Successful
Community
Tourism
Development

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U.S. – China Conference
Trade, Diplomacy, Research

Beijing, China

November 17-18, 2005

Andy Skadberg, Ph.D.

Chief Knowledge Officer

AdventGX™
ENGAGING EXPERIENCE

A New Era of Rural Economic Development: the Case of Van Horn, Texas

Overview

- Introduction to AGX
- Ingredients for Success
- Case Study –
  Van Horn, Texas

AdventGX product of TAMU Business Incubator

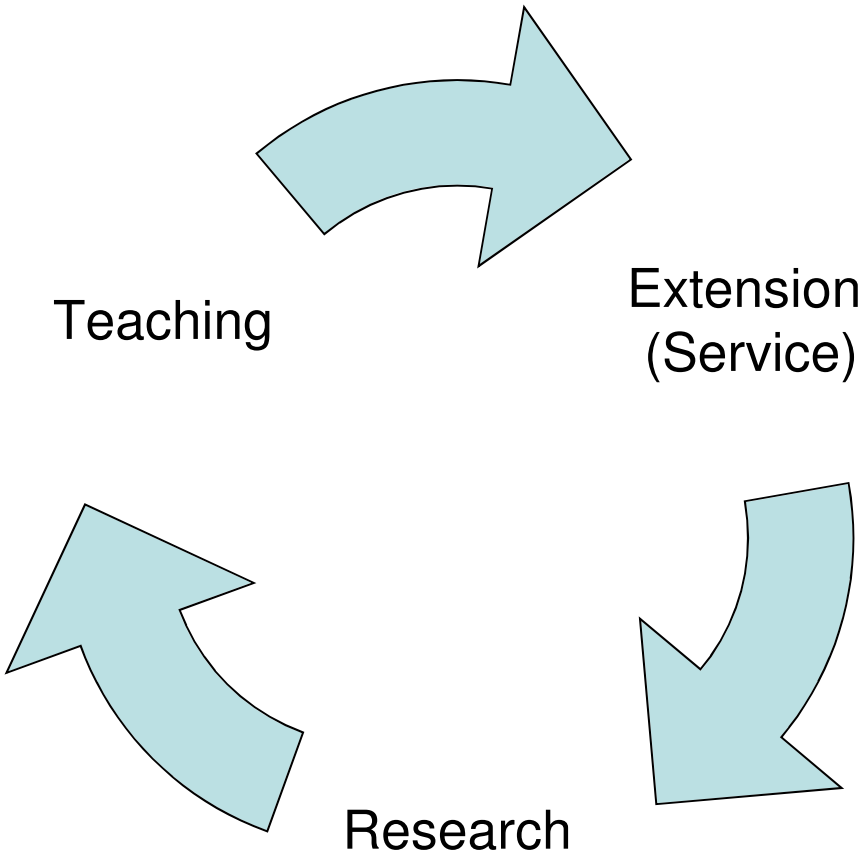
- Texas A&M Technology Transfer Commercialization Initiative (TTCI) – Modeled after Cambridge Univ.
    - Dr. Dick Ewing, Vice President for Research
    - Goal $1.2 Billion R&D at TAMU – 7 years

- AdventGX 1st start-up company

AdventGX Products and Services - partial

- Consulting, community tourism development, regional, state,
- Other consulting services – technology
- Contract Texas Gov., Tourism, Advertising performance
- Texas Education Vacation – TTIA
- Premier RV Resort Management Software – Vestivo.com
- JourneyBuilder and TrueJourney – in development

Land Grant University System



AdventGX – Extending Extension

Community Tourism: Keys to Success

- Capitalizing on the inherent capital/opportunities of places (people, resources, history/culture)

