

Juniata River Valley Regional Tourism Plan - Action Plan

No.	Description	Estimated Costs	Economic Benefits	Special Needs	Other Impacts	Implementation
1	<p>Interactive Tourism Map.</p> <p>Finish developing tourism inventory map assembled by Mifflin County Information Technology Department to create an interactive website version</p>	<p>In-kind = \$25,000</p> <p>Maintenance = \$10,000</p> <p>Map reproduction = \$2,000</p> <p>Software/support = \$3,000</p> <p>Total = \$15,000/year</p>	<p>For Tourists:</p> <p>User friendly map. Easy to locate attractions. Convertible map in versions. Access to lodging/dining data.</p> <p>For JRVVB:</p> <p>Insert for brochures. Reduced drafting costs. Growth in business. More employment. Revenue for JRVVB.</p>	<p>Expertise of Mifflin County Information Technology Department.</p> <p>Up-to-date computer infrastructure.</p>	<p>Improved prestige.</p> <p>Improved self-image.</p> <p>Increased traffic to area.</p> <p>Some new development.</p>	<ol style="list-style-type: none"> 1) Add layers to map. October 31, 2002. 2) Add data to web. December 31, 2002. 3) Interactive website. December 31, 2002. 4) Print various versions. January 31, 2003.
2	<p>Themed Advertising Program</p> <p>Establish marketing theme (e.g. "The Juniata River Valley...Discover Our Good Nature") for Washington, Harrisburg, State College, Lancaster, York, Reading and Philadelphia. Base theme on agricultural, cultural, historic and natural assets of the region and relaxing atmosphere.</p>	<p>Harrisburg, Lancaster and York campaign - \$25,000</p> <p>Other markets - \$10,000</p> <p>Ad development - \$15,000</p> <p>Total = \$50,000/year</p>	<p>For Tourists:</p> <p>Communicates image of area. Preserves quality experience. Preserves the quality of life. Directs visitors to best assets.</p> <p>For JRVVB:</p> <p>New customers. More employment. Revenue for JRVVB.</p>	<p>Professional expertise in advertising and graphic design,.</p> <p>Advertising agency to negotiate rates and place advertising.</p>	<p>Increased traffic to area.</p> <p>Some new development.</p> <p>Higher expectations.</p> <p>More demand for planning.</p>	<ol style="list-style-type: none"> 1) Secure professional advice and ad agency January 31, 2003. 2) Create and test marketing theme. March 31, 2003. 3) Place advertisements. April 30, 2003. 4) Evaluate effectiveness. December 31, 2003.

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3	<p>Website Development Program for JRVVB Members</p> <p>Provide JRVVB members with a free web page linked to the Tourism Inventory and Map and technical assistance and training to develop that page or a separate website linked JRVVB and ExperiencePA.com.</p>	<p>\$1,000 - \$2,000/year for each website</p> <p>Total = \$15,000/year</p>	<p>For Tourists:</p> <p>Easy to locate attractions. Creates realistic expectations. Internet-based reservations.</p> <p>For JRVVB:</p> <p>Increased competitiveness. Strong Internet presence. Foundation for other marketing. Offers valued member service. Growth in tourism. Quality image of the area.</p>	<p>Up-to-date computer infrastructure.</p> <p>Technical assistance in website development.</p> <p>Capable supervision of any students employed.</p> <p>Funding commitment from the JRVVB.</p>	<p>Increased traffic to area. Some new development. Servicing of tourism providers and visitors. Higher visitor spending. High-quality image. More demand for planning.</p>	<ol style="list-style-type: none"> 1) Partner with website developers to offer technical assistance. February 28, 2003. 2) Develop guidelines and take applications for 50% cost-sharing. April 30, 2003. 3) Develop websites. September 30, 2003. 4) Publish initial websites. October 31, 2003.
4	<p>Travel Packaging Program</p> <p>Establish a formal travel packaging program for JRVVB members, combining two or more complementary offerings into single-price packages that include a variety of services such as lodging, meals, entrance fees to attractions, entertainment, transportation costs (e.g. Amtrak), guide services or other similar activities.</p>	<p>\$10,000 - \$12,000/year for 1 day/week position less partner chargebacks</p> <p>Total = \$6,000/year</p>	<p>For Tourists:</p> <p>Allows visitors to budget. Saves time in arranging travel. Good value for the customer. Easy to find attractions. Addresses specialized interests.</p> <p>For JRVVB:</p> <p>Adds value and profits. Longer stays. Increased off-season sales. Reducing marketing costs. Can target markets Reaches missed attractions. Business for small providers. Capacity to reach new markets. Develops multi-trip customers.</p>	<p>Staff with entrepreneurial, financial and marketing skills.</p> <p>Training and some professional technical assistance in market research, budgeting, projecting of sales, setting up a point of contact, cross-promotion agreements, booking procedures, promotion and quality control.</p>	<p>Increased traffic to area. Some new development. New tourism. Added jobs. Sustainable tourism business.</p>	<ol style="list-style-type: none"> 1) Train staff in packaging and establish fee structure. October 31, 2003. 2) Research market and solicit package partners. December 31, 2003. 3) Assemble, market, administer and evaluate package programs. December 31, 2004.

