

Projects Related to Tourism

March 8, 2023



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- \$97.6K in available PRT funds
- ~\$80K+ in unspent FY 2023 Rural Marketing Grants
 - Approved for reinvestment in Territory strategic planning at the Dec commission meeting
- \$2M in EDA funding for Destination Development
 - To be distributed after completion of 3D projects

Territory Strategic Planning

- Conduct RFQ with pre-designed brief
 - Focus on territory identity and purpose
 - Creation of Mission and Vision statements
 - Increase membership and participation; succession planning
- Provide a short list of recommended vendors who specialize in strategic planning for rural destinations and tribes
- Monitor progress and support territory planning
- Final territory plans to be completed no later than Dec 2023

ACTION REQUESTED

Seeing a motion to invest \$97,600 in PRT funds into the Territory Strategic Planning program, to be combined with the pre-approved and unspent FY 2023 Rural Marketing Grant funds for a total investment of approximately \$180K for 6 territories.

