



**U.S. Cultural & Heritage Tourism Summit
Town Hall Initiatives from State Delegations
Friday, October 7, 2005
Washington, DC**

Alabama

- Ask Governor to create a statewide advocacy committee on cultural and heritage tourism
- Further develop awareness of cultural and heritage tourism resources
- Do more research to glean economic impact of cultural and heritage tourism on state's economy
- Develop more cooperatives with arts/historic/cultural organizations for broader tourism reach

Alaska

- Hold a meeting with arts and travel association/council directors to share Summit results
- Develop an Alaska rural tourism program that integrates the arts
- Promote cultural and heritage tourism itineraries
- Reinstate Alaska cultural and heritage tourism summit
- Add "culture host" component to hospitality training program

Arizona

- Convene to form a cultural and heritage tourism coalition
- Expand local festival schedule
- Expand ArizonaHeritage.org website to include more arts, culture and tourism listings

Arkansas

- Send tourism representatives to arts meetings and municipal meetings
- Get architecture and other specialty schools involved in cultural and heritage tourism development
- Implement cultural and heritage tourism programming (such as signage, wayfinding, etc.) with various state agencies

California

- Build on state's cultural and heritage tourism summit with regional meetings on the subject
- The state's 2nd cultural and heritage tourism summit will be held in April 2006 – invite broader and more participation
- Report Summit findings to Governor's office and to California's Congressional delegation

Colorado

- Seek cross-agency dialog/agreement on how state agencies can help at local level
- Ensure specific action steps on new heritage plan
- Establish public/private leadership team to help move cultural and heritage tourism forward

Connecticut

- Organize cultural and heritage tourism assets to market and promote
- Challenge private sector to help develop cultural and heritage tourism programs
- Develop multi-state cultural heritage tourism trails

Delaware

- Strengthen collaboration of cultural and heritage tourism groups to form a cultural and heritage tourism alliance
- Increase public stewardship of cultural and heritage tourism resources
- Increase signage
- Add cultural and heritage tourism to the Governor's Conference agenda
- Develop cultural and heritage tourism attractions to showcase the state

District of Columbia

- Enhance local partnerships
- Build on cultural and heritage tourism trails program
- Implement a cultural and heritage tourism marketing plan

Florida

- Expand visitor interest to cultural and heritage tourism sites
- Improve access to resources for all cultural and heritage tourism entities
- Develop Internet, signs and trails
- Get cultural and heritage tourism practitioners to work more closely together
- Work with Visit FLA
- Establish statewide archaeology centers around the state
- Incorporate cultural and heritage tourism into tourism mix

Georgia

- Develop a single message for all components of the travel and tourism industry, including cultural and heritage tourism
- Build a strategic understanding for all components of the travel and tourism industry BY all components of the travel and tourism industry, including cultural and heritage tourism entities
- Become customer-centric

Hawaii

- Create more formal cultural and heritage tourism network and communications
- Dedicate financial resources year 'round for cultural and heritage tourism events
- Separate cultural and heritage tourism from the state's tourism marketing plan to highlight that industry segment

Idaho

- Convene cultural and heritage tourism agencies
- Create an executive summary of this conference
- Create action steps at the upcoming Governor's Conference

Illinois

- Expand interagency tourism council
- Convene African American Heritage summit
- Provide greater Internet access on state tourism site for cultural and heritage tourism entities

Indiana

- Create a cultural and heritage tourism task force
- Coordinate with Indiana University to create a cultural and heritage tourism conference
- Develop cultural and heritage trails

Iowa

- Continue "Iowa, Great Places" initiative
- Organize an advocacy effort
- Have state agencies work together to enhance the three pilot places selected for the "Iowa, Great Places" initiative
- Pass a resolution to focus on specific regions for the "Iowa, Great Places" initiative – WPA bureaus, river trails, etc.

Kansas

- Host a cultural and heritage tourism conference and encourage private sector participation
- Develop integrated tourism plan as outlined by Senator Nick Jordan

Kentucky

- Promote action-based partnerships among state and local entities
- Incorporate cultural and heritage tourism in newer state initiatives
- Coordinate local cultural and heritage tourism entities for broader messaging

Louisiana

- Lt. Governor has established a plan on creative economy – implement it

- Cultural and heritage tourism development among regions of state
- Federal/state/local alliance to help rebuild the Gulf Coast

Maine

- Expand interstate and international product availability
- Enhance connections among tourism partners
- Enhance trails program

Maryland

- Convene statewide cultural and heritage tourism summit
- Consider regional (across state lines) collaboration for further enhancement/development of cultural and heritage tourism

Massachusetts

- Continue Summit discussion and create state white papers
- Report to Governor and raise awareness of cultural and heritage tourism in policy and improvements in state (i.e. signage)
- Product development – identify best practices and local examples to expand product offerings available in MA