- Utilizing a holistic, sustainable approach, building on the existing economy

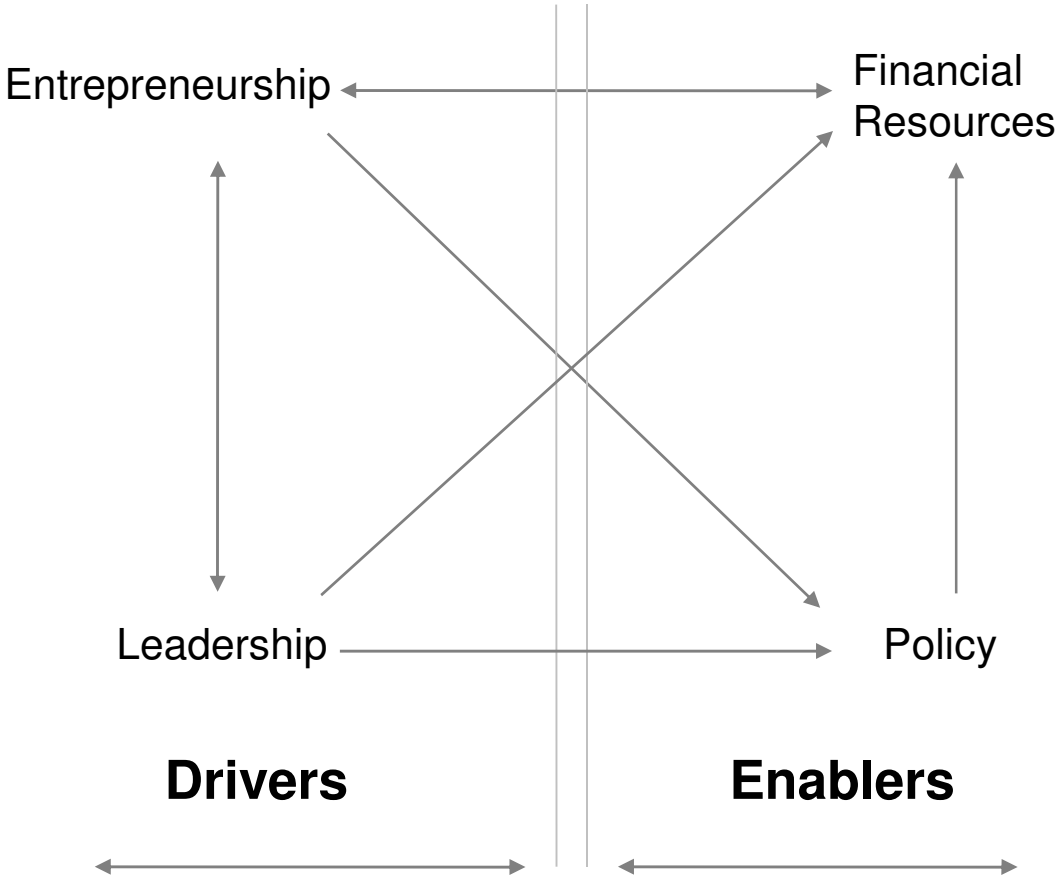
- Focusing on comprehensive planning, leadership development and entrepreneurship

- Utilizing emerging technologies

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

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

Community Economic Development Model



Tourism is an opportunity.

For communities.

For landowners.

For small business.

All scales need to be successful – regional based

Focus on understanding needs and dreams, and devise a realistic strategy to make it happen.

- Community Dreams & Aspirations – Hope!
- Community Buy-in & ownership
- Community's initiative – grassroots driven
- Opportunistic, leverage support, using business model – sustainable perpetually

People, natural, heritage and other resources,

- These are the “capital” for tourism development

Package the product to tell the story of a place.

- Conversion into the products/experiences
- Converting the “Ordinary to Extraordinary”
- Making the linkages, attractions & services
- Interpreting and delivering the message

Technology tools help to attract visitors, and support business operations…

- The Web is the new “meeting place”
- Immensely versatile
- Over 80% visitors plan online, 50%+ buy
- Reservations, Web presence, business mgmt., distance learning (JourneyBuilder)

