**Goal**

**More *heads* in all of Lake County *beds* year-round; substantial and measurable numbers**

**Tactics**

**TACTIC ONE**

**Develop brand for lake County that is competitive and that can/will be used county-wide based on what differentiates us** e.g.,

* Rural
* Fresh
* Friendly
* Generational/nostalgic
* Ancient lake/volcano (active every 10,000 years LOL)
* Historic peoples (e.g. Native Americans & early Vaqueros)
* We have everything for old and young e.g.:
* Dark skies & rainbows/sunsets
* Beautiful lakes
* Volcano
* Wineries
* Ranches/farms
* Casinos
* Trails (ride & walk)
* Clean Air
* Arts & culture
* Diversity
* Camping/glamping
* Adventures
* Cannabis (?)

***Supporting comments/ additional tactics:***

* *Counter the “fire” narrative with the beauty of nature and regrowth and the natural cycle of fire and plants etc.*
* *Our brand needs to reach out to the young…we tend to have an older tourist brand now*
* *Hype “Not Napa” for our wineries*
* *Work to get it out there in all, parts of the county - make sure it is social media “ready/available/attractive”*
* *Have a thorough list of all we have to offer - accessible*
* *Make sure the brand is sustainable – usable for a long time*
* *Use CTAs*
* *Careful on cannabis – still federal issue with (e.g., wineries casinos) etc. and smoking bans inside buildings*

**TACTIC TWO**

**Engage the entire County in the benefits of tourism and in actively supporting its success including:**

* + All Lodgings
	+ Other attractions (lake winery, dark skies, arts, adventure etc.)
	+ Businesses
	+ Governments
	+ The community

**To help engage all of the above constituents, define and communicate:**

* How they each and all will benefit
* How they are/can be involved
* How we all work together (are/can be connected & support each other)
* What Tourism Board is doing to support tourism

***Supporting comments/ additional tactics:***

* *Having the community buzzing and supporting Lake County to others outside can be powerful and sustainable (also free) marketing; a good proportion of “tourists” are brought in now by Lake Countians invitation and buzz*
* *People who have lived here all their life don’t know about all we have to offer*
* *We need to also find better ways to communicate inside Lake County what is going on with events, festivals etc.*
* *Engage the community in “all we have to offer” e.g., by offering it within a stay-cation, half off weekend for locals; contests that have them find and “tag” the “hidden” attractions*
* *Need to encourage critical “tourist businesses”e.g. zip bikes; adventure rental equipment; guides and guided activities (e.g., walk to top of a volcano or see the dark skies adventure)*
* *We have small business start-up help available including loans*
* *Need happenings (e.g., pop-up art, all kinds of festivals) every weekend (not just Kelseyville)*
* *Get local government to help enforce small lodging tourism taxes (e.g., VRBO) and to ASAP get the tax on the platforms*
* *Have the county, non-profit etc. actively look for ways to counter the “problem” areas like algae by putting gup competing signs when “no swimming algae is up” like “beautiful place to swim on other parts of lake or “beautiful view”*
* *Bring into a community wide, connected support of tourism, all our diverse demographics. We have amazing native American arts and rituals*
* *Have growers for out of county wineries who use our county be more helpful with our tourism (support us too)*
* *Lake County is rich in all the arts & artists (poet laureate, vintage theatre, music, bands, writing, sculpture (eco walk), dance, theatre company, native arts, painters, high end crafts including jewelry and baskets)*
* *Our arts art still authentic (ala SOHO NYC of the 80s) unlike our competitor counties*

**TACTIC THREE**

**Help all the lodgings attain better level of hospitality:**

* Complete an inventory of what we have now – put in lodging *categories*
* Create a checklist of “what is needed in a lodging to be attractive/successful”
* Have regional “bus/van tours” where lodging owners view each others’ lodgings to both:
	+ Introduce lodging checklist
	+ Share ideas and approaches
	+ Assess lodgings(?)

***Supporting comments/additional tactics:***

* *Also opportunity to engage and connect lodging owners with each other and the Tourism Board*
* *Some of the best ways to upgrade one’s own lodging is to see what other successful lodgings are doing and adopt their ideas/approaches*
* *Need to see how we can use the checklist to encourage the lodgings to upgrade*
* *Want to be careful with checklist not to anger/turn off some of the lodgings that are not up to grade*
* *We can use categories to point to as we market that small lodging businesses in s category (e.g., casinos) will be marketed with larger ones in the same category giving them more visibility and standing*

**TACTIC FOUR**

**As a first tactic, use the grant money ($25,000) to hire a marketing person (as we work on other tactics) to:**

* Do research with our lodging businesses to find out what they want in marketing
* Define (and implement?) a marketing plan to target “low hanging fruit” e.g., within 200 miles of LC
* Help define brand

***Supporting comments/additional tactics:***

* *We can implement something of significance right away*
* *Gives us an immediate narrative for the lodging owners as to what we are doing to market LC to encourage their participation in tourism tax that will start to be collected (April?)*
* *Have a clear and immediate use for monies we start to collect*
* *Summer season is coming and we want to get a jump on it*
* *RFP will be put together by a Board Committee*
* *There are marketing experts already know to whom we can send/give RFP*