Michigan

- Continue to develop and implement cultural and historic locations on-line
- Further the state's cluster model development
- Develop marketing plan for cultural and heritage tourism products

Minnesota

- Host workshops on cultural and heritage tourism in Spring 2006
- Arts/heritage organizations hold bi-annual meetings with tourism related organizations
- Build audience for hosting a cultural and heritage tourism summit

Mississippi

- Develop arts council/state tourism office cross-training session
- Develop and host familiarization tours for legislators
- Add cultural and heritage tourism sessions to the annual conference on tourism

Montana

- Establish a cultural and heritage tourism alliance on 11/7 at the CVB/tourism regions meeting
- Look for creative but stable funding for cultural and heritage tourism
- Work with local/state elected officials to get them better educated about cultural and heritage tourism

New Hampshire

- Work with the New Hampshire Travel Council, CVBs and the Commissioner of Cultural Resources to expand integration of efforts
- Support NH Business Council to put in creative economy to the New England Council
- Cooperate with other New England states to highlight cultural and heritage tourism

New Jersey

- Develop statewide cultural and heritage tourism plan
- Provide money and technical support for local cultural and heritage tourism sites
- Strengthen/broaden reach of state tourism office and regional entities

New Mexico

- Partnership with state and local entities
- Improve signage
- Establish statewide cultural and heritage tourism alliance

New York

- “Blow up” and restart the communications strategy and network within the state
- Reinvigorate the Governor’s Conference for research and educational training

North Carolina

- Revolutionize Governor's Conference to include arts
- Resurrect awards program in state to recognize various cultural and heritage tourism programs
- Expand trail development and cultural leadership for African American travel

North Dakota

- Add cultural and heritage tourism to the annual tourism conference
- Expand Lewis & Clark trails to showcase cultural and heritage tourism
- Form a cultural and heritage tourism alliance
- Further research on the economic impact of cultural and heritage tourism to the state's economy

Ohio

- Ohio Arts Council will convene a cultural and heritage tourism meeting with the Ohio Humanities Council
- Prioritize cultural and heritage tourism assets for inventory and focus
- Work with Ohio Tourism Division to develop a cultural and heritage tourism marketing plan

- Write a position paper for local economic development agencies to educate them on the financial value of cultural and heritage tourism

Oklahoma

- Hire an Oklahoma cultural and heritage tourism coordinator/manager to put emphasis on cultural and heritage tourism across the state
- Develop cultural and heritage tourism partners group to unify and propel cultural and heritage tourism
- Continue to work to knock down barriers between all agencies

Oregon

- Organize a statewide meeting with arts and culture focusing on database development for travel and the arts

Pennsylvania

- Develop product marketing tools and methodology for measuring return on investment (ROI)
- Further develop current initiatives:
 - Civil War and Underground Railroad
 - Fairs and Festivals
 - Reunions and Family Gatherings

Rhode Island

- Build stronger network of enthusiasts for cultural and heritage tourism
- Work to increase funding for tourism
- Do a radical review of current process of tourism marketing/delivery to ensure best use of funds/effort

South Carolina

- Pull together all agencies for strategic planning
- Encourage Governor to concentrate on cultural and heritage tourism at the next Governor's Conference on Travel and Tourism

Tennessee

- Encourage partnerships
- Inform industry of the Summit
- Work with media/PR to get the word out about cultural and heritage tourism

Texas

- Establish cultural and heritage tourism as a priority in the state of Texas
- Broaden the Texas Travel Industry Association to include a working group of arts and cultural organizations
- Develop a statewide plan with objectives and action steps

U.S. Virgin Islands

- Maintain partnerships for cultural and heritage tourism plan to be developed and implemented by 2007
- Expand the trails program throughout the islands

Utah

- Encourage the creation/single designation of cultural and heritage tourism products
- Develop a smorgasbord of cultural and heritage tourism opportunities for travelers to select
- Develop a systematic inventory of resources statewide

Vermont

- Centralize for one budget of all cultural and heritage tourism entities
- Develop more accurate ROI (return on investment) on cultural and heritage tourism organizations
- Develop a statewide conference on cultural and heritage tourism

Washington

- Provide cultural and heritage tourism materials for Governor's edification and use
- Increase state legislature's funding of cultural and heritage tourism
- Strengthen agency participation
- Document ROI for cultural and heritage tourism

West Virginia

- Survey all cultural and heritage tourism assets to create an inventory resource
- Develop partnership with Division of Tourism and economic development office to advocate for cultural and heritage tourism support
- Identify new markets with cultural and heritage product/package for marketing

- Educate the state's decision makers about cultural and heritage tourism and its importance in economic development
- Assess state designations to ensure their viability
- Increase product development for cultural and heritage tourism entities
- Develop county-wide kiosk program to assess what each county wants to do in their area regarding cultural and heritage tourism development