



Destination  
Development, Inc.

A look at Pincher Creek  
through the eyes of a  
visitor

June 2007



Assessment Findings & Suggestions



# Tourism is an economic development activity

The object is to have people come, spend money,  
then go home

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90% of tourism industry businesses are small businesses.

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83% of tourism spending is by visitors with annual household incomes of \$70,000 plus.

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Tourism is a \$5 billion dollar industry in Alberta. In Southern Alberta it's a \$330 million industry. Are you getting your fair share?

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A tourism-friendly city will spawn non-tourism industries faster than others

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# Tourism is an economic development activity

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Southern Alberta = 14% of total visits to Alberta (2004).

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91% of the 2.5 million visitors to So. Alberta were Canadians.

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75% from Alberta, 9% Saskatchewan, 5% BC, 7% US, 2% overseas

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Canadians spent 82%, Americans 13%.

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Jan-March: 18%, Apr-Jun: 19%, Jul-Aug: 37%, Oct-Dec: 26%

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Tourism is all about cash.

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The idea is to import  
more than you export.

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## **The three types of tourism:**

- Visiting friends and family
- Business travel
- Leisure travel (the focus of this assessment)

## **The three stages of tourism:**

- Getting people to stop (the pass through visitor)
- Becoming the hub for area attractions
- Becoming the destination

# The assessment process:

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- Marketing effectiveness

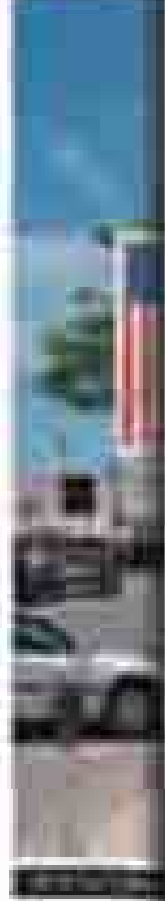
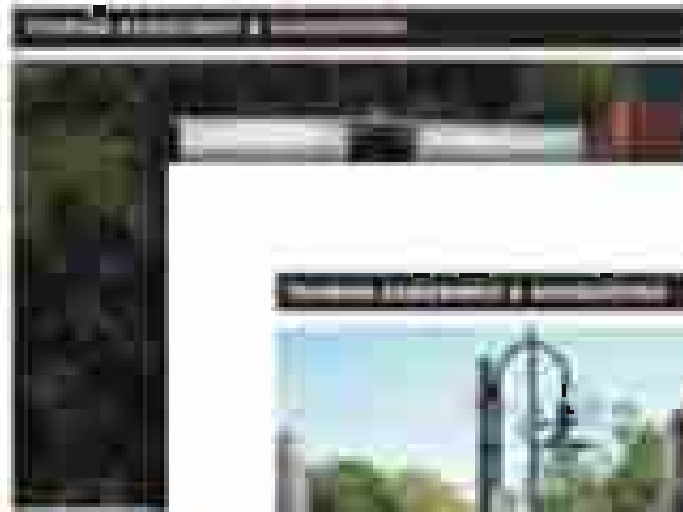
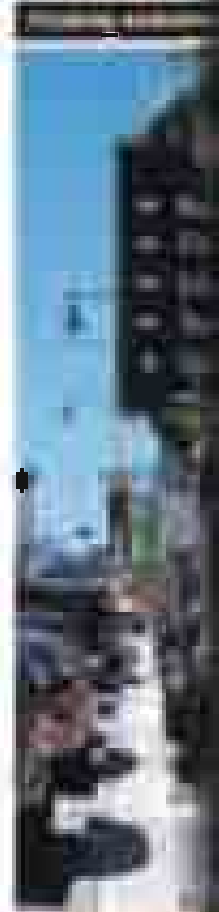
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- Visibility (finding information)
  - Effectiveness: Ability to close the sale
  - Competitive analysis
  - Convenience
- 

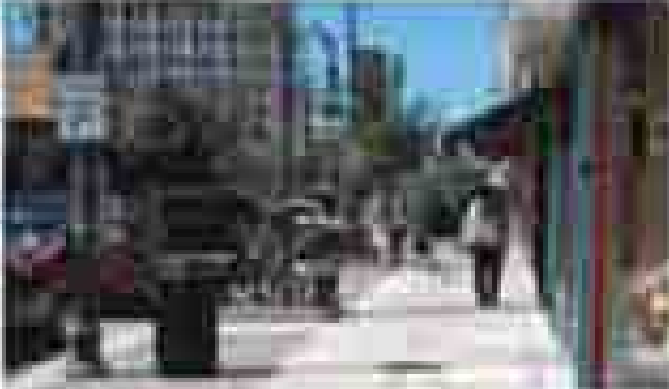
- On-site assessment

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- Signage, gateways, wayfinding
- Overall appeal
- Critical mass
- Amenities: parking, restrooms, information
- Attractions: things to see and do
- Customer service, cross selling



August 11, 2014  
10:00 AM - 12:00 PM



August 11, 2014  
10:00 AM - 12:00 PM  
The event will be held in the main atrium of the building. The event is free of charge and open to all. The event will be held in the main atrium of the building. The event is free of charge and open to all. The event will be held in the main atrium of the building. The event is free of charge and open to all.



# The customer is changing

The rule of being ready



**The baby boom generation accounts for 80% of ALL travel spending.**



# DEMOGRAPHICS

The baby boom generation:

- 425,000 turning 50 - every MONTH

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- For another seven years

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- They control 70% of North America's wealth

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- Mindset: Individuality, emphasis on youth, self absorption

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- Currencies embraced: Time, comfort, easy access

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- Trend: "Downshifting" and simplicity. Entire trip planned and booked for them

## Want some more?

- Extend your seasons: Empty nesters prefer to travel during the shoulder seasons. The “new” peak months: April, May, September & October.

The baby boom generation:

- The “inheritance boom.” \$10.4 trillion

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- A HUGE opportunity for “me oriented” spending

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- Spending: Second homes and travel

# EXPERIENCES EMBRACED BY BOOMERS

- Culinary tourism: Visiting chefs, restaurants, education

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- Art: Artists in action, learning new hobbies, education

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- Ethnic events: European, Scandinavian, Cajun, Indian

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- Home & Garden: Education, training, tours of gardens and historic homes with a great story to tell

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- Open air markets, farmers markets

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# OREGON'S CULINARY ESCAPES



## 2014 Oregon **CULINARY** **ADVENTURE** *Sarah Hill*

Have you ever purchased fresh jam from a roadside stand? Or driven more than a few miles just to check out a new restaurant? Maybe you have traveled somewhere for the first time and embraced local food traditions—even if it meant buying the usual for the usual. If so, chances are, you're a culinary tourist.



# First Impressions Really Are Lasting Impressions

The rule of perceived value

Would you eat here ?





LAKEPORT  
WELCOMES YOU



LAKEPORT  
CALIFORNIA



Shell  
1.39  
1.49  
1.59

Fast  
Wipers  
WAXES  
15%



**Food Mart**

Meat	1.41
Pork	1.51
Chicken	1.61



WELCOME TO THE CLUB



LET'S BE TOGETHER AGAIN



**The Sunning**

15 Miles Ahead - Scenic Loop A

WE LOUVE  
WHEELS



WE'VE GOT  
YOU COVERED

FREE TIRE  
ROTATION



WASH YOUR  
WAX YOUR  
TIRE



GILBERT



# WHAT TO DO

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Always put your gateway signs where you will make the first, best impression.

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WELCOME

TO ORONVILLE

1850

Overall impressions coming into Pincher Creek are outstanding from just about every direction.



These entranceway displays are very nice and do a good job of “setting the stage” and creating nice ambiance.



This is definitely Cowboy Country.





These are also very nice and are well placed throughout the region.



Wow. No place to eat and no place to stay in Pincher Creek?





Anything here at all other than auto-related businesses?



Suggestion: This is a very nice sign, but remove the display clutter and add directional signage "Shopping District - left at light."



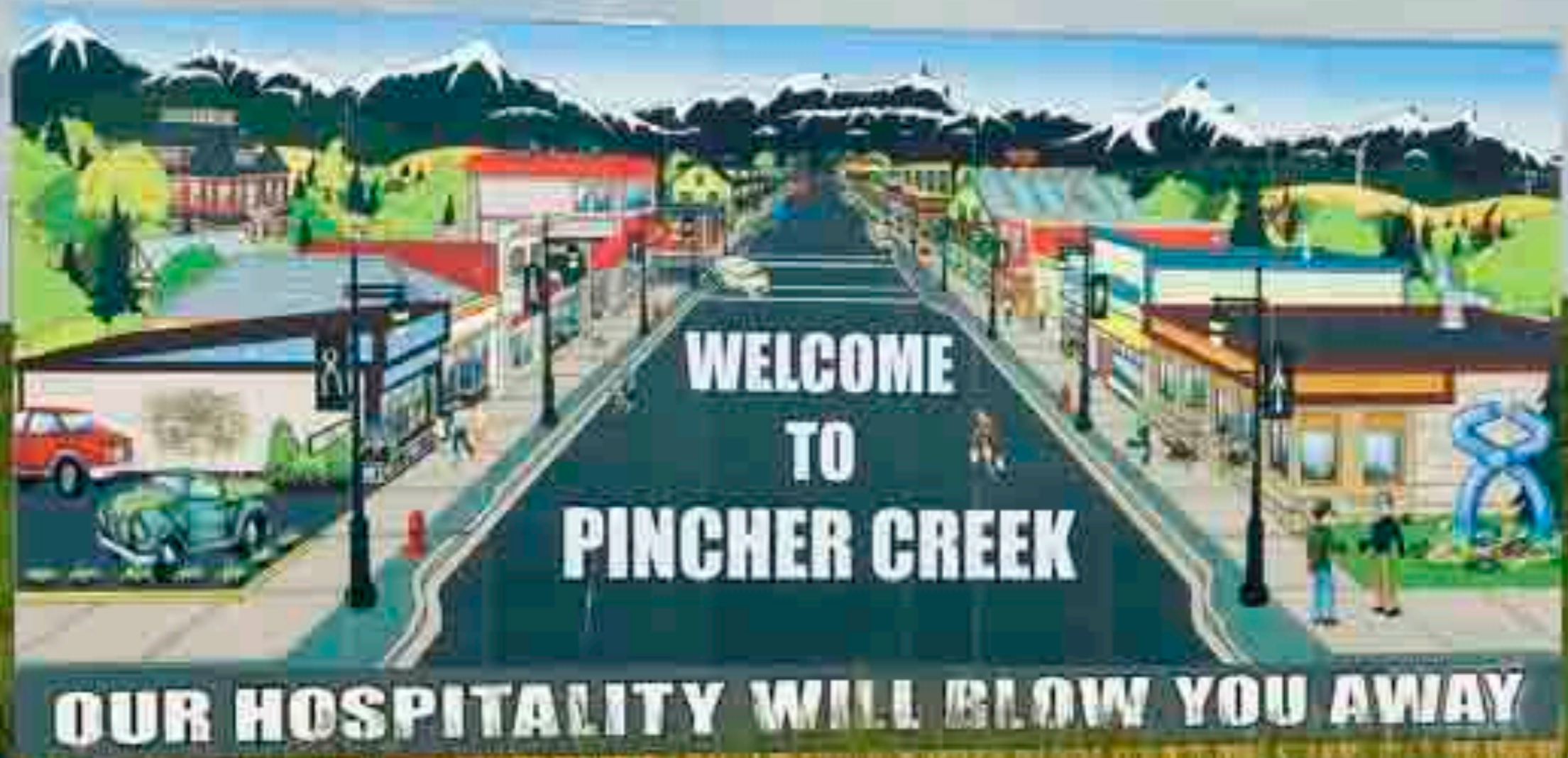
Not a bad first impression, but not all that impressive either.  
Unfortunately it goes "downhill" from here.



“Downtown Pincher Creek” is a lot like other strip mall and auto-related towns i.e. Claresholm. Nothing cowboy about this.



Really. Suggestion: Fit the brand, promote an activity-based reason to visit downtown Pincher Creek. Hospitality isn't going to cut it.



Downtown has a good first impression. Lots of shops, for the most part clean, some trees, etc. We had high hopes coming into downtown.



The murals are very nice and reinforce the Cowboy Country theme of the town.



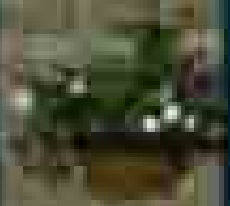
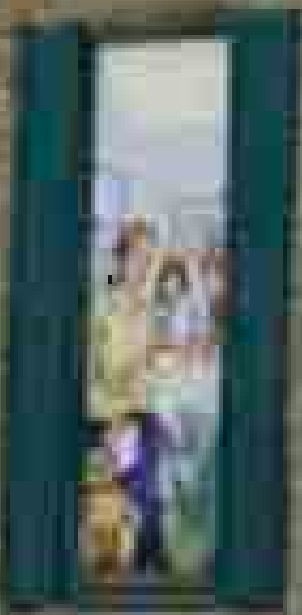
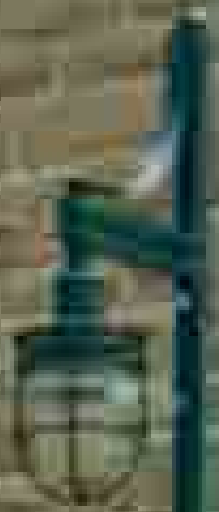
Suggestion: Consider adding an interpretive sign explaining what the pinchers were used for.





Suggestion: Always add a story. It will get visitors to "adopt" the town and the lifestyle while here.







How about here?



## WHAT TO DO

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Curb appeal can account for 70% of sales at restaurants, wineries, lodging, retail shops, golf courses.

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Suggestion: Add trees, landscaping, hanging baskets, add color to the motel, facade improvements. This is a "gateway" motel. Hmmm.





This, easily, looks like the best place to stay in Pincher Creek.

Nice sign, good teasers, excellent landscaping.

It looks like these people really care. Visitors judge the interior by the exterior impressions.





Very nicely done and obviously very well maintained. Others, take note.





JACKPOT  
GOLF CLUB

ESTABLISHED 1950  
SUN VALLEY GOLF COURSE

18 HOLE  
18 HOLES







JACKSON HOLE  
GOLF & CLUB  
OPEN TO THE PUBLIC



This says "second-rate golf course - cheap" which isn't true.  
Suggestion: Remove the sign until you can put up a nice readerboard.





PINE EDGEWOOD  
PUBLIC  
GOLF COURSE  
936-441-4653

A large, arched stone sign stands at the entrance of a golf course. The sign is supported by two stone pillars. The text on the sign is green and black. The background shows a clear blue sky and some trees.

W EDGEWOOD

PUBLIC  
GOLF COURSE

936-441-4653

Ok. So maybe the golf course is nice. This is a great introduction..





...but it goes downhill very quickly. Suggestion: Rather than rules and regulations, consider a welcome.



Public play? 9 or 18? Club and cart rentals? Call for t-times or walk in? How much? Driving range? Suggestion: Put the boarded up areas to work. Hide the dumpsters and stuff. Is this the back? Where's the front?



Suggestion: Consider adding planters, using the readerboard to promote anything in Pincher Creek, modernize the signage, remove trash and weeds.



First impressions are lasting impressions



# In a nutshell

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The entrances into the community and valley area are exceptional, but the town does not “deliver on the promise” - except for the efforts of the city.

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The business community, for the most part, is doing little or nothing to bring in business and they have the most to gain from these efforts.

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# Invest in Beautification

Nothing sells like beautiful places



Whistler, BC







Suggestion: Add some color downtown. Downtown seems rather drab and not very inviting.



In business? Out of business? If out of business, are you surprised?  
Travelers almost always judge the book by the cover.





Suggestion: "Softscapes" - make the transition from storefronts to concrete and asphalt inviting.

Add barrels every two meters.

Add benches against the buildings.

Add decorative trash receptacles.

