

WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) RE

#6

Date: August 19, 2015

Weekly Agenda Date: August 25, 2015

ELECTED OFFICIAL / DEPARTMENT HEAD / CITIZEN: Erika Newton – Executive Director, Tyson Event Center

SUBJECT: Discussion on Roger Brooks Community Assessment Program

ACTION REQUIRED:

Approve Ordinance ☐

Approve Resolution ☐

Approve Motion ☒

Give Direction ☐

Other: Informational ☐

Attachments ☐

WORDING FOR AGENDA ITEM:

Approval on Roger Brooks Community Assessment Program

EXECUTIVE SUMMARY:

Roger Brooks is known as the expert on destination branding. He will be in Sioux City the week of April 4th to assess Sioux City's assets and come up with a plan that shows us what our "niche" should be in attracting more visitors to spend more dollars in our community. Community Assessments end with a presentation to all stakeholders about Roger's discoveries that include a review of 60 critical items that all determine whether our community is considered a place to invest in, move to, establish a business in, or visit for leisure purposes.

A video about Roger's Community Assessments can be found at the link here, and I have also included a brochure, attached, with more detailed information:

<http://www.rogerbrooksinternational.com/community-assessment/>

BACKGROUND:

FINANCIAL IMPACT: The price for this assessment is \$25,000. Funding mechanisms in place thus far are the Chamber (\$2,500), the Siouxland Initiative (\$2,500), Downtown Partners (\$5,000), the City (\$5,000), and a potential state tourism grant that we should hear about by August 31st (\$5,000). We are looking for another \$5,000 partner to make up the difference, and total the full \$25,000

RECOMMENDATION:

ACTION REQUIRED / PROPOSED MOTION:

Approved by Board of Supervisors March 3, 2015. Revised May 5, 2015.

Community
Assessment
Program

ROGER BROOKS
International

“WHAT A
**GREAT
START!**”

About Roger Brooks International

Every place has the potential of becoming an outstanding destination – for business, residents and visitors. Move beyond old-model strategic plans and feel-good generic marketing to find smart, practical solutions for success that lasts.

Roger Brooks and his team inspire people to see the possibilities. We've helped nearly 1,000 communities in North America and are masters at getting people to work together and at finding those special qualities that set places apart.



Cover: Upper Clements Park, Annapolis Royal, Nova Scotia
This page: Downtown Gowanda, New York

Community Assessments

One of the most powerful features of the Roger Brooks International (RBI) Community Assessment is its fresh, objective viewpoint – a thorough review of your community through the eyes of a first-time visitor. This was made very clear to us when we were asked to perform an assessment of our own region, Thurston County (population 200,000). Having lived there seven years, CEO Roger Brooks knew he couldn't scrutinize the area objectively.

