

Assessing the Heritage Tourism Potential of Lansing IA

①

DONNA ANN HARRIS
HERITAGE CONSULTING INC.
FOR
MAIN STREET IOWA

Heritage Consulting Inc.

Agenda

③

1. Big picture issues
2. Tourism based work plans
3. Working together
4. Tourism development has to be someone's job
5. Pace of change
6. Lansing cannot be your little secret
7. More seasonal events throughout the year
8. Put heritage in heritage tourism
9. Time for implementation is NOW
10. 7 things to tackle in 6 months

Heritage Consulting Inc.

Introduction

②





Heritage Consulting Inc.



Big picture issues

Heritage Consulting Inc.

4



Big picture issues

Heritage Consulting Inc.

5

7

Main Street
Lodging
Retail
Government
Attractions/
natural
areas



EVERYONE working together to package Lansing as a vital destination

Heritage Consulting Inc.

6

BOONTON MAIN STREET WORK PLAN - 2009					
Organization: Committee					
Project Name: Anniversary and Annual Social - Volunteer Recognition		DATE & TIME: Dec 2009			
NEEDS: Year end celebration to thank all involved			LOCATION:	8800 01	
EFFECTS:			COVENANT:		
OR GOALS:			INCOME:	888 500 1000	
TASKS	COMMENT/STATUS	COST	TASK OWNER	DATE	VOLUNTEERS NO. / HOURS
1. Determine location	Confer with Ryan & Franca re: location		Pat	10/14	
2. Set date and time	12/18 or 11 or 12 5:30-8:00 am downtown Boonton, NJ. (see 10/13/09)		Pat	10/14	
3. Call major vendors to inform them and confirm major items available			Karen	10/16	
4. Contact group about items we need to get back to set up			Pat	10/16	
5. Propose a plan to the board	<p>Issues to be discussed:</p> <ul style="list-style-type: none"> Business members - and employees Business cost analysis - and employees Reciprocal members All volunteers Any other helpful participants throughout the year <p>Proposed dates: October, 12th, 15th, 18th Chairs: Maria, Walt, Alan, Kings, Board of Directors, Chairman of Com. - Board of Directors, Chairman of Com.</p>		Pat Karin Pat Pat	11/5	
6. Arrange for location, major vendor		\$40.00	Karen	11/5	
7. Set menu and contact businesses who have donated in the past	Vincent, Upper Merion, Wine Country, ABC, Kings, South House, Chisholm, Proppolis, Hammersley, Tree of the Park, Boonton Dinner, Owen's Sandwich, Heavenly Tomatoes, Main Street Chocolates, Bakery Production, Building		Karen, Maria	11/12	
BMS Work Plan Includes Party 2008/14, Page 1 of 2, 11/10/09					

Tourism based work plans

Heritage Consulting Inc.

Tourism development has to be someone's job



MAIN STREET LANSING


563.538.9229 | director@mainstreetlansing.com

Heritage Consulting Inc.

8

9

Incremental progress
Steady pace
Not too fast



The Pace of Change

Heritage Consulting Inc.

11

Expand the visitor season beyond summer only



Focus on seasonal activities

Heritage Consulting Inc.

Lansing cannot be your little secret



Heritage Consulting Inc.

10

12

- Self guided tours
- Original owner/date plaques
- Interpretive signage
- Selfie scavenger hunts
- School programs on historic architecture
- Preservation month events (May)
- Arcadia books



Put the heritage in heritage tourism

Heritage Consulting Inc.

Done with planning, time to implement

13

Now

3 years from now



Heritage Consulting Inc.

Need a web site NOW

15



Heritage Consulting Inc.

First things to tackle

14

1. Need a web site NOW
2. Inventory current lodging, build more
3. You need money to promote Lansing
4. Aggressively market what you have
5. New tourism related business opportunities
6. Committee help to reorient their work plans
7. Start collecting tourism stats to make the case for more money, more grants, more

Heritage Consulting Inc.

You need money to promote Lansing

MARKET MANAGER - \$700
Representative opportunity available

- Drive business building opportunity of all retail merchants, on our website, and Facebook page
- Coordinate with business development
- Develop business plan and marketing strategy
- Coordinate with business development
- Develop and set up new marketing
- Coordinate to promote business at any market with low overhead

FRIENDS OF THE MARKET - \$500
Representative Opportunity available

- Business marketing on website and Facebook page
- Coordinate with business development
- Drive high quality new business
- Opportunity to promote business at any market with low overhead or sponsor product presentation

SECOND SATURDAY SPONSOR - \$150
Representative Opportunity available

- Business marketing on website and Facebook page
- Coordinate with business development
- Drive high quality new business
- Opportunity to promote business at any market with low overhead or sponsor product presentation

COMMITTEE PROGRAM SPONSOR - \$1000
Representative Opportunity available

- Business marketing on website and Facebook page
- Coordinate with business development
- Drive high quality new business
- Opportunity to promote business at any market with low overhead or sponsor product presentation

Item	Quantity	Unit Price	Total Price	Notes
...

Don't count on your gift during this critical campaign

The group of donors who agreed to match your gift wanted to be sure it was easy to participate, so here's how it works again:

- Donate \$25, \$50, \$75 or any amount online by midnight 12/31/12
- Your donation will be matched dollar for dollar, up to \$50,000

It's that quick and easy. Will you please take a minute now to **match your donation?** In today's economy it is important that every one of these dollars is matched, so please give whatever amount you can to help us reach our \$50,000 goal.

Thank you for giving and for doubling the difference you make in your community today.

Julian A. Pearson
Julian A. Pearson
President and Director

Heritage Consulting Inc.

Inventory current lodging; build more

17



- 132 rooms
- Web site for all
- Revise /update tourism brochure
- Get on state tourism web site
- Get on Eastern Iowa tourism
- Get on Allamakee County EDC
- Investigate more lodging opportunities

Heritage Consulting Inc.

New tourism related business opportunities

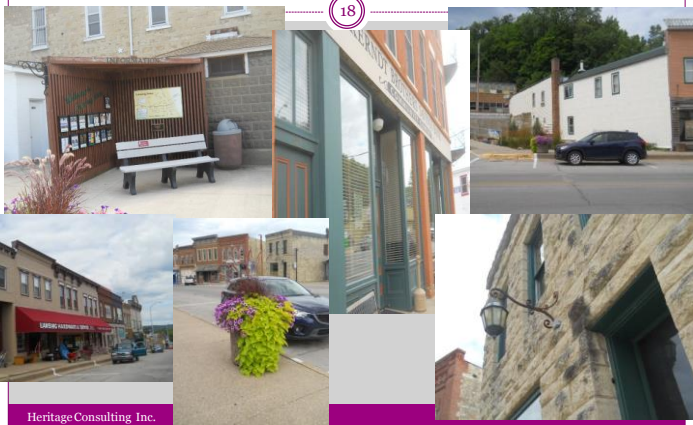
19



Heritage Consulting Inc.

Aggressively market what you have

18



Heritage Consulting Inc.

20

Committees to reorient their work plans

- Focus on both visitors and residents
- Interpret the National Register district
- Re- think existing events for visitors
- Mt. Hosmer fitness events
- Another retail event in the summer
- Rethink the Holiday and Fall Open houses,
- Help retailers with coop TV, Radio ads

Heritage Consulting Inc.



22

Thank you!

- Donna Ann Harris
- 422 South Camac St
- Philadelphia, PA 19147
- 215 546 1988
- donna@heritageconsultinginc.com
- www.heritageconsultinginc.com

Heritage Consulting Inc.