Town of Van Horn – Case Study

Economic Development Initiative

Phase II

PP Jeff McCoy :: VH EDC

PM Joan Tatge
PE Andy Skadberg
PE Jose Quintana

SS Lindsey Hafner, Ricardo Solar, Devin North

Van Horn
El Paso
Midland
Odessa
San Angelo
Eldorado
Ozona
Sonora
Alpine
Ft. Worth
Dallas
Austin
Houston
San Antonio
Corpus Christi
10
35
10
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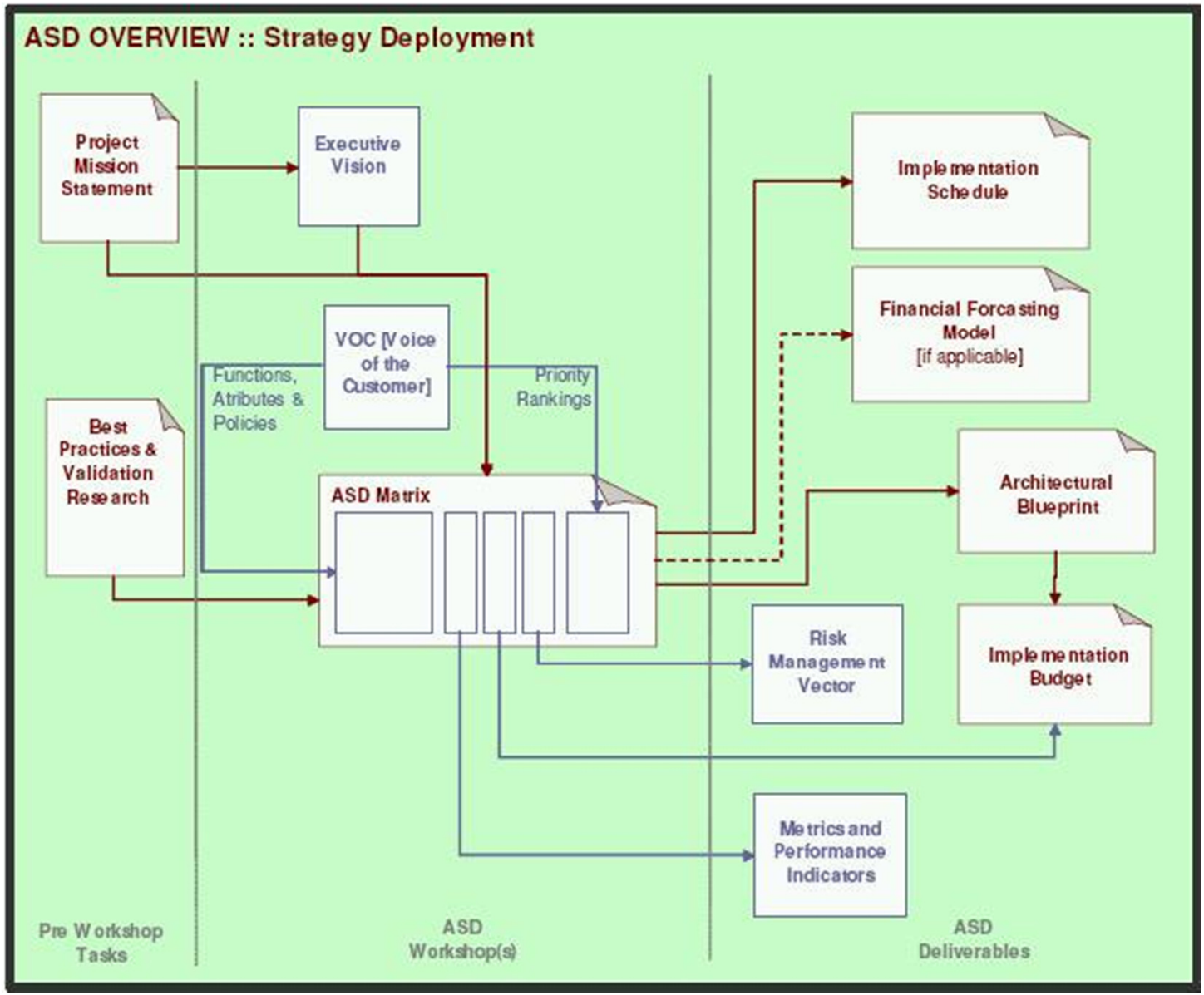
Van Horn Hero (Visionary)

Start project with a 1-2 day project workshop to define needs and objectives, set priorities and establish an initial project plan.

