

Explore Henry County Strategic Plan



Stronger Tourism Brand & Marketing Strategy

Rebrand to the new, Explore Henry County. The website and marketing efforts will aim to establish the brand through the creation of marketing channels, materials, and content.

Primary Markets Focus with Strong Cross-promotions

Emphasize that Henry County is more than just a single asset or attraction, and that all of its communities work together to create a truly remarkable place to explore.

Stronger Tourism Community Infrastructure

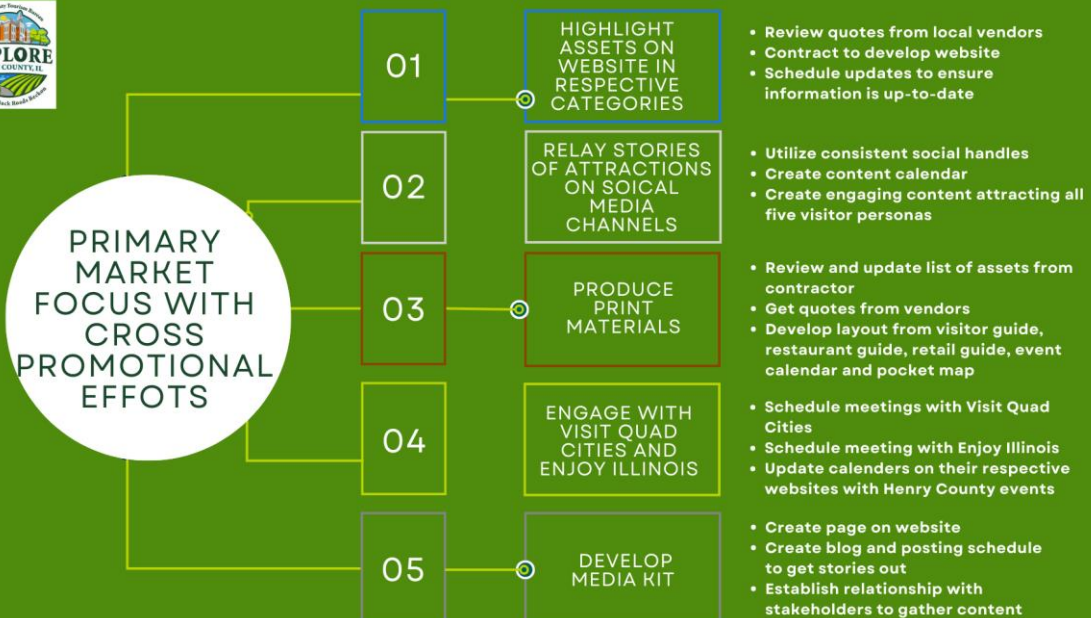
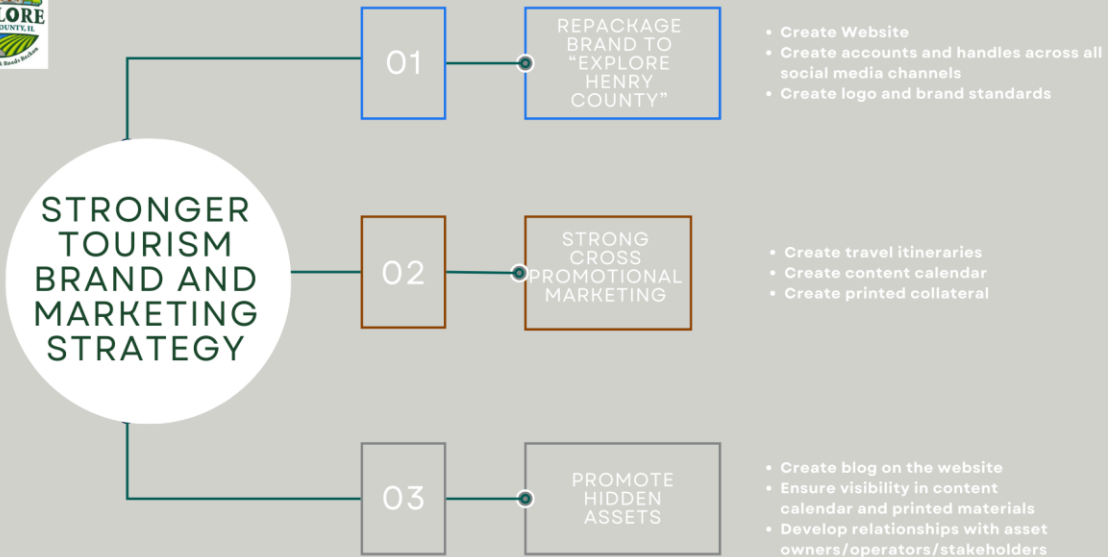
Create a reliable method of gathering information, creating and disseminating content, and proactively exploring future possibilities to enhance the experience for visitors.

