

# **White Pine County Tourism & Recreation Board**

## **2018 Strategic Plan Summary**

### **Guiding Principles:**

1. White Pine County Tourism & Recreation Board receives funding through local lodging taxes and is responsible for being good stewards of the tax revenues.
2. The core role and scope of WPCTR and Bristlecone Convention Center is an economic generator to bring more cash into the local economy by increasing visitation and room nights by developing the visitor experience.
3. Metrics are directional. All human and resource expenditures will be measured for effectiveness to allow for adjustments.

### **Mission Statement:**

WPCTR will take the lead role in creating a welcoming environment for travelers on U.S. 6, 50 and 93 to stop and stay overnight. They will do this by featuring and enhancing local attractions, events, and amenities to benefit the local economy and quality of life in White Pine County. They will also work with businesses to assist and develop visitation resources.

### **Strategic Priorities:**

1. Visitation and Destination Awareness: Grow overall awareness of what the area has to offer, to bring more visitors who will bring more cash into the local economy.
2. Increase room night growth with a focus on target markets of Southern Nevada, California, Utah, Arizona and Idaho.
3. Increase Bristlecone Convention Center usage and revenues.
4. WPCTR budget will focus on increasing visitors and overnight stays through community improvements and creating 365 days of activities and attractions, rather than focusing on weather-dependent events and staff travel.

**Priority #1: Visitation and Destination Awareness: Grow overall awareness of what the area has to offer, to bring more visitors who will bring more cash into the local economy.**

- Work with all businesses, organizations and attractions to tell the story of why White Pine County is worth a special trip, a stop, or an overnight stay.
- Promote the exceptional qualities of local experiences, attractions and events.
- Change perception of our community from a place to stop for gas to a welcoming community with exceptional experiences. This will capitalize on the annual average daily traffic count on Aultman Street of 11,000 vehicles.
- Develop and increase social media outreach with original content and video to publicize all local events, attractions and activities daily.
- Contract to develop a mobile app for Ely/White Pine County
- Revamp WPCTR website to be more accurate and user friendly.
- Utilize electronic media and billboards to build awareness rather than relying on expensive print materials
- All out-of-town travel, including travel shows, conventions, and meetings, will be pre-approved by the board. Develop and utilize local citizen ambassadors to attend board approved travel shows and other promotion events.

**Priority #2: Increase room night growth with a focus on population target markets of Southern Nevada, California, Utah, Arizona and Idaho**

- Contract to develop and implement an online reservation platform room packages and experiences, to include down payment and monthly payment options.
- Develop and publicize detailed 1-2-3-day visitor itineraries specifically for White Pine County for each season from Southern Nevada, California, Utah, Arizona and Idaho.
- Contract with an outside public relations and marketing firm to help promote the experiences, attractions and events in White Pine County

### **Priority #3: Increase Bristlecone Convention Center usage and revenues**

- Increase awareness by publicizing the BCC through social media and other means by featuring amenities, location, fees and other information.
- Develop a plan to attract out-of-town groups and organizations to select the BCC and Ely for their conventions and meetings.
- Create a Convention Center Calendar on the website like the calendar link to increase transparency:  
<http://winnemucca.com/calendar-events/convention-center-calendar>
- WPCTR Board will receive monthly written reports detailing longitudinal usage and revenue metrics of the BCC
- Develop a master plan for short- and long-term improvements to increase usage and revenues.

### **Priority #4: WPCTR budget will focus on increasing visitors through community improvements and creating 365 days of activities and attractions, rather than focusing on a few weather-dependent events and staff travel**

- Monetize wayfinding signs, site beautification, advertising, public relations and marketing for local attractions and events.
- Emphasize that Ely is the Base Camp for exploring the area.
- All special event metrics will be reviewed for return on investment of at least 120% to be continued. Properties will be asked if they experienced an increase in room nights prior to being scheduled for the upcoming year.
- Staff will serve as WPCTR liaisons and support for community events, beautification teams and attractions.

Director to submit a formal monthly written report to the WPCTR Board detailing progress on all priorities.

The WPCTR Strategic Plan progress will be a standing agenda item for all board meetings.

The WPCTR Strategic Plan will be posted on the WPCTR website.