China – U.S. Conf. Beijing, China. Nov. 17-18, 2005


ASD OVERVIEW :: Strategy Deployment
Project Mission Statement
Executive Vision
Implementation Schedule
Financial Forcasting Model [if applicable]
VOC [Voice of the Customer]
Functions, Atributes & Policies
Priority Rankings
Best Practices & Validation Research
ASD Matrix
Architectural Blueprint
Risk Management Vector
Implementation Budget
Metrics and Performance Indicators
Pre Workshop Tasks
ASD Workshop(s)
ASD Deliverables

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

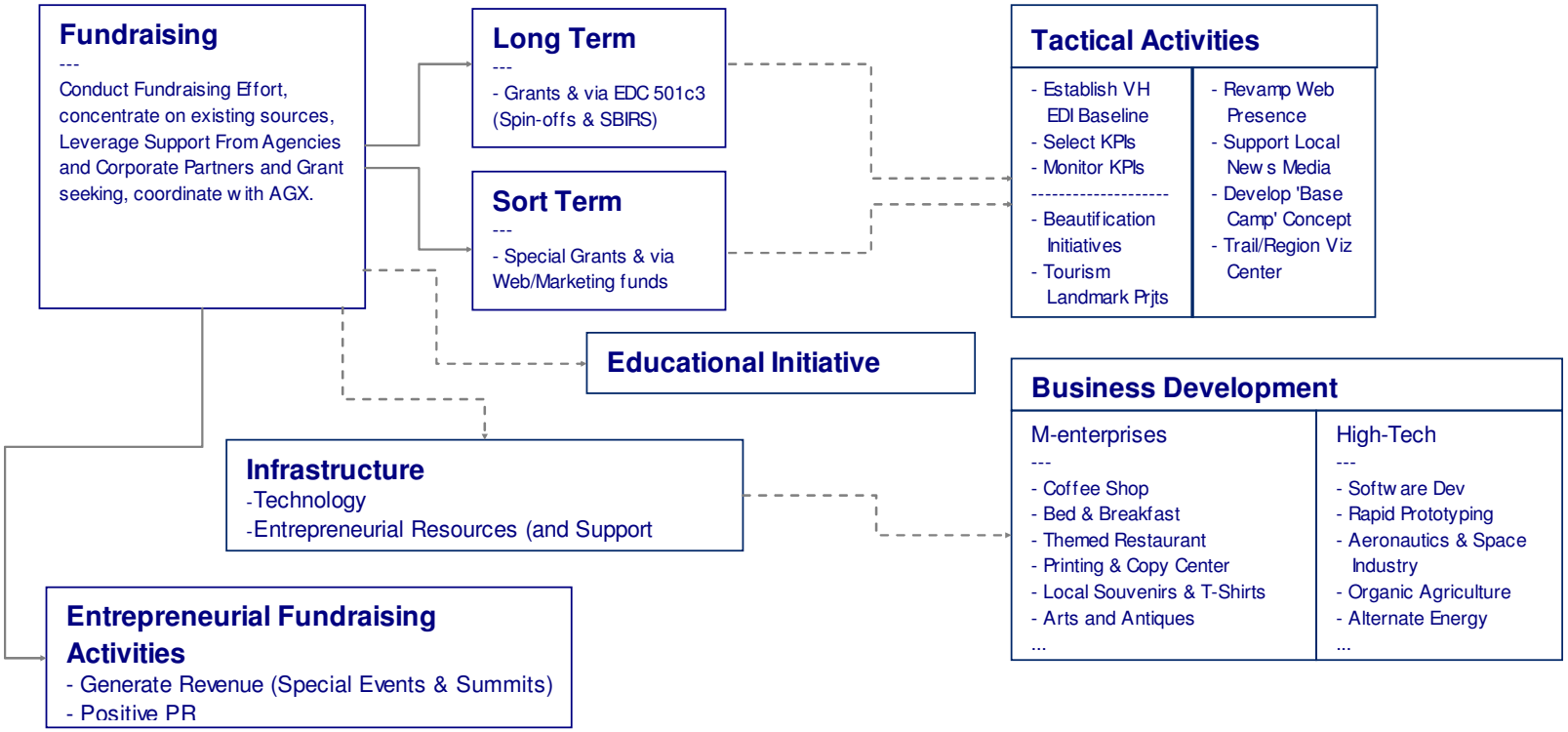
Van Horn Community Initiatives

- Tourism Development Strategies :: Community/Regional :: Product Dev.
- Public Relations & Information
- Technology Implementation
- Community Volunteer Programs
- Experience Definition & Creation
- Van Horn Promotional Strategy
- Funding Grants
- Financing
- Brand Development / Marketing strategies
- Quality of Life
- Web presence & eStrategy