Bring window displays outside.



Suggestion: Landscape planters should be every two meters. The same with hanging baskets.

Blaine, WA





**Grass Valley, CA**



Omak, WA

# GRANDMAS





Blackburn Jewellers gets it. The baskets are nice. Suggestion: Now work on the sidewalks, update the signage. Make it fit the brand.





Something along this line fits the  
ambiance of downtown.

Neenah, WI



Neenah, WI

Neenah, WI



Neenah, WI







The Swiss Alpine was recommended by locals, but without that we would have passed. Suggestion: Add even more baskets and planters.





What is the Long Branch? Are we in the right place? Suggestion: Pick one name and go with it. Pick a single theme. Signs should match it.







Beautification does not only mean landscaping. Facade "enhancements" or decorations can add a tremendous lure to retail shops.



## **POINT:**

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Beautification is an investment with a tremendous return and creates customer loyalty.

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# In a nutshell

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Develop a facade improvement program - once you have a brand - what you want to be known for. Then create a merchant-driven beautification program to create consistency and a co-op bulk-buy program for the effort.

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# 20/20 Signage Equals \$\$\$

The rule of signs that sell



## WHAT TO DO

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Use perpendicular “blade” signs. Make them consistent height and size.

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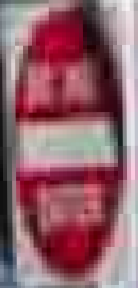




**PAGEO**  
*The Lodge*



**RESTAURANT**



**OLIO**

**RESTAURANT**



Augustina's  
Leather

CONCEPTS

Music  
Boxes

ORIGINAL





Every successful retail shopping district we've ever seen uses blade signs & beautification to pull customers in.



Can you tell what's in these shops?

Signs should be between 7' and 9' from the sidewalk. The restaurant sign is far too high.

What's in these shops?



Lethbridge has a great example that could be used in Pincher Creek.







THE RESIDENCE

The Old



# Signage is a great investment - if done right

## Typical Monthly Advertising Costs Of Various Advertising Media



Cost per thousand exposures in a community of approximately 130,000 population.

Source: Signs and You Business

US Small Business Administration / Oculi and Oculi

## Readership Comparisons Of Various Advertising Media

Percent Of Readership

Source: National IM Company  
Time Period: Indiana  
Direct Mail - 10,000 mailing  
Newspaper - 300 line ad  
Radio - 30 seconds spot/line





Always promote what it is you're selling - the lure to bring customers in...

before you promote the name of the business.





Promote your greatest asset or amenity.



Denise's Bistro has perhaps the best sign in Pincher Creek. It's a great teaser. Suggestion: Paint the pole again. Keep it fresh.



But the beautification is non-existent. Suggestion: Add pots, outdoor dining, hanging baskets. Where's the entrance? Don't close it off so much.



People are drawn to other people. Add outdoor dining, in season, where possible.







ICE COLD TREATS

HOMEMADE BURGERS  
100% BEEF



# In a nutshell

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When you define the brand, also develop a merchant-driven signage program. Perpendicular signs, sizes, heights, etc. Never use more than four words on a sign.

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# Real men don't ask for directions

The rule of wayfinding



TOURIST ATTRACTIONS FOLLOW

Remington-Alberta  
Carriage Centre



Courthouse Museum  
& Card Pioneer Home



Carriage House Theatre



Fay Wray Fountain



Cardston sets the example for all other communities in Southern Alberta in terms of “connecting the dots” through wayfinding signage.

**INN**  
Vobbe's Restaurant  
2225 Street North  
Cardston, Alberta

**Cobblestone Inn**  
Family Restaurant  
Deli & Breakfast  
111 10th Street West  
855 270 1111



# TOURIST INFORMATION

Courthouse →  
Museum

Ice Centre →

Library →

Town Office →

Town Square →

Redford Park ←

Where are these? Suggestion: 1" for every 12' of viewing distance.  
"Father's Day Weekend" can barely be seen unless you stop. Add a directional arrow.



Left at light

Suggestion: Signs tacked onto other signs look a little, well, tacky.



Celebrating 100 years of Pincher Pride

Suggestion: You need directional signage to downtown along Hwy. 6.



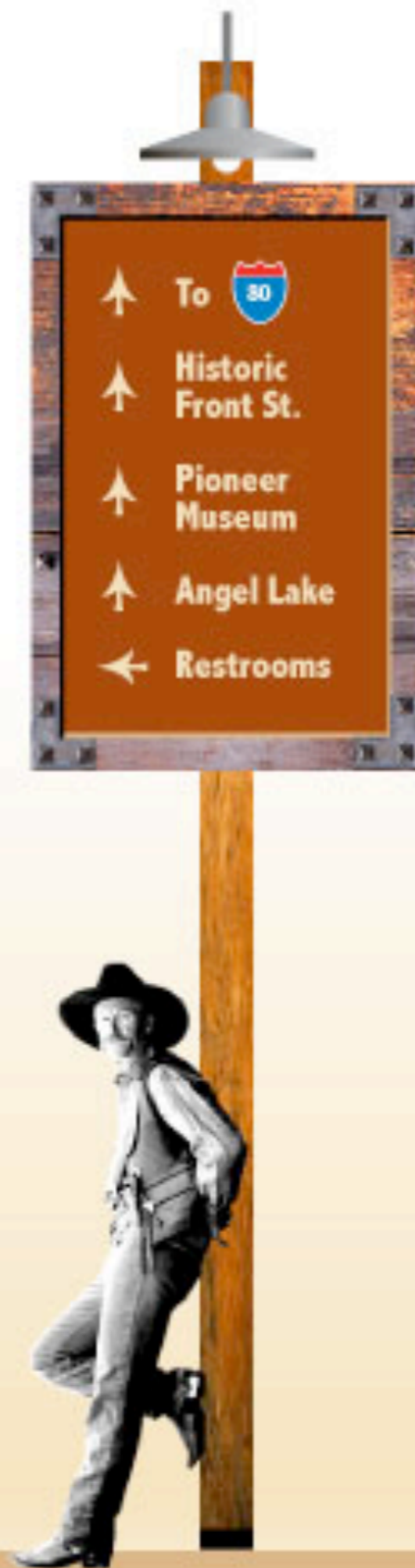




- ▶ Parking
- ▶ City Hall
- ▶ Library
- ▶ Transit Center
- ▶ Children's Museum

College Ave  
East

Make the signage fit the "brand."



We had no idea about the trail until we asked where the pathway leads. Suggestion: Promote activities. It will increase spending.





Give the trail a name. "Pincher Creek Walkway."

Provide information:

How long is it?

Where are entrance points?

Pedestrians only?

Make the signs decorative.

Is it really necessary to point out the Bylaw #1471?

This must be a real problem. Think we'll pass.



We drove by this sign probably half a dozen times and never saw it.

After being told it exists, we had to find it.

Can you read it?

Suggestion: It needs to be three times this size. Always test your signs first.

It's a very nice sign. Just hard to spot and too small to read - even at 50 kph.





Laketown  
Landing  
Fairgrounds

SUNSHINE  
Park  
Centennial  
Theater

WINEZANA BLVD

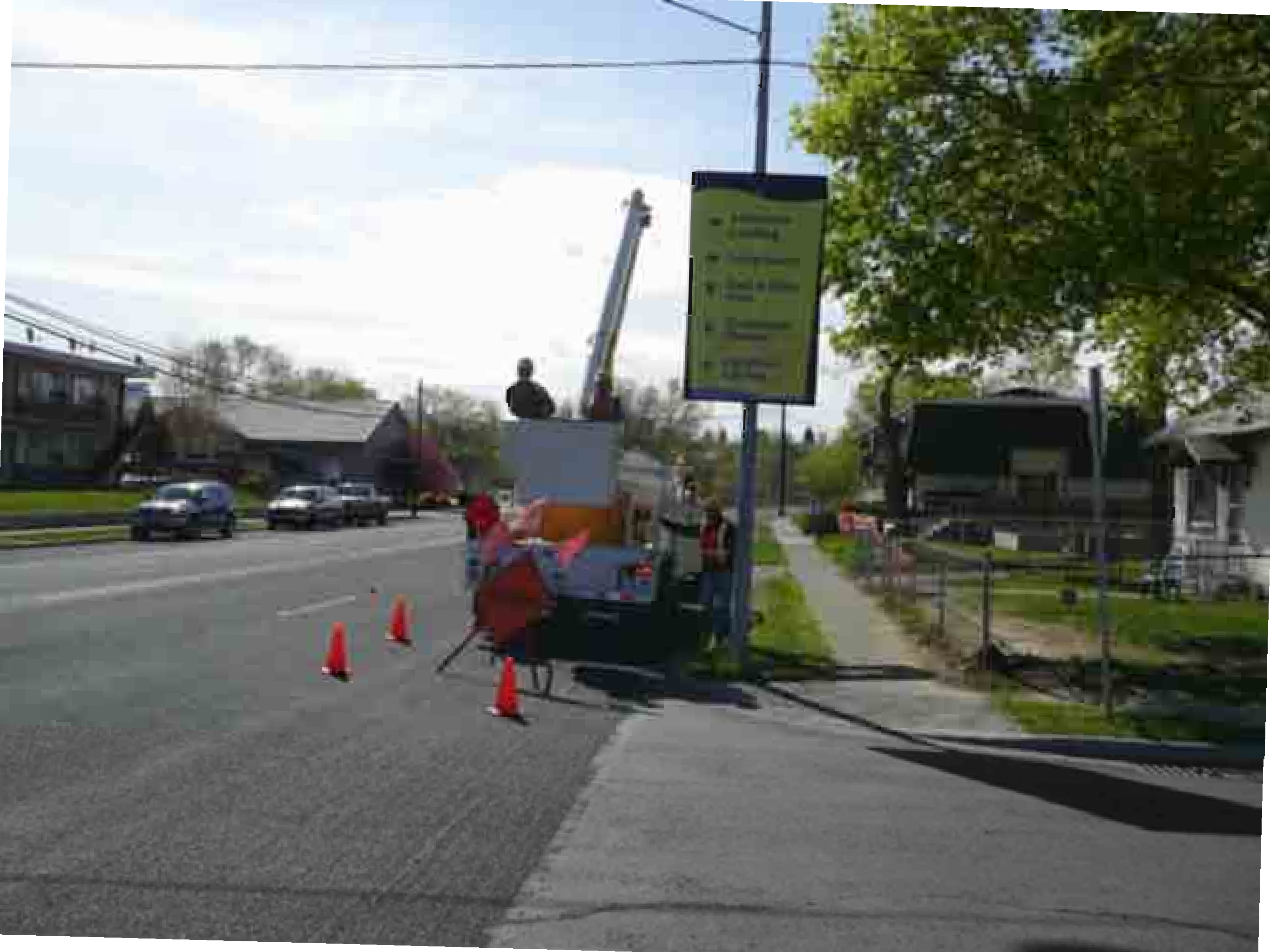






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## What to do:

Suggestion: Pincher Creek should develop and implement a new signage plan & program:

- Wayfinding
  - Gateways & entries
  - Attractions
  - Amenities
  - Billboards and marketing displays
- 

Figure out what your brand is FIRST so the signs can reflect that.

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Where the heck is the Cowboy Poetry? Is this the Agriplex or an office? No coming events?



This must be the Agriplex.



Nope. This is the Community Hall.  
Suggestion: For your big events tell people where they are at!



The Agriplex must be this field and the community center combined.



Or is that it down there?





# Restrooms attract more than flies and other notes of convenience

The rule of visitor amenities



## WHAT TO DO

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Suggestion: Restrooms translate to spending. Make sure they are places where visitors can spend time and money.

---

RESTROOMS ARE FOR CUSTOMERS ONLY

RESTROOMS ARE FOR CUSTOMERS ONLY

THANK YOU

G. WILLAKERS COUNTRY STORE



Public Restrooms  
are  
Located Behind  
Brooks Pharmacy



## WHAT TO DO

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Develop 24 hour visitor information. Include brochure distribution. Place kiosks where visitors can spend \$.

---



**Visitor info should be working 24/7**







Moses Lake, WA




STEVENSON

# Bonneville Lock and Dam

132

## Visit Bonneville Lock and Dam



    
 **Visitor Information**  
 The Bonneville Lock and Dam is a major waterway project on the Colorado River. It provides a safe and efficient passage for commercial and recreational vessels. The project includes a lock and dam structure, a bypass canal, and a powerhouse. The area is also a popular destination for fishing and boating. For more information, visit the Bonneville Lock and Dam website.





TOURIST INFORMATION

LO  
RAT  
FR



WATKINSVILLE SQUARE  
Visitor Center  
117

715

GUIDED  
TOURS

EVERY SATURDAY  
10:00 AM - 1:00 PM

Watkinsville  
Square



# AFTER HOURS INFORMATION

11/11

THE GREAT JACKSON  
HILL

11/11

11/11

11/11

THE GREAT JACKSON  
HILL

11/11

99

99

11/11

THE GREAT JACKSON  
HILL

11/11

11/11







Suggestion: Add brochure distribution at the visitor's center.



# Critical Mass Is Not Just A Religious Experience

The “mall mentality” rule



## Sisters, Oregon

- Before: 1 in 1,100 cars would stop
- After: 1 in 40 stop and it's become a major day trip and is now becoming an overnight destination.



# What to do:

critical mass

- Create pedestrian-friendly shopping districts or areas
- Create “open market” events or that type of atmosphere:
  - Flea markets
  - Farmers markets
  - Arts & crafts fairs
  - Include education & entertainment
- Narrow the streets to create an intimate setting



# Develop Gathering Places & Narrow the Streets

Places for events, places to hang out





Kalamazoo, MI



**Kalamazoo, MI**



**Kalamazoo, MI**





**Kalamazoo, MI**



Nelson, BC



Printing - Photocopying

Color  
Copies

TERRIFIC GRILL

TERRIFIC  
GRILL

Nelson, BC



**Nelson, BC**



Nelson, BC



231 PIZZERIA

Pizza à fella

TAKE OUT  
PASTICCERIA

Cannon Beach, OR



**Battle Creek, MI**



**Battle Creek, MI**



Other notes and first impressions

These guys were very friendly, but were looking for money. I was pan-handled in Pincher Creek six times in three visits.



## IDEAS to deal with loitering:

1. Create an ordinance that doesn't allow loitering. Enforce it.
2. Add even more benches.
3. Create a spot or park for "locals" to hang out at. Keep it close to downtown.
4. Pipe classical music throughout downtown (if it fits the brand)
5. Give them jobs or, better yet, find talents and let them use those downtown to bring in money.









Suggestion: Bring downtown to life. If your aboriginal folks can offer something, that would be great.

The Information Center is excellent. Suggestion: Add to the signage "And Pioneer Village."





Beautiful landscaping, picnic tables make it inviting. Suggestion: Post hours on the sign and on the building - so you can read it from a car.



Suggestion: A missed opportunity. Use every display case you have to promote other events, such as the Cowboy Poetry, or even downtown shopping.



Pioneer Village is top notch. Excellent. You can really relive what it was like to live in those days, in these kinds of conditions.





The fact that you can actually walk in and “touch” the displays makes a HUGE difference in reliving the experience.

Great job.

Very well done. Even the landscaping makes you want to linger longer - and that translates to increased spending.



# Great Stories Make the Campfire Memorable

The rule of telling stories



# NORTHEASTERN NEVADA MUSEUM



## Museum notes:

1. The average museum visit lasts between 20 and 40 minutes.
2. If you can captivate the visitor for two hours, spending will increase.
3. Museums **MUST** learn to tell stories, not just display artifacts with facts and figures.
4. No offense, but visitors don't really care who donated various items.





