

ADVOCACY/COMMUNITY RELATIONS PLAN

aka Destination/DMO Advocacy, Community Relations or Stakeholder/Resident Communications Plan

Proactive periodic audience/constituent/public communications strategy and plan to inform and influence the importance and value of tourism, visitor industry proponents and the destination marketing organization and its roles with community-wide stakeholders

INNOVATIVE TECHNIQUES



PLAN DELIVERABLES

- ADVOCACY PLAN DOCUMENT
- ONE PAGE SCHEMATIC PLAN
- CEO PRIORITIES ACTION PLAN
- PLAN ALIGNMENT TO BOARD LEADERSHIP
- COMMUNITY REPORT ON TOURISM OUTLINE

“Don worked closely with myself, staff and the Board of Directors in facilitating and preparing our first formalized advocacy plan. We used Destinations International’s DestinationNEXT survey to assist us in reaching out to all community tourism stakeholders for their insights and opinions. The plan gave us focus and priority initiatives to achieve. DCG helped us to become a more influential community leadership organization.”

Julie Wagner, CDME, CEO
Beverly Hills Conference & Visitors Bureau (CA)

Community-based public relations strategy

Targeted local audiences

Board/commission plan participation and execution

Key destination/DMO messaging



PLAN DESCRIPTORS

WHAT’S NEXT? >>> RESEARCH, FACILITATION, PLANNING AND ADVISORY SUPPORT



DESTINATION
CONSULTANCY GROUP

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BOARD GOVERNANCE STRATEGY

aka Destination, Tourism or Organization Board of Directors/Managers/Advisors or Commission Members
Leadership Roles, Strategy, Plan and Best Practices Understanding, Training and Implementation

Not-for-profit or advisory board orientation and governance professional development pertinent to destination marketing/management
and tourism/hospitality leadership oversight responsibilities and future opportunities growth

IN CONJUNCTION WITH T. ANDERSON & ASSOCIATES

INNOVATIVE TECHNIQUES



DMO/CVBS
PRIVATE TOURISM/HOSPITALITY COMPANIES
VISITOR ATTRACTIONS
MUNICIPAL GOVERNMENTS
EDUCATIONAL INSTITUTIONS

“Don and his DCG associates have helped us to give long term focus and direction to our visitor destination comprising a major city and three beach communities. With our approved strategic plan, our Tourism Development Authority Board of Directors have been firmly engaged and responsive to effectively lead on new initiatives in destination marketing, development and advocacy. With the additional use of Destination International’s DestinationNEXT Survey, the results have allowed the Board to be more proactive on critical issues pertinent to visitor satisfaction and community well-being. DCG has been instrumental in providing clarification to the Board and providing assistance in effective governance.”

Kim Hoffman, President & CEO
Wilmington & Beaches Convention & Visitors Bureau (NC)

3 STEPS BD STRAT APPROACH



“Teresa, with T. Anderson & Associates, transformed our Board of Directors from a fledgling group uncertain of our future to a focused, engaged and performance driven governing body with a clear understanding of our role and responsibilities. Without her leadership and board training I doubt our organization would have survived.”

Harvey Edwards, Former Board Chair
Visit French Lick West Baden (IN)



WHAT'S NEXT? >>> RESEARCH, FACILITATION, PLANNING AND ADVISORY SUPPORT

COMMUNITY/DESTINATION & ORGANIZATION BRAND STRATEGY

aka Destination/Tourism, Economic Development and/or Community Brand Development Strategy and Plan

Current research based brand imagery and experience assessment and strategy formulation for places/communities, destinations and organizations in advance of creative and identity development

OVER
40
STRATEGIES
COMPLETED

DMOs/CVBs & EDOs
INDUSTRY TRADE
ASSOCIATIONS
PRIVATE COMPANIES

PLAN DELIVERABLES

- STRATEGY BLUEPRINT REPORT
- BRAND RESEARCH DOCUMENT
- BRAND CREATIVE GUIDELINES
- BRAND MEASUREMENT SCORECARD

INNOVATIVE TECHNIQUES



Facilitated
interactive
workshops



Online
research
surveys



Personal
engagement
interviews



Brand
interpretive
research deck

BRAND STRAT APPROACH

**BRAND
LEADERSHIP
SUMMIT(S)**
(brand understanding
with stakeholders)

1

2
**BRAND
RESEARCH
ASSESSMENT**
(consumer/trade
surveys and analysis)

**BRAND VALUE
BENCHMARK**
(brand competitive
analysis and
survey interpretive
conclusions)

3

4
**BRAND
COMMITMENT**
(brand promise(s)
formulation and
related messaging)