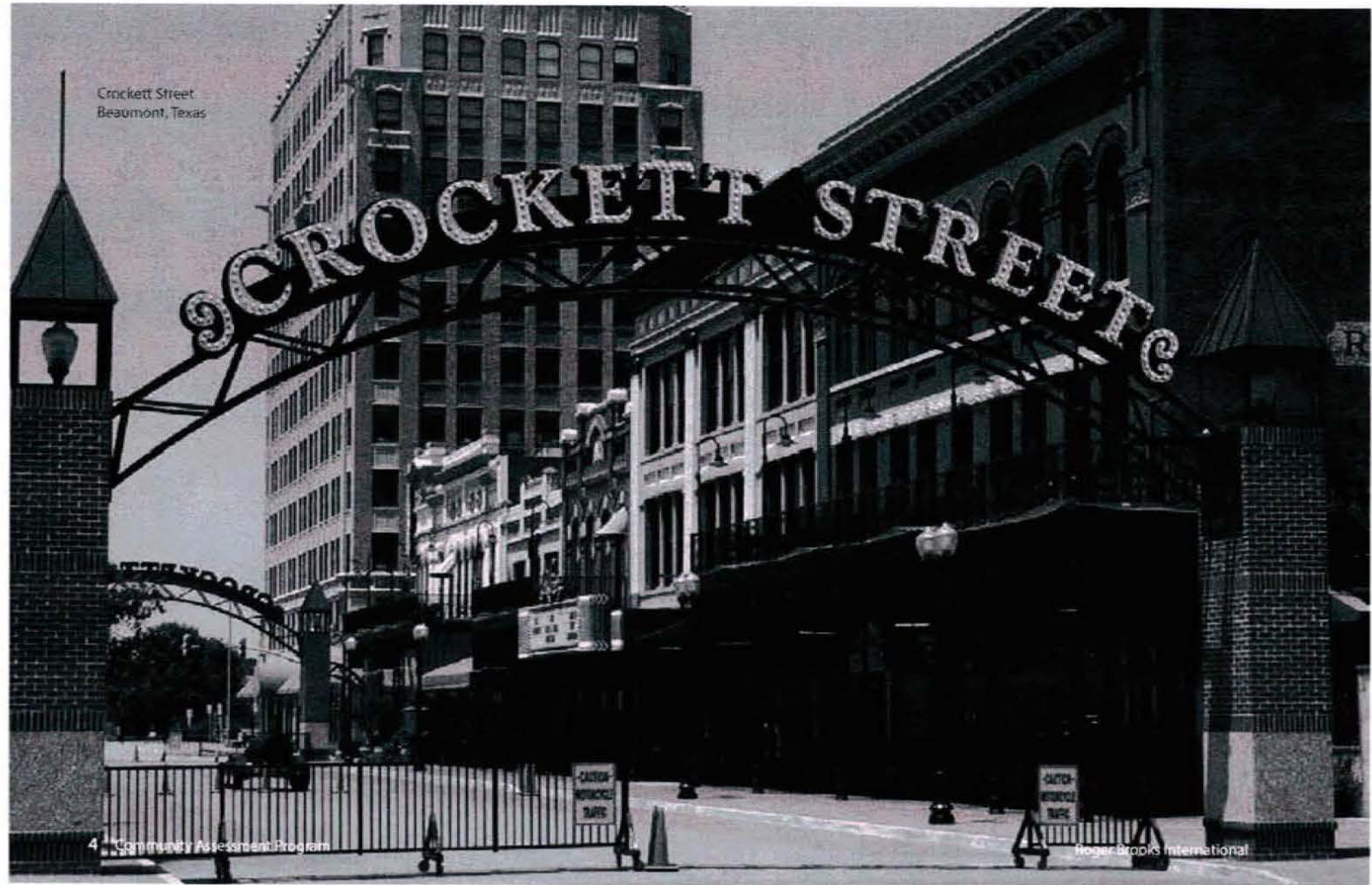
So Roger brought in Rhonda of Huntsville, Texas. Rhonda knew the value of the assessment because RBI had completed a Tourism Development Action Plan based on findings there, but she'd never been to Thurston County. Roger rode along with her as she explored the cities, getting lost, frustrated, missing attractions, and

avoiding certain areas because of their poor appearance. What Rhonda noticed, missed, and how she felt were so revealing, Roger was sometimes shocked at this new perspective of his own community.

Like Rhonda, tens of thousands of people come into communities for the first time each year. They're considering sites for business and industry or they're assessing whether this is a place where they'd like to live, work or visit. What are their perceptions? What do they see and what do they miss? Is the community doing all it can to "close the sale?" Are businesses missing chances to pull people in the door? What opportunities are passing you by?

Vibrant communities that offer great quality of life for their residents, a thriving

Crockett Street
Beaumont, Texas



business climate, and visitor appeal don't just happen by themselves. They need careful planning based on an honest, objective foundation.

Nearly 1,000 places throughout North America have hired Roger Brooks International to complete Community Assessments – RBI's most popular program – because they want to become outstanding destinations. They know they're missing vital opportunities, but on their own they "can't see the forest for the trees."

Do you want to increase visitor spending? Encourage locals to do more shopping in their own downtown?
Attract new business? Help existing businesses become more profitable?
Foster a greater sense of community?

The Community Assessment does exactly this - and more - while providing a solid platform for your branding, product development and marketing efforts.

Customers have enthusiastically said they've received more benefit from RBI's Community Assessment than any other plan they've ever commissioned.

We know firsthand what a powerful tool it is. With our assistance and Rhonda's assessment, the communities of Thurston County have been implementing more than 40 suggestions, helping them increase visitor spending and become a more vibrant, successful community.



A Street Magician at Work
Cannon Beach, Oregon

What to Expect: Assessment Logistics

The Roger Brooks International Community Assessments can be customized to include a city or town, multiple communities, a county, or region. It can be tailored to focus on specific needs such as branding, wayfinding signage and websites, or it can be narrowed to a specific area, such as a downtown district.

The typical assessment process is as follows, but it can vary depending on the size and scope of the project.

1. Scheduling

The assessment process is a week-long effort, so confirming time on Roger's calendar is essential. We prefer to visit the community during the peak season but are happy to work with you to determine the best timing.

