

Step 2: Plan and Organize

EXERCISE: Turning Information into Action

Sample Action Plan

The following exercise follows a traditional method of creating an action using goals, objectives and benchmarks to develop a schedule of tactics

Step 1. Complete the action plan, using the attached format.

Step 2. Create a list of key benchmarks and compare the dates. Make sure that ample time has been allocated for each project, and that you do not have too many activities scheduled in a single quarter/year. Make sure priority projects, or those activities that impact others, are scheduled for completion first with other projects/programs scheduled in later years. Revise calendar as necessary.

Step 3. Repeat planning process to include audiences identified in vision statement including:

internal audiences:

- civic leaders
- local government officials
- local media
- residents
- stakeholders
- organizational staff, members
- local tourism industry
- local arts and cultural community
- local preservation community
- business community
- other:

external audiences:

- consumers (couples, cultural heritage tourists, families, group tours, individuals, minority audiences, seniors, US domestic travelers, international travelers)
- travel industry: tour operators, travel agents, hotels, restaurants
- regional, state or national media: consumer, trade, travel, business
- regional, state or national government officials



Step 4. Create a comprehensive budget for the action plan. Allocate existing funding to priority projects. Identify sources of revenue to seek funding for additional programs and activities.

Step 5. Prioritize all goals and objectives. Create master calendar of benchmarks and chronological listing of tactics. Prepare comprehensive budget, with line items and source of funding. Identify key measurement strategies.

Step 6. Distribute for reference and consensus.

