

WSCCOG Tourism/Economic Development Strategic Initiative (FY 2015-16)

The proposed FY 2015-16 Tourism/Economic Development work plan will continue to assist Westside cities' Convention and Visitors Bureaus (CVBs), Chambers of Commerce, and cities' economic development staff in developing and coordinating a Westside marketing strategy to promote visitors and tourism in the subregion. The driving philosophy of the Executive Director will be to pursue activities that add to the capacity and reach of existing stakeholders. The Executive Director team will assist the Board on the following Tourism/Economic Development activities:

- Organize and facilitate bi-monthly meetings with the Tourism/Economic Development Committee to collaborate on joint subregional projects that strengthens the Westside identity and promote cross promotion between Westside cities
- Participate in the Westside Council of Chambers of Commerce (WC3) regular meetings, when appropriate
- Promote the WC3 State of the Westside annual event
- Coordinate with the CVBs in the development and launch of the Westside Hidden Gems Webpage and Westside Cultural Arts Transit Guide
- Coordinate with Pacific Standard Time II on developing a mobility guide to the Westside venues participating in the PST II, which is slated to occur in 2017

Tourism/Economic Development Work Plan Timeline:

Quarter	Activities
Q3 2015	<ul style="list-style-type: none"> • Launch Westside Hidden Gems Webpage on WSCCOG Website • Continue to work with Tourism/ED Committee on the development of a Westside Cultural Arts Transit Guide
Q4 2015	<ul style="list-style-type: none"> • Evaluate Westside Hidden Gems Project effectiveness • Launch Westside Cultural Arts Transit Guide to coincide with a Los Angeles Tourism Board seasonal campaign
Q1 2016	<ul style="list-style-type: none"> • Evaluate Westside Cultural Arts Transit Guide effectiveness • Begin communication strategy for Pacific Standard Time II
Q2 2016	<ul style="list-style-type: none"> • Continue work on communication strategy for Pacific Standard Time II • Develop FY 2016-17 annual work plan