

Welcome to the...

Communications CollaborACTION Team



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

1 | **March 18, 2022**



**MAXIMIZE™
NWMO**

Dream big and grow together.

We're continuing to focus on...

Tourism & Recreation Discovery Group



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OUR REGION: Northwest Missouri's 18 Counties



URBAN, Metro County

Has a densely-settled urban entity with 50K+ people

RURAL, Metro County

All urban clusters are less than 10K and tied to urban core with 25%+ workers commuting to or from

RURAL, Nonmetro Micropolitan County

Has an urban cluster of 10K-49,999 people

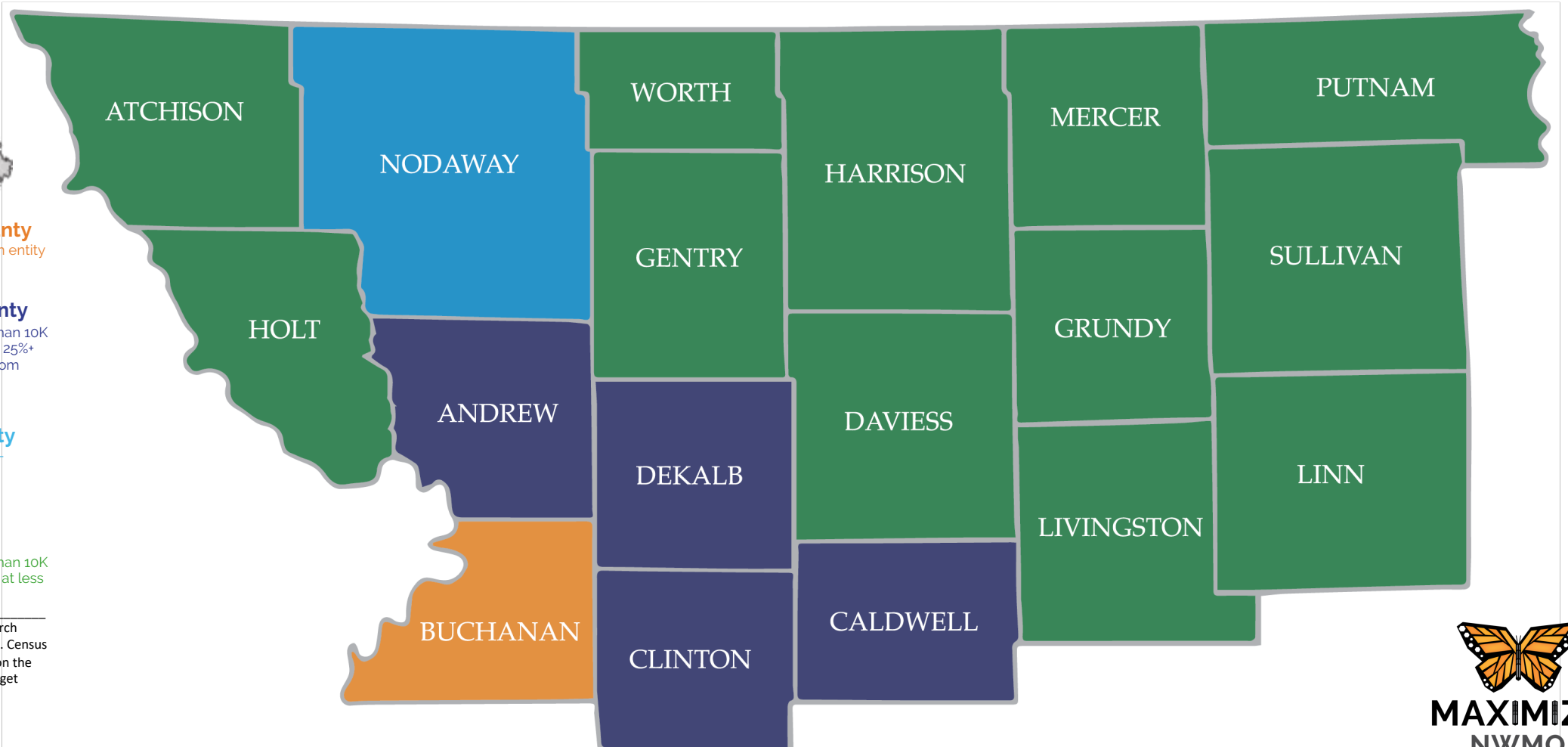
RURAL, Nonmetro, Noncore County

All urban clusters are less than 10K and urban core commuters at less than 25%

Source: USDA, Economic Research Service using data from the U.S. Census Bureau with definitions based on the Office of Management and Budget



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Communications CollaborACTION Team's NAVIGATIONAL GUIDE

MISSION

We are personalizing the region to better promote and connect people, places, and resources in the interest of keeping and attracting innovative talent of all ages.

