

STRATEGIC PLAN

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.

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

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.

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

- Through partnerships, consider places along the river where kayak and canoe docks could be placed for river access.

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.

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

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.

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

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

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.

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

Strategy 3: Develop a strategic relationship with North Dakota Tourism.

Strategy 4: Provide the Tourism board with support by giving them tourism industry and board educational opportunities.

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.

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

Strategy 3: Explore ways to create hospitality and connection for niche travelers (birders, racers, mountain bikers, etc).