Enhance Organizational Capacity

Develop a strong organizational structure between the Tourism Director, County, Tourism Bureau, municipalities, and stakeholders.

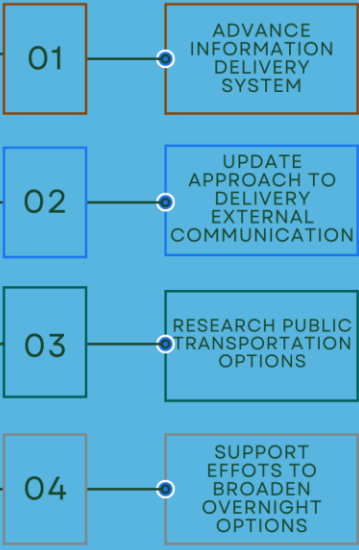
Tourism Resources Aligned with Strategic Goals

Emphasize the importance of regular communication with key funding stakeholders, ensuring that they are kept up-to-date on the project's success and current status.





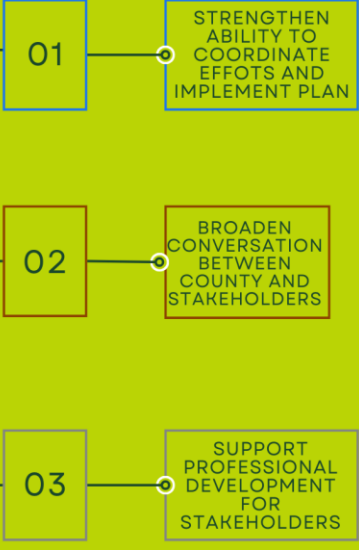
STRONGER COUNTY TOURISM INFRASTRUCTURE



- Research online newsletter platforms
- Create electronic newsletter template
- Create distribution list
- Create avenue for stakeholders to share stories for newsletter
- Create website
- Schedule engaging content on social media channels
- Contract with media vendors
- Visitors from rail system in Kewanee
- Bike paths between communities
- New wayfinding between communities
- Options from QC International Airport
- Partner with Economic Development Director
- Routinely check new rental properties within Henry County



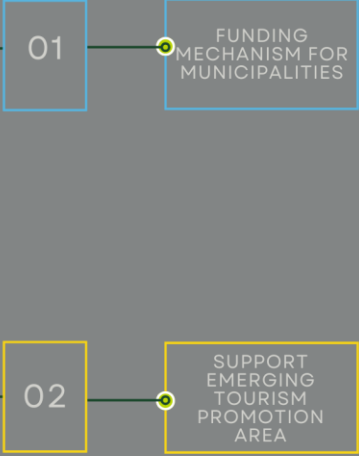
ENHANCE ORGANIZATIONAL CAPACITY



- Create tourism director at county level
- Transition HCTB Board from government representatives to tourism representatives
- Establish committees for key avenues
- Host annual meeting to invite key stakeholders
- Continually meet with industry stakeholders
- Join Illinois Destinations Association
- Become a Certified Tourism Ambassador
- Explore potential continuing education opportunities



ALIGN TOURISM FUNDING RESOURCES



- Establish tiered funding mechanism
- Coordinate with city administrators to attend city meetings throughout the year to keep stakeholders informed
- Create sponsorship packet to create an additional avenue of funding
- Be a resource to new business stakeholders in the area