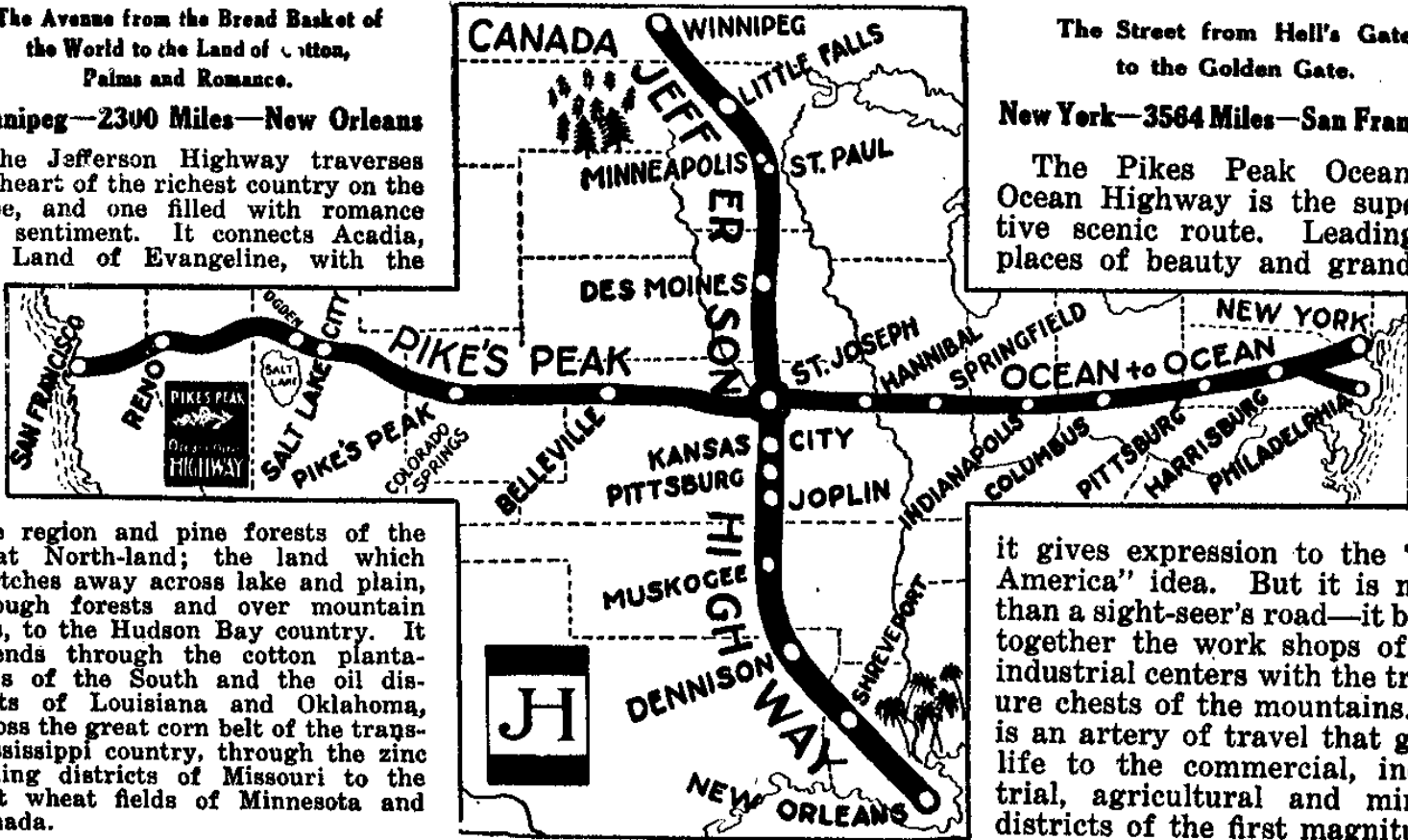
Intersection Recognized a Century Ago

1920 Map in
AAA's
*American
Motorist
Magazine*

The Cross Roads of the Nation Serve all Latitudes and Longitudes
They intersect all North and South, East and West Transcontinental Routes
THE JEFFERSON HIGHWAY and **PIKES PEAK OCEAN TO OCEAN HIGHWAY**

