

Millard County General Plan

Tourism Element

County Goals, Objectives and Implementation Strategies

Tourism

Millard County possesses a variety of unique natural, cultural and historical resources. These resources provide residents and visitors with a number of diverse recreational opportunities. The County will continue to promote tourism activities that highlight the area's history, landscape and culture.

Millard County recognizes the economic benefits that tourism-related activities bring to the region. The County will encourage and support private sector development of tourism facilities and venues and will participate in local, regional and State-level tourism promotion and planning efforts as deemed beneficial to the local industry. The County will also work with State and Federal public land managers to promote responsible use of public lands and recreation sites within the County.

When exploring future tourism development activities, the County will consider the following:

- impacts to County natural, cultural and historical resources;
- demands on County services and facilities (law enforcement, emergency services, water and waste management, search and rescue);
- impacts on the County's rural lifestyle; and
- impacts on traditional resource uses.

The County's Tourism Goals, Objectives and Implementation Strategies as identified by the County Tourism Council are as follows:

Goal: Refine the County's future direction with respect to tourism issues

Objective: *Develop a County Vision through community involvement*

Implementation Strategies:

- Develop a County "vision" for future tourism activities through active citizen and community participation. This vision will reflect County-wide, as well as east/west-side objectives. It will also reflect the unique diversity from community to community. Each community will have access to any and all tourism information compiled by the central committee and be entitled to input to said committee.
- The Millard County Tourism Council will act as the coordinating body for County tourism activities. County citizens, communities and tourism-related businesses will be involved in developing County tourism objectives and marketing strategies. Both east and west sides of the County will have equal representation on the council and will assist in developing tourism promotion strategies for the entire County.

Objective: *Develop a marketing plan and strategy*

Implementation Strategies:

- Identify what we have, what we would like to promote and who we want to target.
 - Review State and local tourism studies and surveys. Obtain information and input from tourism-related businesses and government agencies.
 - Assess effectiveness of current marketing strategies and how to improve product and distribution.
- Identify specific attributes, sites and activities for additional promotion. These include the following:
 - Geology, scenic, historical: state house, museums, Cove Fort, ATV riding, rock-hounding, Indian lore.
 - Organize and support community and civic sports/cultural events (ball fields and rodeo grounds)
- Continue “visitor-targeted” promotions (placemats for restaurants, brochures in motel/hotels, etc.)

Goal: Develop a County-wide Tourism Master Plan

Objective: *Encourage cooperation and broad input from both east- and west-side County Tourism Board members. Improve coordination of County-wide tourism promotion projects.*

Implementation Strategies:

- Organize east- and west-side council boards. Develop a training program for the entire board.
- Create a “mission statement” that reflects the vision of tourism within Millard County.
- Assign and train a County Commissioner for each board committee and setup a regular meeting schedule.
- Develop a “theme or motto” reflecting the County’s central focus. Examples include: “Millard County - Land of History” or “Millard County - Utah’s Best Kept Secret”, etc.
- Develop a County-level tourism master plan including short, medium and long-range goals.
- Search out every possible tourism-type site or function and work towards a year-round tourism destination area.

Goal: Promote additional citizen education and training

Objective: *Better inform County residents concerning local attractions; encourage “local-to-visitor” tourism promotion*

Implementation Strategies:

- Publish “special interest” articles aimed to inform residents about local attractions and services.
- Implement “super-host” training for local services industries or “latter-type” programs developed for quicker and more focused training.

Goal: Provide convenient and quality visitor services

Objective: *Provide visitors with accessible and accurate local and State tourism information*

Implementation Strategies:

- Open visitor/information facilities on both sides of the County. Facilities should be open year-round with extended days and hours during the peak season. As funding permits and as appropriate, these facilities will be located in conjunction with existing tourism sites, e.g., the Territorial State House or Cove Fort.
- Distribute additional information through tourism-related businesses (placemats for restaurants, brochures in motel/hotels, etc.).

Objective: *Provide professional and friendly service*

Implementation Strategies:

- Implement “super-host” training for local tourism-related business employees (motels, service stations, restaurants, shops)

Goal: Promote and expand tourism as a viable economic industry.

Objective: *Promote the use of area businesses and economic development opportunities*

Implementation Strategies:

- Coordinate tourism efforts with local chamber of commerce and cities
- Develop partnerships among related tourism interests, e.g., Forest Service, BLM, State Parks, citizens and city government. Share marketing advertising ideas - i.e. postcards, brochures, resources
- Marketing plan should include a section on economic development

Objective: *Improve economic returns to the local tourism industry.*

Implementation Strategies/Action Steps:

- Increase the number of private tourism-related industries within the County
- Hold training/entrepreneur sessions for private tourism interests
- Promote/develop local products for sale at sites (partnership with local Chambers of Commerce and Millard County Economic Development Department)

Goal: Preserve the quality of recreational sites and facilities

Objective: *Preserve natural and cultural resources, community character*

Implementation Strategies:

- Encourage downtown development
 - Create practical criteria for:
 - Downtown improvements (beautification committees)
 - Preserve and promote historical buildings (natural attractions)
- Provide funding (as available) to maintain and create new facilities
 - Partnerships with private interests, State and Federal agencies
- Encourage and support community efforts to preserve historical sites and structures.

Goal: Develop additional destination sites

Objective: *Expand/promote the existing public-private enterprise; promote community events and sites*

Implementation Strategies:

- Encourage and support community-level festivals and activities
- Identify and develop additional “interest sites” highlighting the cultural and history of the County. Examples include: pioneer camps, Indian dwellings and historically significant sites such as Topaz.
- Broader distribution of marketing materials