- Main Street Revitalization

Van Horn Community Initiatives, cont.

- Interpretive services (from Strategy to Implementation & delivery)
- Customer service
- Other community improvements
- General City Revitalization
- Risk Management Plan/Strategy
- Business Development
- Business Planning & Strategy Deployment Tools
- Performance Support
- Leadership Training
- Exchange Information and Opportunities
- Execution Support

Methodology [ASD]



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:

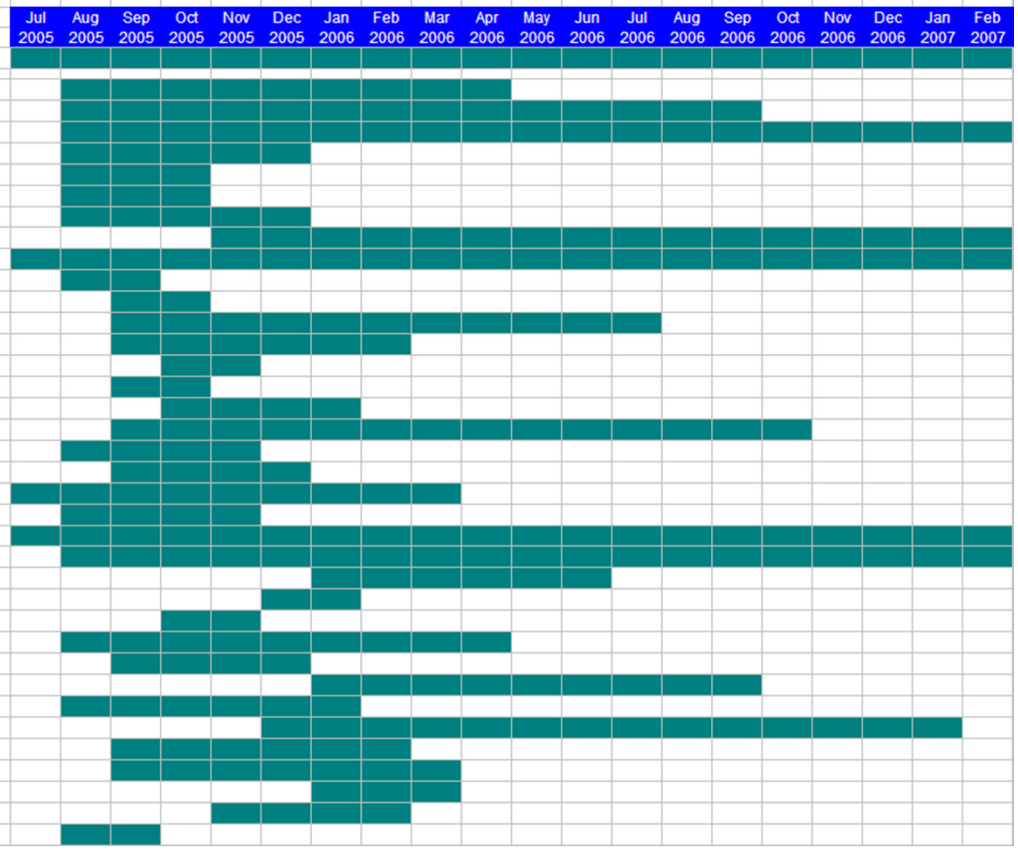
- Maintaining an astute, opportunistic stance
- Employing sound, integrative and sustainable tourism strategies
- Forming micro-enterprises and technology startups
- Creating and fomenting Van Horn's entrepreneurial culture
- Upholding the small community values cherished by its citizens
- Leveraging technology for the benefit of its citizens and guests
- Inspiring leadership and innovation among its citizens