The Avenue from the Bread Basket of the World to the Land of Cotton, Palms and Romance.
Winnipeg—2300 Miles—New Orleans
The Jefferson Highway traverses the heart of the richest country on the globe, and one filled with romance and sentiment. It connects Acadia, the Land of Evangeline, with the

The Street from Hell's Gate to the Golden Gate.
New York—3584 Miles—San Francisco
The Pikes Peak Ocean to Ocean Highway is the superlative scenic route. Leading to places of beauty and grandeur,

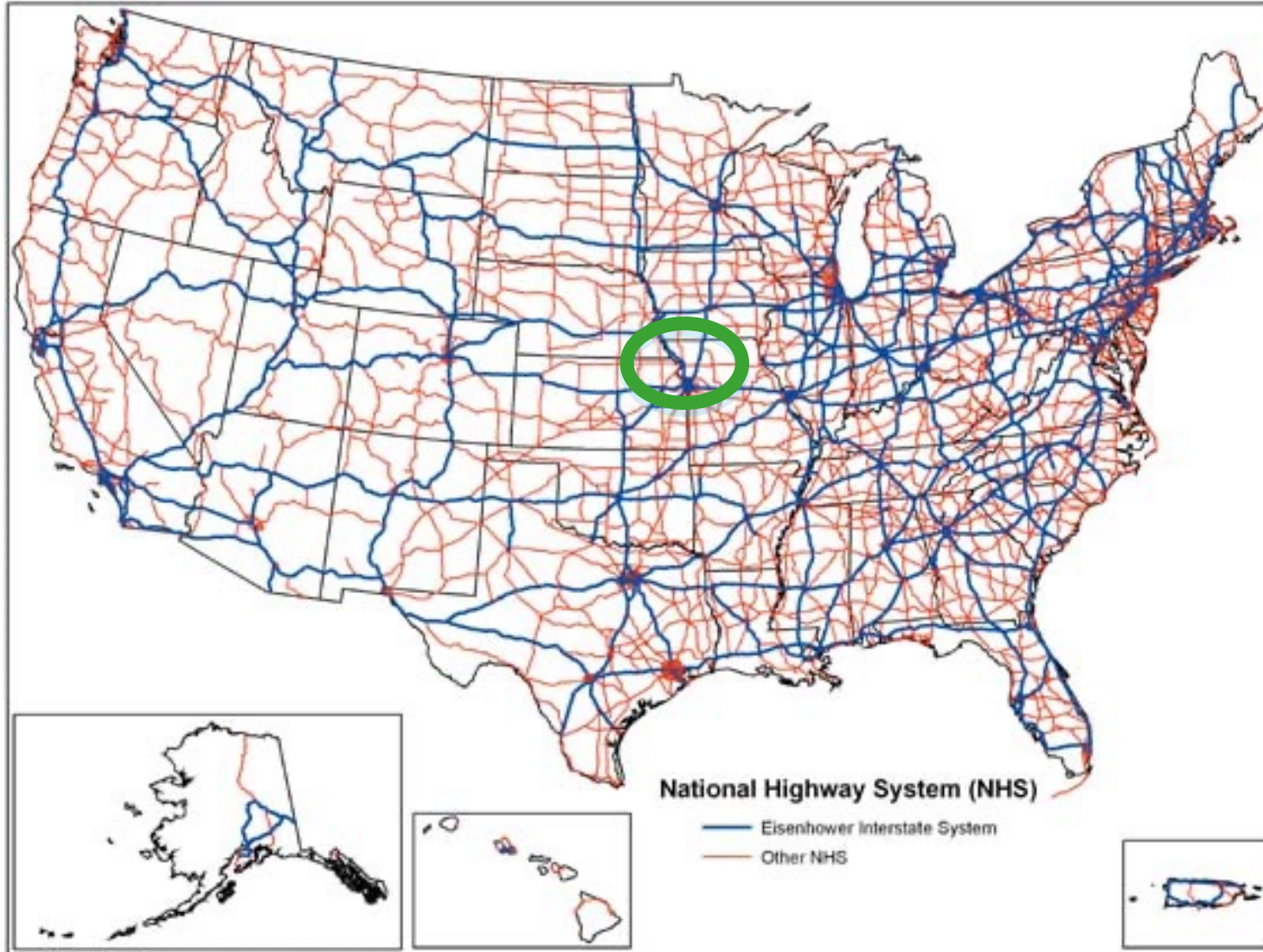


lake region and pine forests of the great North-land; the land which stretches away across lake and plain, through forests and over mountain tops, to the Hudson Bay country. It extends through the cotton plantations of the South and the oil districts of Louisiana and Oklahoma, across the great corn belt of the trans-Mississippi country, through the zinc mining districts of Missouri to the vast wheat fields of Minnesota and Canada.

For Touring Information Address Either Association at St. Joseph, Mo.

<https://www.fhwa.dot.gov/infrastructure/pikes01.cfm>

Intersection Today



**2022 Interstates 29 and 35
and several highways all
converge here linking
Kansas City, Omaha, and
Des Moines.**



VALUING DIVERSE PERSPECTIVES

REGARDLESS
OF THE
PRIORITY,
