# MAJOR MILESTONES:

# Team Worksheet

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| STARTING YOUR TOURISM ORGANIZATION: MAJOR MILESTONES |
| Action ItemWhat needs to be done? | **Status** – incomplete, in progress, complete | **Resources Required** – Who and what your community needs in order to achieve this milestone | **Timeline** |
| Develop a Vision Statement for your community’s grassroots tourism journey |  |  |  |
| Develop and deliver an Engagement Strategy for your community |  |  |  |
| Implement an Internal Awareness Campaign |  |  |  |
| Measure and evaluate the results of your Engagement Strategy |  |  |  |
| Manage ongoing Community Awareness |  |  |  |
| Incorporate cultural authenticity considerations into your community’sEngagement Strategy |  |  |  |
| Develop Cultural Authenticity Guidelines for your community based on engagement results |  |  |  |
| Develop pre-trip Visitor Guidelines for your community and determine how they will be shared |  |  |  |
| Seek out the Cultural Entrepreneurs in your Community |  |  |  |

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| Complete a Resource Inventory of cultural and natural features in your community |  |  |  |
| Develop a GIS Map of yourcommunity’s assets |  |  |  |
| Complete the SustainabilityMatrix |  |  |  |
| Develop one or more Visitor Experience Concepts |  |  |  |
| Determine how the experience will meet any regulations or operational requirements |  |  |  |
| Develop an Experience Itinerary |  |  |  |
| Work with partners to develop an Experience Package |  |  |  |
| Develop your logo, tagline, and marketing messages |  |  |  |
| Enhance or develop an online presence (e.g. Website) |  |  |  |
| Create partnerships to expand your market reach |  |  |  |

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| Seek funding to developa Marketing Plan |  |  |  |
| Establish a TourismCommittee in yourCommunity |  |  |  |
| Facilitate a TourismVisioning Session withyour community’sLeadership |  |  |  |
| Present Vision to Chiefand Council |  |  |  |
| Obtain a BCR to moveforward with tourism |  |  |  |
| Hire a TourismCoordinator |  |  |  |
| Develop an OperationalManagement Planfor Tourism in yourCommunity |  |  |  |
| Secure funding andinvestment for tourismdevelopment |  |  |  |