

# Staying Positive Through Uncertainty

Maintaining Your Cool Through Your  
Resilience Initiative

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# New Year, New Administration

We're still determining where we will land yet....

We must be prepared and remain resilient through whatever occurs

It's important to **STAY POSITIVE**

Tourism always returns

Begin immediately to begin developing a positive strategy for your community that is fundamental to moving forward



## Prepare with New Ideas and New Plans

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- Determine the community's future – choose the path
- Develop new ideas that bring new energy
- Base these ideas on what you can do – not what you don't have
- Complete a thorough assessment of assets and resources and community strengths
- Define new opportunities and a positive strategy and approach

# Get local officials involved

Schedule meetings with the

- Mayor
- Council
- Commission
- Economic Development
- Community Development
- Any other officials willing to listen

Determine what they consider the community's best assets



# Ask for their help

To develop a strategy to support future resilience

- Acknowledge to them that you understand they deal with challenges every day
- Let them know of your awareness of the challenges that could be ahead for tourism, economic development, the local economy and more
- Get their buy-on about the communities most positive assets
- Tap their insight to gain their support in your quest to make a difference

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## Schedule Public Meetings in the Community

- Ask residents what they view as the community's most positive assets
- Ask them what do they want in, and for their community
- Respect and value their opinions, their support will be key to future success
- Make sure the location is accessible to everyone
- Provide refreshments – it will increase participation
- Hold several meetings with smaller groups
- Inspire residents to think positively

# Share Your Ideas Widely

Keep in mind you are developing a resilience strategy

The point is to keep community businesses in business!

- Discuss all possible solutions and problem-solving ideas
- Is staff training available? And business grants?
- Does the community have a walking Main Street? Is there are beautification committee?
- Assess empty buildings, work with the owners to determine what can be done to get them ready for occupancy

# Think wayyyy out of the box

- What are the community's history, culture, events, unique foodways?
- Who are the indigenous people, famous former residents, celebrities?
- Can the community host bike races and other outdoor activities that deliver economic development
- Can you work together with adjacent communities?
- Partner for advertising and marketing?
- Expand your itineraries regionally? In cooperation with others?







Let's get working!



- Draft a resilience plan
- Share it with all the people you previously met with, especially community officials
- Show you are willing to roll up your sleeves and make the community's well being a priority
- Ask for participation from everyone
- Keep communicating as things unfold – make everyone aware that you are aware and share widely what is happening so everyone can be more prepared

# We are committed to helping

National Travel Center is committed to helping communities of all sizes improve their economic prospects and help tourism survive

Maree and Deb have written books

Maree – Tourism: Economic Development for Any Size Community

Deb – From Possibilities to Reality: Save Your Town

Now back to Maree

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