Regional Tourism Committee Draft 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- Assets
  - 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?

May 9- Audience and Marketing
  - 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?

June 13- Models
  - 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?

July 11, August 8- What is Doable?
  - Discussion of Action Plan for Regional Tourism

September 12
  - Approval of Action Plan for Regional Tourism