EVERYONE
PLAYS A PART!

We all want opportunities
to play where we live to
balance out all of the work!

COMMUNITY INTERCONNECTION & INCLUSION



DISCUSSION GOALS | Friday, March 18, 2022

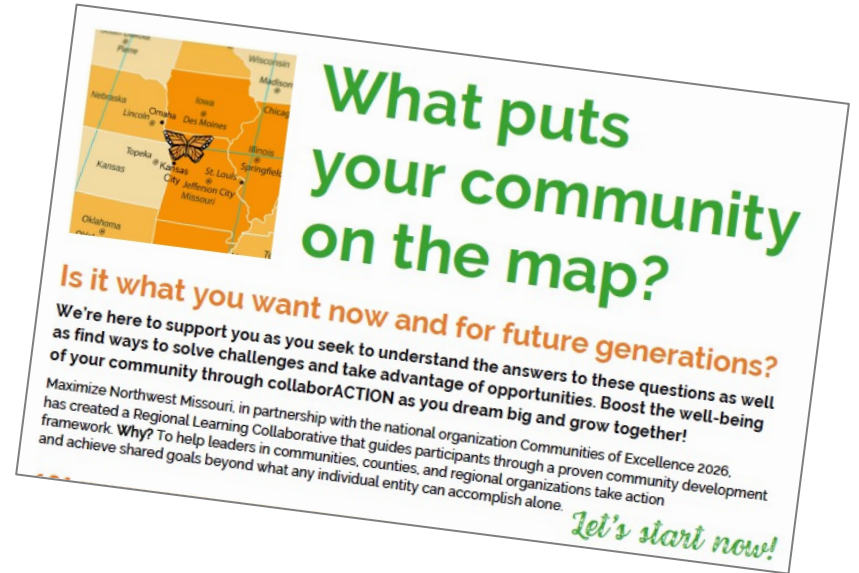
- ⬡ **Welcome and Introduction**
- ⬡ **Continued...Tourism within the Region & Suggested Projects**
 - ⬡ **REFLECTIONS ON THE SPECIAL PRESENTATION:** Hwy 36 Heritage Alliance
 - ⬡ **POSTING THE MAXIMIZE NWMO VIDEO:** Tourism, attraction, and chamber websites across the region to help draw attention to the positives of living, learning, working, and playing here
 - ⬡ **GATHERING AND SHOWCASING SPOTLIGHT STORIES:** Maximize NWMO website and social platforms linking to others (also adding Geocache locations)
 - ⬡ **ESTABLISH A REGIONWIDE CALENDAR**
 - ⬡ **CREATING UPDATED SUGGESTED ITINERARIES FOR DAY-TRIPS AND WEEKENDS**
 - ⬡ **REGIONWIDE T-SHIRT**
- ⬡ **Other Updates and Projects**
 - ⬡ **2022 Regional Learning Collaborative Promotion** – On Zoom May 4-June 15
- ⬡ **Next Team Gatherings – 1st and 3rd Friday Mornings @ 8:30**
 - ⬡ **April 1, April 15, May 6, May 20**



ANSWERING THE CALL FOR ACTION

Tourism and Recreation keep coming up in our conversations so we're here to discover what you are doing and the opportunities we may have together.

