

Focus Area	Priority Goals	Action Items	Performance Indicators
Tourism Management	1 Establish a tourism advisory committee	1 Utilize existing list of tourism stakeholders to create a list of potential members	A Invitations sent and accepted
		2 Invite tourism-related business owners/managers and representation from the ADA Advisory Board	B Meeting held C Schedule and appear at four municipal and one county leadership meeting
		3 Host face-to-face meeting between advisory committee and town/county leadership	
	2 Establish a tourism point of contact	1 Designate a tourism point-of-contact	A Designate a person/paid position to take on tourism duties
		2 Explore sustainable funding options for point-of-contact and additional workload	B Seek funding from county and/or town government
	3 Tourism strategic plan stays updated and relevant	1 Review this strategic plan quarterly	A Plan reviewed and updated quarterly, report to TAC
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Product Development	1 Provide public restrooms in public spaces	1 Identify and map currently existing public restrooms	A Completion of a map listing all current available public restrooms B Provide signage and mapping of all public restrooms for tourism-related activities
		2 Incorporate current restroom locations into all tourism opportunities	C Layer is available on public Pulaski County GIS map
		3 Incorporate tourist amenities layer GIS mapping	D Mapped plan of future public restroom sites
		4 Identify needed public restroom locations	E A public restroom at every identified place
		5 Work with communities to develop or improve current restroom locations	
	Pulaski County	1 Contact the Pulaski County ADA advisory board	A Contact made with the ADA advisory board
		2 Collaborate with ADA Advisory Board to complete a needs assessment, establish timeline goals, and provide annual follow-up appraisals	B Contact with ADA AB made, needs assessment completed
		3 Create plan of action to facilitate infrastructure improvements	C Strategic plan for ADA improvements created
	3 Create a county-wide bike route system	1 Submit Hometown Collaboration Initiative capstone project application to OCRA	A Application completed and submitted
		2 Establish a committee of bicycle enthusiasts to advise on the development of the bike routes	B Committee gathered and has submitted recommendations
		3 Utilize GIS mapping to identify existing and proposed routes	C Bike routes are mapped
		4 Evaluate proposed routes for suitability	D Bike routes are approved by Pulaski County Leadership/OCRA
5 Host public meeting to present plan and seek community input		E Public meeting held and input recorded/revisions made	
6 Implement the bicycle route plan via signage and road markings		F Printed maps, road markings, signs, and marketing completed	
Focus Area	Priority Goals	Action Items	Performance Indicators
Marketing and Communications	1 Develop a Pulaski County Brochure	1 Gather award-winning tourism brochures for reference	A Brochures gathered and evaluated for best practices
		2 Create a brochure	B Proof of brochure accepted and approved by CDC
		3 Have brochures printed	C Brochures printed
		4 Distribution of brochures	D Brochures distributed
	2 Update and enhance tourism website	1 Provide website management training for the tourism point-of-contact	A Training completed
		2 Gather relevant tourism information for the enhancement of the website	B Tourism information expanded on website
		3 Expand management capabilities of tourism website to tourism point-of-contact	C Tourism website updated monthly
	3 Utilize existing tourism video	1 Modify existing tourism video into an ad suitable for television	A 30 second ad obtained and owned by Pulaski County
		2 Arrange an advertising campaign with CBS Chicago	B Commercial is aired on CBS Chicago
		3 Continue to capitalize on opportunities to utilize the tourism video	C Video is aired on varying forms of media
4 Increase social media presence		D Instagram, Snapchat, Facebook, Twitter, etc. utilized 3 times weekly	

Purposes and Principle: Mission		Challenges	
The Tourism Advisory Council's mission is to promote tourism in Pulaski County by capitalizing on already-existing opportunities and encouraging future tourism endeavors		A Funding B Community buy-in C Long-term maintenance of physical assets	
Purposes and Principle: Vision		Challenges	
Pulaski County will be a premier outdoor recreation destination.		D Limited administrative resources E Measurement of economic impact	
Purposes and Principle: Values		Opportunities	
A We value the natural and cultural environment. B We value the needs and interests of the individual communities within Pulaski County. C We value access to recreational opportunities for all people. D We value social and economic well-being and growth.		A Enhanced quality-of-life for residents B Increased community pride C Increased economic impact of tourism D Branding Pulaski County as an outdoor recreation destination	
Purposes and Principle: Brand Essence			
Nature	Outdoor		
Laid-back	Adventure		
Unique	Reflection		
Fun	Getaway		
Pristine			