

# White Pine County Tourism and Recreation Board

## 2019 Strategic Plan (Draft)

### Guiding Principles:

1. White Pine County Tourism and Recreation Board receives funding through local lodging taxes and is responsible for being good stewards of the tax revenues.
2. The core role and scope of WPCTR and Bristlecone Convention Center is an economic generator to bring more cash into the local economy by increasing visitation and room night by developing the visitor experience.
3. Metrics are directional. All human and resource expenditures will be measure for effectiveness to allow for adjustments.

### Mission Statement:

WPCTR will take the lead role in creating a welcoming environment for travelers on US 6, US 50, and US 93 to stop and stay overnight. We will do this by featuring and enhancing local attractions, events, and amenities to benefit the local economy and quality of life in White Pine County. We will use our resources to assist local businesses, attractions, and volunteer organizations to provide an exceptional experience to visitors.

### Strategic Priorities:

1. Visitation and Destination Awareness: Grow overall awareness of what the area has to offer, to both locals and visitors, to grow the economy through tourism.
2. Increase room night growth with a focus on target markets of Southern Nevada, California, Utah, Arizona, and Idaho.
3. Increase Bristlecone Convention Center usage and revenues
4. WPCTR budget will focus on increasing visitors and overnight stays through community improvements and creating year-round activities and attractions.

### **Priority #1: Visitation and Destination Awareness: Grow overall awareness of what the area has to offer, to both locals and visitors, to grow the economy through tourism.**

- Work with all businesses, organizations, and attractions to tell the story of White Pine County's tourism value.
- Emphasize involvement with local organization and developing partnerships.
- Promote Ely as the basecamp for exploring the county.
- Promote tourism assets within 4 categories:

**History**, including but not limited to Trains, Renaissance Village, Museums, and Historic Buildings

**Arts and Culture**, including but not limited to Art Bank, Galleries, Public Art, Native Tribes

**Outdoor Recreation**, including but not limited to motorized and non motorized trails activities, State and National Parks, recreation facilities

**Events** – Events that have significant cultural and tourism value with the ability to bring in 200 visitors or more from outside of the area

- Develop and increase original content to publicize all local events, attractions and activities.
- Continual maintenance of WPCTR website to be accurate and user friendly.
- Prioritize digital and social marketing over traditional media and trade shows.
- Develop and manage an official Visitor Center on Aultman Street.

**Priority #2: Increase room night growth with a focus on target markets of Southern Nevada, California, Utah, Arizona, and Idaho.**

- Work with local attractions and hotels to create package deals.
- Develop and implement an ability to connect visitors, attractions, and hotels online.
- Develop and publicize detailed 1-2-3 day itineraries specifically for travelers from our target market to White Pine County.
- Utilize outside public relations firm, when appropriate, to help expand the footprint into new markets.

**Priority #3: Increase Bristlecone Convention Center usage and revenues**

- Update Convention Center policies and procedures to be as customer friendly as possible
- Develop a facility marketing piece to include convention center and all public meeting space opportunities to use for marketing to new groups and events.
- Develop a communications plan to attract out of town groups and organizations to select Ely and the Bristlecone Convention Center for their conventions and meetings.
- Add events and meetings at the convention center to the online community calendar to help with planning and awareness.
- Develop a master plan for short- and long- term improvements to increase usage and revenues.
- Assess the return and develop a plan for all facilities owned by WPCTR

**Priority #4: WPCTR budget will focus on increasing visitors and overnight stays through community improvements and creating year-round activities and attractions.**

- Resources will be utilized to help finance wayfinding signs and site beautification projects.
- Resources will be used to maintain current public art as well as invest in new public art.
- Resources will be used to further the downtown corridor through investing as a partner in the Nevada Main Street Program.
- Staff will serve as WPCTR liaisons and support for community events, beautification teams, and attractions.
- Analyze all events WPCTR partners with to assess their impact to the community.

Director to submit a formal quarterly written report to the WPCTR Board detailing progress on all priorities.

Adopted by WPC Tourism and Recreation Board on 2/21/19