

Welcome to the...

Communications CollaborACTION Team



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

1 | February 4, 2022



MAXIMIZE™
NWMO

Dream big and grow together.

We're continuing to focus on...

Tourism & Recreation Discovery Group



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

2 | February 4, 2022



MAXIMIZE™
NWMO

Dream big and grow together.

DISCUSSION GOALS | Friday, February 4, 2022

⬡ Welcome

⬡ Review of Why We're Working Together and What the Communications CollaborACTION Team is All About

⬡ Current Projects

- ⬡ Report on GNW Day and What Was Learned on Tourism Topics
- ⬡ Communications Activities – eNewsletter, Spotlight Stories, and Social Media
- ⬡ 2022 Regional Learning Collaborative Promotion – March 26th and May 4-June 15

⬡ Next Team Gatherings – 1st and 3rd Friday Mornings @ 8:30

- ⬡ February 18, March 4, March 18, April 1, April 15, May 6, May 20



PURPOSE

Overcome the consequences of long-term population decline, population loss, and the resulting threats to all sectors by promoting and supporting a spirit of systematic inclusive action...

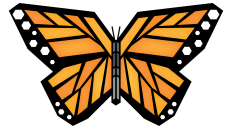
...assist the region by building leadership capability and capacity to sustain successful existing and new community development efforts.

NAVIGATIONAL GUIDE

Uplifting & Inspiring Action

VISION

Be a model sustainable support system for regional community collaboration.



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MISSION

Bring Northwest Missouri communities together to dream big, grow leaders, and collaborate across all sectors of health care, economics, education, and quality of life enabling positive transformation and vitality.

Getting Down to Business



Communications CollaborACTION Team's NAVIGATIONAL GUIDE

MISSION

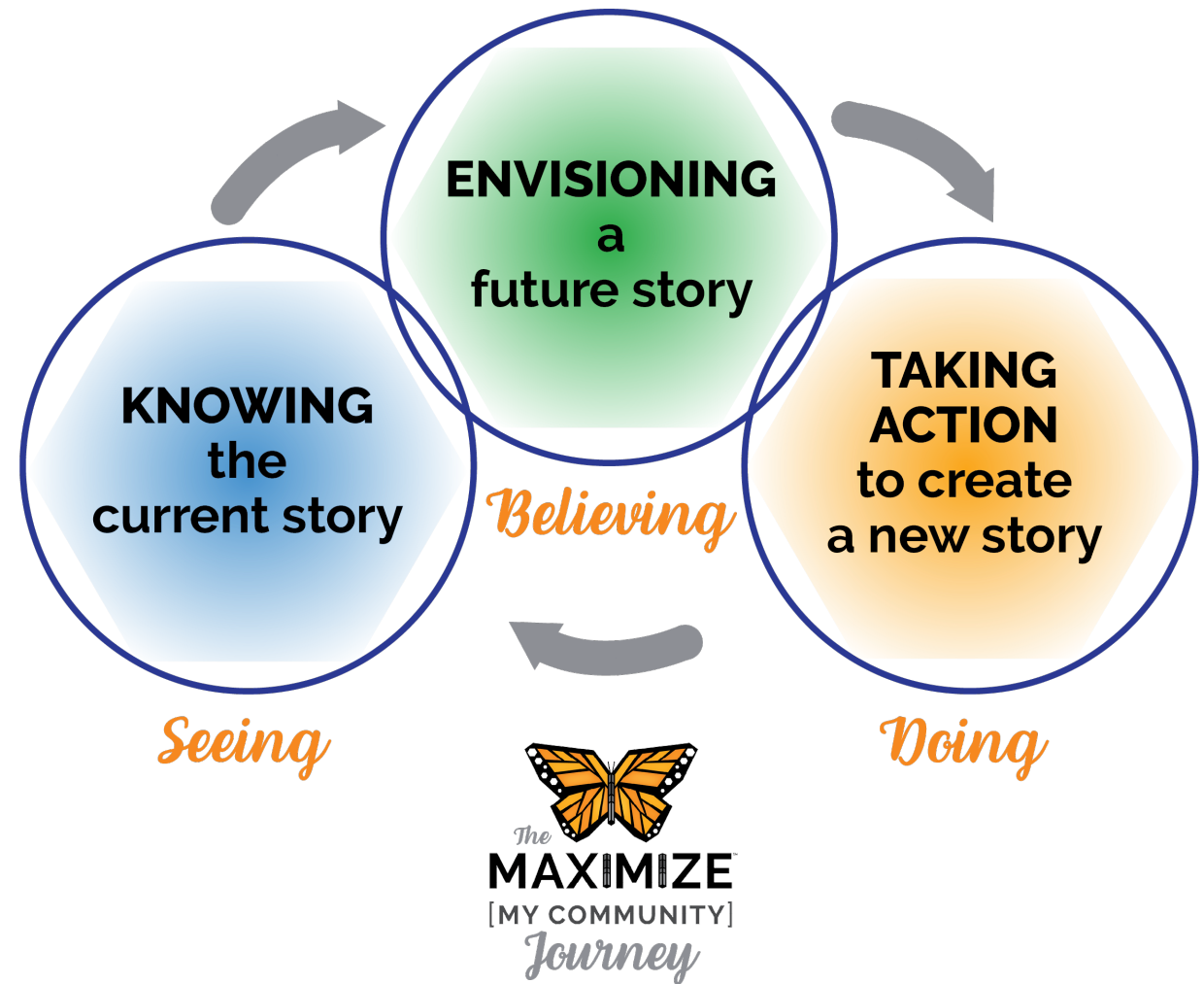
We are personalizing the region to better promote and connect people, places, and resources in the interest of keeping and attracting innovative talent of all ages.