**Bar Wire**  
**Johnny**

Bar wire is a type of fencing used in agriculture and ranching. It is made of twisted wire and is designed to be flexible and durable. It is commonly used for fencing pastures and fields. The name "Bar Wire" comes from the fact that the wire is twisted into a shape that resembles a bar. Johnny is a well-known brand of bar wire, known for its quality and reliability. It is made of high-quality steel and is designed to last for many years. Johnny bar wire is available in a variety of gauges and lengths, making it suitable for a wide range of applications. It is a popular choice for farmers and ranchers who need a reliable and long-lasting fence for their property.

Suggestion: Could these be put in various places downtown? Even in retail shop windows (where appropriate)? Expand the museum to other areas of Pincher Creek to promote the village.



You easily "over-deliver." Use photography on websites and brochures. This is undersold. Refer to it as a "village" not "museum."



Staff is exceptional. The gift shop is great. Just a good job all the way around.



Seems like more of an office complex. Suggestion: The sign should fit the era to reinforce the mansion's historic significance.



It's a beautiful mansion, but has little for visitors. Consider moving the gallery downtown or to the Visitor's Center.



Suggestion: Wherever possible convert parks to plaza areas for events or even a permanent open air market.



What a cute shop. Too bad it went out of business.





Very nice.



Some branding notes



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# Pincher Creek

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- Pioneers into the future
- Wind power capital
- Naturally powerful
- Centre of adventure
- Jewel of the Rockies
- Gateway to Waterton

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## The problem:

You never start with a slogan.  
Decide what you want to be known for,  
then run it through the feasibility test.





REAL ESTATE FOR POSSESSORS

POSSESSORS

Indian Arts & Jewelry

HOTEL



POSSESSORS

# POSSIBLE BRANDS

The overall brand:

“The Rocky Mountains of Southern Alberta.”

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The body text:

Where the Rockies melt into the Porcupine Hills of the famed Cowboy Trail and then into the rolling hills of the beautiful Alberta prairie.

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The brand for Pincher Creek:

- The Hub of the Southern Alberta Rockies (Castle Mtn.)
- The provisioning headquarters for the So.Ab. Rockies
- Through the Ages



HAWAII

NO LEFT TURN



OFFICE



Note: If you do "Through the Ages" it must be good and well done, not schlocky. It must be authentic.



# Challenge with the western brand

1. The western brand is the most overused brand in the U.S. and Canada

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2. If going for a western brand, narrow it down:

- Western: Old west
  - Western: Victorian (Fort Macleod)
  - Western: Music and entertainment
  - Western: Equestrian & rodeos
  - Western: Art & lifestyle
  - Western: Ranch vacations, mountains, wildlife
  - Western: Cowboys & Indians
-

Claresholm:

The Equestrian Hub to the Cowboy Trail/Porcupine Hills

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Hill Spring/Glenwood:

Life on the Prairie

---

Waterton:

The Gem of the Canadian Rockies

---

Cardston:

The City of Carriages

---

Fort Macleod:

The Music Theater Capital of the Canadian Rockies

---

**STEP #7:**

**Run the ideas through the feasibility test**

# THE FEASIBILITY TEST

1. Is this something the primary and secondary markets can't get (or do) closer to home?

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2. Will it extend our seasons?

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3. Is it experiential? If it were in Creston, BC would you go there for it?

---

4. How much will it cost and when will we see a return on investment?

---

5. Can the community buy into it over time?

6. Will and can the private sector invest in the brand?

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7. How wide an audience will it attract?

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8. Does it have legs? (Can we start with a niche, then add extensions to the brand?)

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9. Do we have those who will tirelessly champion the cause? (Every brand requires pioneers.)

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10. Can we make it obvious and pervasive throughout the community?

The areas around Pincher Creek

Beaver Mines is a great little community. Good sign.  
Suggestion: Straighten it, keep it fresh.





We concluded that Stella's is out of business. Never use "CLOSED" signs. Add baskets - anything that says you are still in business.



Nice store. Friendly people. Add visitor information about the area here. It's a good stopping point. Sell restrooms, if you have them.



One of many lakes in the region - too many to visit them all.



Suggestion: Add visitor information other than just rules and regulations. Cross sell other parks, attractions.



## Be Bear-Aware

Bears frequent this area during summer months.

- Stay well away from any bear observed.
- Baby alert, make noise.
- Keep dogs leashed.

Please report any bear sightings to a Conservation Officer at 627-7111 or the Park Office at 627-2027



Suggestions: Keep the brochure holder stocked. People want and often need to take maps and info with them. It can't be that hard.



It's a beautiful spot.



Suggestion: Work on a professional photo library. Nothing sells tourism like great photography.



The best little country store in the region. Great food. Down-home cooking and atmosphere. Entertainment. Don't change a thing.





Spread Eagle Road. Nothing here.



Another nice lake. Rough road coming in, however.



Nice that there is a B&B here. The sign is easily missed.



Warning: This B&B is best suited to people in SUVs or high-clearance vehicles. Suggestion: Grade it.



Conclusion: Not an operating B&B or are just getting it ready to be a lodging facility. Add signage, information, etc. It has great views.



Suggestion: Provide information about the Hutterite people and villages in brochures and at these sites.



We felt like we were intruding into their community. Someone said they offered tours, but we saw no place or information for that.



This was almost impossible to find - even with maps.





This can't be right. This is farm land and feed lots.



Really? It's out here?



Gorgeous entryway. Nice place.



Now THIS is how to build a brand. Authentic and very cozy. Just an excellent job.



Right out of the history books.



You undersell it! Put a photo library or slide show as part of the website. Sell the experience. It's not just about lodging.



Suggestion: Include some signage. Where is the office? Registration? Cabins? Park areas? Trails? When is the store open?



Just too cool.





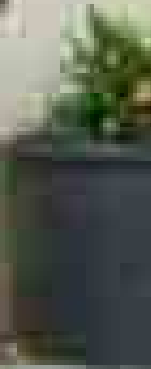
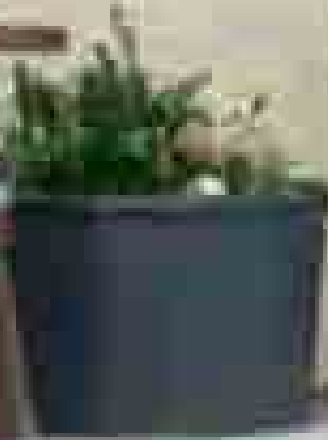
For three weeks we wondered why no sheep are on the Alberta prairie. Here they are!



Recommended place to eat, but not open often enough.



SAVORY  
HOURS  
WEDNESDAY  
THURSDAY  
FRIDAY  
SATURDAY  
SUNDAY



Next show? Suggestion: What IS the show? Add that to the signage.



Great entrance sign. Suggestion: Mow the lawn so we can see the sign. Add hours. Is it open to the public? When?

7316  
RGE RD 29-3

Heritage Acres

Old Man River Antique Equipment  
and Threshing

Same here. Open ever? Or just a display?

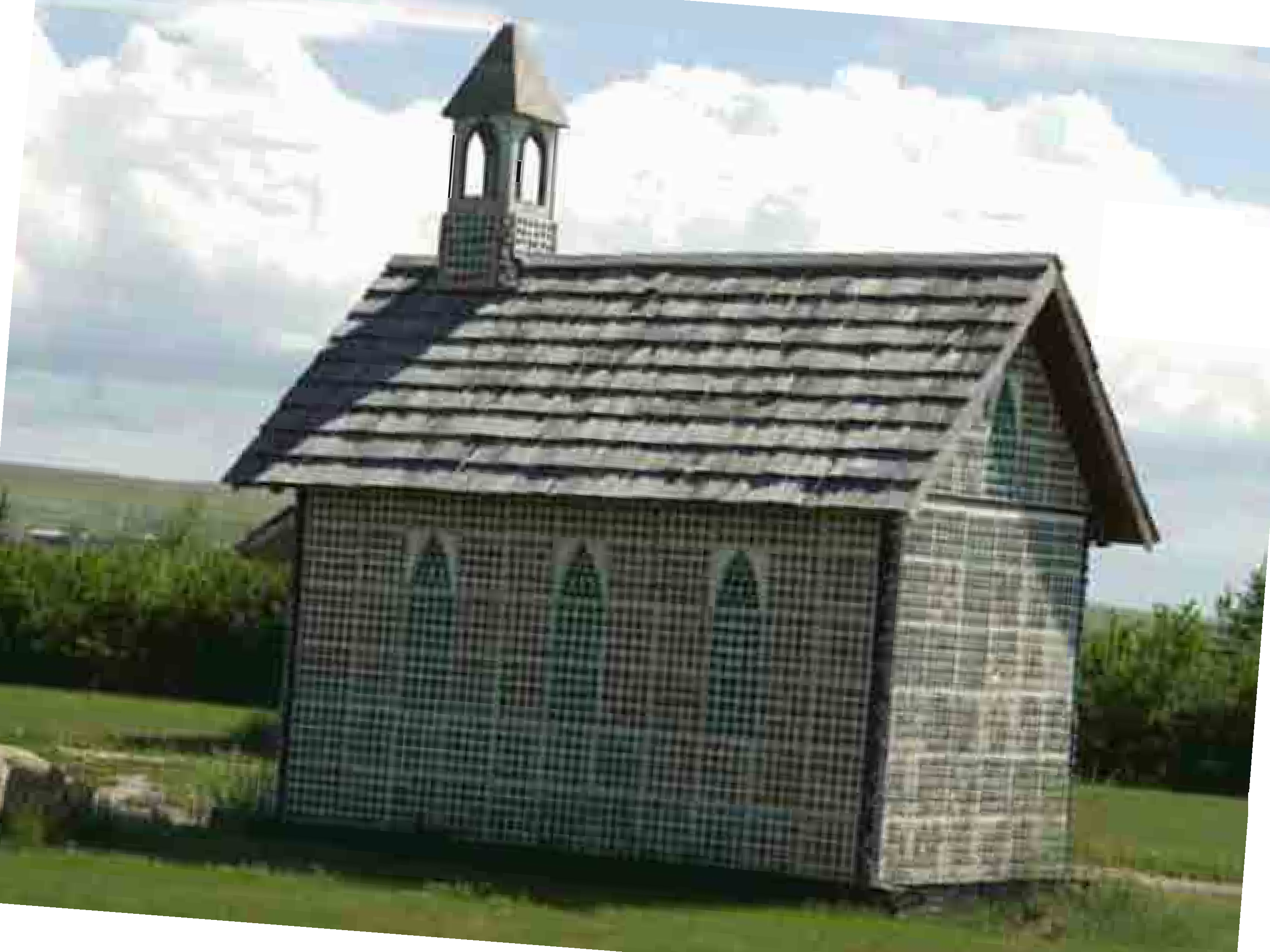


We couldn't find any information about the place. Just about the bluebirds. Suggestion: Provide information and a map, hours, etc.











Now this is really neat. Suggestion: Consider adding interpretive displays, information. Can we walk inside any of them to see the light?

Good directional signage to the Rock & Fossil Museum - including hours. Good job. Suggestion: How much is the admission?



We felt like we were intruding into someone's home. Suggestion: Consider "Museum to left of house. Don't be shy. Come on in."



The Ranch Vacation places and cabins seem to be very nice and should be heavily promoted (if not already) together.



Great gateway sign. It reinforces the "brand."



# Marketing Assessment

# TRAIL OF THE GREAT BEAR

WATERTON / GLACIER • CANADIAN ROCKIES  
YELLOWSTONE / GRAND TETONS



A huge area is covered, and the primary focus is on outdoor recreation, wildlife & scenic vistas.

1. This is important in keeping the Rocky Mountains the “premier” North American mountain range.

2. She’s working on specific routes, and in identifying specific regions along the way so that visitors can get more information.

TOURING GUIDE & WEBSITE DIRECTORY 2006 / 2007  
FEATURING THE WATERTON-GLACIER LOOP DRIVE



MAP INSIDE

# The Cowboy Trail

(NO HORSE REQUIRED)

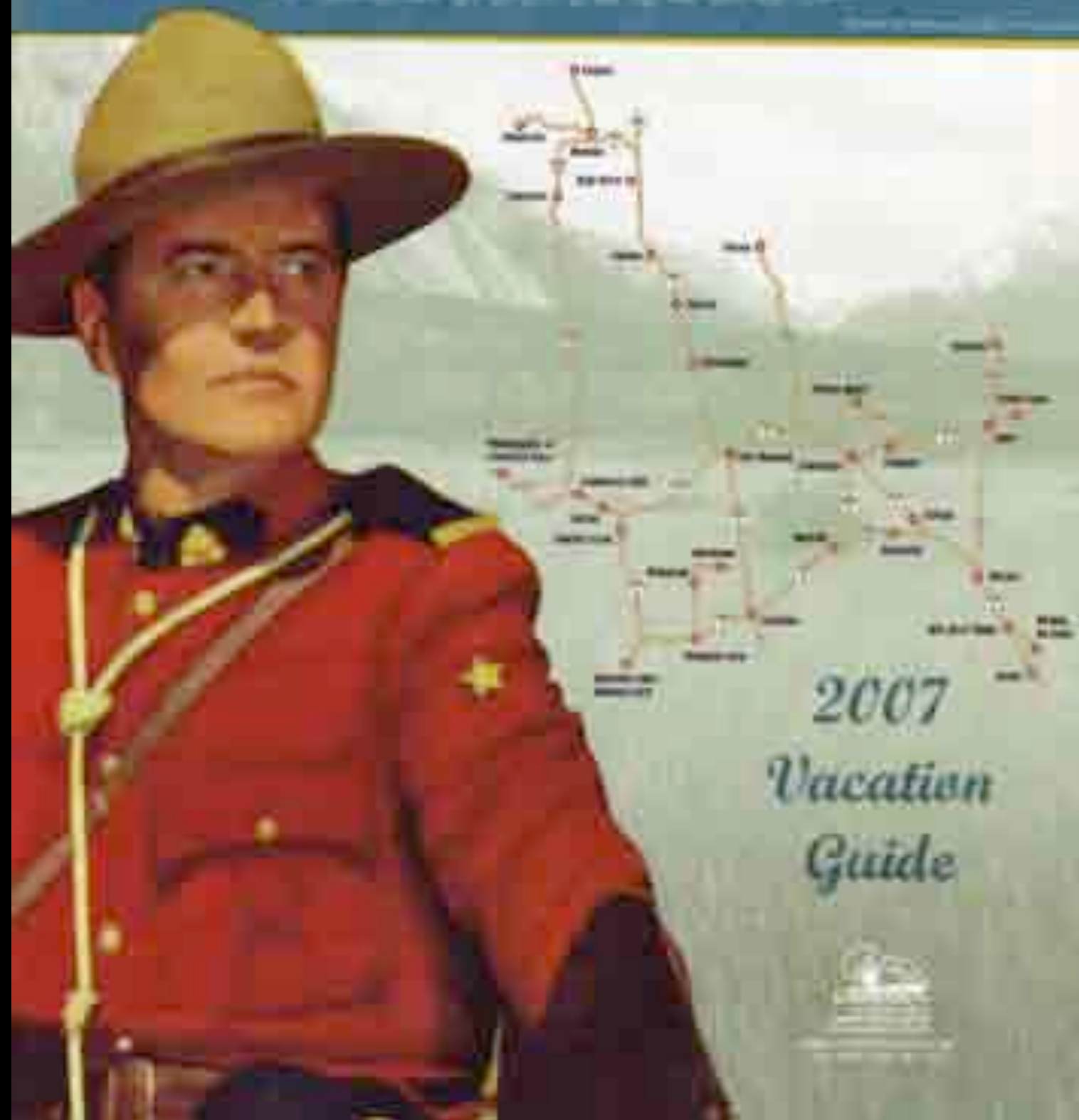
A great guide for the western ranch experience. That's its focus:

1. Ranch vacations
2. Wildlife viewing
3. The porcupine hills area, in particular.

Pincher Creek and Claresholm would be the bookends or hub for those vacationing along the Cowboy Trail.