**BRAND
IMMERSION**
(brand
culturalization
and usage)

5

6
**BRAND
STRATEGY AND
ACTION PLAN**
(formalized blueprint
documentation
and key brand
development
initiatives)

**BRAND
EVALUATION**
(measurable
performance
success indicators)

7

“ DCG has been instrumental in determining our Jefferson Parish brand positioning, messaging and CVB identity through solid consumer research and interpretation. Don continues to advise us in strategic marketing, visitor research, and organizational planning that delivers successful results. ”

Violet Peters, CDME, President/CEO
Jefferson Convention & Visitors Bureau (LA)

STRATEGY DESCRIPTORS

Consumer Research Program



Functional and Emotional
Imagery Recognizable Attributes
Stakeholder/Resident Participation
Brand Promise(s) Formulation
Brand Equity Investment Directions

WHAT'S NEXT? >>> RESEARCH, FACILITATION, PLANNING AND ADVISORY SUPPORT



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CONTRACT OPERATIONAL MANAGEMENT PLAN

aka Destination Marketing Organization/Convention & Visitors Bureau Start-up, Performance Audit and Rescue Services

Mutually approved contractual agreement to manage and operate a destination, or tourism/hospitality organization with agreed-to performance results

IN CONJUNCTION WITH T. ANDERSON & ASSOCIATES

12
PLANS
FULFILLED

DMO/CVBS
PRIVATE TOURISM/HOSPITALITY
COMPANIES
VISITOR ATTRACTIONS
MUNICIPAL GOVERNMENTS
EDUCATIONAL INSTITUTIONS

4 STEPS OF PLAN PROCESS

1

**MANAGEMENT
CONTRACT DISCUSSIONS
AND AGREEMENT**
(track record, mutual expectations
and agreed-to performance results)

2

**ORGANIZATION EFFECTIVENESS
AND CURRENT PERFORMANCE
EVALUATION**
(organization audit and future directions)

3

**ORGANIZATION STRATEGIC
AND OPERATIONAL
PLANNING**
(organization priorities focus
with new set-up and means)

4

**ORGANIZATION
START-UP/
RESCUE
PROCEDURES
IMPLEMENTATION**
(organization bylaws,
governance, policy &
procedures and funding/
staffing confirmation)

“Teresa, and T. Anderson & Associates, were able to quickly determine our needs, develop a plan, and get our new organization functioning with solid operational policies. They had the ability to make order out of chaos, effectively prioritize, built the organization and staff team, and met all what I thought were unrealistic timelines. Teresa taught our new board about the need for an effective structure, governance and the need to build a solid plan and then execute it.”

Hayes Stripling, Past Board Chair
Visit Granbury Inc. (TX)

PLAN DELIVERABLES

- ORGANIZATION PERFORMANCE ASSESSMENT
- ORGANIZATION START-UP/REINVENTION PRIORITY ACTIVITY CHECKLIST
- ORGANIZATION STRATEGIC AND OPERATIONAL PLANNING
- ORGANIZATION STAFFING AND OPERATIONS

PLAN DESCRIPTORS

Short/Intermediate Term Management Contract Agreement
Organization Set-up or Rescue Service
Past Performance Evaluation
Effective Organization Structure and Governance
Initial Organization Marketing/Operational Planning including Staffing

INNOVATIVE TECHNIQUES



Management contract mutual understanding & reporting



Facilitated community/visitor industry sessions



Personal engagement interviews



Strategic plan priorities focus



Team building exercises



Industry benchmarks review

“A testimonial for T. Anderson & Associates? Teresa is a freaking rock star. She saved us and gave us a future. End of story.”

Leslie Peacock, Former
Board Chair
Montgomery County Visitors
& Convention Bureau (IN)

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DEVELOPMENT/COMMUNITY/PROJECT EVALUATION & PLAN

aka Strategic Destination or Tourism Product Development Plan, Tourism Master Plan, Community Tourism Action Plan (CTAP) and Project Feasibility Study

Long term (5 years plus) and/or annual destination and community/district/neighborhood product development/experience strategy and plan with key identified projects and/or programs and/or project market/financial feasibility

“Visitor product development planning and support is a newly required responsibility for DMOs. DCG has been there since the beginning in its product facilitation and advice for strategic plans and specific development strategies in Asheville, NC, Huntington Beach, CA and elsewhere throughout the US.”