ENGAGING AND SUPPORTING LEADERS THROUGH A JOURNEY

Uplifting existing successful efforts and help better align them so all can experience even greater outcomes more quickly by...

Dreaming big and working to grow together!

- ⬡ Non-competitive
- ⬡ Non-political/partisan
- ⬡ Neutral advocate



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

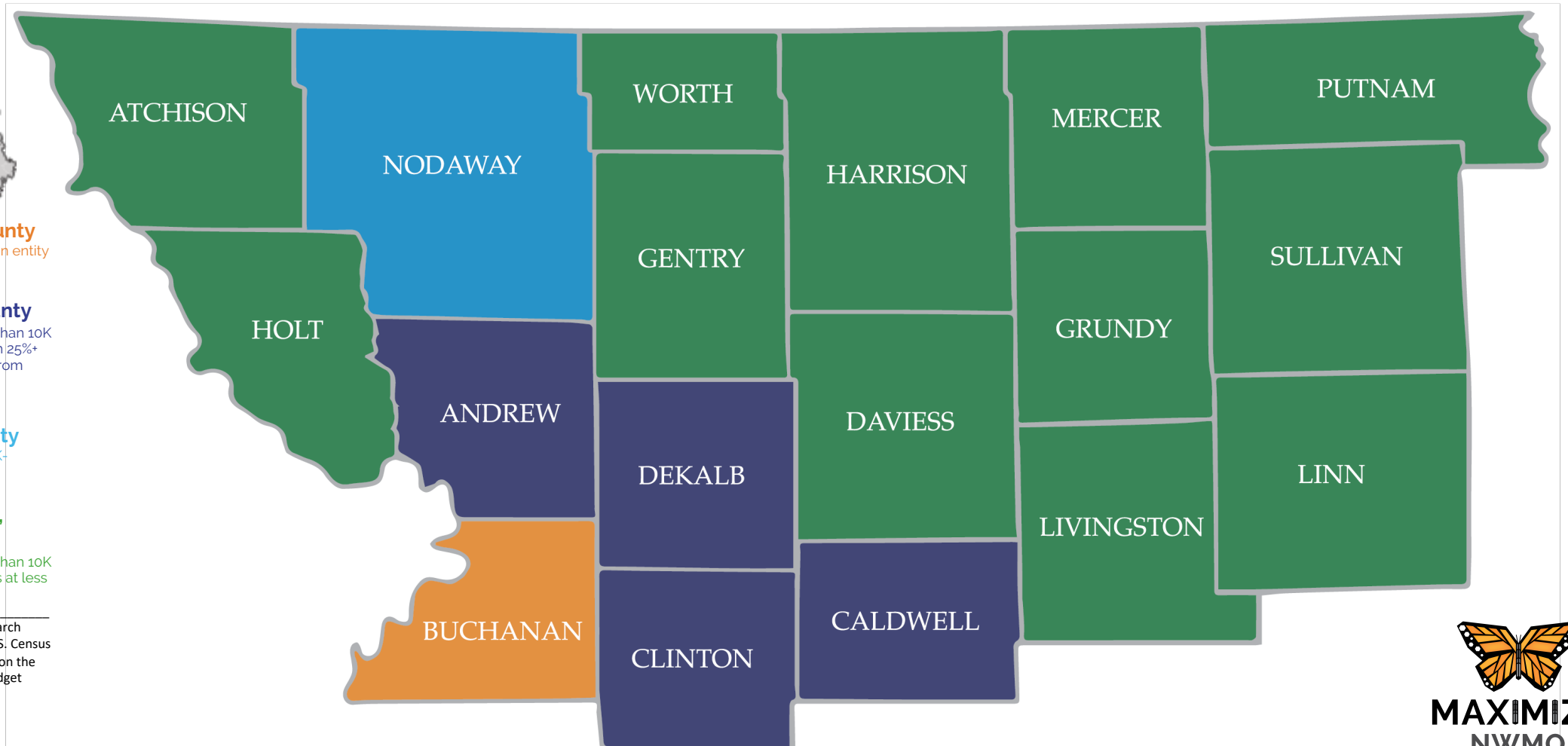
RURAL, Nonmetro, Noncore County