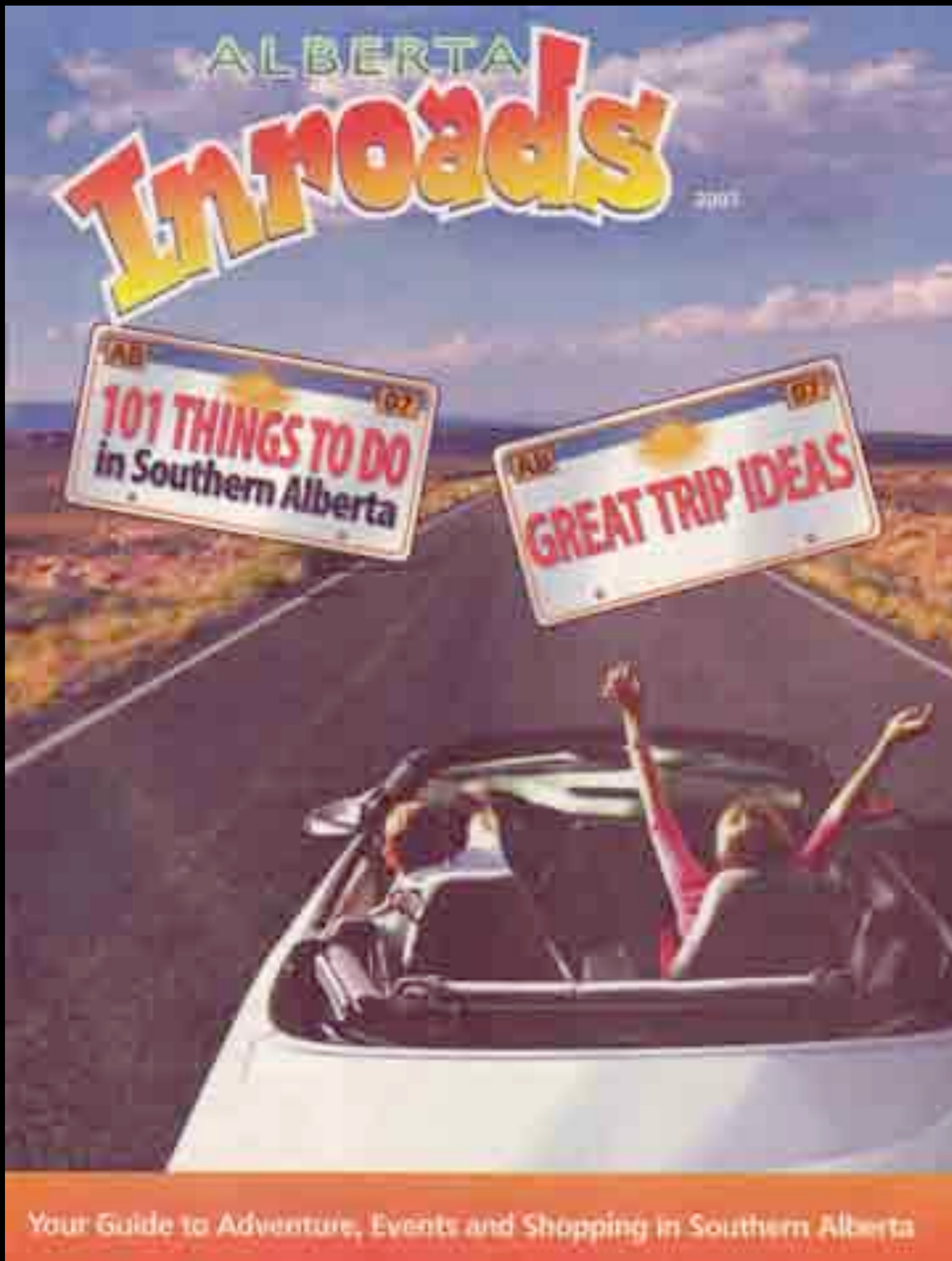
**TRAVEL GUIDE**  
ROCKY MOUNTAIN FOOTHILLS

# SOUTHWEST ALBERTA



Suggestions:

- Alberta South or SW Alberta? Can you combine them?
- What is Chinook Country? All the layers and geography designations make it confusing and hard to plan a trip to the region.
- This guide is about cities. If you are going to a certain city, this is a great resource.



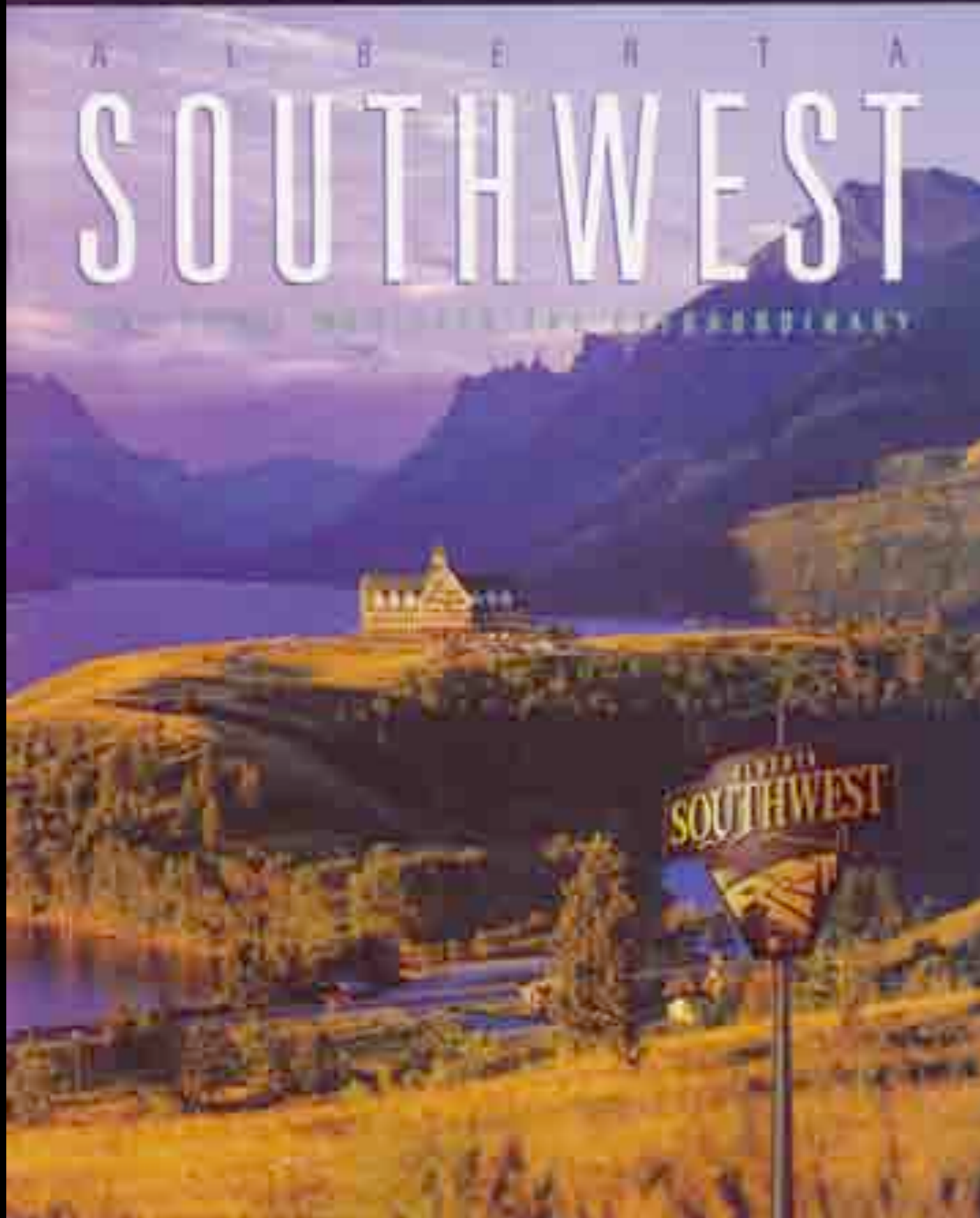
This is a great idea. It revolves around activities - things to do, not just places to go.

Suggestions:

- Organize it like you would a tour. By experience, then in geographic order.
- Develop itineraries by type of activity.

OFFICIAL 2001 ALBERTA SOUTHWEST TRAVEL GUIDE

# ALBERTA SOUTHWEST



This is, by far, the class act of all the guides to SW Alberta. Hands down.

- Stunning photography
- Great maps
- Excellent teasers
- Partners instead of advertisers

Suggestion:

- Change focus to “Pick your season, then pick your passion.”
- Create routes by type of experience and type of travel.

1. The first step is to identify the main topic of the article. This involves reading the title and the first few paragraphs to get a general idea of what the article is about.

2. Next, you should look for the main points of the article. These are usually found in the body paragraphs, where the author provides evidence and examples to support their arguments.

3. Finally, you should summarize the article in your own words. This helps you to understand the main ideas and to remember the information for later use.

1

2

3



The first step is to identify the main topic of the article. This involves reading the title and the first few paragraphs to get a general idea of what the article is about.

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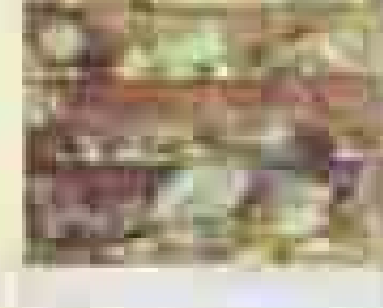
## Introduction



The first step is to identify the main topic of the article. This involves reading the title and the first few paragraphs to get a general idea of what the article is about.



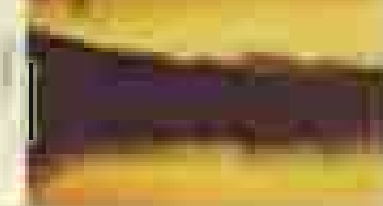
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Next, you should look for the main points of the article. These are usually found in the body paragraphs, where the author provides evidence and examples to support their arguments.

# Don't Let Your Last Opportunity Become a Lost Opportunity

The rule of closing the sale



**WHALE  
WATCH**

**THIRTY YEAR BOND!**

**WHALE**



**WATCH  
TOURS**

## Tip

---

The top 3" of your brochure are critical.  
Promote the experience, not the business or city.  
Use yellows on a dark background.

---



RED SKY AT NIGHT  
**SAILING  
ADVENTURES**

Stunning Kootenay Lake, BC



Stunning Kootenay Lake, BC

**SAILING  
ADVENTURES**

Stunning Kootenay Lake, BC



Stunning Kootenay Lake, BC



WATERTON LAKES NATIONAL PARK

# BOAT RENTALS

On stunning Cameron Lake





# HORSEBACK ADVENTURE

In the Rocky Mountain foothills of  
Waterton Lakes National Park

## Tip

---

ALWAYS sell experiences, not places.  
Tell me what you have or who you are,  
tell me why I should visit you.

---

# Welcome to Fredonia, NY

*Set amid the Vineyards of Northern  
Catskill Country, Fredonia is a  
picturesque & friendly Historic Victorian  
Village in Western New York.*



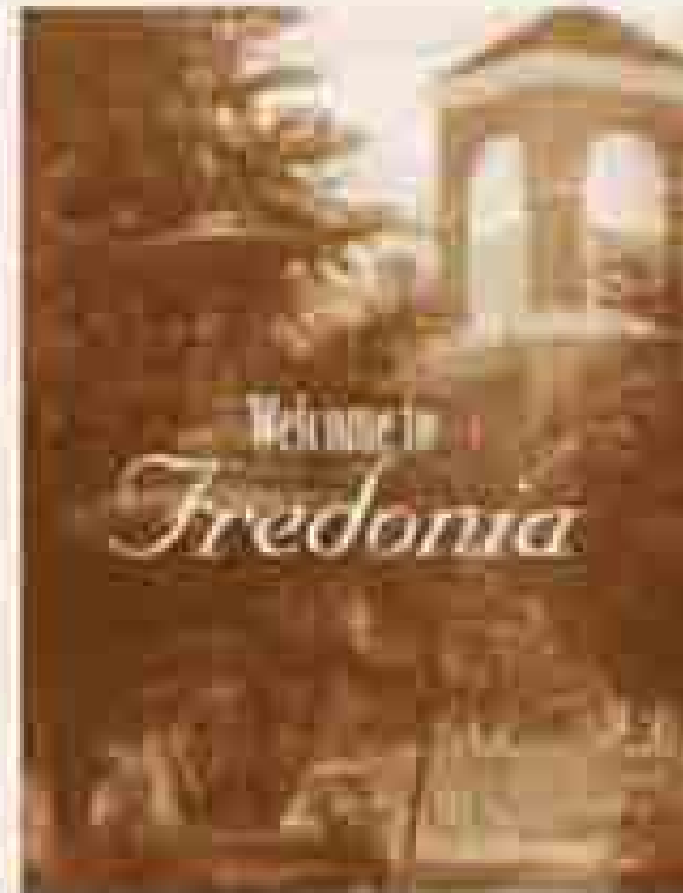
*Baker Commemorative Arch  
Photograph by Jim Kelly*

*Experience the many shops, antique and restaur-  
ants, the 1891 Fredonia Opera House,  
Baker Historical Museum,  
The Telecommunications Museum of Fredonia,  
festivals, and self-guided walking tours.*

**Fredonia... Timeless... Treasure**  
*Relax in a Gracious Victorian Village*

# A Picturesque Victorian Village

*Set Among the Vineyards  
of Western New York*



*Experience the many shops, antique  
and restaurants, the 1891 Fredonia Opera  
House, Baker Historical Museum, The  
Telecommunications Museum of Fredonia,  
festivals and self-guided tours.*

**"A Timeless Treasure"**

# What to do: Use red/yellow. Command attention

## The Houseboat From Hell

Experience the ultimate thrill of  
Hell, Sold, from the Stutzman  
Houseboat Rental Service.



STUTZMAN  
HELLS CANYON  
GUIDE SERVICE



Experience the ultimate thrill of  
Hell, Sold, from the Stutzman  
Houseboat Rental Service.

### INCREDIBLE ADVENTURE

- 100% guaranteed
- 100% guaranteed
- 100% guaranteed
- 100% guaranteed
- 100% guaranteed
- 100% guaranteed

### ACTIVITIES

- 100% guaranteed
- 100% guaranteed
- 100% guaranteed
- 100% guaranteed
- 100% guaranteed
- 100% guaranteed

### STUTZMAN HELLS CANYON GUIDE SERVICE

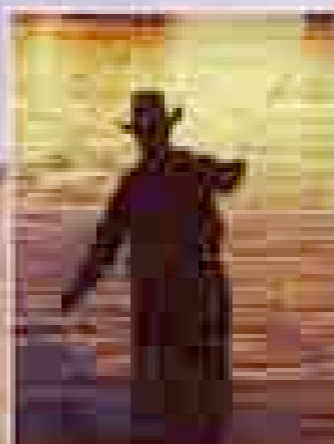
Contact us at  
*and more ph*  
*promotional voca*

100% guaranteed  
100% guaranteed  
100% guaranteed  
100% guaranteed  
100% guaranteed  
100% guaranteed

**C**ome and experience a shared and unforgettable family vacation for up to 8 people that you'll remember forever.

### STUTZMAN HELLS CANYON GUIDE SERVICE

will help you enjoy your vacation to the fullest. You will experience the majestic beauty of the Hell's Canyon National Recreation Area from Copper Field Park to the Hell's Canyon Dam. Canoe the beautiful Hell's Canyon River, float the Hell's Canyon SS from Mouth of Hell Canyon to Canyon Junction.



Hells Canyon is the deepest gorge in North America and is surrounded by awe-inspiring mountains that form the boundary between Idaho and Oregon. The Hell's Canyon area is breathtaking, from the scenic views of early morning to the peaceful cool evenings by the campfire.

But don't let the name fool you, Hell's Canyon is really a slice of heaven. From the moment you step ashore, comfort and relaxation will be yours. As you cruise the placid waters of Hell's Canyon, you'll be a relaxing with a catch that night's dinner which we will be happy to prepare for you.



