



Successful
Community
Tourism
Development



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Federal Home Loan Bank of Des Moines

Annual Conferences

April 26, 2006 – Des Moines, Iowa

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“Engaging Experience”



Overview

- Introduction
- Why are we here?
- What is happening?
- What can we do?
- Case Study –
Van Horn, Texas

Experiential Tourism



- Nature Tourism
- Heritage tourism
- Agritourism (agritainment)
- Culinary tourism
- Shopping tourism
- Ecotourism
- Adventure tourism
- Cultural tourism
- Outdoor recreation
- Educational tourism
- Geotourism
- etc.



Think about Real Motivations

- People
- Travelers
- Rural citizens
- Communities

What's the Bottom Line?



A Crisis is at Hand?

- We've been having the Ag. crisis since early 80's
- However, single industry communities have been at risk throughout history
- "Diversify or Die" – Smart Business!
- If all else fails – do what you love!



Do what you Love!

- Starting new boutique businesses
 - B&Bs, antiques, agritourism, educational, wineries, etc. etc
- Getting access to business training and support
- Realizing the power of the Internet to grow their businesses
- Capitalizing on the “Experience Based Economy”



Traveler's Seeking Meaning - Authenticity

- People are seeking – 911 put this into high gear
- Flocking to the countryside, searching for
:: Friendly faces, different experiences, good food,
interesting stuff
- Demand very diffuse
- Family orientation, driving (Children's learning)



Solution - Urban folks need Rural folks

- Grow the food, manage the natural resources for water, ecosystems, natural diversity, etc.
- Provide a respite from city (escape)
- Home to “quality values”
- Friendly, Frontier, Functional, Fresh – the 4 “F’s”



Rural Renaissance

- *Nickie Schissel - FHLBDM*

- Global phenomenon
- Utilizing a holistic, sustainable approach, building on the existing economy, new - inherent opportunities
- Going back in time, pioneer spirit, diversifying
- Authentic, customer focused
 - :: No matter how you got treated you knew you were important



FREDERICKSBURG CHAMBER OF COMMERCE

FREDERICKSBURG, TEXAS

- PLAN YOUR VISIT
- RELOCATION INFORMATION
- BUSINESS SEARCH
- OUR COMMUNITY
- CALENDAR OF EVENTS
- ECONOMIC DEVELOPMENT
- THE CHAMBER



LOCAL WEATHER

April 24, 2006



80 Clear

[Local Forecast](#)

FEATURED EVENT

[160th Anniversary of Fredericksburg's Founding](#)

This Week's Live Entertainment
[Click Here](#)

EVENTS CALENDAR

Stay and Play

- [Places to Stay](#)
- [Places to Eat](#)
- [Things to Do](#)

[Downtown Map]
[\(pdf 300kb\)](#)



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Local Media Outlets



Chamber Associations



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2006 FHLB Annual Conference – Des Moines, Iowa

Chickasaw Trails

CHICKASAW COUNTY TOURISM

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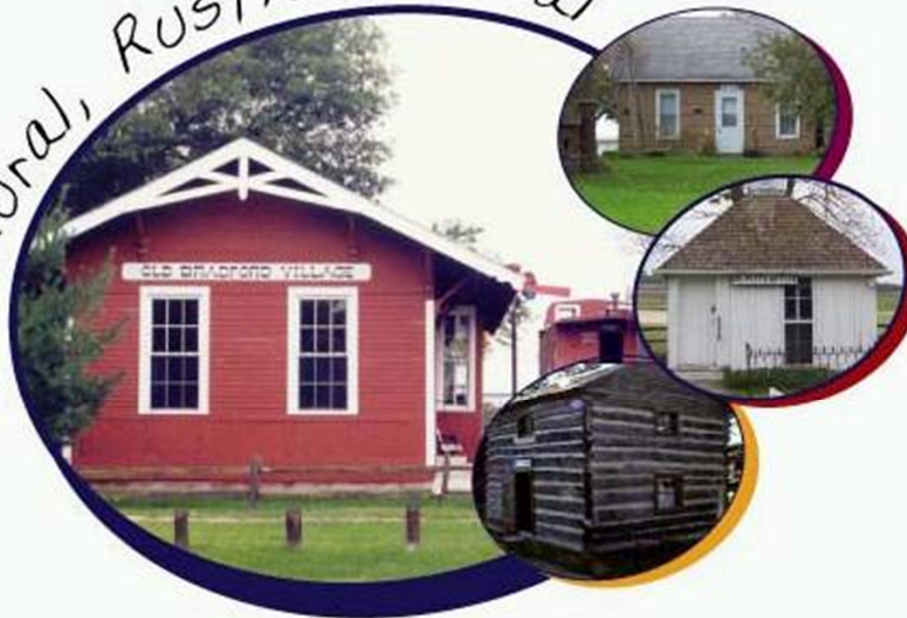
[Chickasaw County
Home Page](#)