Proposed Implementation Timeline
Friday, August 25, 2005

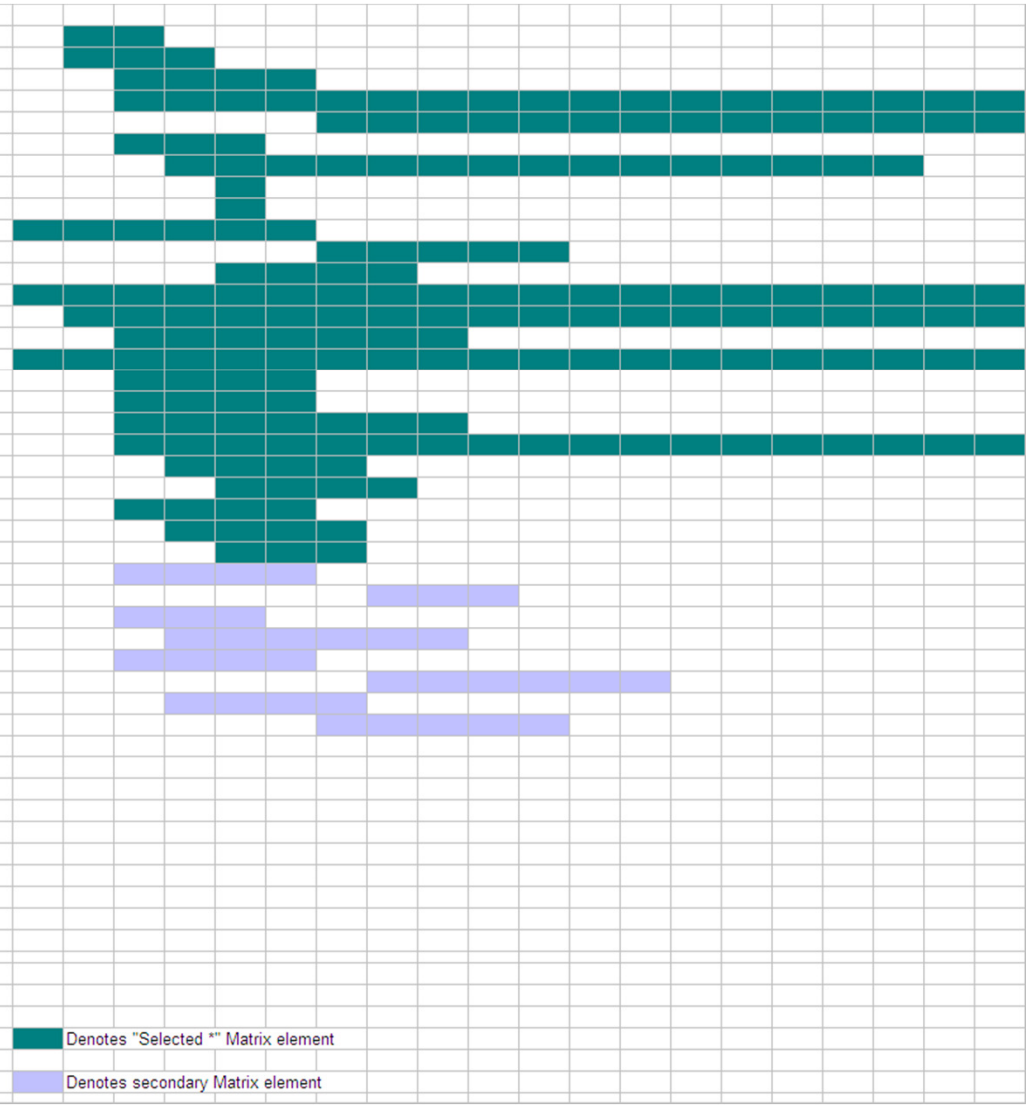
AdventGX, Inc.

