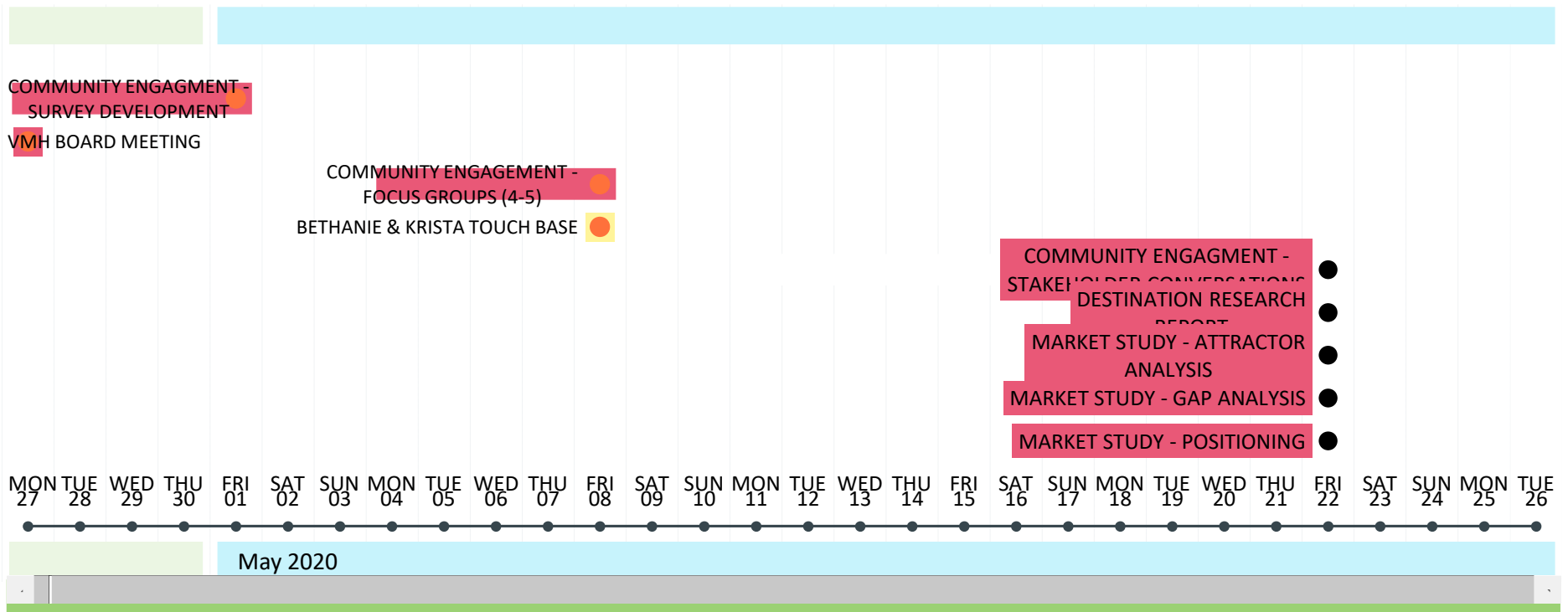


# PROJECT TIMELINE



ENTER START DATE: 4/22/2020

ACTIVITY	START	END	NOTES
Tourism Symposium	Fall 2019	Fall 2019	Summary of Community Feedback + List of Attendees
Community Engagement - COVID-19 Touris Round Table	4/17/2020	4/17/2020	Stakeholder business resiliency, with Cal Travel Association speaker
Community Engagment - Survey Development	4/20/2020	5/1/2020	Develop stakeholder survey to vet assets, marketing, and targets. To be distributed and results compiled for focus groups
Bethanie & Krista Touch Base	4/24/2020	4/24/2020	Confirm survey questions, confirm focus group lists, target meeting dates
VMH Board Meeting	4/27/2020	4/27/2020	Share calendar and work plan with board

ACTIVITY	START	END	NOTES
Community Engagement - Focus Groups (4-5)	5/4/2020	5/8/2020	Conduct 4-5 focus groups of like stakeholders
Bethanie & Krista Touch Base	5/8/2020	5/8/2020	Review survey and focus group data. Determine need for additional group focus group or additional one on one stakeholder conversations
Community Engagment - Stakeholder Conversations	5/11/2020	5/22/2020	Any follow up stakeholder conversations as needed
Destination Research Report	3/2/2020	5/22/2020	Include: Destinations assets, attributes and opportunities, hotel, industry and area trends
Market Study - Attractor Analysis	5/8/2020	5/22/2020	Review destination assets with JLL's tool to understand which create strongest opportunity for room nights
Market Study - Gap Analysis	5/8/2020	5/22/2020	Identify gaps or opportunities in destination assets
Market Study - Positioning	4/10/2020	5/22/2020	Evaluate and recommend positioning and tactical approaches for demand generators/destination assets
Market Study - Benchmarking	4/10/2020	5/22/2020	Research 2-3 comparable destinations to benchmark against structure, funding source, budget, and tourism product mix
Priority Identification - Define	5/8/2020	5/22/2020	Develop recommendations for operations, partnerships, marketing and communications and business development priorities and tactics
Priority Identification - Metrics	5/8/2020	5/22/2020	Benchmark tourism health indicators and metrics for each priority/tactic
Bethanie & Krista Touch Base	5/22/2020	5/22/2020	Preparation for board presentation
VMH Board Meeting	5/25/2020	5/25/2020	JLL & ED to present drafts/findings. Feedback for final drafts and tactical plans for each strategic area
Final Report	5/18/2020	6/22/2020	Longform written report
Presentation	5/18/2020	6/22/2020	Digital presentation deck
Presentation to Board	6/15/2020	6/22/2020	<b>Final Presentation</b>