

STRATEGIC PLAN

2017-2019

Mission:

Jamestown Tourism coordinates, promotes and supports tourism growth and development in Jamestown, ND and the surrounding areas.

Strategic Plan:

Goal 1: We will use the Discover Jamestown brand to promote and market Tourism in the region.

Strategy 1: Explore traditional and new media opportunities to utilize the brand.

- ~~— update Jamestown tourism website~~
- ~~— map, market the horse trails at Pipestem~~
- enhance the digital presence of businesses in Jamestown
- create relationships with RV distributors to use Jamestown for test trip for their new sales

Strategy 2: Continue to explore the advantages of a facility that would promote visitor interaction within the community.

- with the Tourism Board of Directors, continue discussions on the strategic possibilities of a location and facility that fits the needs of the visitor

Goal 2: We will enhance and grow camping and outdoor recreation in Jamestown and the surrounding area.

Strategy 1: Identify partners to grow and develop the camping experience in the local area.

- with County Park Board, design and estimate the costs to develop a new campground on Jamestown Reservoir
- with County Park Board, Corps of Engineers, fundraise for infrastructure (water, power, etc) to develop Parkhurst into expanded amenities campground
- work with Fort Seward to create infrastructure for unique & historic camping opportunity on the Fort Seward grounds (yurt, teepee, Fort's officer's quarters)
- create a fund for the growth and betterment of the camping facilities rooted in the goal of creating economic impact through a quality camping experience

Strategy 2: Explore outdoor recreation partnerships that provide complimentary outdoor experiences.

- develop a plan that would connect current trail systems together
- expand trails to loop around Pipestem Lake
- ~~— install information centers at the trailhead to expand the knowledge of trails and happenings in Jamestown~~
- through partnerships, consider places along the river where kayak and canoe docks could be placed for river access.
- work with organization/business to provide rental units for bikes, canoes, kayaks, and other desirable water crafts

Goal 3: We will expand the stories of Jamestown and the surrounding area.

Strategy 1: Continue to collect, document, and promote both written and oral histories about the various Jamestown landmarks and peoples of interest, including recent history.

- with the 1883 Stutsman County Courthouse, assist in appropriate ways with site interpretation
- with the Library, expand the message of Louis L'Amour to highlight the significant relationship of the Alfred Dickey Library as cited in L'Amour memoir, "A Wandering Man"
- with CSI, uncover the historic footage that could attract new visitors or enhance experience
- champion the storytellers and foster an environment that will help them tell stories of Jamestown into the future

Strategy 2: Explore innovative ways to promote experiential learning and engagement in the community and region.

- work with the Native American tribe in the Devils Lake area to create an event in our area for a learning experience
- with the Frontier Village, create "experiences" using existing structures, like a postcard printing press, and other ideas where interactions cause visitors to spend more time in Jamestown
- with the National Buffalo Museum, work with the staff to find ways to make the museum more child friendly by creating hands on exhibits and experiences
- with the National Buffalo Museum, help to develop new exhibits and experiences that foster the education related to the mission of the museum
- with Fort Seward, consider the possibility of using the site as an archeology dig event/program

Goal 4: We will promote Jamestown as a regional hub for tourism and recreation.

Strategy 1: Facilitate new ways to package invitations to the area.

- restructure the grant program for events
- with Jamestown Downtown Association, work together on possible future event ideas
- with The Arts Center, identify events and work together to expand them into signature community events

Strategy 2: Provide and facilitate reciprocal promotion of community happenings within communities in a 60 mile radius.

- educate surrounding communities on the access and function of the Jamestown Community Calendar
- find create and affordable ways to distribute the paper calendar to closest communities
- utilize the primary purpose of regional visitors to expand their trips to Jamestown to engage in events and dining

Strategy 3: Promote Jamestown as a hub for group educational and heritage trips.

- build unique bus itineraries that includes agritourism sites that would allow bus tour operators to hub and spoke from Jamestown (ie ranch, agricultural processes, buffalo processing, etc)

Goal 5: We will be a source to local/regional tourism entities for additional resources, training, and operational assistance.

Strategy 1: Develop a plan for periodic assessment of tourism sites within the region.

- research best practices for assessment tools

Strategy 2: Develop a plan to educate the community of Jamestown on the resources and value of tourism in the community.

- facilitate, organize and fund training on a number of educational topics based on the needs of tourism and the community (example, how to use Google to get your website noticed)
- with hotel and hospitality staff, create an education course to orientate staff to Jamestown Tourism and community resources
- with the Jamestown School's, educate the community on the resources of Tourism through an existing event or educational resource (i.e. back to school nights)
- provide item (i.e. buttons, shirts, signs, etc) to staff in hospitality industry to help engage in the conversation about "what's going on"

Strategy 3: Provide the Tourism board with support by giving them tourism industry and board educational opportunities.

- budget and invite board member to participate in the annual ND Industry Conference
- better define the demographic "makeup" of rural communities to aid board in decision making processes

Goal 6: We will support and grow the efforts of Jamestown to deliver hospitality for visitors whose activities support tourism.

Strategy 1: Develop working relationships with existing entities to support conferencing and sporting activities that create spending, which benefits local businesses.

- supporting multiple day, athletic tournaments, that provide economic impact

Strategy 2: Develop bus and international travel itineraries to promote Jamestown as a destination.

- with ag and local industry, consider tours that would attract new visitors to the region
- develop itineraries for 1, 2, and 3 day trips to the region
- with historic locations, work with schools to develop trips related to the ND curriculum

Strategy 3: Partner with agencies to coordinate and define the Jamestown community and the new offerings and changes within the community.

- with realtors, meet to find out needs of new residents and work to coordinate Tourism resources to meet those needs
- with Chamber and JSDC, target large employers, meet to find out the needs of recruitment efforts and assist in providing or developing tools
- invite State Tourism on a "familiarization" trip to Jamestown
- with individual ND Tourism staff, develop collateral that educates their target audiences