Van Horn Economic Development Initiative (EDI)

Main Function	p(f)	Incl. v/X	Effort [Days]	Start Month
Core Functional Set	9.00	*	617	1
Tourism Development Strategies :: Community Regional :: Product Develo	8.67	*	225	2
Texas Mountain Visitor Education Center	8.67	*	365	2
Rebuild Courthouse	8.67	*	2000	2
Create local art collection	8.67	*	120	2
Establish Texas Mountain Art Festival	8.67	*	60	2
Establish Texas Mountain Photography Festival	8.67	*	60	2
Establish Texas Mountain brand line of products	8.67	*	120	2
Establish base camp	8.67	*	450	5
Public Relations & Information	8.67	*	2000	1
Develop Communications Strategy	0.00	*	10	2
Develop Project 7 Web Presence	0.00	*	30	3
Technology Implementation	8.56	*	300	3
Community Volunteer Programs	8.44	*	140	3
Establish mini-grant program	8.44	*	30	4
Experience Definition & Creation	8.44	*	30	3
Develop pilot Texas Mountain tour	8.44	*	90	4
Develop 125th Anniversary Celebration	8.44	*	365	3
Develop seminar series to be hosted in VH	8.44	*	90	2
Van Horn Promotional Strategy	8.44	*	90	3
Funding Grants	8.11	*	225	1
Establish EDC Non-Profit	8.11	*	90	2
Identify, pursue grants	8.11	*	2000	1
Implement grant tracking process	8.11	*	2000	2
Financing	8.11	*	140	7
Develop feasibility assessment tool	8.11	*	30	6
Develop decision support tool (algorithm)	8.11	*	30	4
Brand Development / Marketing strategies	8.00	*	225	2
Develop VH 125th Anniversary	8.00	*	90	3
VH Brand Development	8.00	*	240	7
Quality of Life	7.89	*	140	2
Develop VH Walking Trails	7.89	*	365	6
Establish furniture retail store	7.89	*	150	3
Develop park plan	7.89	*	180	3
Healing Services Needs Assessment	7.89	*	45	7
Youth recreation study	7.89	*	90	5
Develop Movie Theater Concept	7.89	*	30	2



Web Presence & eStrategy	7.89	*		
Propose Web Approach	7.89	*	10	2
Develop Comprehensive Web Strategy	7.89	*	45	2
Web Strategy Implementation	7.89	*	90	3
Main Street Revitalization	7.78	*	3000	3
Clark Museum enhancements	7.78	*	600	7
Establish Interim Downtown Clean Up Program	7.78	*	60	3
Interpretative Resources (From Strategy to Implementation and delivery)	7.67	*	400	4
Heritage Tourism Planning Project	7.67	*	0	5
Nature Tourism Product Development	7.67	*	0	5
Customer Service	7.67	*	135	1
Develop web-based hospitality toolkit	7.67	*	120	7
Develop, adopt hospitality quality plan	7.67	*	90	5
Other Community Improvements	7.67	*	2000	1
General City Revitalization	7.56	*	2000	2
Animal Control and Care Facility	7.56	*	180	3
Residential Revitalization Program	7.56	*	2000	1
Develop citywide zoning plan	7.56	*	90	3
Develop sign ordinance recommendations	7.56	*	90	3
Risk Management Plan/Strategy	7.56	*	180	3
Business Development	7.72	*	2000	3
PowerVox :: Evaluate potential as rural start-up	7.72	*	90	4
Establish furniture retail store	7.72	*	90	5
Business Planning & Strategy Deployment tools (for Van Horn Startups)	7.72	*	90	3
Texas Mountain Entrepreneurial Resource Center	7.72	*	90	4
Develop start up toolkit	7.72	*	45	5
Performance Support	7.44		90	3
Develop Economic Impact Assessment Tool - Special Events	7.44		45	8
Leadership Training	7.11		45	3
Youth leadership development program	7.11		135	4
Rural Leadership Development Program	7.11		90	3
Exchange Information and Opportunities	7.11		135	8
Execution Support	6.33		90	4
Van Horn EDI Internal Communication & Workflow Automation System	5.89		120	7
Blue Origin	0.00	0	0	
Business incubator - microenterprise	0.00	0	0	
Regional Product Branding	0.00	0	0	
Intel :: Digital Cities Project	0.00	0	0	
Archeological sites	0.00	0	0	
Energy research enterprise (Capital funds through TDA)	0.00	0	0	
Rebuild the County Courthouse	0.00	0	0	
Homeland Security	0.00	0	0	
Enterprise Fund from the office of the Governor	0.00	0		
	0.00			
	0.00			