Kelly Miller, CDME, President/CEO
Visit Huntington Beach (CA)

INNOVATIVE TECHNIQUES



Facilitated interactive workshops



Online research surveys



Personal engagement interviews



Visioning exercises



Mystery shopper inspections



Visitor Market Research Review

PLAN DESCRIPTORS

Multiyear visitor product strategy outlook
Destination/community/district visioning
Consumer product research program
Stakeholder/resident participation
Market and product development alignment

OVER
200
PLANS
COMPLETED

DESTINATIONS

COMMUNITIES (COUNTIES/PARISHES, CITIES, TOWNS/TOWNSHIPS)

DISTRICTS/NEIGHBORHOODS

FACILITIES/VENUES

5 STEPS DEV PLAN/PROJECT EVAL PROCESS



“Don advocated and created the Community Tourism Action Plan (CTAP) program for us in Washtenaw County. It has been immeasurably impactful and successful for some 7 communities outside Ann Arbor in being more focused and ready for visitors through effective promotional and development strategies. All county communities are now fully engaged in tourism. This success has enabled us to consider a similar tourism strategy for communities in Livingston County.”

Mary Zuccherro, CDME, Executive Director
Livingston County CVB (MI)

PLAN DELIVERABLES

- DEVELOPMENT STRATEGY/CTAP DOCUMENT
- ONE PAGE SCHEMATIC PLAN
- DEVELOPMENT OFFICER ACTIVITIES SCHEDULE
- PRIORITY PROJECT/PROGRAM
- MARKET/FINANCIAL FEASIBILITY ANALYSIS
- FUNDING SOURCE STRATEGY

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MARKETING, SALES & BUSINESS PLAN

aka Destination Marketing and/or Sales Plan, Tourism Marketing Plan and Business Plan

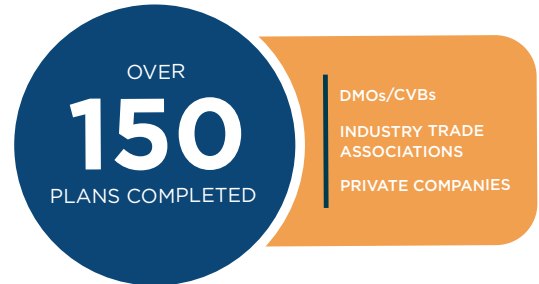
Annual and/or up to two year marketing and operational program of work for places/communities, destinations and organizations with goal strategies and measurable tactical programming

INNOVATIVE TECHNIQUES



“Don provided hands-on, value-added marketing and business planning services to us over a one-year period. He worked closely with me, my staff and Board of Directors to prepare and operationalize our annual destination marketing and sales plan. DCG is our outsourced research and planning advisor.”

Nancy Carpenter, CDME
Columbus Convention & Visitors Bureau (MS)



PLAN DESCRIPTORS

Implementation Plan
Plan Drives Budget
Not Vice Versa
Bottom Up, Not
Top Down Process
Targeted Strategies
Aligned to Strategic and Functional Plans



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MARKETING RESEARCH PLAN

aka Destination, Tourism or Organization Market
Research Review, Strategy, Program and/or Survey Analysis

Dedicated intermediate term (up to 3 years) marketing research program tied to pre (customer behavior understanding) and post (measurable performance results) planning activities and/or one-off research assignment needs

INNOVATIVE TECHNIQUES



Facilitated
interactive
workshops



Online
surveys



Mystery
shopping
evaluations



Customized
research
data deck



Contact
databases
screening



Social
media
engagement

“ It was important that our Visit South Bend Mishawaka strategic plan have a related multiyear research plan to provide us with the necessary information to make best decisions on long term marketing, development and advocacy challenges. We engaged DCG, and specifically Don, to provide a long term schedule of market research needs to be covered including the execution of ongoing visitor profiles, brand assessment and partner supportive community attraction attendance advice. The results have reinforced and provided new directions in our destination leadership effort. ”

Rob DeCleene, CDME
Executive Director, Visit South Bend Mishawaka (IN)
Executive Vice President
South Bend Regional Chamber (IN)

5 ELEMENTS MARK INTEL PLAN APPROACH

1

**RESEARCH
NEEDS
DETERMINATION**
(overview of
research information
requirements
for better
decision making)

2

**RESEARCH
STRATEGY
FORMULATION**
(outcomes based
and related budget
acknowledgement)

3

**PRIORITY
RESEARCH NEEDS
COVERAGE**
(specific research
projects and
methodologies for
implementation)

4

**RESEARCH
PROBLEM(S)
ANALYSIS**
(research project
statistically correct
data collection and
interpretation)

5

**RESEARCH
PROBLEM(S)
RECOMMENDED
NEW DIRECTIONS**
(research project
results application)

OVER

200

PLANS/SURVEYS
COMPLETED

DMO/CVBS
INDUSTRY TRADE
ASSOCIATIONS
EDUCATIONAL
INSTITUTIONS
PRIVATE
COMPANIES

PLAN DELIVERABLES

- RESEARCH PLAN COMPONENTS AND BUDGET ALLOCATION AGREEMENT
- RESEARCH PROBLEM SUMMARY OVERVIEW
- RESEARCH PROBLEM POWERPOINT FINDINGS REPORT
- RESEARCH PROBLEM RECOMMENDATIONS

