

Ohio Local History Alliance Workshop
“Engaging the Public in Tourism To Advance History”
Dan Shilling
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1. Triple Bottom Line: Rethink Economic Development

- a. What steps can be taken to communicate this concept to tourism officials, cultural advocates, elected officials, the business community, and the general public? What do you need to make this happen?
 - Identify a specific project or format.
- b. How can the TBL concept be used to galvanize support for a responsible place-based tourism initiative?
 - Role of the chamber? Media? Business community?

2. Dialog not Debate: Engage the Public

- a. What is needed and wanted in your region in order to engage the public in the responsible tourism dialog?
 - What are the barriers to engagement?
- b. What groups and/or people should be at the table but aren't? What do you need to encourage them to join the conversation?
 - Role of schools? Historical Society? Environmental groups?
- c. Create a list of sample projects and/or organizations, such as NEPA, that are applying effective engagement techniques.
- d. Brainstorm potential delivery systems for engaging the public.
- e. Design a “Place Committee” for tourism development.
 - Determine its structure and makeup, the people and/or organizations responsible for managing it.
 - How will the committee communicate with and engage the public?
 - In what ways will findings will be distributed, evaluated, and implemented?

3. Ecology of Place: Invest in the Product

- a. How are place-based products supported in your community? What do you need in order to foster more public and private support?
 - Tax base? Specific new undertaking?
 - What is the role of the public in lobbying for product development?

4. Next Steps

- a. What are the major barriers to developing a responsible, public-designed, place-based tourism program for your community? What would help you break through those barriers? What are your greatest assets and opportunities?
- b. If you had to prioritize the different projects, best practices, and suggestions discussed today, which would be the most important steps, the ones you want to take first, the ones you see as *feasible and productive*?