

**DuPont Tourism Board  
2011  
Strategic Plan**

**This Document contains the DuPont Tourism Board  
Priority Goals and Objectives**

## **DuPont Tourism Board**

### **Purpose Statement:**

**Resolution No. 09-365 A Resolution Establishing a Tourism Board**

**Section 2.** The purpose of the Tourism Board shall be to market and promote DuPont as a destination for recreation, historical discovery, and business opportunity. The Tourism Board shall partner with other community groups, as well as regional and state tourism organizations to promote DuPont as an attractive venue in the South Sound Region.

## **Strategic Plan**

### **Partnerships:**

**Maintain and continue to build strong community relationships.**

### **Short Term Goals:**

**Target promotional media.**

### **Programs:**

**Promote, develop and expand DuPont programs, events and festivals.**

### **Projects:**

**Plan for future expansion of Tourism within DuPont, complete existing Tourism projects.**

### **Organization:**

**Continue to build a strong organizational structure by assignment of projects and planning among committee members.**

### **Long Term Goals:**

**Plan for expansion all aspects of Tourism within DuPont.**

## **GOAL #1: Partnerships**

**Maintain and continue to build strong community relationships.**

### **Strategies:**

#### **1. Develop new and maintain existing partnerships with other organizations and community groups.**

- Partner with the ROA, COA and the DBA.
- Partner with local tribes particularly the Nisqually Tribe.
- Partner with the DuPont South Sound Heritage Assoc. and Pierce County Heritage League.
- Partner with the Pacific Northwest Golf Association
- Partner with surrounding communities.
- Continue to develop community connections with new and existing groups and organizations.

Partner with these groups to create a new resident packet.

## **GOAL #2: Short Term Goals**

### **Target promotional media.**

#### **Strategies:**

##### **1. Promotion.**

- Create promotional packets
- Create new updated brochure
- Create a Tourism/Commercial video on DuPont
- Continue to update and improve web site.
- Create a public relations committee.
- Maintain a current media list and contacts.
- Target and meet with specific groups/organizations such as (Heritage Orchard Committee)
- Attend JBLM Passport to Travel Show
- Kiosks at Iafrati Park & Downtown
- Signs Installed- Presentation to Council Feb 14<sup>th</sup>
- Visitor Information Center signs
- Create Restaurant placemats
- Install directional signage within City Limits, i.e. Downtown, VIC

Visit DuPont Website Update: Include visual or virtual tour  
Incorporate Business'

##### **2. Increase events and event attendance.**

- Through marketing

## **GOAL #3: PROGRAMS**

**Promote, develop and expand DuPont programs, events and festivals.**

### **Strategies:**

#### **1. Maintain current Programs.**

- Shamrock Walk – March
- Doggone Egg Hunt – April
- Cherry Blossom Tea – April
- National Trail Day/Safety Fair – June
- July 4<sup>th</sup>
- Senior Games – July 20,21,22
- Heritage Days- August 17,18,19
- Hudson Bay Day – August 19
- Halloween Hunt – October 31

#### **2. Expand events/programs.**

- Junior Games – July 20
- Heritage Golf Tournament
- Old-time Fiddlers Conference/Competition

#### **3. Develop a Trail program.**

- Contact Audubon Society and American Track and Field Organizations to create historic walks, run and naturalist programs for our Trail System.

#### **GOAL#4: Projects**

**Plan for future expansion of Tourism within DuPont, complete existing Tourism projects.**

#### **Strategies:**

- Skate park
- Restrooms
- Maintain communications within the organization.
- Historic Sites -Parking Access
- Interpretive Center / Museum
- Historic Sites- Update existing Cultural Heritage Committee list
- Recruit and train volunteers.
- Amphitheater

## **GOAL # 5: Organization**

**Continue to build a strong organizational structure by assignment of projects and planning among committee members.**

### **#1. Assignments:**

- Partner with the City of DuPont, the Nisqually Tribe and other entities for historic preservation.
- Skate Park – celebrity opening – Larry
- Restrooms – Mike, Larry A., Debra
- Historic Sites List - Mike, Jay
- Interpretive Center/Museum - all
- Promotional Packets – Lee, Linda
- Amphitheater - Debra
- Wine & Dine Opportunities – Debra, Larry
- Meet with Heritage Orchards – Amy, Joh
- Website – Lee, Linda
- Attend JBLM Passport to Travel Show - Joh
- Kiosks – Joh, Lee
- Interpretive Signs – Joh
- Visitor Information Signs – Joh, Lee
- Promotional Placemats – Amy, Joh

Be a presence in historic land management.

Continue to build a strong organizational structure.

**#2. Increase number of volunteers.**

- Continue to offer volunteer opportunities.
- Create a volunteer database.

## **DuPont Tourism Board Long Term Goals/Projects 2012-2016**

- Assist with development plan-strategy for building a DuPont-Nisqually Museum/Interpretive Center.
- Increase events and event attendance.
- Preserve and rejuvenate Orchard and develop a Native Plant garden.
- Finish Native American and Hudson Bay Era trail systems
- Assist Historical Society to develop Comprehensive Plan for Historical Sites.
- Complete restoration of Dynamite Train and connect to 1843 site.
- Assist Historical Society to develop plans for replica of an "Old Town" tarpaper shack at the original location behind 1843 Ft. Nisqually Site.