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5	<p>Travel Media Information Program</p> <p>Establish a formal travel media information program within the JRVVB to encourage more writing of travel articles and generation of free publicity for the Juniata River Valley.</p>	<p>\$1,000 - \$2,000/year for travel media kits</p> <p>\$2,000 - \$4,000/year travel press tour costs</p> <p>\$5,000 - \$6,000/year JRVVB staff time</p> <p>Total = \$12,000/year</p>	<p>For Tourists:</p> <p>Education regarding the area. Increased appreciation of area. Higher quality experiences.</p> <p>For JRVVB:</p> <p>Inexpensive or free advertising. Tailored brand image. Increased sustainable tourism.</p>	<p>Staff trained to write news releases, assemble professional press kits and develop story lines for articles.</p> <p>The ability to relate well with travel media representatives.</p>	<p>Increased traffic to area. Some new development. Higher expectations. More demand for planning.</p>	<ol style="list-style-type: none"> 1) Establish travel media information page on JRVVB website and assemble travel press kit. December 31, 2003. 2) Begin regular e-mail communications with local and regional media. January 31, 2004. 3) Organize first scheduled travel media tour. June 30, 2004.
6	<p>Promote Agricultural Tourism Ventures</p> <p>Encourage the development of additional agricultural tourism businesses to complement other tourism offerings and build on the "Discover Our Good Nature" theme.</p>	<p>\$1,000 - \$2,000/year for promotion</p> <p>\$3,000 - \$5,000/year JRVVB staff time</p> <p>Total = \$7,000/year</p>	<p>For Tourists:</p> <p>Broader visitor opportunities. Increased appreciation of area.</p> <p>For JRVVB:</p> <p>Preserves rural character. Additional tourism income Improved farm income. Preserves working farms.</p>	<p>Coordination with Cooperative Extension Service.</p> <p>Technical assistance from other sources (e.g. legal advice, design assistance)</p>	<p>More sustainable tourism.</p>	<ol style="list-style-type: none"> 1) Survey need for specific enterprises and farmer interest. June 30, 2003. 2) Work with Cooperative Extension Service to identify resources and conduct seminars. December 31, 2003 3) Publish brochure, guide and map to farms with direct sales. June 30, 2004.

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7	<p>Trail and Tour Development</p> <p>Support the development of additional trails and tours matching the objectives of this Regional Tourism Plan, including scenic byways, possible scenic river designation, canal trails, bus tours and associated mapping and signing with the "Juniata River Valley...Discover Our Good Nature" theme.</p>	<p>\$5,000 - \$6,000/year JRVVB staff time</p> <p>\$10,000/year for welcome sign program</p> <p>Total = \$16,000/year</p>	<p>For Tourists:</p> <p>Increase visitor access to sites. Higher quality experiences.</p> <p>For JRVVB:</p> <p>Tailored brand image. Increased sustainable tourism.</p>	<p>JRVVB staff coordination of public/private efforts.</p> <p>JRVVB leadership to achieve consistency in signage, initiate contacts with governmental entities and pull together various parties.</p>	<p>Increased traffic to area. Some new development.</p> <p>New tourism. Added jobs. Sustainable tourism business.</p>	<ol style="list-style-type: none"> 1) Identify best trail and scenic tour opportunities. December 31, 2003. 2) Establish task force to pursue designations. March 31, 2004. 3) Develop signage and promotion plans. September 30, 2004. 4) Erect signage and promote routes. June 30, 2005. 5) Repeat process for new trails and tours.
8	<p>Community and Economic Development for Tourism</p> <p>Implement community and economic development programs to increase the Region's attractiveness for tourism including; downtown revitalization, revitalization of gateways, planning for future high-quality growth, coordination with surrounding counties, financial incentives for tourism business development and tourism infrastructure investment.</p>	<p>\$5,000 - \$10,000/year JRVVB staff time</p> <p>Total = \$10,000/year</p>	<p>For Tourists:</p> <p>Preserves rural character. Higher quality experiences.</p> <p>For JRVVB:</p> <p>Increased sustainable tourism. Higher tourism income.</p>	<p>JRVVB staff participation in community development, planning and economic development activities.</p>	<p>Community and economic development.</p>	<ol style="list-style-type: none"> 1) Identify needed tourist attractions, businesses and development projects. December 31, 2003. 2) Participate in work of entities pursuing these community and economic development projects. Ongoing. 3) Prepare inventory of financial assistance programs for tourism businesses. June 30, 2004 and continue annually.