TRAILS TO TAKE

- Visit our Farms & Ranches
- Travel our Roads
- Play in our Parks
- Hike & Bike our Trails
- Fish in our Lakes,
Rivers & Streams
- Tube Down the Cedar River
- Live our History
- Taste Chickasaw County Foods
- Worship in our Churches
- Get Married at the
Little Brown Church
- Participate in our Festivals,
Parades & Special Events
- Enjoy our Hospitality

Welcome to Chickasaw County Tourism's Website

Rural, Rustic & Real



Unique adventures await you!!

Come visit where you can feed a buffalo, stroll along a prairie trail or stand next to a big rock. Come visit where you can step back in time at a museum, visit the famous Little Brown Church, pet a llama or go swimming or boating at the lake. Pamper yourself at one of our Bed & Breakfast and then take a day to shop at one of our many stores. We have



- ▶ Home
- ▶ Lobo, Texas
- ▶ News
- ▶ Citymap
- ▶ Infrastructure
- ▶ Friends of Lobo
- ▶ Photo Gallery
- ▶ Links
- ▶ Service
- ▶ Kontakt
- ▶ Guestbook
- ▶ DEUTSCH

Welcome to fabulous Lobo, Texas



82°F / 28°C

Lo: 45 °F
Hi: 84 °F

The reincarnation of Lobo, Texas

For more than 100 years Lobo was a thriving little desert town and watering stop for the railroad. In 1991 Lobo was abandoned by its last residents. 10 years later three desert loving individuals and their friends began the process of rebuilding Lobo. Their goal is to turn Lobo into a place where it is possible to express oneself in a multitude of ways.



November 2005:
3 Hank Williams Drive: Some photos of the first remodelled room

Interactive

 [▶ Guestbook](#)

Lobo, Texas

Lobo, TX - a town in West Texas, USA

**Founded:** 1882**Population:** 15**Elevation:** 4,010ft, 1,222m

Lobo from above



WELCOME

[FEATURES](#) [PLANNING YOUR VISIT](#) [EDUCATION](#) [ONLINE STORE](#) [MUSEUM INFO](#) [CALENDAR](#) [PRESS ROOM](#) [HOME](#)



NATIONAL MISSISSIPPI RIVER MUSEUM & AQUARIUM

IN ASSOCIATION WITH THE SMITHSONIAN INSTITUTION



Opening Memorial Day
Weekend 2006!



Museum & Aquarium Get to know the Mississippi through interactive exhibits, river creatures and historic artifacts.



National Rivers Hall of Fame Capture the drama of river people who discovered, lived upon and celebrated the waterways of the United States.



Historic Dubuque Tours Visit the Mathias Ham House, the Dubuque History Museum at the Old Jail or indulge in a Victorian House Tour and Progressive Dinner.



Wm. M. Black Boat & Breakfast Experience an adventuresome overnight in a stateroom, dine in the galley, and see what life was really like on a working steamboat.

What's Happening?

River Adventure Camp 2006

Kids can "dive-in" and explore all aspects of the Mississippi River including a visit from a 17th century fur trader and hands-on discovery in our wetland.

[Click here for more information on Summer Camp.](#)

Summer Camp Media Sponsor: [Cumulus Broadcasting](#)

2006 FHLB Annual Conference – Des Moines, Iowa



Tourism is an opportunity.