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



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



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POPULATION PARALLELS ARE URGENT



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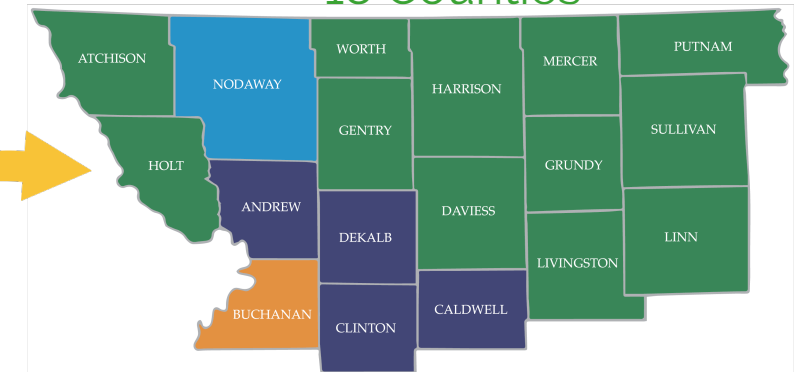
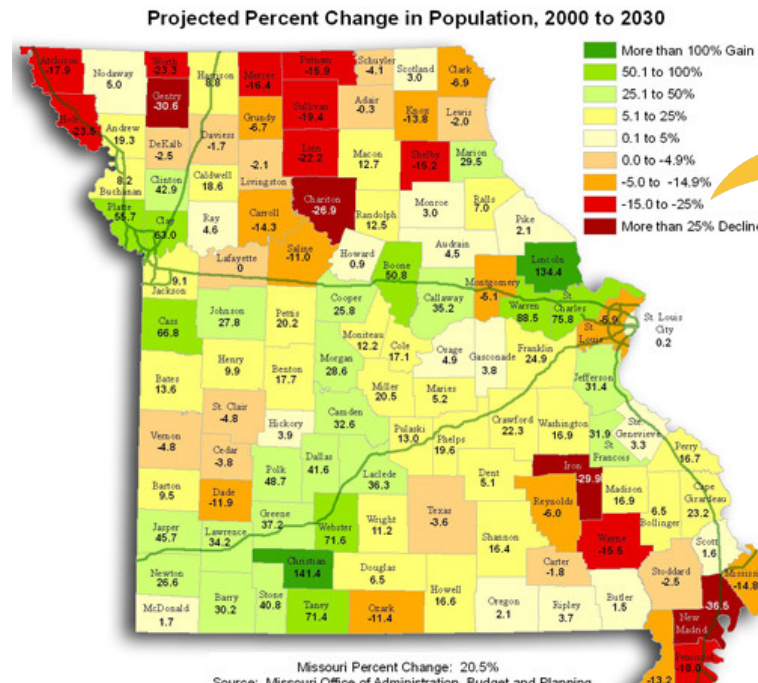
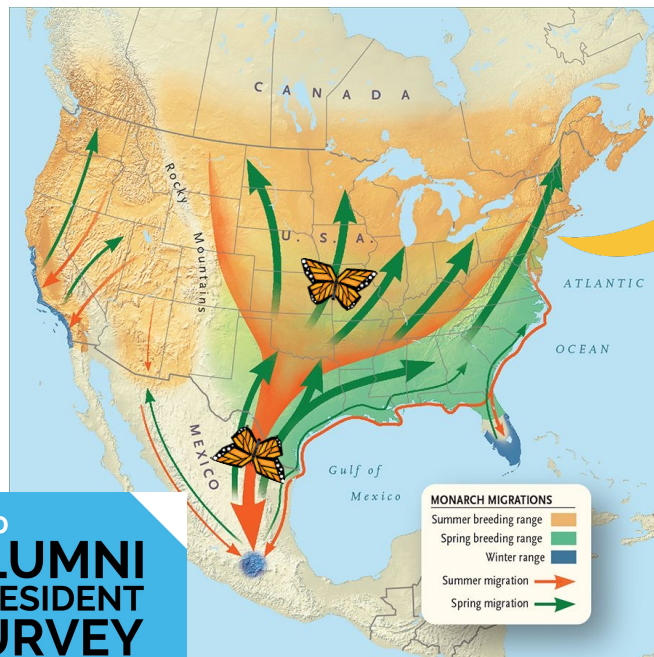
Extension
University of Missouri
Exceed

