

Jefferson County Comprehensive Plan and Agricultural Preservation & Land Use Plan



Tourism Worksheet

Focus Group Members:

We need your help understanding the Tourism Issues and Opportunities for shaping the future of Jefferson County.

Use this worksheet to review the Issues and Opportunities identified through the initial public engagement opportunities. The conversation starters identified within this worksheet will be used during the meeting, so think through these items, provide your notes, and be ready to share!

Please bring this sheet with you to the focus group meeting or send it to pchellevoid@srfconsulting.com if you are unable to attend!

Initial Public Outreach Themes

- Branding/messaging
- Wedding barns/event venues
- Tourism outreach and promotion and who should be responsible and working with THRIVE and JCEDC
- Promotion of arts/culture

What role can/should the County serve to promote tourism?

In reviewing initial outreach themes to date, are there any other themes that need to be considered in these plans?

How could Countywide branding and marketing efforts support tourism?
What elements could be carried into branding efforts?

How could promotional materials for tourism be used to assist economic development efforts?

What elements should be promoted to get people to move, visit or recreate in Jefferson County?

What promotional materials for tourism can be used to assist economic development?

What markets should be targeted for tourism? Geography and demographics?

Other thoughts?