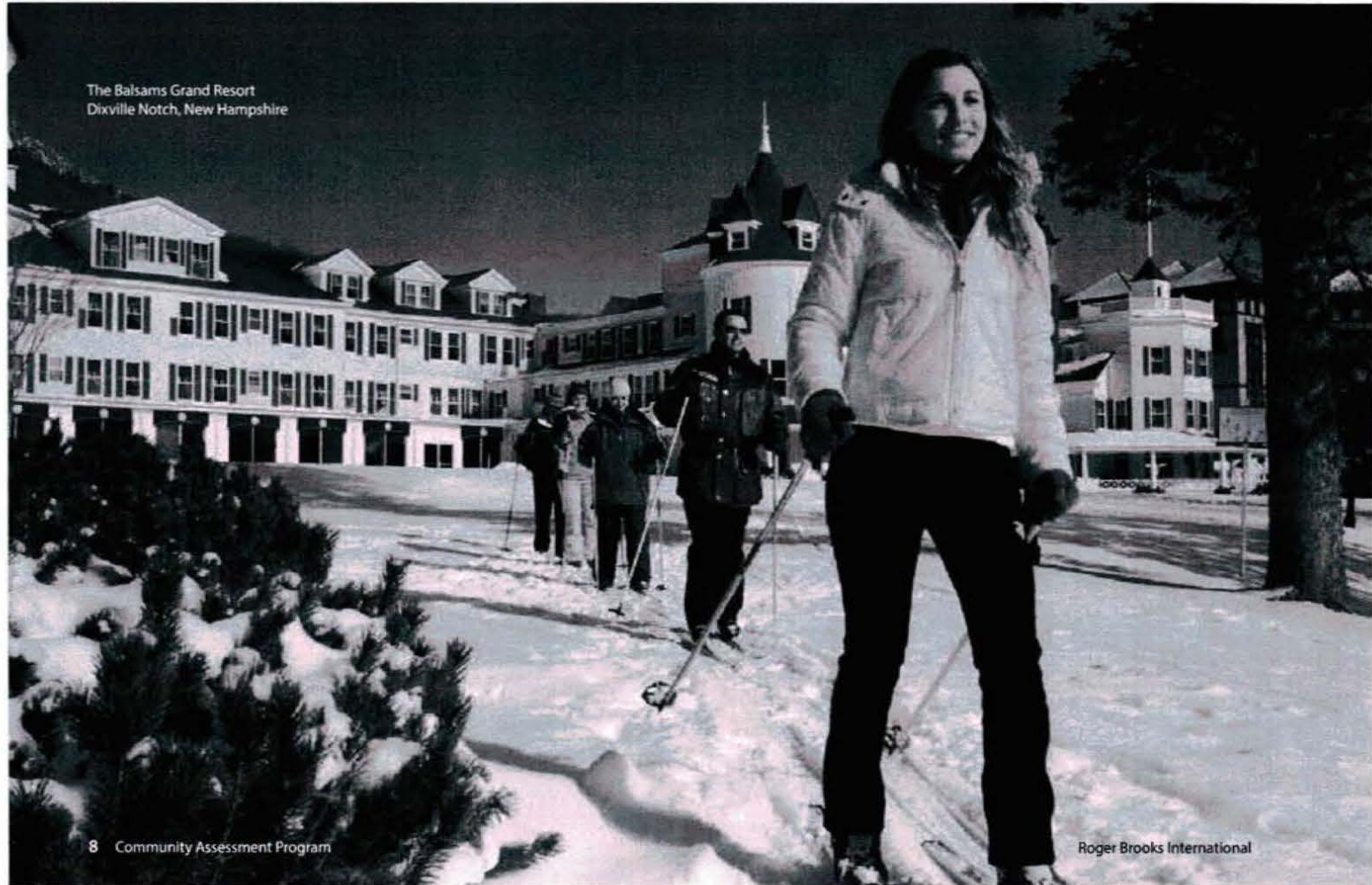
2. Marketing Assessment

A Review of marketing materials from various organizations: economic and community development, tourism and downtown promotion, relocation kits, visitor guides, copies of ads, and website addresses for various community organizations. We'll professionally review your collective marketing efforts, offering ideas and suggestions to make them even better at closing the sale.

3. Onsite Assessment & Workshop

Day 1: Travel to the area and see the activities, shopping, and dining available during the evening. Seventy percent of consumer spending happens after 6:00 p.m., so this is an important element of the assessment process.

The Balsams Grand Resort
Dixville Notch, New Hampshire



Day 2: Roger “secret shops” the community, applying the 60 ingredients (see page 11) to his review. He starts approximately ten miles from town, gradually narrowing the focus to key spending districts and amenities, taking nearly 200 photographs along the way. This progression reveals your community through the eyes of a first-time visitor – honest and objective – whether as an investment opportunity, a place to move a business, live or visit. Roger begins processing the photos that evening.

Day 3: It takes about eight hours to put together the Assessment Findings & Suggestions Workshop. Roger spends the day building the presentation to showcase low-cost ideas, solutions, and things you can do today to make a difference tomorrow. Always fun, entertaining and informative, the two-and-a-half hour workshop explains how to become an even stronger destination. It can take place this evening or the following morning.