The prosperity and vitality of America, the Midwest, and Northwest Missouri is at stake as many rural regions continue to experience population loss.

The monarch butterflies inspiring the Maximize NWMO regional vitality initiative that migrate through the region are experiencing similar population decline.

Our big opportunity is to turn this story around and ensure that we keep and attract needed talent within the region!

Northwest Missouri's
18 Counties



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Foster a greater sense of belonging.

The relationships we have with each other
– at school, work, home, and community organizations –
drive the decision about where we live.

- **Be proactive and collaborative**
- **Help people make strong and trusted connections here beyond welcoming by sharing traditions, opportunities to get involved, and incorporating their new ideas**
- **Be an attractive place that provides quality essential services and key amenities**
- **Create jobs by supporting new business entrepreneurs**
- **Increase leadership development opportunities**
- **Invest in our youth's education and social connections with people and our place**
- **Promote what is going on and what is here to enjoy**



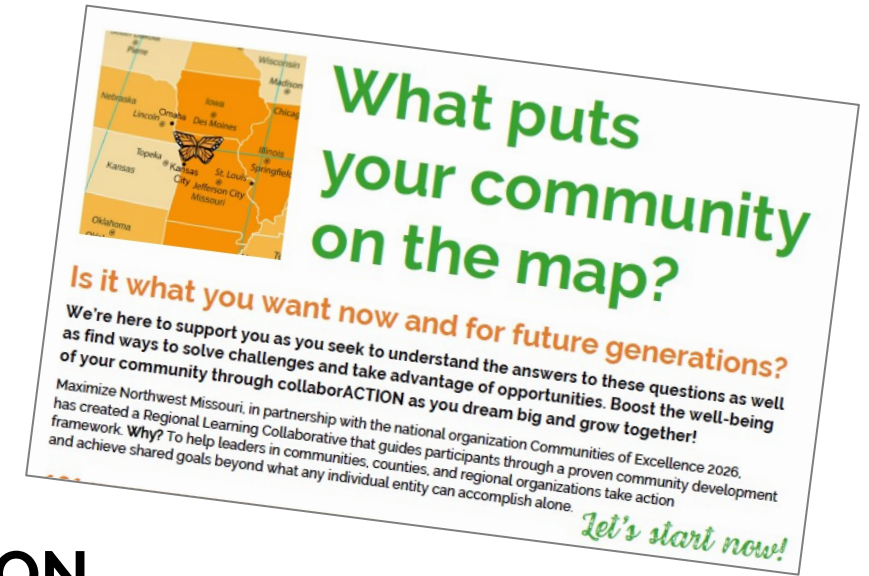
Focus on...

