

INITIATIVES	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
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	•											

COVID PERIOD,
2020 and 2021