

National Park Service FY 2011 Q4

Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Review Status Symbols Legend

First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

Third Column:

Strategy Future Concern: L Low Concern M Medium Concern H High Concern

Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete

✓ Completed ☺ On Hold ✗ Cancelled

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.1.19: MTRI/NPS build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	John Keck	?	?	?
1.2.1.19.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	John Keck			✗
1.2.1.19.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	John Keck			✗
1.2.4.2: MTRI/NPS address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	○	John Keck	?	?	?
1.2.4.2.1: Prioritize issues and identify potential inter-agency policy actions annually.	Tactic	John Keck			✗
1.2.4.2.2: Address priority issues and report annually to tourism and recreation industry partners.	Tactic	John Keck			✗
1.3.1.19: MTRI/NPS educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	John Keck	?	?	?
1.3.1.19.1: Develop a single responsible use message for all partners by December 2008.	Tactic	John Keck			✓
1.3.1.19.2: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	John Keck			✓
1.3.1.19.3: Coordinate efforts between tourism marketers and state/federal agencies to contact travelers via the media, web, VICs, rest areas, agency offices, businesses, etc.	Tactic	John Keck			✓
1.3.1.19.4: Outline penalties for illegal activities, where appropriate, and provide numbers to report violations.	Tactic	John Keck			✓
1.3.1.19.5: Include GPS coordinates on trail maps to assist visitors.	Tactic	John Keck			✗
1.3.2.19: MTRI/NPS coordinate state, regional and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	John Keck	?	?	?
1.3.2.19.1: Identify capacity and maintenance challenges, and ensure that state/regional/local tourism marketing efforts are appropriately aligned.	Tactic	John Keck			✓
1.3.2.19.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	John Keck			✓
1.3.3.1: MTRI/NPS support use of easements, county planning commissions, and agency planning efforts, to maintain and improve public access to public recreation lands.	○	John Keck	?	?	?
1.3.3.1.1: Expand communication on access issues and cooperation between agencies, user groups, and other interested parties.	Tactic	John Keck			✓
1.3.5: Identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	○	John Keck	?	?	?
1.3.5.1: MTRI/NPS identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	○	John Keck	?	?	?
1.3.5.1.1: Sponsor programs that encourage kids to spend more time outdoors, involving the Governor's office, state/federal agencies, tribes, nonprofit groups, and businesses.	Tactic	John Keck			✓
1.3.5.1.2: Use initiatives to improve public health, encourage education about the outdoors, enhance tourism efforts, and increase public appreciation for the importance and protection of the outdoors for future generations.	Tactic	John Keck			✓
1.3.5.1.3: Develop partnerships and seek private and foundation funding to implement statewide initiatives.	Tactic	John Keck			✓
1.4.2.3.7: MTRI/NPS improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	○	John Keck	?	?	?
1.4.2.3.7.1: Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	Tactic	John Keck			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.4.2.3.7.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic	John Keck			X
1.4.2.5: Maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to enhance visitor experience.	○	John Keck	?	?	?
1.4.2.5.1: MTRI/NPS maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to enhance visitor experience.	○	John Keck	?	?	?
1.4.2.5.1.1: Prioritize maintenance and preservation needs along the Lewis & Clark Trail, and identify or connect with potential resources.	Tactic	John Keck			✓
1.4.2.5.1.2: Include L&C and other national trails, sites and facilities in tourism maps, marketing publications, web sites, event calendars, etc.	Tactic	John Keck			✓
1.4.2.5.1.3: Track visitor usage at historic trail sites/facilities to understand visitor trends.	Tactic	John Keck			✓
1.4.3: MTRI/NPS continue to inventory cultural sites on public lands and determine appropriate interpretation and access for the public.	○	John Keck	?	?	?
1.4.3.3.1: Develop successful partnerships to interpret cultural resources to help to preserve Montana's rich tribal history, and increase appreciation for them among residents and visitors.	Tactic	John Keck			✓
1.4.3.3.2: Implement interpretive/access improvements as approved by Montana tribes.	Tactic	John Keck			✓
1.5.1.4.1: MTRI/NPS identify new opportunities to provide guided educational/interpretive and adventure tours on public and private lands and work to develop them.	○	John Keck	?	?	?
1.5.1.4.1.1: Identify potential barriers, solutions, processes, and resources for agencies to develop RFPs in collaboration with private/nonprofit partners and initiate RFP development as appropriate.	Tactic	John Keck			X
1.6.2.2.2: MTRI/NPS seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources.	○	John Keck	?	?	?
1.6.2.2.2.1: Partner with volunteer opportunity listing websites to list Montana volunteer opportunities, provide links to the sites from state, regional and local tourism web sites, and list the sites in visitor guides.	Tactic	John Keck			X
1.6.2.3: Provide tourism recognition awards for Montana civic groups, clubs and citizens who volunteer for projects on public lands and historic/cultural sites and facilities.	○	John Keck	?	?	?
1.6.2.3.1: MTRI reward MT individuals and groups who volunteer time to enhance MT's tourism products using the federal "Take Pride" award program as a prototype; incorporate awards into the Governor's Conference or TAC meetings, and promote winners statewide.	Tactic	John Keck			X
1.10.2.19: MTRI/NPS create public/private/tribal partnerships for cooperative project implementation.	○	John Keck	?	?	?
1.10.2.19.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	John Keck			X

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