- 1) Leadership development and community engagement for for all ages
- 2) Promote and support entrepreneurship and innovation
- 3) Attract people who are open to returning to NWMO in the next few years
 - After college and a few years of work experience
Bring new ideas & energy
 - Near retirement age
Bring accumulated wisdom and wealth creating demand for services and amenities that create jobs, and they contribute valuable time, talent, and treasure.

48% of Americans said they prefer to live in a small town or rural area
as opposed to a city or suburb in
December 2020,
up from 29% in 2018.
- Gallup poll

ANSWERING THE CALL FOR ACTION

- 1) Maximize NWMO's Regional Learning Collaborative and Community Coaching programs are focused on addressing the expansion of leadership development.
- 2) Addressing expanded entrepreneurship, innovation, and attraction of people are the topics of the Communications CollaborACTION Team.



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.

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



ONGOING DISCUSSION TOPICS

#1

**Spotlight Story Features on
Maximize NWMO Online Platforms**

#2

**Brainstorm CollaborACTION Opportunity:
Transcontinental Crossroads/Intersection**

#3

Potential Urgent Funding Source



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#1

SPOTLIGHTING WHAT YOU LOVE ABOUT NWMO




**MAXIMIZE
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**Share your favorite spots
in northwest Missouri!**
Submit your photos & videos at
www.maximizenwmo.org



**SHARE YOUR
PHOTOS & VIDEOS**

Spotlight your favorite places
in northwest Missouri!

We want to show the great places, attractions, and
activities throughout the region. Snap a photo and
share what makes your community special!

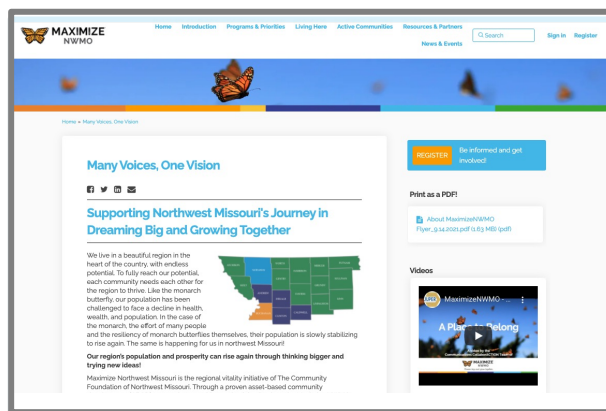
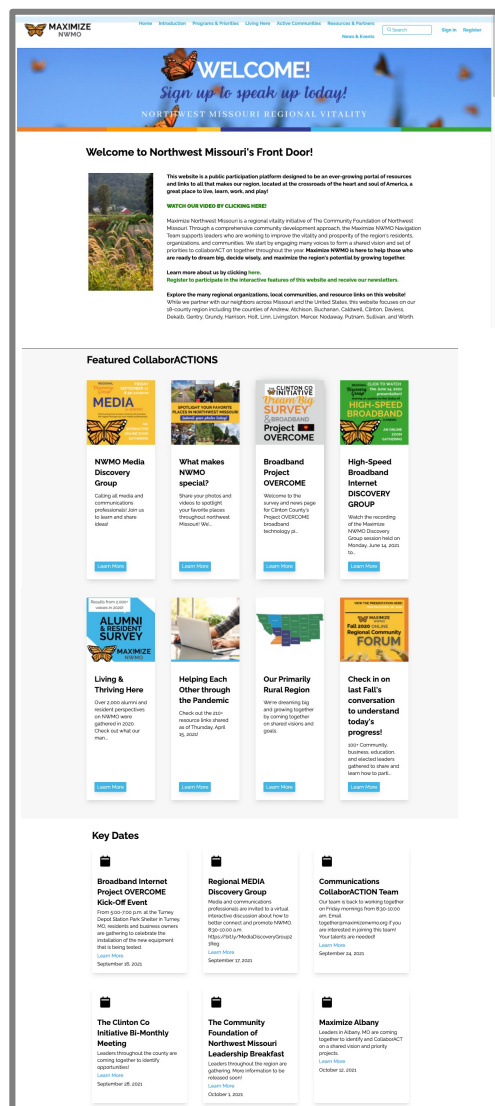
Submit at www.maximizenwmo.org

