

WSSCOG Tourism/Economic Development Strategic Initiative (FY 2014-15)

The inaugural work plan for this initiative will focus on two efforts: (1) assist Westside cities, their Convention and Visitors Bureaus (CVBs), and Destination Marketing Organizations (DMOs) in developing and coordinating a Westside marketing strategy to promote visitors and tourism in the subregion; (2) assist the WSSCOG Board and Westside Cities staff on subregional economic development issues that would benefit from coordinated advocacy, education, grant-writing, or policy development. The driving philosophy of the Executive Director will be to pursue activities that add to the capacity and reach of existing stakeholders.

Activities will include:

- Organizing and facilitating regular meetings of CVBs/DMOs of Westside cities to develop a regional brand and marketing strategy
- Attending Westside Council of Chambers of Commerce (WC3) meetings
- Coordinating with cities' economic development staff on subregional initiatives
- Monitoring legislation and identifying grant opportunities
- Identifying and pursuing joint grant applications to advance subregional objectives

Workplan Timeline:

	TOURISM/ ECONOMIC DEVELOPMENT
Q3 2014	<ul style="list-style-type: none"> • Convene regular Westside CVB/DMO meetings to develop/coordinate a subregional strategy • Refine WSSCOG tourism goals for FY 2014-15 • Interview Westside cities' economic development (ED) staff • Identify and confirm subregional ED issues
Q4 2014	<ul style="list-style-type: none"> • Explore Westside brand strategy • Retain brand consultant • Develop recommendations
Q1 2015	<ul style="list-style-type: none"> • Implement brand and marketing strategies
Q2 2015	<ul style="list-style-type: none"> • Implement brand and marketing strategies • Evaluate strategies' effectiveness • Develop FY 2015-16 strategy