Update :: Fundraising

Grant Writing

- Tourism Cares for Tomorrow – Texas Mountain Visitor Education Center
- U.S. Department of Humanities – Identify, Document Heritage Themes
- Meadows Foundation – Invite participation in EDI

Promotion

- Skadberg met with elected officials, agencies
- Skadberg, McCoy Visit USDA

Entrepreneurial

- Seminar Series – VH as hub for regional training (leadership, ED, tourism)
- Retail Store – Pilot project

Establish 501(c)3 Model

Update :: Marketing / Communications

Web Strategy Deployment

Van Horn Art Collection

125th Anniversary Celebration

Research / Documentation

- Van Horn Heritage – Historic photos and their stories
- Baseline Map

Update :: Business Development

Incubation Model

Tourism Landmark Projects

- Texas Mountain Visitor Education Center
- Culberson County Courthouse Rebuild (USDA Support)
- Base Camp Concept
- Technology Showcase – Wind or Solar Energy

Update :: Tactical Activities

Key Performance Indicators (Establish Baseline, Monitor)

- Sales Tax Revenue
- Property Taxes
- Visitation Metrics
- Occupancy
- Jobs
- Number of Businesses
- Dropout Rate

Beautification Initiative

- Mini-Grant Concept
- Youth Involvement

Research / Documentation

- Van Horn Heritage – Historic photos and their stories
- Baseline Map

Project 7 - The Van Horn Economic Development Initiative - Microsoft Internet Explorer

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PROJECT 7 SEVEN

THE VAN HORN ECONOMIC DEVELOPEMENT INITIATIVE

PHONE: 979-555-5555 | EMAIL: INFO@PROJECT7.ORG | FAX: 979-555-5555

CHRONOLOGY FAQ BLOG IN THE NEWS LINKS MEDIA RESOURCES FEEDBACK

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 and inspirational speaker, 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 aftwork showcas the beauty, culture and heritage of the Texas Mountain Region.

Project 7 Background
Van Horn is located at the crossroads of the **Texas Mountain Trail**, 200 miles east of El Paso in far West Texas. A community of 2,500, 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
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- 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

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Texas Mountain Art - Seminar, Show and Sale - Microsoft Internet Explorer

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Address http://www.texasmountainart.com/ Go Google

Van Horn, Texas
November 11-13, 2005

Texas Mountain Art

SEMINAR, SHOW & SALE

979.216.0548
lindseyhafner@adventgx.com

HOME | CONTACT US | ABOUT THE EVENT | PRESENTERS | ARTISTS | REGISTRATION | SELL YOUR ART | SCHEDULE | SPONSORS

Texas Mountain Art Seminar, Show & Sale

Small Business Skills for Artists Seminar

Learn business skills for artists from people who have found success. From pricing your work to selling online, come learn alongside fellow Texas artists and take a tour of Van Horn's unique and beautiful scenery at Red Rock Ranch. One price includes seminar registration, Red Rock Ranch tour, exhibit opening reception and meals for the entire weekend. Space is Limited. Register Now!

The Show & Sale

In a nut shell

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