 **MAXIMIZE
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#1

SPOTLIGHT STORIES |

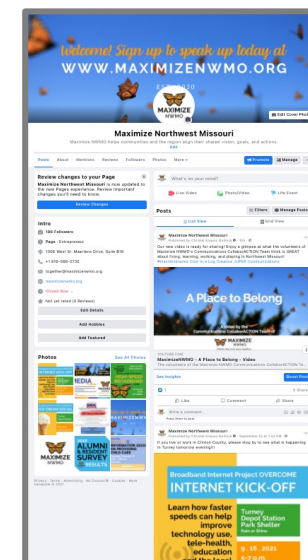
<https://www.maximizenwmo.org>



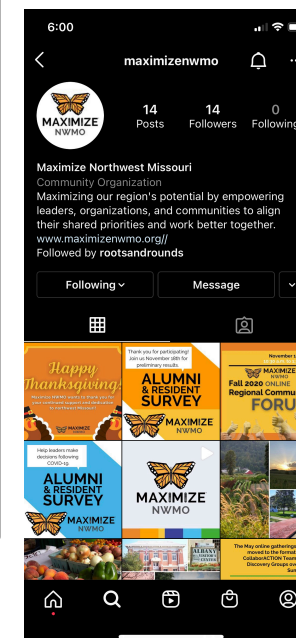
Website and Public Participation Platform



Video Call for Spotlight Photos, Videos, and Stories



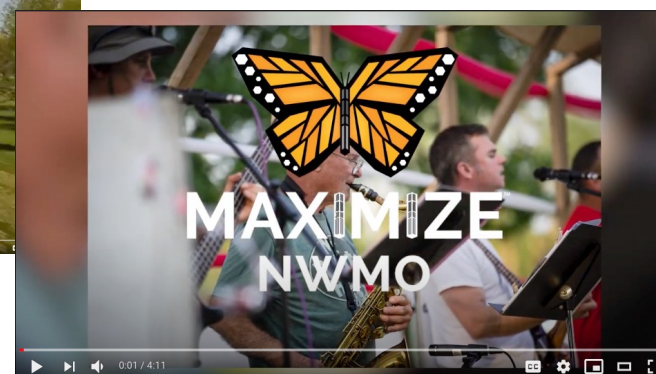
Facebook Page



Instagram



Twitter



Resulting Video – “A Place to Belong”



#2

Tourism & Recreation CollaborACTION Idea

Until the late 1920s when the U.S. and state governments agreed on a plan for numbering routes, private-public transcontinental road systems served as the country's guide to travelers and promoters of early motorists.

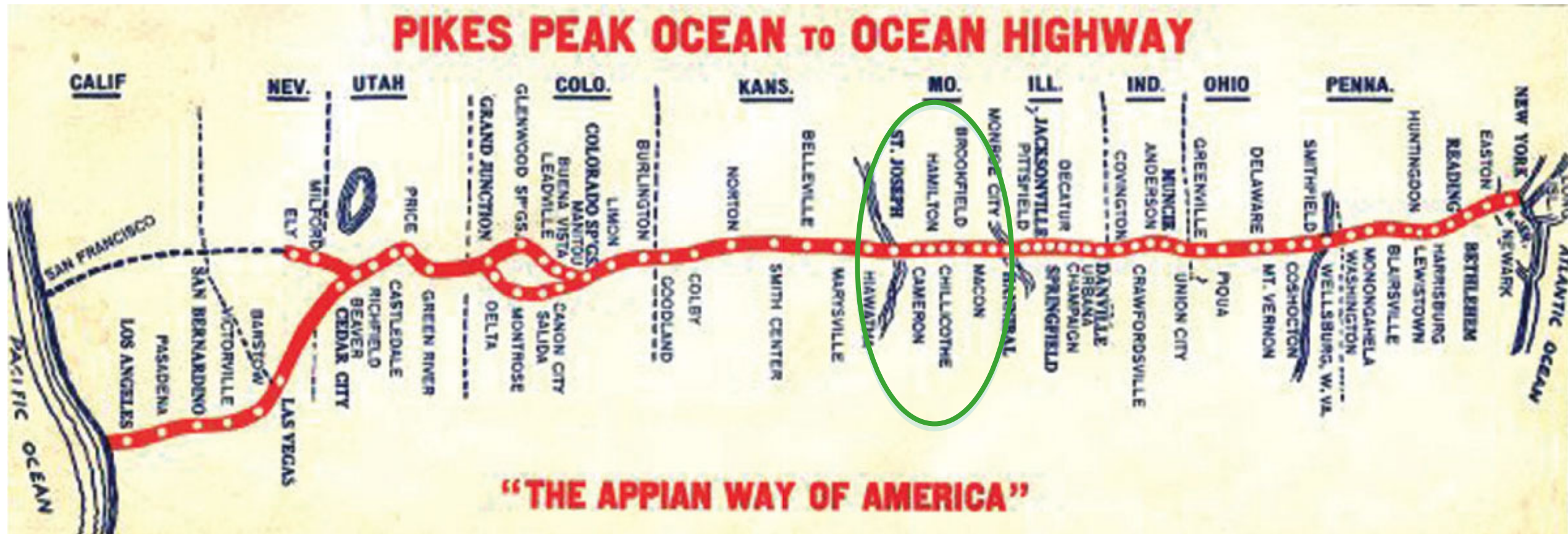
**NWMO is the original U.S.
Transcontinental Crossroads**

