

## – ROURISM CAFETERIA PLAN –

### WHAT IS THE ROURISM CAFETERIA PLAN?

The goal of the Utah Office of Tourism's Rourism program is to improve rural economies and quality of life by building their tourism and outdoor recreation industries. We have now incorporated our Rourism efforts into our annual Cafeteria Program that operates via the following guidelines:

- Cap: \$70,000 per eligible non-profit entity and requires a 1:1 match
- No application required (opt-in format)
- Pick from a "menu" of pre-defined Rourism opportunities
- First come, first served if monetary limitations have been exceeded

\* **NOTE:** Prices reflect partner contribution amount, not total program cost.

**OPT-IN PERIOD:** JUNE 2016 – AUGUST 19, 2016

### WHO'S ELIGIBLE?

Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities that have existed for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.

**FOR MORE INFORMATION OR TO OPT-IN,  
PLEASE CONTACT:**

Cicily Kind | [ckind@utah.gov](mailto:ckind@utah.gov)

## – THE DESTINATION DEVELOPMENT PROGRAM –

### COST

#### **Roger Brooks, a Certified Speaking Professional (CSP),**

An expert in the fields of tourism, community branding, downtown development, and destination marketing.

Roger has worked with nearly a thousand communities, as well as many states, provinces, national parks, and countries in their branding, product development and marketing efforts. And beyond the public sector, Roger has worked with trade associations and businesses in the lodging, retail, and restaurant industries as well as attractions, tour operators and providers, marketing agencies, and the travel media. He is the go-to expert for anyone with ties to the travel industry or in downtown development where most travel spending takes place. A past board member of the U.S. Travel Association, a Certified Speaking Professional (CSP), and author of the popular book “Your Town: A Destination – The 25 Immutable Rules of Successful Tourism,” Roger has become one of the world’s most popular keynote speakers and authorities in the travel industry.

Using a video platform as a backbone to this program, Roger walks communities through every step of his process, including: physical branding, development, marketing and an action plan. The action plan is an actual to-do list that will work through the next three years. Even the table of contents is a check list.

The Destination Development Program is done through a very individualized “hand holding” process, facilitated through dozens of video clips and “how to” tutorials, assignments, and educational videos for segments of the community (downtown, economic development, community development, tourism). This program also includes monthly reporting of where communities are in the process and there is “live” assistance when it comes to identifying each entity’s USP (unique selling proposition) and brand promise. Communities work at their own pace, but are slated with “reminders” if Roger doesn’t hear from them in more than a two-week span.

**\$12,500**

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## – DESTINATION DEVELOPMENT ADD-ONS –

Must Participate in the Destination Development Program in order to do the add-ons

### VIDEO LIBRARY OPT-IN

The Roger Brooks Video Library is the most extensive and most valuable how-to video library in the entire industry of downtowns, community and tourism development, branding marketing and product development.

The library includes nearly 40 hour-long visually-oriented videos, each full of new trends, ideas, low-cost solutions, and dozens of case histories and stories in three primary categories: Branding, Downtowns and Product Development, and Marketing.

The videos are online and available as a streaming service (in full HD format).

**\$270**

### INITIAL SITE VISIT & FAMILIARIZATION TOUR

With this option Roger Brooks would visit the community for a day and a half to meet the local team, be shown the community's assets, challenges, and opportunities. This visit can include an initial kick-off workshop to get local stakeholders fired up and working together.

**\$5,250**

### ONGOING ASSISTANCE WHILE DEVELOPING THE PLAN

This includes video or conference calls and ongoing assistance as they go through the process. This includes a review of the brand direction (from an outside professional's view), the messaging, product development recommendations, etc. This option provides up to 20 hours of assistance.

**\$2,500**

## – DESTINATION DEVELOPMENT ADD-ONS –

### WRITING THE VISION & BRAND PROMISE

The most important “chapter” of the plan is the Vision – the Vision “sells” the brand, product development and marketing aspects to create local enthusiasm and support for the brand. With a compelling brand promise and vision statement, the plan will act as a marketing tool to attract business and downtown investment, tourism investment, and it will showcase the community as an exceptional place to live, work and visit.

**\$1,750**

### REVIEW OF THE FINAL PLAN

Once the plan has been developed, the Roger Brooks International (RBI) team would go through it and make suggestions, perhaps write an additional recommendation (up to four recommendations) and make sure they are on the right path to success. With 35+ years experience, we can often fine-tune a plan to make sure all the elements are accurate and complete.

**\$2,250**

### ROGER BROOKS ON-SITE VISIT TO PRESENT & “SELL” THE FINAL PLAN

Sometimes the “expert lives somewhere else” and communities will want Roger to come back and help sell the plan to local stakeholders, investors and residents.

This option is only available if Roger Brooks’ team has been involved in the overall vision and development of the BrandGraphics.

**\$4,250**

## – THE COMMUNITY ASSESSMENT PROGRAM –

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\$12,250 partner contribution, including travel and all related expenses.

This is Roger's most popular program as he has secret-shopped more than 1,400 communities throughout the U.S., across Canada and in Western Europe. Roger will spend the entire week in the community (or can group smaller towns as one) and the process culminates with an "Assessment Findings & Suggestions Workshop" where community members are provided dozens of low-cost "suggestions" they can implement over the next year or so. The primary focus is product development although some may want the focus to include branding and marketing. The community videotapes the workshop, and then is given an Assessment Findings & Suggestions Report.

**\$12,250**

## – IN PERSON WORKSHOPS –

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### HALF DAY WORKSHOP

\$4,250 partner contribution, including travel and all related expenses.

Under this option, the community would get four hours of Roger's time. It can be spent in closed-door meetings, public workshops (they can choose two from more than 40 subjects) followed by a "where do we go from here" meeting with stakeholders.

**\$4,250**

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### FULL DAY WORKSHOP

\$6,000 partner contribution, including travel and all related expenses.

Eight hours of Roger's time, plus follow-up meeting with stakeholders the next morning.

**\$6,000**

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