ADVERTISING

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**Bent Creek**  
WESTERN VACATIONS

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Make your...  
your way...  
village!...  
equipment...  
resort...  
entire...  
Doubtless...  
Crystal Vill...

Home: C...

Hiding On...  
Highway 70...  
West End.

© 1999

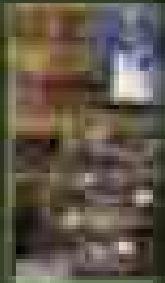
**UPTOWN GRILL  
CONTEMPORARY  
CUISINE**

**TWO SISTERS  
CANDY & GIFT**

1100 N. LAUREL ST.

**OPENING**

Two Sisters Candy & Gift is a family-owned business that has been in operation since 1952. The company is known for its high-quality, hand-dipped chocolates and candies. The store is located in the heart of Chicago's Uptown neighborhood, and it is a popular destination for locals and tourists alike. The store offers a wide variety of products, including custom-made gifts, wedding favors, and corporate gifts. The staff is friendly and knowledgeable, and they are always ready to help customers find the perfect gift for any occasion.



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**OPENING**

**HIGGEEER CARLS**

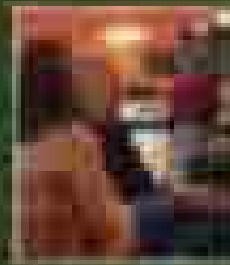
**JEREMIAH JOE  
SPECIALTY COFFEE**

1100 N. LAUREL ST.

**OPENING**



Jeremiah Joe Specialty Coffee is a family-owned business that has been in operation since 1952. The company is known for its high-quality, hand-dipped chocolates and candies. The store is located in the heart of Chicago's Uptown neighborhood, and it is a popular destination for locals and tourists alike. The store offers a wide variety of products, including custom-made gifts, wedding favors, and corporate gifts. The staff is friendly and knowledgeable, and they are always ready to help customers find the perfect gift for any occasion.



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**OPENING**

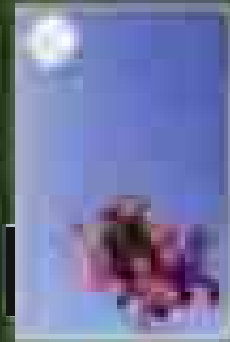
**SKYONE CHICAGO  
SKYDIVING**

1100 N. LAUREL ST.

**OPENING**



SkyOne Chicago Skydiving is a family-owned business that has been in operation since 1952. The company is known for its high-quality, hand-dipped chocolates and candies. The store is located in the heart of Chicago's Uptown neighborhood, and it is a popular destination for locals and tourists alike. The store offers a wide variety of products, including custom-made gifts, wedding favors, and corporate gifts. The staff is friendly and knowledgeable, and they are always ready to help customers find the perfect gift for any occasion.



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**OPENING**



COURT STREET  
**CABARET T1**

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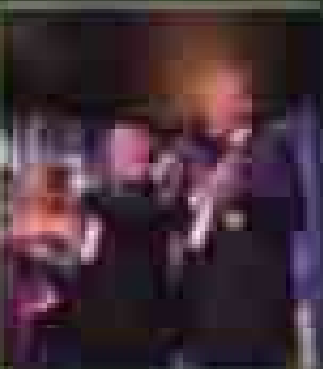
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RIVER ADVENTURE  
**CANOE & BIKE R**

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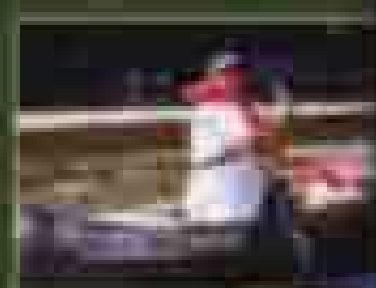
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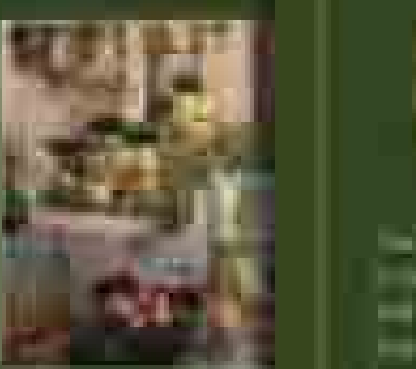
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OTTAWA RIVERBOAT CO  
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WEBER HOUSE & GARDEN  
**COTTAGE TOURS**

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DEANU CONNECTION  
**TASTE OF LOUISIANA**

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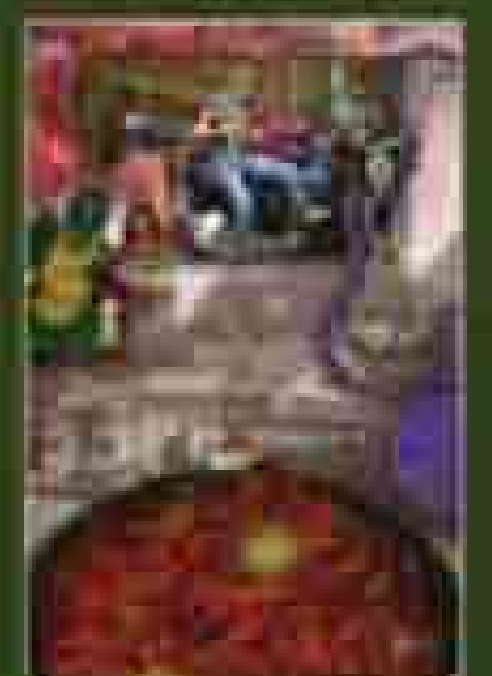
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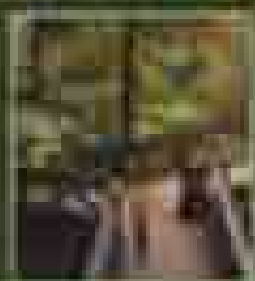
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## STARVED ROCK LODGE & CONFERENCE CENTER

1100 Starved Rock Drive  
Starved Rock State Park  
McHenry, IL 60057



Starved Rock Lodge & Conference Center is a beautiful resort located in the heart of Starved Rock State Park. The lodge features a large indoor swimming pool, a fitness center, and a conference center. The property is surrounded by scenic views of the Starved Rock formation and the Starved Rock River. The lodge is a great place to relax and enjoy the outdoors.

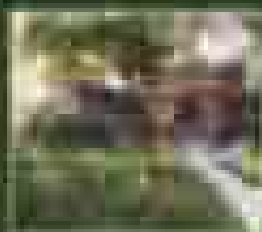


Starved Rock Lodge & Conference Center is a beautiful resort located in the heart of Starved Rock State Park. The lodge features a large indoor swimming pool, a fitness center, and a conference center. The property is surrounded by scenic views of the Starved Rock formation and the Starved Rock River. The lodge is a great place to relax and enjoy the outdoors.

Starved Rock

## LANDERS HOUSE COUNTRY LODGING & COTTAGES

1100 Landers House  
Landers House  
McHenry, IL 60057



Landers House Country Lodging & Cottages is a beautiful resort located in the heart of Landers House. The resort features a large indoor swimming pool, a fitness center, and a conference center. The property is surrounded by scenic views of the Landers House and the Landers House River. The resort is a great place to relax and enjoy the outdoors.



Landers House Country Lodging & Cottages is a beautiful resort located in the heart of Landers House. The resort features a large indoor swimming pool, a fitness center, and a conference center. The property is surrounded by scenic views of the Landers House and the Landers House River. The resort is a great place to relax and enjoy the outdoors.

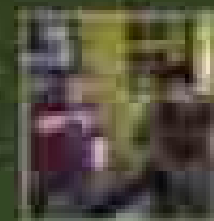
Landers House

## CATTAILS GIFT SHOPPE TASTING ROOM & COTTAGE BOUTIQUE

1100 Cattails Gift Shoppe  
Cattails Gift Shoppe  
McHenry, IL 60057



Cattails Gift Shoppe Tasting Room & Cottage Boutique is a beautiful resort located in the heart of Cattails Gift Shoppe. The resort features a large indoor swimming pool, a fitness center, and a conference center. The property is surrounded by scenic views of the Cattails Gift Shoppe and the Cattails Gift Shoppe River. The resort is a great place to relax and enjoy the outdoors.

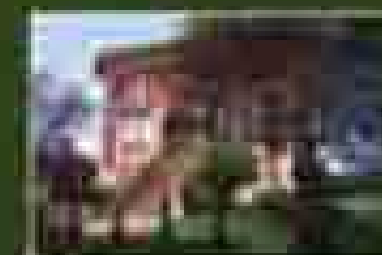


Cattails Gift Shoppe Tasting Room & Cottage Boutique is a beautiful resort located in the heart of Cattails Gift Shoppe. The resort features a large indoor swimming pool, a fitness center, and a conference center. The property is surrounded by scenic views of the Cattails Gift Shoppe and the Cattails Gift Shoppe River. The resort is a great place to relax and enjoy the outdoors.

Cattails Gift Shoppe

Starved Rock State Park  
Landers House  
Cattails Gift Shoppe

1100 Starved Rock Drive  
Starved Rock State Park  
McHenry, IL 60057



Starved Rock State Park



- 1100 Starved Rock Drive
- 1100 Landers House
- 1100 Cattails Gift Shoppe
- 1100 Starved Rock Drive
- 1100 Landers House
- 1100 Cattails Gift Shoppe
- 1100 Starved Rock Drive
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Starved Rock  
Landers House  
Cattails Gift Shoppe

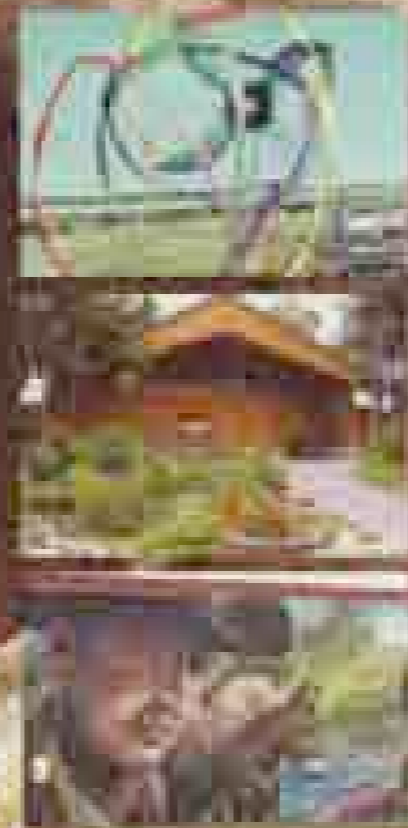
Pincher

VIS

2007 Pincher Creek & Area  
VISITOR'S GUIDE

*Discover  
our Secret!*

COMPLIMENTARY COPY

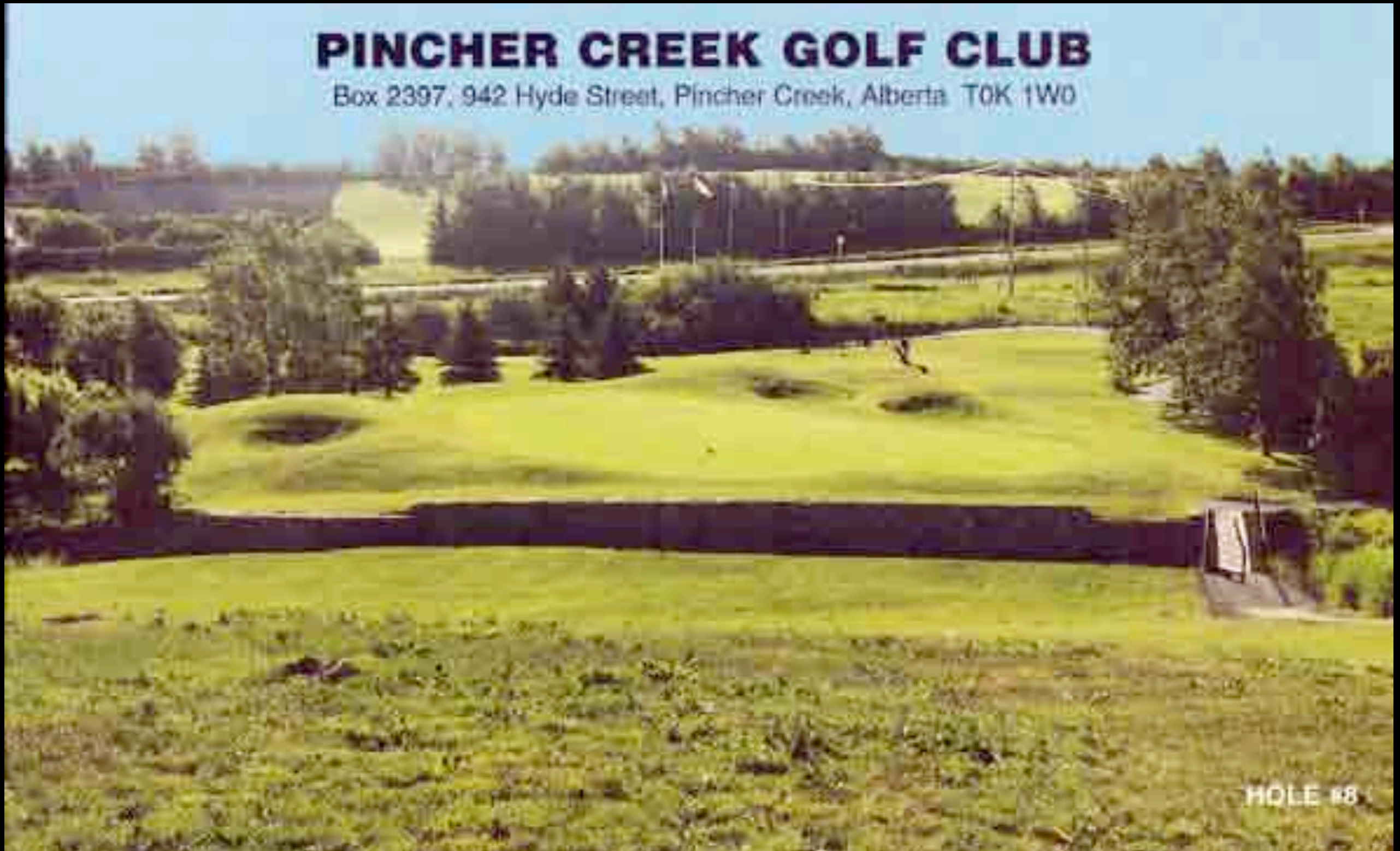


Suggestion: Make sure the cover pulls people into the site. Neither of these is exceptional nor unique to Pincher Creek in terms of selling experiences.

Nothing sells golf like photography. Consider using better photos to promote the course. No roads, power lines, etc.

## **PINCHER CREEK GOLF CLUB**

Box 2397, 942 Hyde Street, Pincher Creek, Alberta T0K 1W0



HOLE #8

# Kittitas Valley's Greatest Hit



A guide to the Kittitas Valley's natural and man-made resources for tourists and residents alike.

