

CREATING VISITOR FRIENDLY COMMUNITIES



with **Destination [Our Town] Teams**

Roger Brooks Assessment: Destination Northeast ND Project

In June of 2021, the Red River Regional Council contracted with Roger Brooks International to develop a **Region 4 Tourism Development Action plan** for **Nelson, Walsh, Pembina, and Grand Forks counties** which focused on:

- Increasing visitor traffic and spending
- Attracting new residents
- Increasing economic activity

The plan provided recommendations necessary to prepare the region for visitors. Projects that were recommended include beautification, signage, cleanup, and building an online presence for businesses, communities and amenities. Roger encouraged engaging volunteer groups from each community to serve as **Destination Teams** to implement these recommendations locally.

OUR COMMUNITY IS A TOURIST DESTINATION?

YES

Visitors travel through and come into our communities for many reasons.

- 1) People coming home to see friends and family
- 2) RVing & camping opportunities
- 3) Outdoor recreation
- 4) People passing through
- 5) Business travelers



RVing and Camping

is a huge industry and an easy way to bring in visitors, which also means additional dollars spent on food, retail, lodging, etc.



Outdoor Recreation

Biking, snowmobiling, hunting, fishing, skiing, hiking, bird watching, and so much more! We have a lot to offer visitors in our region.



Coming Home

People coming home to see friends and family is another opportunity to increase local visitor spending.



Travelers

With the right advertising, signs and online presence, business travelers and people passing through will stop for fuel, food, and more.



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DESTINATION [OUR TOWN] TEAMS



WHAT IS A DESTINATION TEAM?

A group of passionate and committed volunteers who work to create a visitor-friendly community through beautification efforts, business support, enhanced online presence, and so much more.

A **Destination Team** doesn't have to be a separate group of people. It can be added to a group that is already working on community improvement and growth initiatives.

WHY SHOULD YOU HAVE A DESTINATION TEAM?

Change happens at the **community level** by passionate and invested **local champions**.

Local champions have respect, credibility, and sway in their communities, as well as local knowledge and stronger relationships.

BENEFITS

- Boost Community Pride & Engagement
- Attract Visitors & Visitor Spending
- Support & Grow Local Businesses
- Foster Partnerships and Collaboration
- Create Community Identity & Branding
- Improve Quality of Life
- Youth Engagement & Empowerment
- Positive Publicity & Community Image
- Long-term Vision & Community Planning

WE ARE HERE FOR YOU! RESOURCES, SUPPORT & GUIDANCE

Our goal is to provide your destination team with **thoughtful and focused activities, projects and initiatives** that will help create a visitor-friendly experience for your community and our region. We will provide the following:

- Monthly **Topics** and **Ideas** with supporting materials
- **Flyers, Brochures, Pamphlets**, and other digital and print materials
- **Social Media** post templates and graphics you can modify and use
- **Videos** (if available) to share on social media or your website(s)
- **On-going support**, assistance, and resources (*you can contact us anytime!*)



Example Project: Curb Appeal and Sign Tips for Businesses



Concerns:

It can be hard to tell if businesses are open based on their outward appearance. Curb appeal is a big factor in visitors deciding to stop.



Resources:

We provide the information (flyer, Social Media Posts, etc.) to share with businesses to help improve curb appeal and signage.



Our Ask:

Visit local businesses and share this information with them. Encourage them to implement recommended items and help identify potential funding sources.



Share:

Share your successes with us! We would love to highlight the efforts in your community.