

Community Engagement Plan

Asheville CVB

FY 16-17

Monday, March 27, 2017



Collateral Support

- Print and website
 - AshevilleCVB.com redesign to include partner testimonials: focus on tourism importance, BCTDA contributions, and partner services
 - Evergreen piece: history of the TDA, work of the CVB, org structure, TPDF, community benefit (economic, etc)
 - Tourism Partner Guide to CVB
 - Marketing & Sales Plan
 - Annual Report
- PowerPoint Presentation update
 - Community stakeholder presentations

Editorial Placements

- Community leader op-eds
- Maintain talking points inventory
- Formalize local media strategies around CVB/TDA news and events
 - Monthly local media planning meeting
 - Develop National Tourism Week media strategy
- Track local media coverage

Community Engagement

- Elected officials
 - Identify 4 opportunities annually to personally invite elected officials to events (always on general list). Personal email from Executive Director and touchpoints with TDA Advocacy Committee
 - Monthly stakeholder newsletter for elected officials and other key leaders
 - TDA Advocacy Committee: Chaired by TDA Vice Chair, 3 members, well-versed on talking points, attends events for elected networking
- Monthly speaking engagements at community meetings such as Rotary

Community Service

- CVB community service 2X annually
- Build charity support into headliner events
 - Toy drive for holiday party/sock drive
- Annual Tourism Partner service project during National Tourism Week
 - Platform to highlight tourism businesses community service
 - Tourism Gives Back section of AshevilleCVB.com

Government Relations

- TDA Advocacy Committee
 - Three members, chaired by TDA Vice Chair
 - Meets bi-monthly
 - Attends city/county/community gatherings to build relationships with elected officials
 - Meets occasionally with elected officials
- CVB staff assigned to attend relevant city/county meetings
- Maintain relationships with General Assembly
- Actively participate in NCTTC

Partner Engagement

- Continue monthly Partner Forums, Headliner Events, and newsletter
- Redesign AshevilleCVB.com
- Streamline “CVB101” with standing open hours for Orientation and Extranet training
- Join affiliate associations: brewers, restaurants, arts
- Standing meeting with Executive Directors