

## Tourism Development and Marketing Master Plan Executive Report

### Guiding Principles for Planning Process (Phase One)

Presented 11/11/14

The Big Sky Chamber of Commerce is determined to get it right! Our Tourism Development and Marketing Master Plan will feature big bold ideas with actionable items and measurable goals.

The plan will be developed with support from the Board and diverse Chamber membership partners. Groups make better decisions than one person acting alone...and when groups move together in the same direction good stuff happens.

Messages from mind mapping board statements and pictures:

- 1) There is a lack of connectedness – ideas seemed to be shouts from individuals and not mindful of others' strengths or values.  
Implication: The strength of an economy is dependent upon residents and their ability to keep things moving forward. Success will come from passionate dedication to short term goals and celebrations of success as a community.
- 2) There was a greater focus on what would make us better, relatively little sharing or self-awareness and a tendency to minimize all that makes our destination special.  
Implication: How Big Sky excels and surpasses other destinations in core areas needs to be incorporated in both the destination development and destination marketing sections of the plan.
- 3) Housing and the built environment matters to all segments of the population, year-round residents and visitors.  
Implication: A disparate development pattern for housing, recreation and entertainment allow people to create silos and encourages lack of awareness of all the positive attributes of the destination.

The development plan should:

- Be bottom up
- Create community
- Encourage more neighborhood connections and ID the need to service locals as well as (Bob and Mary)\*
- Provide leadership for governance
- Focus on placemaking
- Highlight unique community attributes and seek to build upon core strengths

The marketing plan should:

- Include a resource inventory
- Promote the vast opportunities for skiing, hiking, biking, hunting, fishing, recreating, sports, birding and sightseeing
- Expand on summer and winter product offerings that set the destination apart from its competitors

- Create an environment of Big Sky pride that shines through too all people working, living and playing in the community

Next steps:

BOD committee to develop a one on one interview survey

Interviews by invitation to include:

- Retailers
- Commercial Brokers
- Residential Developers
- Utility providers
- Recreational providers
- Entertainment owner/operators
- Elected officials
- Financiers
- Public service providers
- Resort tax

\*Bob and Mary

Second home owner with annual traditions – regular visits, loyal to same ski instructor, golf pro, fishing guide, brings extended family.