

## **Development of the Goals, Priorities, and Metrics for the DI Rec. & Tour Committee**

### **Develop Iosco Vision:**

- By facilitating efforts that focus on regional assets, quality of life and education opportunities, Iosco County will experience economic growth, increased employment, and create thriving communities.

### **Develop Iosco Mission:**

- To promote economic development in Iosco County, Michigan.

### **Recreation and Tourism Mission:**

- **To promote economic growth through recreation and tourism in Iosco County and northeast Michigan.**

### **Goal 1: Increasing the opportunity and access of recreational and wellness experiences.**

- **Objective 1:** Developing recreational opportunities for families, children, and seniors.
  - Activity 1: Collaborate with municipalities and non-profits to develop recreation and wellness community programming.
  - Activity 2: Increase the number of indoor activities suitable for children, families, and seniors.
  - Metric 1: Number of new programs developed.
  - Metric 2: Participation rate in community recreation and wellness programs.
  - Metric 3: Attendance based on zip code.
- **Objective 2:** Capitalize on our region's best assets and best practices.
  - Activity 1: Develop and expand recreation trails in collaboration with local authorities and outdoor enthusiasts.
  - Activity 2: Promote local fishing by investigating requirements to conduct an annual Fishing Tournament.
  - Metric 1: Number of trail users per month/year.
  - Metric 2: Percentage increase in trail maintenance funding secured.
  - Metric 3: Increase in tourism revenue attributed to fishing tournament.
- **Objective 3:** Increase recreation and wellness opportunities during the off-season.

- Activity 1: Work with city planners to organize a regional fall festival.
- Activity 2: Collaborate with businesses to promote activities during the fall colors.
- Metric 1: Attendance at the fall festival.
- Metric 2: Increase in tourism revenue attributed to fall festival.
- Metric 3: Community surveys regarding off-season recreation activities.

**Goal 2: Educating, informing, and influencing stakeholders on recreational opportunities within Iosco County.**

- **Objective 1:** Partner with regional and state tourism organizations, chambers of commerce, etc. to promote Iosco County's recreational and wellness offerings.
  - Activity 1: Work with NEMCOG and Iosco County tourism and recreation organizations to facilitate a consistent update to Northeastmichigan.org.
  - Activity 2: Promote awareness of Iosco County opportunities to Legislative and Travel Commission representatives.
  - Activity 3: Assist in the development of a joint marketing campaign for Iosco County to include funding opportunities.
- **Objective 2:** Provide resources to assist in launching targeted advertising campaigns on digital platforms.
  - Activity 1: Online platforms (websites, social media channels, and online forums) with engaging content, including photos, videos, blog posts, and event listings.
  - Activity 2: Geotargeting to focus ads on users located in nearby cities and regions within the state.
  - Activity 3: Promotion of media sites to regional and state tourism and recreation organizations.
- **Objective 3: Create content Partnerships and Sponsorships.**
  - Activity: Collaborate with influential bloggers, vloggers, social media influencers, and travel writers who specialize in outdoor recreation and tourism. Invite them to experience Iosco County's recreational offerings firsthand and share their experiences with their followers. Offer sponsored trips, accommodations, and activities in exchange for coverage on their platforms.
  - Metric 1: Increase in tourist arrivals to Northeast Michigan (measured through tourism office data or surveys).

- Metric 2: Return on investment (ROI) from marketing campaigns (calculated based on increased tourism revenue compared to marketing expenditure).
- Metric 3: Growth in social media followers and engagement related to tourism promotion.

Best assets in our area and best practices.

- Forest, fishing, boating, hunting, trails, access to Lake Huron.

Suggested Top Priorities

1. Update Northeastmichigan.org / Heritage 23 site.
2. Discuss future modernization of data collection via AI to pull all events listed online by County.
3. Enhancing legislative and travel commission awareness.
4. Set baseline for metrics.