

Name: _____

Tourism Working Groups Projects in the IMCNHC 2012 Work Plan

Economic Impact Goal: The Corridor's economic growth will be built through an increase in heritage tourism and heritage development. Historical and cultural based venues in the Corridor will be enhanced through increase interpretation, use of new technologies, and increases in visitor services and marketing. Entrepreneurial and family-owned businesses will be supported with increase tourism strengthening historic downtowns.

Tourism related projects in Fiscal Year 2012 Work Plan

Upgrade the IMCNHC website.

Outcomes: The current IMCNHC management plan website will be converted to the IMCNHC website with 2000 hits a month.

Implement the IMCNHC communications plan.

Outcomes: Increase awareness and engagement of the residents of the heritage corridor with the following measurements:

- Increase the e-news list by 500 people
- Establish a Flickr site with 150 photos
- Establish a IMCNHC YouTube Channel with 12 videos about the heritage corridor
- Establish a page on Tripadvisor for the I&M Canal State Trail with 12 reviews
- Update the IMCNHC blog with a minimum of one post every week
- Publish the first IMCNHC annual report (Nov. 2012), distribute 1000 copies and make available electronically for additional distribution
- Conduct one tour/fieldtrip for Canal Alliance members

Rehabilitate, remove or replace the IMCNHC radio transmitters.

Outcomes: The IMCNHC will have three operational radio transmitters with information and upcoming events with appropriate signage and signage for the 4th transmitter will have been removed.

Develop the I&M Canal Passage Sites and Events Program.

Outcomes: The designated I&M Canal Passage Sites and Events Program will be established and 10 sites will join.

Enhance the IMCNHC Outdoor Interpretation and Wayfinding System.

Outcomes: Update and enhance the outdoor interpretation and wayfinding system by replacing all existing signs and developing a plan for continued maintenance and expansion.

Develop a IMCNHC marketing plan.

Outcomes: A IMCNHC marketing plan will be completed.

Increase IMCNHC awareness through community presentations.

Outcomes: IMCNHC presentations will be made to at least two-thirds (38) of the 57 local governments within the heritage corridor and over half (19) will sign the Canal Alliance pledge and become active.

Plan the first Alliance Conference.

Outcomes: The first annual Canal Alliance Conference will be planned and scheduled for November 2012.

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Plan and sponsor the first annual Canal Day in Springfield.

Outcomes: 50 Canal Alliance members will travel to Springfield to increase awareness of the IMCNHC, increase state funding for a variety programs, and reopen the state trail between Ottawa and Utica. What projects can you contribute time and expertise to? (circle the number)

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7. Publish the first IMCNHC annual report (Nov. 2012), distribute 1000 copies and make available electronically for additional distribution
8. Conduct one tour/fieldtrip for Canal Alliance members
9. Rehabilitate, remove or replace the IMCNHC radio transmitters
10. Develop the I&M Canal Passage Sites and Events Program
11. Enhance the IMCNHC Outdoor Interpretation and Wayfinding System
12. Develop a IMCNHC marketing plan
13. Increase awareness of the IMCHC through community presentations
14. Plan the first Alliance Conference
15. Plan and sponsor the first annual Canal Day in Springfield

How can you contribute to the projects listed above in the 2012 IMCNHC work plan? (Show the number and your ideas)
