



Convention & Visitors Bureau

As we at the CVB prepared the 2015-2016 budget and reviewed our strengths and weaknesses, we decided to take this upcoming fiscal year to focus on product development, our product being our county. This decision is in large part due to the initiation of a market research project with consultants from Chandler Thinks in June. When completed, this project will provide in-depth analysis of our tourism product to determine what is working, what needs improving and what our next steps are. Its outcome, coupled with community input, will largely determine our efforts moving forward on where and how to spend our resources.

One key way we can develop our tourism product is through place-making. Place-making is defined as a “multi-faceted approach to the planning, design and management of public spaces. Place-making capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.” Enhancing our community and its offerings contributes to the overall quality of life for residents while drawing visitors to enjoy those amenities. We will collaborate with our City and County partners to develop a cohesive and comprehensive vision for these developments.

Therefore, in fiscal year 2015-16 the CVB has set aside funds to develop community infrastructure and contribute to place-making efforts in Boyle County.

Some examples of projects we foresee working on this upcoming year are :

1. **Signage:** wayfinding, pedestrian signs on Main St, kiosks (visitor info), maps
2. **Banners:** Main St
3. **Public Art policy-** murals, artistic benches/trash cans, painted crosswalks, bike racks ect.
4. **Agritourism:** Trail development, increased walkability, park enhancements
5. **Branding:** Finalize current branding phases 1,2 and consider beginning next phases

For context on CVB strategic planning, see below, a SWOT analysis completed by the CVB Board and Kay Berggren in 2014. Items highlighted in red have been addressed and those in green are ongoing efforts. Also please find attached a marketing plan from 2014-15. 2015-16 is currently being finalized.

DANVILLE-BOYLE COUNTY CONVENTION & VISITORS BUREAU
Long-Range Planning Session
January 23, 2014

They CVB will be reviewed annually using the SWOT evaluation:

Strengths
Weaknesses
Opportunities
Threats

Each EDP partner is driven by where their funding comes from.

How do the EDP partners get their funding?

EDP – City & County finances the EDP, money from industry, taxes – building revenue

Chamber – membership 100%, encourages business growth and retirees moving here

Heart – from EDP + membership, vibrant downtown, historic overlay serve members

CVB – Hotel room tax & a little state funding, tourism cabinet/co-op funds

Purpose of CVB – Heads in beds, daytripper vs overnigher – There's \$100 difference in the amount of money spent so our mission is to get overnight visitors.

What drives overnighers? (not in oder)

1. Out of State advertising – Ohio, Tennessee, Indiana
2. Industry
3. Events/Tourism
 - a. Brass Band
 - b. 127 Yard Sale
 - c. KY State BBQ
 - d. Perryville Commeration
4. Top Attractions – Pioneer Playhouse, Norton Center etc.

The CVB is tied to State Law

Strengths of CVB

1. Advertise for whole county – especially for small businesses and attractions that don't have the money to do so, cooperative
2. Transparency to local government,
 - a. financially responsible, interaction with government & each other, relationships, strong alignment,
 - b. steady income stream – hotel tax
3. Strong director, proactive staff, passion
4. EDP partnership
 - a. partnership

- b. strong alliances with local government / community
 - c. Board integrated into community
5. Social Media –
 - a. website updated and active
 6. Expanding attractions – Craft Bourbon Trail, Trails
 7. Grant program
 8. Passionate/ energized about town
 9. Location of EDP campus downtown

Weaknesses of CVB

1. No convention space
2. Lack of downtown hotel
3. Lack of knowledge of what the CVB is and it's economic impact
4. Small staff
5. Need for another hotel on the bypass
6. No top tier, world class attraction
7. Who are we? What's our mission
8. Fish bowl effect, everyone looking at us
9. What's offered in cooperative advertising isn't always what we need, limited co-op options
10. Limited revenue options
11. Lack of political clout – not like industry or business
12. Lack of cooperation from Parks & Recreation

Opportunities for CVB

1. Reach out to attractions
2. Be tourism ambassadors
3. Expand product – for example, Elmwood Inn, handmade salty caramels at Karamel Kreation
4. Observation deck for Norfolk/Southern – get permission of property owner
5. Industry tours, trains, sports
6. Vintage Car shows
7. Create partnerships -golf course package, Shaker Village
8. Trails - donut, art, Lincoln Heritage
9. Constitution Square – new landscaping, educational opportunities
10. Bizarre Boyle
11. Adventure Tourism
12. Centre College – partner with them
13. Encourage & enable front line workers – fill brochure racks at hotels

Threats for the CVB

1. Ignorance and Apathy
2. Lack of money – dedicated tourism dollars, funding
3. Drama/staff burnout
4. Lack of distinctiveness, identity crisis
5. Urban/suburban sprawl
6. Losing attractions

7. Infrastructure/bypasses

Who we are? This should guide us.

Danville-Boyle CVB is an organization recognized as-

1. Promoter of our attractions for the purpose of bringing in overnight travelers
2. Support agency for events (\$, promotional support)
3. Professionally & fiscally responsible, operationally sound business organization
4. Advocate for knowledge of economic impact on county
5. Leader of efforts to increase tourism product
- 6.

Goals - related to who we are

1. Wayfinding signage, information distribution, marketing, hospitality training, build partnerships-ex. The Hub, Mercer County, Media
2. Increase sports tourism, hotel recruitment
3. Continue to develop "who we are", local education
4. Have a 3 month reserve
5. Build Board ambassadorship