

Proposed Tourism Top Priorities for CCSP

December 4, 2007

The Recommendation is to set up three short term objectives and three long term objectives

The Top priorities for the Short Term are recommended as follows:

1. This item addresses: Goal #1, Item A in the plan.
 - 1.1. Propose the formation of an entity to oversee and administrate tourism related activities for Clark County. This entity would most likely be best set up as a nonprofit organization.
2. This item addresses: Goal #3, Item B, (vi) in the plan.
 - 2.1. Prioritize projects designed to diversify tourism opportunities at DeGray Lake. Research, identify and develop funding streams for the prioritized projects.
3. This item addresses: Goal #3, Item B, (ix) and Goal #5 Item A inside the plan.
 - 3.1. Develop and prioritize a list of existing Festivals and participant based Sports events. Review and determine which of these are in a position to receive and use marketing assistance in 2008. Research and develop funding streams to assist with marketing.

The Top priorities for the Long Term are recommended as follows:

1. This item addresses: Goal #3, Item A in the plan.
 - 1.1. Prepare a feasibility study to determine the potential for an Outdoor recreation/training center located here in Clark County.
2. This item addresses: Goal #2, Items A, B and C in the plan.
 - 2.1. Assist the County and Cities within Clark County with the development of community planning.
 - 2.1.1. Traffic Flow analysis for the Communities.
 - 2.1.2. Zoning Regulation
 - 2.1.3. Code enforcement analysis
 - 2.1.4. Assessment of existing tourism business and forecast of potential new tourism businesses.
3. This item addresses: Goal #7, Item D, E and F in the plan.
 - 3.1. Initiate a study to determine the feasibility of a Retail/Entertainment(s) corridors on along I30
 - 3.1.1. Retail Gap Analysis
 - 3.1.2. I30 Traffic Flow Analysis
 - 3.1.3. Access potential utility needs.
 - 3.1.4. Review potential for trucking service center.