11/12

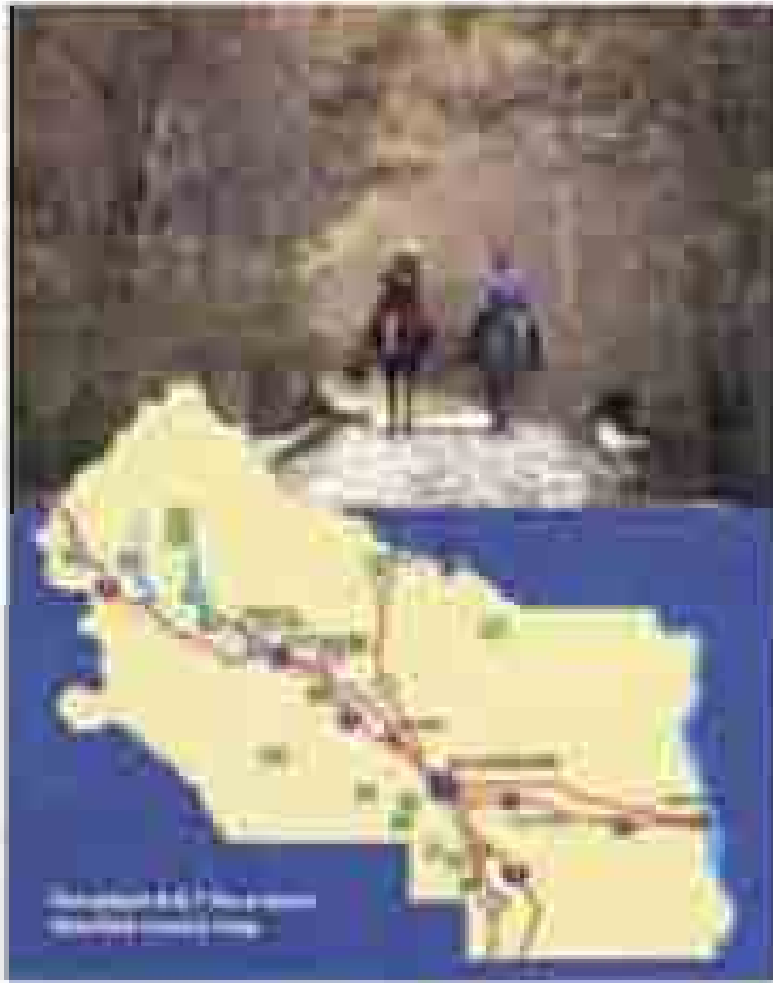
**Introduction**  
 The Kittitas Valley is a beautiful area with a rich history and a vibrant community. This guide provides information on the valley's natural and man-made resources, including its scenic views, historic sites, and recreational opportunities. Whether you are a resident or a visitor, this guide is designed to help you explore the valley's many attractions and enjoy the best of what the Kittitas Valley has to offer.

**Geography**  
 The Kittitas Valley is located in the central part of Washington state, between the Cascade and Sierra Nevada mountain ranges. The valley is a fertile area with a mix of rolling hills and rugged mountains. The climate is generally mild, with hot summers and cold winters. The valley is home to a variety of plant and animal life, including wildflowers, trees, and birds.

**History**  
 The Kittitas Valley has a long and rich history, dating back to the early days of settlement. The area was first explored by Spanish missionaries in the 16th century, and later by American pioneers in the 19th century. The valley was a major center of agriculture, particularly in the production of wheat and apples. The area's history is reflected in its many historic sites, including the Kittitas National Monument and the Kittitas Valley Historical Society.

**Recreation**  
 The Kittitas Valley offers a wide range of recreational opportunities for residents and visitors alike. The area is home to several state parks, including the Kittitas National Monument and the Kittitas Valley State Park. These parks offer a variety of activities, including hiking, fishing, and hunting. The valley is also a popular destination for horseback riding, with many trails and riding clubs available.

**Community**  
 The Kittitas Valley is a vibrant and diverse community, with a mix of people from different backgrounds and cultures. The area is home to several small towns and cities, each with its own unique character and charm. The community is known for its friendly atmosphere and its commitment to preserving the valley's natural and cultural heritage. Whether you are a resident or a visitor, you will find a warm and welcoming community in the Kittitas Valley.





THE  
HOTEL  
MONTICELLO

THE  
HOTEL  
MONTICELLO





If you'd really

like to know....

"these are a few of my favorite things"

item#	description
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ring size \_\_\_\_\_

*the Jewel*

(541) 549-9388

P.O. Box 847 • Hwy 20 & Ash • Sisters, Ore 97759



Suggestion: Work with regional tourism folks on creating the "Hidden Gems of Southern Canadian Rockies."

REGIONAL  
BEST  
SELLER  
3rd Edition

101

Things To Do In

DOOR COUNTY

—101 Things To Do In Door County—



Peninsula State Park

—101 Things To Do In Door County—

• 18 •

### Take a Sunday stroll down Cottage Row.

Our favorite Sunday morning starts with breakfast at the White Gull Inn on Main St. in Fish Creek. Splurge on a slice of their famous Door County berry sour cream coffee cake; then take a much needed stroll down Cottage Row. From The White Gull Inn follow Main St. to Cottage Row and turn right. The walk will take you north along the row of shoreline "cottages" about 1 mile before it turns up the steep bluff. At the base of the bluff is a sliver of a park known as Champagne Rock, named for the little rock that hangs over the water. Down and back is a perfect way to walk off breakfast and start the day.

# Let Your Fingers Do the Walking

Rules for the internet



# A few numbers to get us started

There are 320 million travel websites (today)

A new website is coming online every 3.5 seconds

There are 200+ million website users in N.America

Website visitors will wait 8 seconds for a page to load

70 % of website users never go past the first page of search results

82 % of website users never go past the second page of search results

## **A few numbers to get us started**

94 % of travelers with internet access is it as their primary travel planning resource

70 % of people planning trips have difficulty finding what they are looking for

# A few numbers to get us started

The internet ranks 4th in its influence in daily North American life.

#1: Electricity

#2: Automobile

#3: Television

Not bad for a technology that's been in common use for just 20 years.

Nearly 88% of all destination marketing organizations spend more on printed materials than the web!

## Tip

---

Develop an e-marketing program.  
This will create TOMA (Top of Mind Awareness)

---

# What to do: "E-marketing"

San Diego Events & Promotions E-Updates:

**Stay on top of the latest San Diego Events & Promotions with E-Updates tailored to your interests.**

First Name

Last Name

E-mail

Zip / Postal Code

Country

Please tell us your reasons for visiting San Diego: (Select all that apply)

Family Vacation     Dining & Cultural     Special Offers

Conference/Meeting     Golf & Outdoors

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Subject: Bonaire EZ News Issue 08-2004  
Date: March 28, 2004 8:11:35 PM PST  
To: ROGER BROOKS <rbrooks@chandler-brooks.com>  
Reply-To: EZnews@mailintlimited.com

## Bonaire EZ News

### Quick 'n' Easy Tourism Updates

Bon Brief:

Welcome to Bonaire EZ News, a bi-monthly news update containing current tourism information you can use to plan your vacation to Bonaire. For more information contact the diverse Tourism Office at 1-800-BONAIRE or visit <http://www.bonaire.org>



#### Event Spotlight: Eighth Annual Bonaire Dive Festival Welcomes

Philippe Cousteau Jr.

Put on your fins and get ready to splash fun and get wet... You are invited to the Eighth Annual Bonaire Dive Festival, June 5 - 10, 2004. Expanded from one to two weeks to give participants more freedom and flexibility to enjoy Bonaire. This year's Festival will offer fun and educational activities including guided steel head dives with live music, a Taste of Bonaire food and cultural festival and the highlight of the event, two evening presentations by the Festival's featured speaker, Philippe Cousteau Jr., grandson of legendary Captain Jacques Yves Cousteau.

Philippe's presentations will take place on the evenings of June 7th and June 10th at Captain Doo's Habitat. As part of his presentations Philippe will speak about the responsibility that people have to be caretakers of our planet and that the role divers in particular have to be ambassadors for the ocean. He will share with us what he has learned and become more informed about everyday things that we do to have a lasting, positive impact and will focus upon his own efforts to protect and preserve our planet through his work as President of EARTHEDUC International and his project like the Coral Reef Restoration Initiative. In Bonaire for the duration of the Dive Festival Philippe will also lead guided steelhead Festival participants.

In addition to attending the Dive Festival! This year's hosts of Bonaire's hotels (see below) are offering special Dive Festival hotel packages. Package prices range from \$200 to \$1,100 per person, per week and include value added savings, exciting activities and fantastic beds that will appeal to even the most discerning diver. And this year there is no additional registration fee to attend Dive Festival events!

For detailed information on individual packages and to make a reservation please contact the hotel or one of the Dive Festival travel partners (names which can be found on the Dive Festival website) <http://www.bonairedivefestival.com>

Bonaire Government Information  
<http://www.bonaire.gov>  
1-800-555-0503

Bonnie Leggett (TV)



# Tip

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Purchase key words (pay per click).

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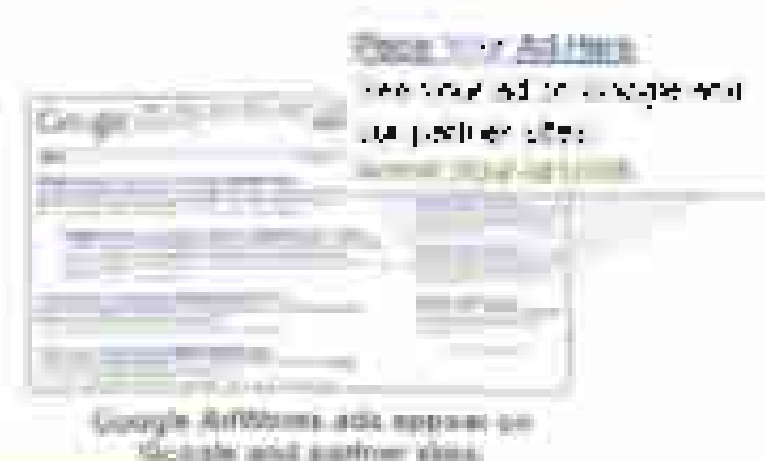
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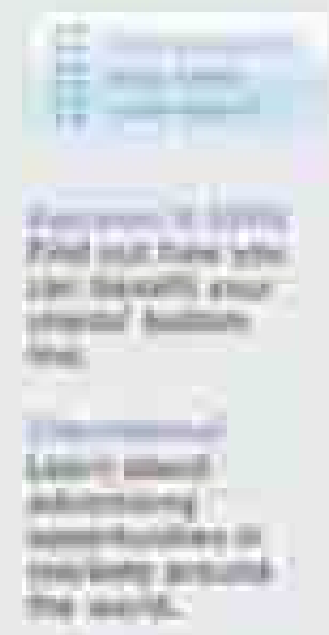


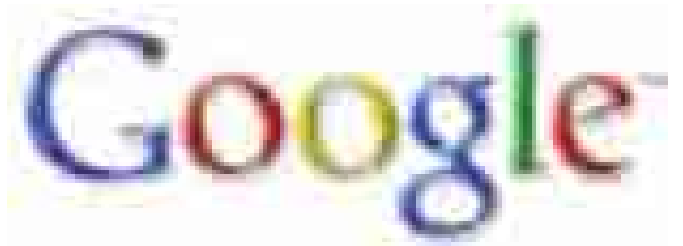
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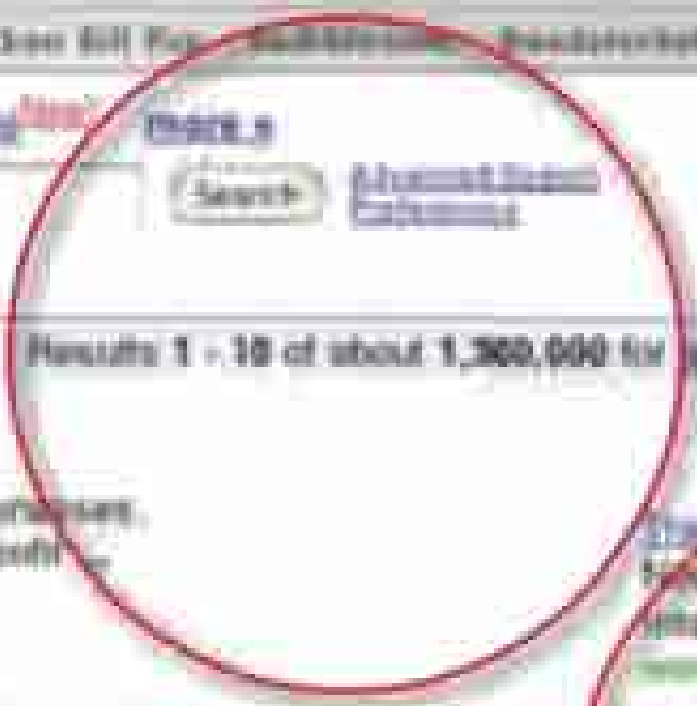
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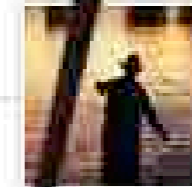
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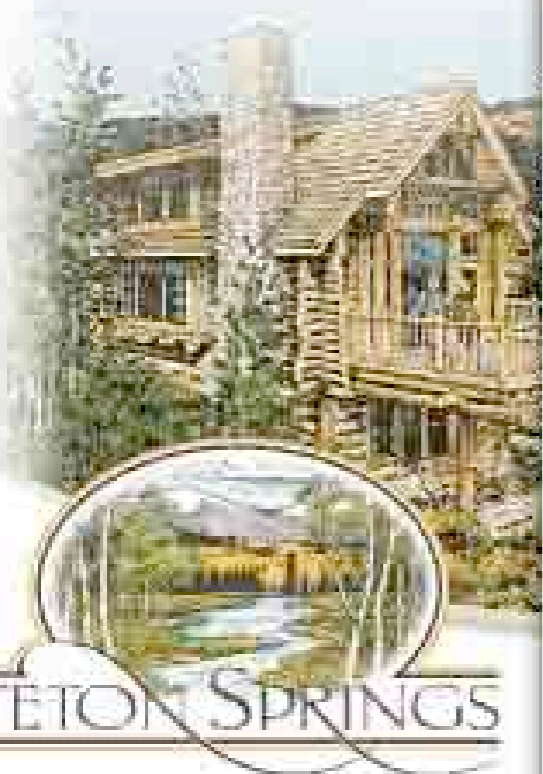


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<html>
<head>
  <link rel="Stylesheet" rev="Stylesheet" href="style.css">
  <title>Teton Springs - All season resort community, golfing, fishing, hiking, biking,
skiing - Teton Valley, Idaho.</title>
  <meta name="keywords" content="resort golf community, teton valley, golf Idaho, Idaho real
estate, real estate, Teton Springs, Teton Springs Idaho, Mountain Bike Jackson Hole, Golf
Jackson Hole, Mountain Bike Teton Valley, Golf Teton Valley, Mountain Bike Yellowstone, Golf
Yellowstone, Mountain Bike Idaho, Resorts Idaho, Fishing, Fish Teton Valley, Resorts Jackson
Hole, Fish Idaho, idaho, jackson hole, wyoming, vacation, lodging, dining, shopping, skiing,
alpine skiing, nordic skiing, backcountry, flyfishing, fishing, backpacking, snowboarding,
cross country, nordic, powder, skiing, climbing, rock climbing, ski, mountains, snow, Byron
Nelson, Gary Stephenson, Steve Jones">
  <meta name="description" content="Teton Springs, a resort golf community located in Teton
Valley, Idaho, features an 18 hole golf course designed by Byron Nelson, Gary Stephenson, and
Steve Jones.">
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="robots" content="all">
  <meta name="robots" content="index,follow">

  <script src="js/menu_home.js"><!--/--></script>

  <script TYPE="text/javascript">
function video() {
msg=window.open("sw_detect.html","msg","scrollbars=no,height=600,width=800,left=80,top=80");}
</script>

<script language="javascript">
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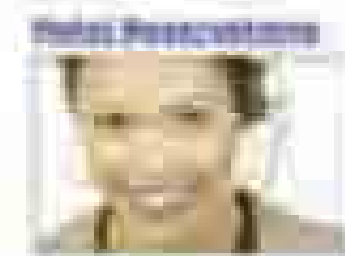
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ALBERTA'S ROCKY MOUNTAINS  
The Rocky Mountains in Alberta are a stunning natural wonder. From the snow-capped peaks of Mount Rundle to the rugged beauty of the Canadian Rockies, there's something for everyone. Whether you're looking for a peaceful retreat or an adrenaline-pumping adventure, the Rockies have it all. Explore the breathtaking views, enjoy the fresh mountain air, and immerse yourself in the rich history and culture of the region. The Rocky Mountains are a true gem of Alberta, offering a unique and unforgettable experience for all who visit.

