



## Federal Home Loan Bank of Des Moines

### Annual Conferences

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# Overview

- Introduction
- Why are we here?
- What is happening?
- What can we do?



## Think about Real Motivations

- People
- Travelers
- Rural citizens
- Communities

# What's the Bottom Line?



# Rural Entrepreneurs - Do what they 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”



## **Tourism is an opportunity.**

For communities.

For landowners.

For small business.

**All scales need to be successful – regional based**

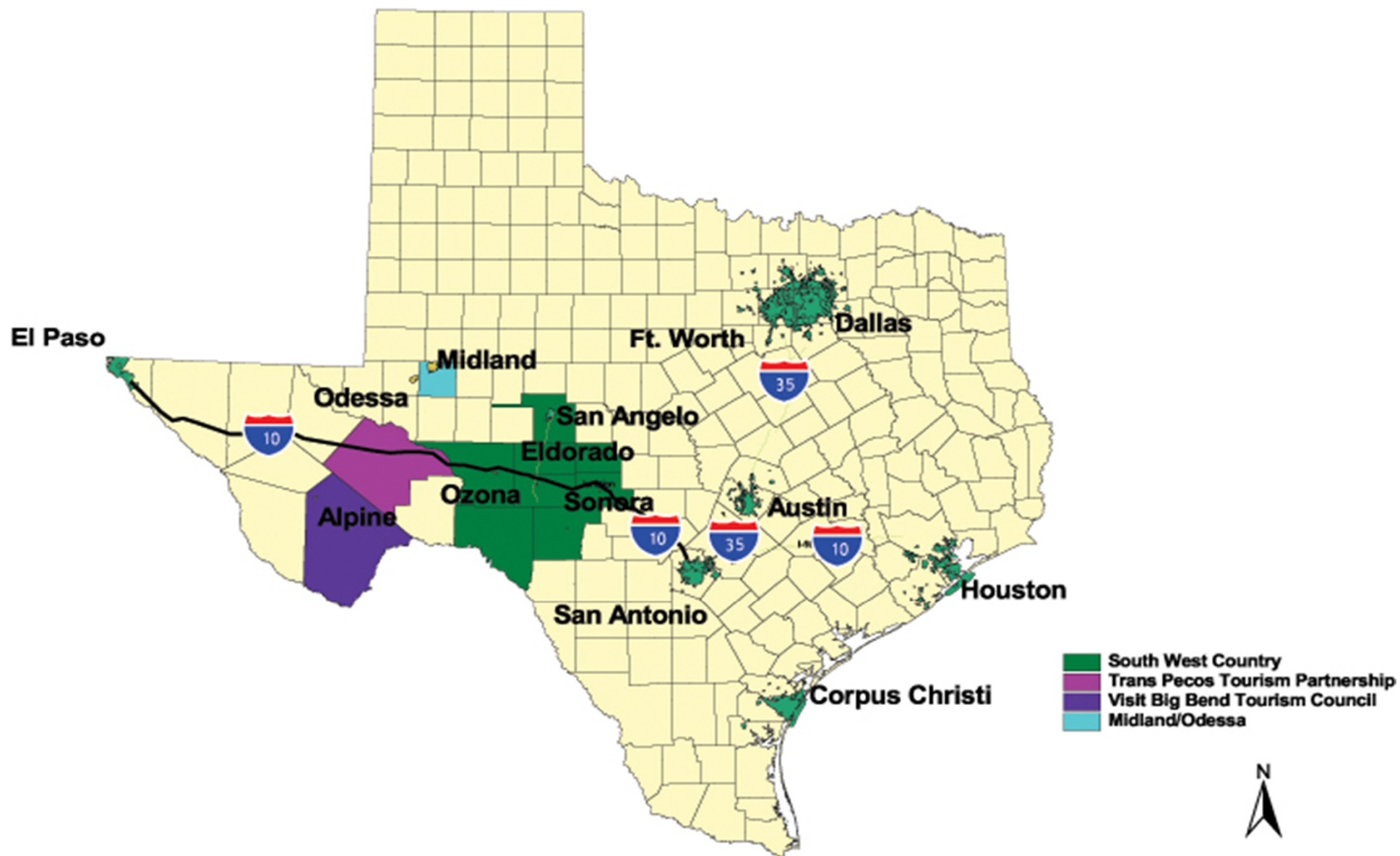


Tourism done properly sets the stage for attracting new businesses (EDC)

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



# South West Country and other Tourism Groups in West Texas



# 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

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# Van Horn Challenges

# Van Horn Hero



# 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.



# 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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