



Critical Topic: Parks, Recreation & Tourism

Smithville, Texas



 acceleration

BY DESIGN

- Maximizing and protecting your natural resources
- Providing adequate green space for outdoor activities
- Tourism as an economic development driver

Critical Issue: Parks, Recreation & Tourism

- Local Citizens
- City of Smithville
- County
- Regional Schools
- Current Employers
- Current Employees
- Prospective Employers
- Potential Employees
- Potential Entrepreneurs

- Inventory and Identify availability.
- What does it mean to the local citizens?
- What does it mean to potential tourism?
- What are some case studies to learn from (good & bad?)
- What are some marketing avenues that will highlight and feature your beautiful natural resources ?
- What can you do to ensure that your natural resources remain an asset and not a liability?

- What are the greatest benefits of vibrant green space, parks and recreational facilities?
- Inventory and Identify availability.
- What does it mean to the local citizens?
- What does it mean to potential tourism?
- What are some case studies to learn from (good & bad?)
- What are some marketing avenues that will highlight and feature your parks & recreational facilities?
- What can you do to ensure that your parks & recreational facilities remain an asset and not a liability?

- What are your current tourism assets?
- Inventory and Identify your opportunities for tourism.
- What does it mean to the local citizens?
- What are the biggest tangible benefits of tourism?
- What are some case studies to learn from (good & bad?)
- What are some marketing avenues that will highlight and feature your tourism assets?
- What can you do to ensure that your tourism assets are maintained and nurtured



Imagine a City with No Green Space



Imagine a City with No Visitors



Quality of Life



 acceleration
BY DESIGN



**You have the puzzle pieces.
They are just not connected yet.**



 acceleration

BY DESIGN



Don't Be a Best Kept Secret.



 acceleration
BY DESIGN



Creating a Healthy Community



acceleration

BY DESIGN





You have what people want.



 *acceleration*
BY DESIGN



Texas Parks & Wildlife
Texas Film Commission
Texas Historical Society
Texas Commission on the Arts
Nature Blogs & Podcasts
Recreational Blogs & Podcasts
Sporting Blogs & Podcasts
History Blogs & Podcasts
Social Media
Regional Marketing
Marketing with Employers
What else?



RESOURCES

- Determine ACTUAL Needs
- Identify Potential Gaps
- A Plan to fill the Gaps
- Who foots the bill?
- Understand the market(s)
- Community Survey
- Regional Employer & Employee Survey
- Diverse Marketing Packages
- Study what other cities are doing with similar assets
- Adopt series of priority projects
- What Else?

The text 'NEXT STEPS?' is displayed in a large, bold, black, uppercase sans-serif font. It is positioned in the bottom right corner of the slide, set against a background of vertical grey bars of varying heights that create a sense of depth and movement.

NEXT STEPS?