For communities.

For landowners.

For small business.

All scales need to be successful – regional based



Tourism done properly sets the stage for attracting new businesses (EDC)

- Quality of life
- Community assets
- Builds “citizen owned” businesses
- Distributes risk



Tourism Product Development

- Assess resources
- Convert into the products/experiences
- Ordinary to extraordinary
- Making the linkages, attractions & services
- “Package” the product to “tell the story of a place”.



Technology can attract visitors,
and support business
operations...

- The Web is the new “meeting place”
- Immensely versatile
- Over 80% visitors plan online, 50%+ buy
- Perform routine business tasks (e.g. Reservations, Web presence, business mgmt.), employee training

Seven Steps to Tourism Success

1. Conduct a resource assessment, including human, institutional, recreational, natural and physical resources.
2. Articulate tourism objectives, identify stakeholders, leaders and opposition.
3. Identify potential pitfalls, including concerns of businesses and interest groups, and develop management strategies.

Seven Steps to Tourism Success (cont.)

4. Create and execute a detailed action plan, assign tasks including outcome—oriented tasks with measurable objectives.
5. Provide ongoing support via web resources, access to educational opportunities, marketing support, etc.

Seven Steps to Tourism Success (cont.)

6. Develop methods to monitor success, and evaluate and minimize negative impacts through contingency planning
 - customer surveys,
 - secret shopper programs,
 - track sales tax revenues, etc.
7. Continually evaluate the processes and outcomes; modify plan as needed to ensure success.

Van Horn TEXAS

Crossroads of the Texas Mountain Trail

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News and Updates

Van Horn, Texas, Crossroads of the Texas Mountain Trail, was part of the Old Spanish Trail through Texas. Van Horn ties South and West Texas together in history and geography. It rose out of the fundamental need for water in the Desert West. When the American highway system was built, the town became a

Coming soon in Van Horn:

[Click here for more events...](#)

Photography by Laurence Parent >> [VIEW ALL](#)

