

Regional Tourism Committee Work Plan

February 21-Brainstorming Goals (in Duval County)

March 14-Work Plan and Experts (in Clay County)

- Draft Work Plan Review
- Who needs to be at each session?
- What data is required for each session?
- County for each session.

April 11- Models (in Baker County)

- First Coast Golf
- Florida Restaurant and Lodging Association
- Georgia
- Sweet Tea Alliance
- How does CVB work in each County?
- What structure might work in Northeast Florida?

May 22- Assets (in Putnam County)

- What are our assets? What are the sources (lists, maps, webpages, etc.) in each County?
- What events do we host and when? (What are the sources?)
- Commonalities? Differences? Do they suggest a theme or themes?

June 13-Audience and Marketing (in Nassau County)

- What data do we have?
- Business Partners
- What marketing do we do now?
- How do we pay for it? Funding sources for a regional effort?

July 19 (In St. Johns County), August 8- What is Doable?

- Discussion of Action Plan for Regional Tourism

September 12

- Approval of Action Plan for Regional Tourism