

PROMOTE TOURISM / PRIORITIZED EXECUTION ITEMS 10.25.19

County will ...	Industry will ...	Collaborative: County + Industry will ...
<p>1. Recommend to the BOS an amendment of the Temporary Special Events ordinance to accommodate cannabis tourism</p> <p>2. Explore mechanisms to fund brand identity strategy, like a cannabis business improvement district</p> <p>3. Industry leaders with County participation collaborate on brand identity / county of origin marketing strategy</p>	<p>1. Support research to identify funding streams for a board or to join an existing tourism board like VMC.</p> <p>2. Collaborate with other established County events (like Mushroom and Beer Fest) to create festivals and events that bring in new experiences.</p> <p>3. Collect data and success stories to inform tourism events, marketing trends, etc.</p> <p>4. Speak with lodging to access possibility of participating in their board process via a financial contribution and get promotion via VMC.</p>	<p>1. County will help Industry strategize how to engage lodging and VMC.</p> <p>2. Share data with County to inform trends and needs.</p> <p>3. Seek talent together so that Industry is represented in the process and outcome.</p> <p>4. Industry will tell county what kind of levy on sales they can withstand to contribute to a group like VMC, for example.</p>