coordination of regional tourism activities, may include Day tours offered throughout the region by 2018.
- Regular, coordinated effort to increase communication between business owners, coming attractions, and annual/new events, participate in Tourism social media campaign.

#### *Long Term (5+ years):*

- Region holds a reputation for being a destination place that has something for everyone always available – 7 day access by 2021.
- Expanded tourism season with new events and attractions hosted by the region as a whole by 2021.
- More tourism businesses, attractions, events and festivals.

Actions/Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
<b>2.0 By 2021, the region will have an increase of 20 or more new tourism businesses</b>					
2.1 Needs assessment of tourism businesses across the region, in conjunction with Tourism Strategy 1.0	Private tourism business owners	March 2017	Planning Phases	Jessica Jones, Lead Tourism Coord. Team	
2.1.1. Inventory of tourism businesses		February, 2017	Planning Phase	Jessica Jones, Lead Tourism Coord. Team	Secured contacts of regional tourism businesses
2.1.2. Conduct survey of tourism businesses		March, 2017	Planning Phase	Jessica Jones, Lead Tourism Coord. Team	50% of contacts complete survey
2.2 Establish a Tourism Business Network	Private tourism business owners, SBDC, UNL, Economic Developers	May 2017	Planning Phase	Jessica Jones, Lead Tourism Coord. Team	Network established.
2.2.1. Host organizing meeting		April 2017			Establish leadership to maintain network.
2.2.2. Conduct regional business social hour events to encourage networking, support and collaboration		Summer 2017			50% of targeted group participate in tourism networking actives;
2.3 Conduct targeted business training for tourism businesses	Private tourism business owners, SBDC, UNL, Economic Developers	Fall 2017 / Winter 2018	Planning Phase	Jessica Jones, Lead Cultural Tourism Team, Tourism Business Network	Number of businesses participating, Change in firm profitability
2.3.1. Set goals for targeted business trainings		Summer 2017		Jessica Jones, Lead Cultural Tourism Team, Tourism Business Network	
2.3.2. Secure tourism specialists / locations		Summer 2017		Jessica Jones, Lead Cultural Tourism Team, Tourism Business Network	
2.3.3. Market and conduct trainings		Fall 2017 – 2018		Jessica Jones, Lead Cultural Tourism Team, Tourism Business Network	
2.4 Host a regional tourism conference, held inconjunction with Tourism Strategy 1.0	SENTC, MINK, NE Tourism, RC&D, City/Cnty Tourism Directors, Tourism Businesses	Winter 2018	Planning Phase	Jessica Jones, Lead; Cultural Tourism Team, Business Network	Completion of Conference, with 40% of all regional tourism businesses, attractions attending.
2.5 Businesses coordinate with Tourism Team and Lodging tax Committees to conduction regional tourism activities	Regional Attractions, Businesses, Facilitites, etc.	2019	Pending	Cultural Tourism Team, Business Network	# of collaborative activities organized; Increase tourist attendance; Increase in lodging tax and retail sales.
2.6 Expand collaboration, tourism events/ Attractions leading to extended tourism season.	Regional Attractions, Businesses, Facilitites, etc.	2021	Pending	Cultural Tourism Team, Business Network	# of days of tourists activities offered/businesses open. Inc. number of tourism businesses. Inc. in tourism wages. Inc in sales tax attributed to events hosted within the region.