

**Surry County
Tourism Development Authority**

2020-2025

Goal Setting Report
and Action Plan

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NC Rural Economic Development Division
NC Main Street and Rural Planning Center



AGENDA

November 12, 2019
10:30 AM

Meeting Location:
Historic Courthouse
114 W. Atkins Street
Dobson, NC 27017

- I. Call to Order
- II. Strategic Planning Session with Darren Rhodes
- III. Approval of the Minutes from the August 13, 2019 Meeting
- IV. Financial Update
 - a. Revenues/Expenditures Report
 - b. Budget Amendment #1
- V. Old Business
 - a. YVHC Signage Update
 - b. YVHC Kiosk and Banners
- VI. New Business
 - a. Marketing Update
 - b. 2020 Meeting Calendar
- VII. Adjourn

Next Meeting: February 13, 2020, @ Cedarbrook Country Club

FY 19-24 Goal Setting Exercise

This report reflects discussion of the Surry County Tourism Development Authority (TDA) that took place at the November 12, 2019 meeting. * Following the call to order, Darren Rhodes, facilitated a Goal Setting Exercise with the Authority Board to identify priorities for the upcoming 5 years and further develop goals and actions. The instructions to this activity are shown below along with the results.

- I. *The objective is to write down what the group hopes to accomplish for the upcoming four years and develop consensus around priorities.*
- II. *Each member of the group should take 10 – 15 minutes on their own to write as many answers as they can think of to the following question: **What do you want to see accomplished over the next 5 years?** (there are no wrong answers)*
- III. *After the group finishes writing their answers down I will go around the room asking each person individually to give their answers and will transfer each persons' answers to the flip chart sheets.*
- IV. *Once all answers have been recorded and the flip chart sheets have been placed on the wall I will pass out 6 dots each and ask each person to take a look at the answers and vote on their top 6 (please do not put more than 1 of your dots next to a single answer).*

What do you want the Surry County Tourism Development Authority (TDA) to accomplish over the next 5 years?

1. Show visitors Surry County's tourism assets (3)
2. Hold a Summit for Tourism based businesses (4)
3. Complete Yadkin Valley Heritage Corridor signage (4)
4. Explore continuing events, programs, initiatives associated with 250th Anniversary (2)
5. Bring together TDA groups to get a better understanding of each (2)
6. Set goals for revenue growth
7. Create a comprehensive restaurant guide and determine how best to market (2)
8. Update tourism stakeholders list and ask for input on how they can be helped (3)
9. Hold workshops on how to promote businesses on social media (4)
10. Develop a weekend transportation network (1)
11. Reassess future partnerships
12. Explore having a "Fly in" at Mount Airy airport (2)
13. Focus on diversity and inclusion – tie into Department of Natural and Cultural Resources
14. Develop a passport/initiative for summer months to drive tourism to variety of businesses (3)

*The TDA reviewed and finalized this plan at their February 13, 2020 meeting.

Combined Themes and Groupings

Capital

- Complete Yadkin Valley Heritage Corridor signage (4)
- Develop a weekend transportation network (1)

Marketing

- Show visitors Surry County's tourism assets (3)
- Create a comprehensive restaurant guide and determine how best to market (2)
- Explore having a "Fly in" at Mount Airy airport (2)
- Develop a passport/initiative for summer months to drive tourism to variety of businesses (3)

Operations

- Explore continuing events, programs, initiatives associated with 250th Anniversary (2)
- Bring together TDA groups to get a better understanding of each (2)
- Set goals for revenue growth
- Update tourism stakeholders list and ask for input on how they can be helped (3)

Organization/ Other Functions

- Hold a Summit for Tourism based businesses (4)
- Hold workshops on how to promote businesses on social media (4)
- Reassess future partnerships
- Focus on diversity and inclusion – tie into Department of Natural and Cultural Resources

Goals and Actions: Implementation Plan

Based on prioritization, discussion, and consolidation of similar issues, general goals with actions were developed to accomplish these goals.

Goal 1: Complete Yadkin Heritage Signage

Action: Continue (and complete) phased installation of signage

Lead: Surry County (Kim Bates)

Deadline: 2022

Goal 2: Engage Tourism Partners, Businesses, and Stakeholders to improve collaboration, promote buy-in, and increase understanding of changing tourism economy

Action 1: Hold a Summit of Tourism Based Businesses

Lead: Tourism Partnership

Deadline: 2021

Action 2: Bring together tourism groups to get a better understanding of each

Lead: Tourism Partnership

Deadline: 2021

Action 3: Update tourism stakeholders list and ask how they can be helped

Lead: 250th Committee/Surry County

Deadline: 2021

Goal 3: Develop new promotion and marketing tools for Tourism in Surry County

Action 1: Explore continuing events, programs, initiatives associated with 250th Anniversary

Lead: Tourism Development Authority/Surry County

Deadline: 2021

Action 2: Explore having a "Fly in" at Mount Airy airport

Lead: Tourism Development Authority/Surry County

Deadline: 2021-2022

Action 3: Develop a passport/initiative to drive tourism to variety of businesses

Lead: Tourism Partnership

Deadline: 2022

Action 4: Develop a weekend transportation network

Lead: Tourism Partnership

Deadline: 2023

*****Review and Update of Goals and Actions should occur annually*****