PLAN DESCRIPTORS

Customer/Audience Market Needs
Research-Based Planning
Secondary Literature Review
Primary Research Techniques
New Insights and Recommendations

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ORGANIZATION/ HUMAN RELATIONS PLAN

aka DMO/Tourism Organization Assessment and Strategy,
and Human Relations/Staff Professional Development Strategy and Plan

Diagnostic evaluation of organization and program effectiveness and resource capabilities
and/or preparation of a formalized human resources strategy and plan

INNOVATIVE TECHNIQUES



AUDIT/PLAN DELIVERABLES

- ORGANIZATION ASSESSMENT REPORT
- CUSTOMIZED ORGANIZATION CHART
- CONSISTENT/USABLE JOB POSITION DESCRIPTIONS
- HR PLAN DOCUMENT
- ONE PAGE SCHEMATIC PLAN



“Don has been our chief destination marketing advisor for over 10 years. He has assisted us on an ongoing bases in strategic and marketing planning but also in organization development, revised position descriptions and advocacy/community relations support. DCG has always been there for us to effectively lead our destination organization.”

Linda Simmons, CDME, Director of Marketing
Visit Michigan City LaPorte (IN)

AUDIT/PLAN DESCRIPTORS

Organization effectiveness review
Formalized people strategy
Talent/professional development investment
People recognition and best policies/practices
Plan ownership and execution



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STRATEGIC ASSESSMENT & PLAN

aka Strategic Destination or Tourism Plan, Tourism or Destination Strategy and Strategic Business Plan

Long term roadmap (3 to 5 years) for places/communities, destinations and organizations on marketing, product development, advocacy and resources opportunities

INNOVATIVE TECHNIQUES



OVER
200
PLANS COMPLETED

DMOs/CVBs
INDUSTRY TRADE ASSOCIATIONS
PRIVATE COMPANIES



“ We have continually used DCG over the past 10 years to facilitate and revise our priorities and new directions in research and strategic and operational planning. Don is our go-to expert in destination marketing and management for us and our community partners. I highly recommend him.”

Gary Sherwin, CDME
President & CEO
Newport Beach & Company (CA)

PLAN DELIVERABLES

- PLAN RATIONALE DOCUMENT
- ONE PAGE SCHEMATIC PLAN
- PLAN ALIGNMENT TO OPERATIONS
- PLAN OWNERSHIP AND EXECUTION

Big Picture Outlook
Focused Intentions
Plan Drives Future Efforts
Rolling Year Update
Inclusive Participation
Aligned to Marketing/
Operations Plan

PLAN DESCRIPTORS

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VISITORS CENTER BUSINESS PLAN

aka Visitor/Tourist Information Center Location, Concept Design, Operations
and Marketing Assessment and Strategy

A proactive brand-driven and self-sufficient/profitable plan approach to effective visitors centers
with influential design, development, marketing and operational parameters

IN CONJUNCTION WITH T. ANDERSON & ASSOCIATES

INNOVATIVE TECHNIQUES



4 STEPS VC PLAN APPROACH



“T. Anderson & Associates, with Teresa Anderson as CEO, took an empty space and transformed it into a welcoming environment that was beautiful and functional for the visitor and translated the destination brand. She developed all policies and trained the staff team to deliver the destination/visitors center brand promise of hospitality and service.”

Misty Weisensteiner, CDME
Director, Indiana Office of Tourism Development
Former Executive Director, Visit French Lick West Baden (IN)

PLAN DELIVERABLES

- VISITORS CENTER LOCATION ASSESSMENT
- VISITORS CENTER DESIGN CONCEPT AND CAPITAL BUDGET
- VISITORS CENTER MARKETING AND BUSINESS PLAN
- VISITORS CENTER OPERATIONAL PRODUCTIVITY

Profit vs Cost Center Philosophy

Destination Concierge Services Focus

Destination Brand Experience Microcosm

Community Attraction Orientation

Revenue Generation Opportunities

PLAN DESCRIPTORS

WHAT'S NEXT? >>> RESEARCH, FACILITATION, PLANNING AND ADVISORY SUPPORT



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