REFLECTIONS ON THE SPECIAL PRESENTATION: Hwy 36 Heritage Alliance



THUMB VOTING

Three easy levels for
consensus



YES



MAYBE / I DON'T CARE



NO

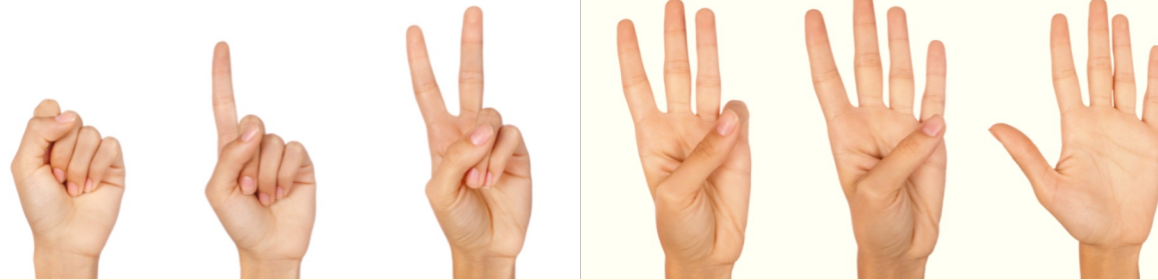


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FIST-TO-FIVE VOTING

Indicates level of approval and commitment to involvement

- **Name and number required**
- **Your group agrees to whether a majority or consensus is required**



5 Fingers:

The proposal is a great idea, and I would like to be one of the leaders in implementing it.

4 Fingers:

I think the proposal is a good idea and will partner to support the leaders implementing it.

3 Fingers:

I'm fine with the proposal but can't offer any capacity towards implementation.

2 Fingers:

I have issues with the proposal.

1 Finger:

I have significant concerns with the proposal but not enough to block it.

Closed Fist:

I require changes to the proposal before any action is taken.

#1

IDEA

POSTING THE MAXIMIZE NWMO VIDEO:

Share on tourism, attraction, and chamber websites across the region to help draw attention to the positives of living, learning, working, and playing here



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A Place to Belong

A video by the
Communications CollaborACTION Team of



**MAXIMIZE
NWMO**

Share, Inspire, and Grow Together



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#2

IDEA

GATHERING AND SHOWCASING SPOTLIGHT STORIES:

On the Maximize NWMO website and social platforms linking to others
(also adding Geocache locations)

#3

IDEA

CREATING UPDATED SUGGESTED ITINERARIES FOR DAY-TRIPS AND WEEKENDS:

Sharing them with multiple sources

- MO Tourism
- Publications
- Hwy 36 and Maximize NWMO



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#4

IDEA

ESTABLISH A REGIONWIDE CALENDAR:

Where?

Criteria for inclusion?

Upkeep?



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#5

IDEA

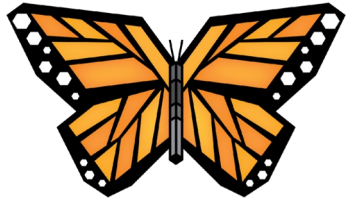
CREATE A REGIONWIDE T-SHIRT:

Place in gift shops, boutiques, online

A beginning idea from one of our interns...



SCHEDULE



MAXIMIZE
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Communications CollaborACTION Team

8:30 – 10:00 a.m.
via Zoom

2022 First Fridays

All Team & Media Monthly Meeting

Review/update on all Maximize NWMO activities, discussion of integrated efforts, team decisions, and announcements.

April 1

May 6

June 3

~~**July 1**~~ - NO MEETING

August 5

September 2

October 7

November 4

December 2

2022 3rd Fridays

Project-Specific Work Sessions

Focused brainstorming, planning, detail decisions, follow-through, and check-in on progress and support needed for team members stepping up to lead activities.

March 18

April 15

May 20

June 17

July 15

August 19

September 16

October 21

November 18

December 16

Many Voices, One Vision



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Thank you for being a part of dreaming big and growing together!

together@maximizenwmo.org | www.maximizenwmo.org

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