Discover the beauty of the Rocky Mountains in Alberta. From the majestic peaks to the serene valleys, the Rockies offer a world of natural beauty. Whether you're a hiker, a skier, or simply someone who appreciates the outdoors, the Rockies have something for you. The region is home to some of the most spectacular scenery in Canada, with its rugged mountains, pristine lakes, and dense forests. The Rocky Mountains are a true gem of Alberta, offering a unique and unforgettable experience for all who visit.

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**Banff - Discover Banff National Park in Alberta, Canada**  
A Banff tourism & travel guide featuring hotel reservations, visitor maps, photos and other travel information for the town of Banff and Banff National Park.  
[www.discoverbanff.com](#) - 10k - 6 Jun 2007 - [Cached](#) - [Image](#)

**Banff National Park - Wikipedia, the free encyclopedia**  
Banff National Park is Canada's oldest national park, established in 1885, in the Canadian Rockies. The park, located 120 kilometres (80 mi) west of Calgary ...  
[en.wikipedia.org/wiki/Banff\\_National\\_Park](#) - 110k - [Cached](#) - [Image](#)

**Official Site of Banff Lake Louise Tourism**  
Information about the Banff Lake Louise area of Banff National Park in the Canadian Rocky Mountains.  
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**Banff National Park - Banff, Alberta, Canada**  
Banff National Park's most complete guide, including Banff and Lake Louise accommodations, recreational opportunities in Banff National Park. ...  
[www.lakelouise.com/wheretobegin.html](#) - 15k - [Cached](#) - [Image](#)

**Banff National Park - Birding**  
Birding information about where to look and what you'll find in Banff National Park and the Canadian Rockies.  
[www.canadianrockies.com/birding.html](#) - 15k - [Cached](#) - [Image](#)



Web Images Groups News Maps Books More

Advanced Search

Search: things to do in alberta



Web

Results 1 - 10 of about 1,782,000 for things to do in alberta (0.15 seconds)

**Things to Do in Alberta - Alberta Attractions - TripAdvisor**

Alberta attractions. Find TripAdvisor user reviews for the world's best reviewed hotels, travel agencies and guidebooks. Things about things to do in...

[www.tripadvisor.com/Attractions-g100231-Attractions-Attractions.html](http://www.tripadvisor.com/Attractions-g100231-Attractions-Attractions.html) - 10/19/2007

Search | Contact Us

**Things to do in Alberta & Alberta Attractions - Yahoo! Travel**

Find the best things to do: Museums, attractions, and more about your Alberta on Yahoo! Travel

[www.travel.yahoo.com/guide/100231/attractions-things-to-do-in-alberta](http://travel.yahoo.com/guide/100231/attractions-things-to-do-in-alberta)

Search | Contact Us

**Travel Alberta List - Things To Do**

Get a list of what to do in Alberta's city. Includes a 5 day weekly itinerary with tips, forecasts and more. Other adventures find them...

[www.travelalberta.com/things-to-do](http://www.travelalberta.com/things-to-do) - 10/19/2007

**Province of Alberta Things To Do - Travel Guides - VirtualTourist.com**

Province of Alberta attractions and sightseeing, with reviews, tips and photos posted by real travelers and locals. Find insider tips for Province of...

[www.virtualtourist.com/Attractions/Province\\_of\\_Alberta/Things\\_To\\_Do/Province\\_of\\_Alberta](http://www.virtualtourist.com/Attractions/Province_of_Alberta/Things_To_Do/Province_of_Alberta)

10/19/2007

**ESiGo - Things To Do - Alberta, Canada (Zoo, Museums, ...)**

Guide to Alberta Zoo, Aquarium, Home Pets, Events, Fun, Museums, Arts, Parks, Regional, Historic Sites, Wineries, Breweries, Casinos etc.

[www.esigo.com/Alberta](http://www.esigo.com/Alberta) - 10/19/2007

**Alberta | Things To Do in Alberta**

Alberta | Things To Do in Alberta. Travel information and advice.

[www.alberta.com/attractions/things-to-do](http://www.alberta.com/attractions/things-to-do)

Search | Contact Us

**Alberta Things to do**

Complete, objective information on Alberta travel including photos and reviews. Add your own user-generated contributions.

[www.alberta.com/attractions/things-to-do](http://www.alberta.com/attractions/things-to-do) - 10/19/2007

[www.alberta.com/attractions/things-to-do](http://www.alberta.com/attractions/things-to-do)



www.google.com

Search

Advanced Search

Web Results for: **Search 1 - 10 of about 1,318,000 for Alberta historical sites, in 34 seconds**

**Museums and Historic Sites Listing - Tourism, Parks, Recreation**

Experience Alberta's history at these Provincial Historic Sites and Museums, PCF House of Alberta with the Louisa May of Alberta with ...

[www.alberta.ca/heritage/ahs/ahs.html](#) **www.alberta.ca/ahs/** **ahs**

Content | Resources

**Alberta Community Development**

Alberta Sport, Recreation, Parks and Wildlife Foundation ... Museums and Historic sites  
Provincial Archives | Royal Alberta Museum | Royal Tyrrell Museum

[www.alberta.ca/ahs/ahs.html](#) **www.alberta.ca/ahs/** **ahs**

Content | Resources

**Welcome to AlbertaHistorical.com**

... historic sites as well as heritage organizations and foundations that help ... Discover Alberta by visiting our Places to Go and exploring our Guide to ...

[www.albertahistorical.com](#) **www.albertahistorical.com** **ahistorical** **ahistorical**

**Other Alberta Historic Sites**

To access any of these sites, please follow the links to the **Official** Alberta Community Development, Historic Sites and Provincial Archives pages ...

[www.alberta.ca/ahs/ahs.html](#) **www.alberta.ca/ahs/** **ahs** **ahs**

**Alberta's Rocky Mountain Historic Sites & Interpretive Centres: Historic**

Alberta's Rocky Mountain Historic Sites & Interpretive Centres Directory, includes listings for Historic Sites & Interpretive Centres in Alberta's Rockies ...

[www.alberta.ca/ahs/ahs.html](#) **www.alberta.ca/ahs/** **ahs** **ahs**

Content | Resources

**Alberta's Rocky Mountains and Historic Sites: LANGSTON'S**

Alberta's Rocky Mountains and Historic Sites Directory, includes listings for Langstons and Historic Sites of Alberta's Rockies, Alberta ...

[www.alberta.ca/ahs/ahs.html](#) **www.alberta.ca/ahs/** **ahs** **ahs**

Content | Resources

**Government of Alberta**

In celebration of International Museum Day, many of Alberta's provincially owned historic sites and museums will be offering free general admission ...

[www.alberta.ca/ahs/ahs.html](#) **www.alberta.ca/ahs/** **ahs** **ahs**

Content | Resources



www.google.com



Web

Results 1 - 10 of about 1,875,000 for alberta musical theatre (0.14 seconds)

### [The Eye and the Sword | Alberta Ticket: Alberta's Biggest Musical](#)

I would like to invite you to the Alberta Ticket: Alberta's Biggest Musical Theatre Experience. I will be singing (as a member of the choir) at this event ...

[www.ticketcity.com/AlbertaTicket/2008/07/17/](#) - All - Contact - Search - More

### [Alberta Ticket - Alberta Centennial](#)

Any Sinner (Pop/Rock) & The Last Days (Pop/Rock) Bruce Springsteen (Musical Theatre) Lovers and Blue Heaven (Classical) The Swifthe Courtes (W/ Blues) ...

[www.ticketcity.com/AlbertaTicket/2008/07/17/](#) - All - Contact - Search - More

### [Alberta Music Festival Association](#)

We are currently on staff at Sheridan College in the Music Theatre Performance Program ... and will teach courses at the Mountainview Festival in Alberta ...

[www.musicfestivalassociation.com/2008/07/17/](#) - All - Contact - Search - More

### [Alberta Music Festival Association](#)

Class: 300 Musical Theatre Since 19 Years and Under Contracting for Section 8 District Music Festival Program and Alberta Registered Music Teachers' Association ...

[www.musicfestivalassociation.com/2008/07/17/](#) - All - Contact - Search - More

[[Previous](#)] [[Next](#)]

### [Alberta Living - Show Boat - Lettbridge Musical Theatre - 2001](#)

Show Boat - Lettbridge Musical Theatre - November 2001. All One Scene & The Ladies of Letters of the ... Southern Alberta Theatre - Alberta Living ...

[www.southernalbertatheatre.com/2001/AlbertaLiving/](#)

[[Previous](#)] [[Next](#)] [[Home](#)] [[About](#)] [[Contact](#)] [[Search](#)] [[More](#)]

### [Musical Theatre Showcase](#)

Musical Theatre Showcase is for students aged 18 to 19 years ... KEVIN MORGAN, Set Design and Costume Designer, received his diploma from the Alberta College ...

[www.musicaltheatreshowcase.com/2008/07/17/](#) - All - Contact - Search - More

### [The Citadel Theatre - FTS Encyclopedia](#)

We have worked with Grant MacLellan's Theatre Arts Program, Louise & Co. Jane Theatre, and Theatre Alberta's Archive program. She teaches Musical 100 at Ours ...

[www.citadeltheatre.com/fts-encyclopedia/2008/07/17/](#) - All - Contact - Search - More

[NEWS RELEASE: Massive musical theatre effort leads to victory](#)

**Alberta Theatre Tickets**  
 Don't miss out on your favorite event. Buy tickets online today!  
[www.ticketcity.com](#)



Free email storage



Web Results 1 - 10 of about 6,200,000 for **live theatre photos** in 10 seconds

**Home - Grande Prairie Live Theatre**

Email: [see@prlive.ca](mailto:see@prlive.ca) or Address: 10120 - 58 Avenue Grande Prairie, Alberta Canada T8V 0P8 ... [Return to the Grande Prairie Live Theatre main site!](#)

**Roadshow Theatre - Roadshow Alberta CANADA**

Roadshow Theatre is Alberta's only paid professional theatre: marriage of things are joined ... That is what will always make live theatre something more ...

**cantheatredad.com - a unified voice for Canadian live theatre**

AND OTHER LIVE THEATRES IN CANADA AB - Calgary and Area - Alberta Theatre ... Alberta Theatre Society - Calgary Centre for Performing Arts

**Live Theatre Directory**

The Directory can be hosted by University of Alberta and community ... Theatre Network - Live at the Play 10120 - 58 Ave, Edmonton, AB, T6A 0A1 4532440

**The Empire Theatre - Home**

Since 1972, the Empire has been serving up an eclectic mix of movies, concerts, and live theatre to audiences from all over Southern Alberta ...

**Alberta Prairie Railway - Alberta Steam Train Live Theatre Schedule**

Experience live theatre as you journey into history on a vintage train, with an Alberta Prairie Railway Extension, Central Alberta's Number One Tourist ...

**The Grand Theatre**

Edmonton's premier venue for live theatre. The Grand Theatre is located in the heart of downtown Edmonton in the Arts District and houses live performing ...

**Theatre Network - Live at the Play - Edmonton, Alberta, Canada**

Theatre Network - Live at the Play ... Theatre Buffet Dinner with Performers by David



Home (400,000)



Web Results 1 - 11 of about 5,175,000 for **tourists Fort Medco** (0.27 seconds)

### FORT CALGARY

Fort Calgary, PO Box 2100 Station N (N100) Calgary, Alberta T2P 2M5 Canada Phone (403)290-1870 Fax: (403)290-8034 Email: [info@fortcalgary.com](mailto:info@fortcalgary.com) ...  
[www.fortcalgary.com](http://www.fortcalgary.com) - [Contact](#) - [Home](#)

### Visiting Fort Medcood in Southern Alberta Canada

Fort Medcood's historic site draws you into the past to a time when the North West ... Fort Medcood is at the heart of southern Alberta's rich history and land ...  
[www.fortmedcood.com](http://www.fortmedcood.com) - [Contact](#) - [Home](#)

### Welcome To Heritage Park

Fort McMurray Historical Society ... additional \$2.00 per person by government only!  
Phone: (780) 792-2227 Fax: (780) 792-2227 Fort McMurray Historical Society ...  
[www.fortmcmurray.com](http://www.fortmcmurray.com) - [Contact](#) - [Home](#)

### Elroy Wood Nature Centre, Red Deer, Alberta, Canada

The Elroy Wood Nature Centre and Habitat Fort Normanites are up to the ... We gratefully acknowledge the support of Museums Alberta and its grant program ...  
[www.elroywood.com](http://www.elroywood.com) - [Contact](#) - [Home](#)

### Fort Edmonton Park

Fort Edmonton Park is a living history park that traces the growth and development of Edmonton through four historical periods represented by "The Fort" ...  
[www.fortedmonton.com](http://www.fortedmonton.com) - [Contact](#) - [Home](#)

### The Empress Theatre - Home

Home of Fort Medcood's historic main street, the Empress Theatre is Alberta's oldest theatre at 94 years of age. Since 1912, The Empress has been serving ...  
[www.empress.com](http://www.empress.com) - [Contact](#) - [Home](#)

### Trail of the Great Bear - South West Alberta - Fort Medcood

Fort Medcood is located on the crossroads of Highways 20 & 63, with easy access to National and provincial structures. As you take a walk of Fort Medcood is the ...  
[www.fortmedcood.com](http://www.fortmedcood.com) - [Contact](#) - [Home](#)

### Fort Edson Lodge, Historical Information

Fort Edson Lodge is named after the historical Fort Edson, just east north of Wetaskiwin in ...  
Municipal Council, County of Alberta, visits the Fort ...





Not a member?



Web Search Results for "Fort Macleod" - Results 1 - 12 of about 811,000 for Fort Macleod (0.22 seconds)

### Fort Macleod

Fort Macleod is a vibrant community of over 2000 located within breathtaking sights of the Canadian Rockies.

- [Business Directory](#)
- [Fort Macleod](#)
- [Home in Fort Macleod](#)
- [Events Calendar](#)

### Visiting Fort Macleod in Southern Alberta Canada

Main Street Fort Macleod From a distance, Fort Macleod looks like any other town. It is all a mix of modern and vintage shops, restaurants, and more.

### The Fort Museum of the North West Mounted Police

Provides the history, information, artifact guide, shop, education programs, and calendar of events located in Fort Macleod.

### Fort Macleod Travel City of Fort Macleod Alberta Tourism

A Fort Macleod travel guide & tourism directory for the City of Fort Macleod, Alberta by travelbooks.com.

### Fort Macleod, Alberta - Wikipedia, the free encyclopedia

Fort Macleod is a town in the southwest of the province of Alberta, Canada. It is named in honor of the first Canadian Mounted Police Colonel James Macleod.

### The Macleod Gazette

Local newspaper, providing local news and events in Fort Macleod.

### fort macleod

Official website of the City of Fort Macleod, Alberta, Canada.

### Fort Macleod



Search bar with "Rocky mountains" entered and search buttons

Results 1 - 10 of about 1,070,000 for rocky mountains | Showing 0 to 10 results

Rocky mountains - The (geological) structures of Canada's highest mountain range

Rocky Mountains - Wikipedia, the free encyclopedia - The Rocky Mountains, often called the Rockies, are a major mountain range in western North America...

Rocky Mountain National Park - Rocky Mountain National Park U.S. - This large showcase of the grandeur of the Rocky Mountains, with elevations ranging from 8000 feet in the wet, grassy valleys to 14258 feet at the...

Rocky Mountains - The Rocky Mountains, the great backbone of North America, extend 5000 kilometers from New Mexico to Canada. The elevations range from about 1000 meters...