Newsletter Signup

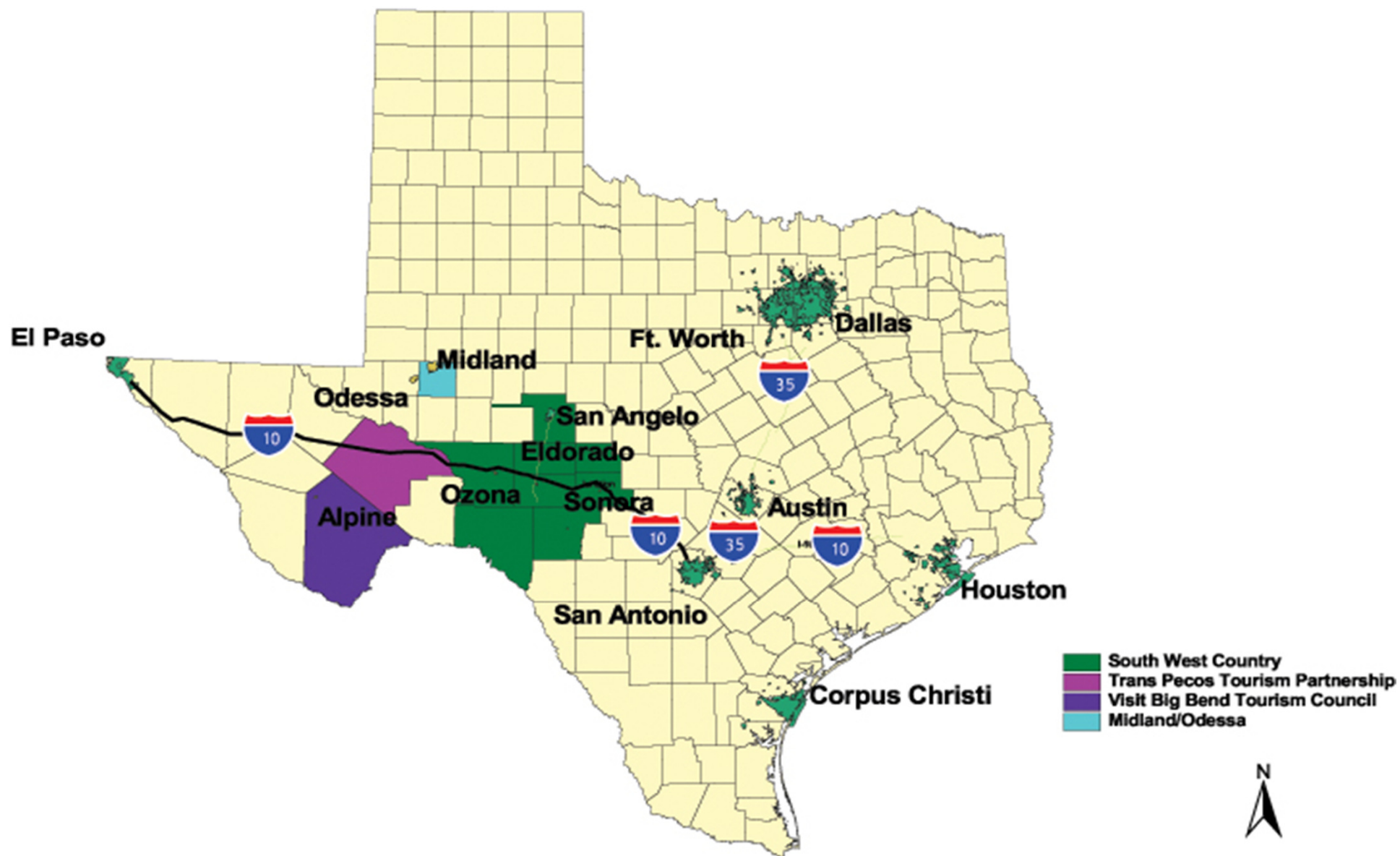
SIGN UP

[READ THE VAN HORN ADVOCATE ONLINE!](#)

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South West Country and other Tourism Groups in West Texas





Van Horn Downtown - Historic



Van Horn Downtown – Artist’s Rendering
Texas Historical Commission



Van Horn Challenges

Van Horn Hero



Extending to West Texas Region

The goal of this project is to extend this approach to the far West Texas region. Currently, the strategy touches on the following areas of economic development:

- value added agriculture
- organic foods
- dairy
- energy (solar, wind, hydrogen)
- rural entrepreneurship
- new technologies
- tourism

PROJECT ANNOUNCEMENTS

Delegates Plan Leadership Seminar



Representatives met with Texas A&M's Director of Professional Development, Dr. Tony Brown and Rudy Ruettiger, famed Notre Dame football player, to devise a strategy for a rural leadership development seminar series.

Art Seminar & Show to Promote Region



Van Horn will be host to the **Texas Mountain Art Seminar, Show & Sale** from November 11-17th. The event will feature a small business seminar for artists, as well as an art show and sale featuring artwork from the region.



Project 7 Background

Van Horn is located at the crossroads of the **Texas Mountain Trail**, 120 miles east of El Paso in far West Texas. A community of 2,800, we have - over the last decade - established the infrastructure to support economic prosperity.



Now, we are embracing the abundant natural and historical assets in our region and building a vibrant future for our community and our region through a deliberate, opportunistic and entrepreneurial economic development project called Project 7.

Project 7 Mission:

Strengthen the economy and improve the quality of life for the people of Van Horn while vigilantly preserving the inherent values of community that distinguish this small town, the crossroads of the Texas Mountain trail. Achieve this by:

- maintaining an astute, opportunistic stance
- employing sound, integrative and sustainable tourism strategies
- forming micro-enterprises and technology startups
- creating and fomenting Van Horn's entrepreneurial culture
- upholding the small community values cherished by its citizens
- leveraging technology for the benefit of its citizens and guests
- inspiring leadership and innovation among its citizens



In a Nut Shell

- Hope
- Dreams and Aspirations
- Vision
- Persistence
- Patience
- Hard work
- Help
- Leadership
- Entrepreneurial (pioneer) spirit
- Opportunistic approach
- LOVE



Questions?

Thank You!

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