4. Deliverables and Assessment Report

Roger Brooks International will provide a compressive Assessment Findings & Suggestions Report which includes six printed and bound copies, plus the report in PDF form for printing additional copies.



Sixty Key Elements Reviewed in Your Community

- Vehicular wayfinding
- Pedestrian wayfinding
- Business mix in downtown districts
- Community gateways
- Downtown gateways
- Crosswalks
- Pedestrian accessibility
- Business operating hours
- Customer service (retail)
- Retail signage
- Exterior retail displays
- Sandwich boards
- Temporary/portable signs
- Streetscapes
- Water features
- Public art
- Gathering places (public/private)
- Outdoor dining
- Internet accessibility
- Billboards/outdoor marketing
- Retail beautification
- Critical mass/clustering
- Attractions mix
- Seasonality
- Recreational activities
- Supporting vendors
- Evening activities
- Visitor information availability
- Cross-selling ability
- Diversionary activities
- Primary draw/opportunities
- Historical attractions/museums
- Cultural activities/facilities
- Parking (time limits, availability)
- Pedestrian accessibility
- Parks and public spaces (outdoor)
- Public assembly spaces (indoor)
- Facades and architecture
- Linkages: Activities and amenities
- Supporting services/amenities
- Overall quality (retail, business mix)
- Brands and perceptions
- Curb appeal
- Community maintenance
- Beautification (public access areas)
- Pole banners
- Anchor businesses
- Hidden gems
- Continuity
- Visual cues, first impressions
- Residential neighborhoods
- Entry point impressions
- Access and egress from highways
- Transportation (rail, ferry, public)
- Industrial areas
- Community arts programs
- Safety factors – day, night
- Invitations vs. rejections (retail)
- Use of technology
- Lodging facilities

*"Nothing great was ever
achieved without enthusiasm."*

— Ralph Waldo Emerson



About Roger Brooks

"I've been attending this conference every year for nearly 40 years and I've never seen as good a speaker as you. That was fantastic!"

– Travel industry professor at the
University of Wisconsin
talking to Roger Brooks

There are very few change-agents on the planet who have motivated more people in more places than Roger Brooks has in the travel industry. Over the past 30 years Roger has helped thousands of people transform ordinary places, businesses, and attractions into incredibly successful destinations.

One of the most recognized and frequently quoted experts in the travel industry, Roger inspires and empowers audiences around the world to achieve their highest aspirations. He is extraordinarily dynamic. He's also very

funny, combining humorous video clips and fascinating real-life stories, while providing steps, rules and ingredients – bottom line solutions – that every audience member can implement today to make a positive difference tomorrow.

Roger began his career in the concert industry providing tour management services for international recording artists including The Eagles, Fleetwood Mac, Chicago, Earth Wind and Fire, and others, culminating in the famous Saturday Night Fever Tour with the Bee Gees.

From there he spent ten years assisting in the development and marketing of acclaimed destination resorts including Whistler Resort in British Columbia; Harbour Town on Hilton Head Island, South Carolina; Sunriver Resort in Central Oregon, and several others.

Roger has since worked with nearly a thousand communities, as well as many states, provinces, national parks, and countries in their branding, product development and marketing efforts. And beyond the public sector, Roger has worked with trade associations and businesses in the lodging, retail, and restaurant industries as well as attractions, tour operators and providers, marketing agencies, and the travel media. He is the go-to expert for anyone with ties to the travel industry or in downtown development where most travel spending takes place.

A board member of the U.S. Travel Association and author of the popular book "Your Town: A Destination – The 25 Immutable Rules of Successful Tourism," Roger has become one of the world's most popular keynote speakers and authorities in the travel industry.

There is simply no one who can get an audience pumped up and excited about making something happen as well as Roger. It's not surprising his personal motto is Ralph Waldo Emerson's statement: "Nothing great was ever achieved without enthusiasm." His enthusiasm is contagious, so let Roger empower your audience to reach new heights.

What are People Saying?

"Wow! What a wonderful day! You did such a remarkable job getting Manteca to think about its future. I have had so many good comments and numerous calls thanking us for the assessment. Thanks for making us look so good!"

— Linda Aboldt
Executive Director
Manteca California CVB

"My phone has not stopped ringing since Tuesday night! Response has been beyond anything I ever anticipated. Your assessment has galvanized our community to move forward to 'Make a difference.'"

— Mayor Donnetta Waiser
City of Monroe, WA

"We had such a great time with Roger. Everyone is pumped and my challenge is to move all that energy forward! People are e-mailing me and stopping me in the streets to talk about the Assessment. Safe to say this was a huge success."

— Trudy Curley
Director Bluenose Coast Tourism
Association, Nova Scotia

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International

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