

The average person **not** in our industry knows this much about how occupancy tax works



Others see a free revenue stream
for their community



Result:

One of our CVB's strategic plan objectives is to educate our community on the occupancy tax system and its benefits

Community Leaders



Community Residents



Media

Community Leadership

City Council/Mayor

County Commissioners

Town Councils

City Management



Challenge-Election Cycle

Challenge-Taxable Assets

Method: New Council Orientation
Council-Commissioner Board Liaison
Monthly Reports
Competitive Set Analysis
DMAI Economic Calculator
Tourism Week

****State legislators must be included in this subset.***

Resident Education

City Residents

County Residents

Community Leaders

Leading Employers



Challenge-Reach

Challenge-Distinction

Method:

Outside Group Presentations
Participation on Boards/Commissions
Tourism Ambassador Program
Social Media & E-News

Focus:

Resident Benefits (Economic)
Community Sense of Place
Participation

Media Education

Print Media

Television Media

Radio

Social Media



Challenge-Turnover

Challenge-Availability

Challenge-Control

Method: Relationship Marketing
Consistent Stream of Press Releases
Interviews
Consistent Message

Focus: Macro and Micro Benefits of Tourism
(Wins and Losses)
Funding Process