

Outline of Tourism Strategic Plan

1. Introduction
2. Executive Summary
3. Overview of Process
4. Vision, Mission, Objectives
5. Economic Impact Analysis
 - A. Economic Market (assessments of the current and future economic impact from tourism in LAC broken down by general GRT, hotel, restaurant, retail, etc.)
 - B. National Park Service Economic Impact (current and future)
 - C. Other Assets
6. Current Situation Analysis
 - A. Tourism Asset Inventory
 - i. Local Assets
 - ii. Regional Assets
 - B. Current partners and their responsibilities and resources
 - C. Tourism trends
 - D. Visitor Characteristics
 - E. Organizational assets
7. Strengths/Weaknesses/Opportunities/Threats Analysis
8. Strategies and Implementation Approach
9. Recommended Action Plan (prioritize with Immediate, Medium Term and Long Term Needs and performance metrics)
 - A. Operating Plan: Asset Inventory, Marketing, Infrastructure Needs, Land Use to include zoning issues, organizational impacts
 - B. County Financial/Investment Plan
 - C. Partner Action Plan