

Our Priority Initiatives

Over the next three years the MCVCB will focus increased attention on the following, in priority order, 18 key projects and program areas that will assist in meeting the destination challenges and realizing the VCB vision.

Initiatives	2015	2016	2017
Destination Marketing and Sales			
Heightened online and social media marketing	•	•	•
Impactful destination brand communication materials development	•		
Well-defined targeted marketing/sales plan with productive strategies and activities	•	•	•
Attraction/event packaging and programming development	•	•	
Marketing/sales results evaluation	•	•	•
Destination positioning and brand development agreement	•		
Destination Development			
Effective county/city wayfinding signage including higher I-74 community presence		•	•
Coordinated event strategy formulation	•	•	
Integrated event sponsorship and cooperative marketing grants programs	•	•	•
Stronger cultural heritage/destination development partnerships	•	•	
Trail and tour itinerary development		•	•
VCB Advocacy and Community Relations			
VCB Board and Tourism Commission cooperation	•	•	•
Ongoing county/city government communications on tourism activities	•	•	•
Proactive visitor industry engagement	•	•	•
Increased local media tourism programming	•	•	•
VCB Finance and Administration			
Strategic plan alignment to annual marketing/sales plan with budget allocations	•	•	•
Board of Directors professional development	•	•	•
Board of Directors effective committee/task force governance	•	•	•
VCB funding and staff talent needs evaluation	•		

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VISIT montgomery county INDIANA STRATEGIC PLAN 2015-2017



Our Planning Process & Rationale

The 3 Year **Strategic Plan** of the Montgomery County Visitors & Convention Bureau (dba Visit Montgomery County) was prepared from a community and visitor industry partner workshop, Montgomery County Visitors & Convention Bureau Board of Directors and staff, and online surveys during the last half of 2014.

Discussions focused on current destination challenges, VCB mission focus and future tourism opportunities.

Purpose of the Strategic Plan

The purpose of the strategic plan and the 2015 detailed marketing and management strategies are five-fold.

1. To gain a clear understanding of the visitor industry and its current situation in Montgomery County and Crawfordsville, including opportunities for new marketing communications and development
2. To examine the critical issues and challenges relative to the destination and the MCVCB and know the critical factors in future tourism success
3. To formulate and agree on a MCVCB vision and evaluate organization mission and long-term goals
4. To determine and set priorities on Montgomery County tourism and MCVCB strategic goal initiatives
5. To focus and agree on the key 2015 MCVCB strategies and activities related to destination marketing and sales, destination development, advocacy and community relations and finance administration

The 2015 – 2017 Strategic Plan is to be used as a directional and guideline document for the effective destination leadership and marketing communications efforts of the MCVCB. Its purpose is to provide full attention and consistent directions for sustainable Montgomery County tourism growth and impactful resource allocations of the MCVCB over the next three years.



Our 2025 Vision is . . .

The Montgomery County Visitors & Convention Bureau (dba Visit Montgomery County) is an engaged destination brand leader through its effective visitor marketing and sales strategies, on-demand visitor services and productive industry and community partnerships.

Some of the suggested projects, programs and policies to be enacted to achieve this vision are:

- Agreed-to brand promise and aligned messages
- Focused goal strategies execution
- Online and social media marketing emphasis
- Heightened tourism/VCB advocacy
- Increased destination marketing funding.

Our Mission and Value Proposition is . . .

The Montgomery County Visitors & Convention Bureau (dba Visit Montgomery County) promotes the destination brand experience and the development of communities and businesses for leisure and event visitors with emphasis on generating overnight stays, increased visitor spending and achieving higher county quality of life.

It's **value proposition** is simply to create community wealth through tourism by driving visitor demand and enhancing the visitor experience.

Our Key Challenges

1. To clarify the role and importance of the MCVCB and its involvement in the community
2. To prepare and implement a targeted, partner-based and accountable visitor marketing/sales strategy and plan, both offline and online
3. To have a strong and consistent community tourism presence on Interstate 74 with partners as to awareness, signage and wayfinding navigation
4. To seek consensus on a tourism vision and priority destination initiatives for Crawfordsville and Montgomery County
5. To undertake proactive community/visitor industry communications and relationship building
6. To encourage and develop attraction/event and lodging packaging and programming
7. To facilitate in the development of new and/or expanded event space, meeting facilities, foodservice and retail outlets.

Our Strategic Goals

Destination Marketing and Sales

To increase regional and out-of-state destination awareness through appropriate brand positioning and a proactive marketing/promotional program.

Destination Development

To encourage and support engaged outdoor recreation, agritourism, event development and retail shopping tourism in Montgomery County.

VCB Advocacy and Community Relations

To improve stakeholder communications with emphasis on the value of tourism and the role of the MCVCB.

VCB Finance and Administration

To operate as a fiscally responsible organization through leveraged marketing partnerships and a productive leadership team.

Our Core Focus

- Drive New and/or Current Visitor Demand
- Enhance the Visitor Experience
- Demonstrate Relevancy and Viability

Our Critical Factors for Tourism Success

The top critical factors in order of importance to assist in Montgomery County's tourism growth and MCVCB future success were identified to be the following.

- Effective MCVCB Board of Directors and executive leadership
- Excellent cooperation between the MCVCB Board and the Tourism Commission
- Enhanced cultural visitor experiences in concert with the Heritage Alliance group
- Execution of an agreed-to annual destination marketing plan
- Enhanced visitor industry and community stakeholder communications
- Integrated event sponsorship and cooperative marketing grants programs
- Capitalizing on the proximity to I-74
- Adherence to achievable and accountable MCVCB program returns and reporting
- New partnership with Wabash College
- Further MCVCB management team proficiency and marketing productivity