Rocky Mountain National Park - Everything you wanted to know about Rocky Mountain National Park

Alberta's Rocky Mountains - Yahoo! Web.com David Gudd for the... Discover Alberta's Rocky Mountains with Yahoo! Web.com's travel guide and vacation planner for Alberta's Rockies, Canada

Trailmasters Mountain Bike Guides Ltd. - Guide, stories and the Canadian Rocky Mountains travel guide... The Rocky Mountains of Canada are a vast land - filled with amazing scenery, wildlife...

Rocky Mountain National Park - Trip reports and photos - General information about the park (Rocky Mountain National Park, Canada)

Rocky Mountain News - Denver and Colorado's reliable source for...

Showing 0 to 10 results

The Canadian Rockies - Experience Breathtaking Beauty On A Great Canadian Rockies Vacation

Rocky Mountains - Tourism BC Official Summer Site - Open for Getaways in the Rockies

Rocky mountain trip tour - Make your vacation unforgettable with a VIP Red package trip

Rocky Mountain Tours - Spectacular Creek & Fall View - Guaranteed Great Views

The Empress gets it. First class work with all of their marketing efforts. Now develop a PR program to spread the word.

**THE EMPRESS THEATRE**

Home | Event Calendar | About Us | Newsletter | Contribution / Membership | Rental | Contact

**Now Playing**

**July - August Summer Program**  
 Celebrate the end of the season with 10 new and classic plays. From the classic comedy *Twelfth Night* to the hilarious *How to Succeed in Business Without Really Trying*, we have a choice of plays to suit every taste. *At the Court*

**September - April Centre Stage Series**  
 The Empress celebrates another season of the Centre Stage Series with an exceptional lineup of live music and musicians you are likely to see on any of the world's finest stages. We bring the best of the best right to Alberta!

**Windy Mountain Music**  
 Southern Alberta's only Chamber Music Festival. Our theme will be the music, culture and cuisine of Russia. The best of Mozart, Beethoven, Prokofiev, Borodin, Tchaikovsky...

**Upcoming Events**

- Monday, July 24, 2017, 7:30 pm
- Tuesday, July 25, 2017, 7:30 pm
- Wednesday, July 26, 2017, 7:30 pm
- Thursday, July 27, 2017, 7:30 pm
- Friday, July 28, 2017, 7:30 pm
- Saturday, July 29, 2017, 7:30 pm
- Sunday, July 30, 2017, 7:30 pm

**News**

Fort Macleod

# Town of Fort Macleod

Home | About Us | Services | Contact Us | News | Events | Jobs | Information

## Site Search

Search

## The Town of Fort Macleod

Welcome to Fort Macleod - the town that is building its future by preserving its past.

Fort Macleod is a vibrant community of 3,000. Located within breathtaking sight of the Canadian Rockies, this town is a magnet for those who are seeking a relaxed rural life style, proximity to the Rocky Mountains, a strong sense of community, access to high speed internet and a short drive to western Canada's corporate capital, Calgary. And of course, it's only an hour drive to the scenic wonders of the Rocky Mountains!



The town boasts the best weather of the Prairie Provinces, including the highest number of sunlight hours in Canada. The Ontario winters provide mild winters and cooling breezes in the summer. Whether you are coming for a visit, reading about our history, contacting a town official, reviewing a town by-law, considering the advantages of locating your business in this family friendly community or just surfing on, etc. you are welcome.

FortMacleod.com is the official website of the Town of Fort Macleod and has been designed to inform you about our community. [We want to hear](#) from what you, the viewer, would like to see on the site. Your feedback is valuable to us.

## Latest News

July 23, 2007 - June 23 & 24, Antique Sale & Show: 601 Annual Antique Sale & Show...more

July 23, 2007 - Household Toxic Waste and E-Waste Round-Up: June 23, 2007...more

July 23, 2007 - Town of Fort Macleod Employment Opportunity: Position Town Manager (C.A.O.)...more

## Popular Links

[Alberta Police & Peace Officer Training Centre](#)

[Business Directory](#)

[Calendar of Events](#)

[Clubs & Organizations](#)



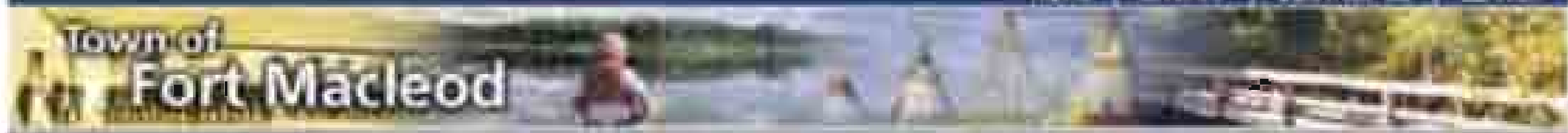
If you'd like to learn more about the Fort Macleod region and Southwest Alberta, please visit the following websites:

[AlbertaSouthWest.com](#) or [MDWHowClose.com](#)

These sites feature a wealth of information about our region including history, landscapes and things to do.

The town site and marketing efforts should reflect the brand.

Take people back in time to another era.



# Town of Fort Macleod

[VISITING FORT MACLEOD](#) | [HOW TO VISIT FORT MACLEOD](#) | [TOWN OF FORT MACLEOD](#)

## Visiting Fort Macleod

### Overview

### Attractions

- [Overview](#)
- [Cemetery Legacy](#)
- [Map](#)
- [In Town Attractions](#)
- [Regional Attractions](#)
- [Rich Street History](#)

### Things to Do

- [Overview](#)
- [Events Calendar 2017](#)
- [About Events](#)

### Accommodations

- [Hotels / Motels / B&Bs](#)
- [Restaurants](#)
- [Cafes/Bistros](#)

### Photo Gallery

- [Overview](#)

## Visiting Fort Macleod

From a distance, Fort Macleod looks like any other town. It is at a crossroads that once hosted Indian encampments, wagon trails and buffalo grazing grounds, in view of the towering hills that host the ancient and majestic Rocky Mountains. The old frontier of the west is home to Alberta's only Provincial Historic Area.

As you get closer, there is a definite feeling of being in two very different eras - now, past and present combined. The place, almost 150 years ago as the first of its kind, became a North West Mounted Police barracks and trading post in 1874. The town gradually took shape alongside the Canadian River, named for the "Grandfather" of backbeat mythology and with an easy view of the majestic Rocky Mountains.

Fort Macleod's historic area draws you into the past to a time when the North West Mounted Police, Blackfoot Indians and pioneer settlers were the only inhabitants. Main Street is dotted with gift shops, antique stores, cafes and restaurants. Right in the middle of the historic block is the "Jewel of the West," the [Empress Theatre](#). The Empress is the oldest continuously operating theatre in Western Canada.

Continue your downtown stroll over to the [Fort Museum of The North West Mounted Police](#), a replica of the original fort where historical re-enactments are the order of the day. You'll also find intriguing exhibits showcasing local West Mounted Police and Blackfoot Indian history. From July 1st to the Labour Day Weekend you can enjoy the Fort's own [NWT Musical Side](#) four times daily, 10:00 am, 11:30 am, 2:00 pm, 3:30 pm, weather permitting.



Suggestion: The site doesn't reflect the historic ambiance. The most important link is missing: "Why see the Fort." Get rid of the counter.



13390

1 visitor since May 2006

Create reciprocal links. It will boost you to the first page.

Remington Carriage Museum

Facility Highlights  
Facility Tour  
Site Information  
Special Events  
Education Programs  
Gift Page  
Contact



The largest collection of horse-drawn vehicles in North America

Open Year-Round 7 Days a week!

Take a step back in time and experience life in the 19th century as reflected in its vehicles for work and play...

### Links

**Discovering Cardston and Area**

Town of Cardston - [www.town.cardston.ab.ca](http://www.town.cardston.ab.ca)  
Alberta Temple - [www.kdschurchtemples.com](http://www.kdschurchtemples.com)  
Great Canadian Barn Dance - [www.greatcanadianbardance.com](http://www.greatcanadianbardance.com)  
Watson Lakes National Park - [www.watsoninfo.ab.ca](http://www.watsoninfo.ab.ca)  
Mounties to Mounties - [www.mounties100mounties.com](http://www.mounties100mounties.com)  
Carriage House Theatre - [www.thecarriagehouse-theatre.com](http://www.thecarriagehouse-theatre.com)

**Discovering Alberta**

Travel Alberta - [www.travelalberta.com](http://www.travelalberta.com)  
The Cowboy Trail - [www.thecowboytrail.com](http://www.thecowboytrail.com)  
Trail of the Great Bear - [www.trailofthegreatbear.com](http://www.trailofthegreatbear.com)  
Discover Alberta - [www.discoveralberta.com](http://www.discoveralberta.com)  
Alberta South Tourism Destination Region - [www.albertasouth.com](http://www.albertasouth.com)  
Chinook Country Tourist Association - [www.chinookcountry.com](http://www.chinookcountry.com)

**Other Historic Sites and Museums**

Head-Smashed-In Buffalo Jump - [www.head-smashed-in.com](http://www.head-smashed-in.com)  
Frank Slide Interpretive Centre - [www.frankslide.com](http://www.frankslide.com)  
Alberta's Provincial Historic Sites - [www.greatalberta.com](http://www.greatalberta.com)  
Alberta's Museums Network - [www.museumsalberta.ab.ca](http://www.museumsalberta.ab.ca)  
Brooks Aqueduct on the Eastern Irrigation District site - [www.eid.ab.ca](http://www.eid.ab.ca)  
Brooks Aqueduct 360 Degree Tour - [www.seevirtual360.com/themes/3dtheme02.aspx?fileid=10709](http://www.seevirtual360.com/themes/3dtheme02.aspx?fileid=10709)  
Saskatchewan Western Development Museum - [www.wdmprairiegardens.com](http://www.wdmprairiegardens.com)

## Tip

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Develop a separate visitor site or a front door with two options.

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*Visit*  
LAWRENCE

*Live*  
LAWRENCE

*Be Active*  
LAWRENCE

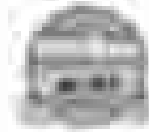
*Grow Your*  
LAWRENCE



WELCOME TO LAWRENCE



WELCOME TO LAWRENCE





- Home
- About
- Events
- Attractions
- Accommodation
- Restaurants
- Transportation
- Weather
- FAQ
- Media
- Partners
- Management
- Site Map
- Contact Us

Home / [Accommodation](#) / [Family Accommodation](#)

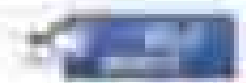
### Local Attractions

Discover the city's rich history and culture through a variety of museums, galleries, and historical sites. From the National Museum of American History to the Smithsonian Institution, there's something for everyone. Explore the city's vibrant arts scene, including the National Gallery of Art and the Kennedy Center. For a unique experience, visit the National Zoo or the National Botanic Garden. The city is also home to several world-class theaters and concert halls, offering a wide range of entertainment options.



### Accommodation

Whether you're looking for a luxury hotel, a budget-friendly inn, or a cozy bed and breakfast, the city offers a wide range of accommodation options. From the historic Old Town to the modern downtown, there's a place for everyone. Many hotels offer complimentary breakfast and other amenities. For a more personalized experience, consider staying in a vacation rental or a boutique hotel. The city's diverse accommodation options ensure that you'll find the perfect place to stay during your visit.



# Drumheller Heart of the Canadian Badlands

[Things to do](#) [Places to stay](#) [About Drumheller](#) [Book online](#) [www.traveldrumheller.com](http://www.traveldrumheller.com)

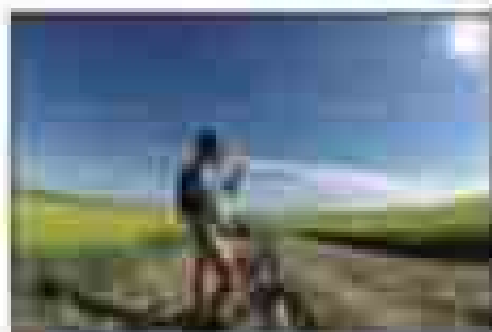


## The Dinosaur Capital of North America

*Only a 90-minute drive from Calgary, Alberta*

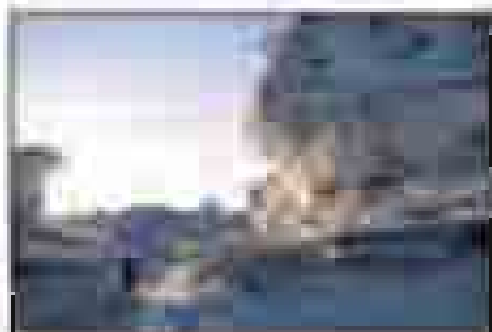
The town of Drumheller is home to the world-famous Royal Tyrrell Museum, the best Badlands scenery in the country, and the richest deposits of fossils and dinosaur bones in North America.

[Click here to find and book Drumheller hotels online!](#)



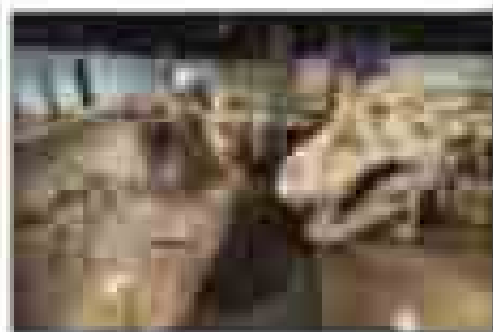
**About Drumheller**

[View](#) [Answers](#)



**Surrounding Towns**

[View](#) [Answers](#)



**Famous Attractions**

[View](#) [Answers](#)

## Tip

---

Make sure all your marketing materials are available online for both viewing AND download.

---

## Tip

---

Develop custom URL's that are easy to remember.

---

## What to do: Purchase easy to remember URLs

- Make your website address your key marketing focus along with a toll-free number. Addresses, fax numbers not necessary.
- Match website addresses to your message.

*intimate*

*inviting*

*intoxicating*


*incomparable*

**Yosemite** this winter

information & incentives: [yosemitethiswinter.org](http://yosemitethiswinter.org)

**POINT** Sell the sizzle (no pun intended)

You're Getting  
**Warmer.**



Worship the sun, anytime of year. Tucson's fabulous weather makes  
any day the perfect day to treat yourself to our spectacular outdoors.

Explore miles of unbelievably lush desert and stunning mountain trails,

play golf, dine alfresco or just kick back by the pool. Go to [www.WorshipTheSun.com](http://www.WorshipTheSun.com)

and start planning your perfect winter vacation warm up.

1-888-2TUCSON | Metropolitan Tucson Convention & Visitors Bureau

**Tucson**   
*Real. Natural. Arizona.*

## **POINT**

Start your site with “Pick Your Season”  
then “Pick Your Passion.”

Sell experiences. Not places. Make it easy  
with a clear central focus.



## **Pick Your Season**

- Dec-Jan: The Holidays
- Feb-Mar: Winter recreation & events
- Apr-May: Spring fling
- Jun-Jul: First half of summer
- Aug-Sep: Second half of summer
- Oct-Nov: Fall color

## **Pick Your Passion**

- Arts & Entertainment
- History & Culture
- The Environment
- Recreation

# Success Begins With a Good Architect

The rule of planning



## Tourism Development & Marketing Plan



Approved by  
Destination  
Development

November 16, 2000

# Create a Community Branding, Development & Marketing Action Plan:

- Branding
- Product development
- Dovetail with non-tourism economic development efforts
- Wayfinding, signage & entries
- Marketing: advertising & public relations
- Detailed budgets
- Ten to twenty year capital projects plan
- Three to five year marketing plan

# **It takes a village to obtain success. It must also be a grassroots effort - top down seldom works.**

- The business community must take the lead

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- Business organizations take on the cause

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- Together they come to the city for help

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- The business community **STILL** takes the lead. The city only provides support: grants, ordinances, funding, technical assistance

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- Winning popularity contests won't result in a successful effort. You can't be all things to all people.

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- Every branding effort requires a tireless "pioneer."

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Thanks for making tourism a part of your  
community's economy



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