

Tourism Advisory Council 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		
1.2.4: Address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	○	Victor Bjornberg	○	➔	M
1.2.4.1: TAC address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	○	Barb Sanem	○	➔	M
1.2.4.1.1: Prioritize issues and identify potential inter-agency policy actions annually.	Tactic	Barb Sanem	○	○	
1.2.4.1.2: Address priority issues and report annually to tourism and recreation industry partners.	Tactic	Barb Sanem	○	○	
1.6.2.4: Adjust Montana school calendars to facilitate tourism and recreation industry seasonal workforce needs.	○	Barb Sanem			✕
1.6.2.4.1: Work with the MT Board of Regents and Board of Education to adjust Montana's academic calendars so students can work a full tourism/fire season, and so more businesses can hire Montanans.	Tactic	Barb Sanem			✕
1.8.1.3: Support City/County planning and growth policies that preserve the unique character of Montana, and minimize urban sprawl.	○	Barb Sanem	○	➔	M
1.8.1.3.1: Consistent with the principles of geotourism, encourage local officials to use planning and development tools that will enhance quality of life, as well as preserve community heritage.	Tactic	Barb Sanem	⊗	?	
1.8.1.3.2: Form alliances of communities, tribes, agencies, private citizens, businesses, and private/nonprofit groups for cooperative funding and strategic planning.	Tactic	Barb Sanem	○	?	
1.10.4: Streamline the process of reporting marketing plans, projects, and expenditures to the TAC and Travel Montana by Tourism Regions and CVBs.	○	Barb Sanem	?	?	✓
1.10.4.1: Reduce procedural steps in the marketing plan and project reporting requirements.	Tactic	Barb Sanem	●	○	
1.10.4.2: In the 1st quarter of 2008, review the recommendations for streamlining presented at the June 2007 TAC meeting, and develop recommendations for the TAC.	Tactic	Barb Sanem			✓