

**Central Southeast Regional Partnership - CSERP
EXPANDING THE PARTNERSHIP Tourism Stakeholders Meeting
Wrangell Alaska November 17, 2005
Nolan Center Conference Room**

Revised Agenda (rev. 11/14/05)

Thursday, November 17, 8:00 AM to 4:00 PM

8:00 INTRODUCTION

- Purpose of Workshop:
 1. Update & overview of CSERP
 2. Brief presentations on activities of prospective partners
 3. Refining CSERP goals and strategies, broadening the circle of partners
- Introductions

8:15 CENTRAL SOUTHEAST REGIONAL PARTNERSHIP OVERVIEW (PowerPoint)

- Overview – Handout – where we are today
- CSERP Goals, Strategies
- Branding Effort – Purpose, Goals, Accomplishments, Alaska's Rainforest Islands
- Marketing strategy – in progress

Discussion – questions, comments

9:00 OVERVIEW OF CENTRAL SOUTHEAST PRODUCT - STRENGTHS, CHALLENGES

- Inventory of businesses and attractions – handout, for review and information
- Cultural Components
- Transportation Components
- Recreation and Attractions

Discussion – questions, comments

9:45 BREAK

10:00 UPDATES ON PROGRAMS AND PROJECTS OF POTENTIAL PARTNERS

Approximately five minutes from each group:

- update on projects, programs currently underway or planned in the area
- initial suggestions about ways to partner with CSERP

- USFS - Tongass National Forest; Craig, Thorne Bay, Wrangell, & Petersburg Districts
- SEATrails
- ADF&G: Wildlife/Bird Trails Southeast Alaska Tourism Council SATC
- IFA
- AMHS
- Others: Wrangell Cooperative Association, Prince of Wales Chamber of Commerce, Tribal Organizations, etc.

11:30 EXPANDING THE PARTNERSHIP/REFINING CSERP PROGRAMS

Marketing Strategy/Marketing Materials

- Brochure

- Website
- Other – Video/DVD, Events, Booking agency...

12:00 Lunch In

1:00 EXPANDING THE PARTNERSHIP/REFINING CSERP PROGRAMS
Complete Marketing Strategy/Marketing Materials

1:30 EXPANDING THE PARTNERSHIP/REFINING CSERP PROGRAMS
Sustainability Strategy

- 5 year vision – live the brand
- possible funding strategies – commission or contract sales concept, for example
- business, agency memberships or participation
- Models – Anchorage Downtown Partnership for example
- Sponsorships

3:30 SUMMARY/NEXT STEPS

- Consistency over the long haul, “living the brand”
- Next meeting – Jan/Feb workshop