**A century later, we could again shine a spotlight
on the advantages of this primarily rural hub!**



WEST-EAST TRANSCONTINENTAL ROUTE RUNS THROUGH OUR REGION

Formed in 1914

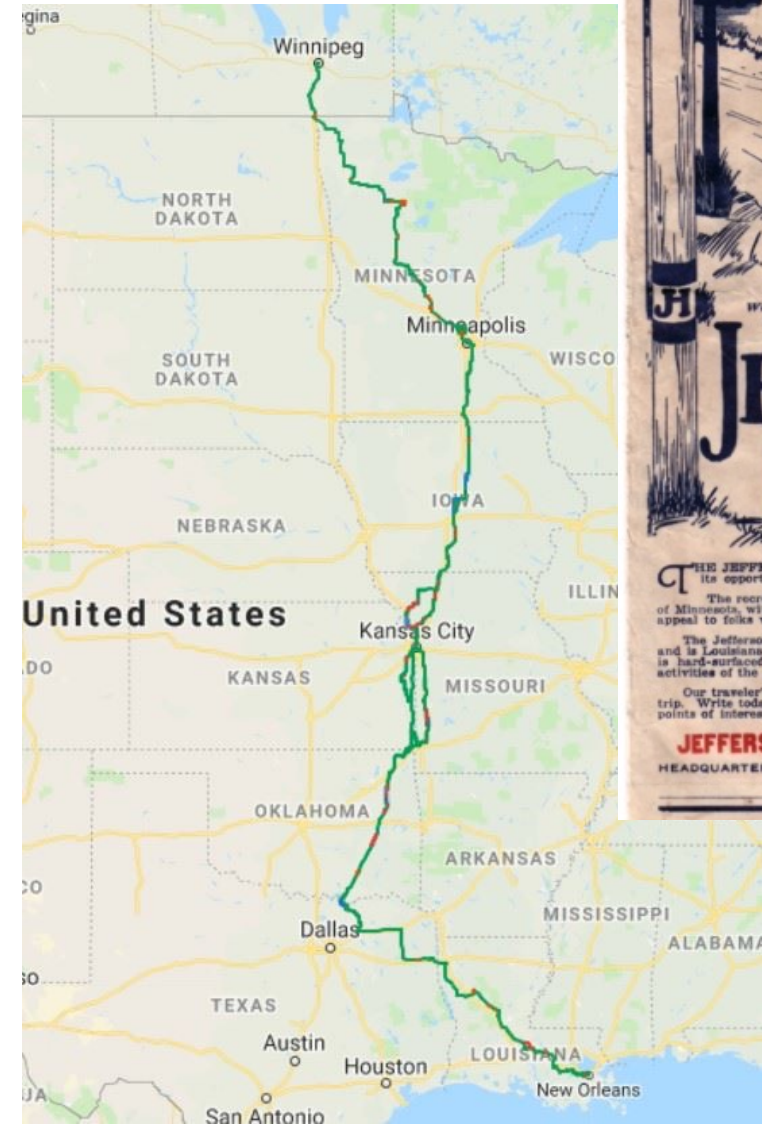
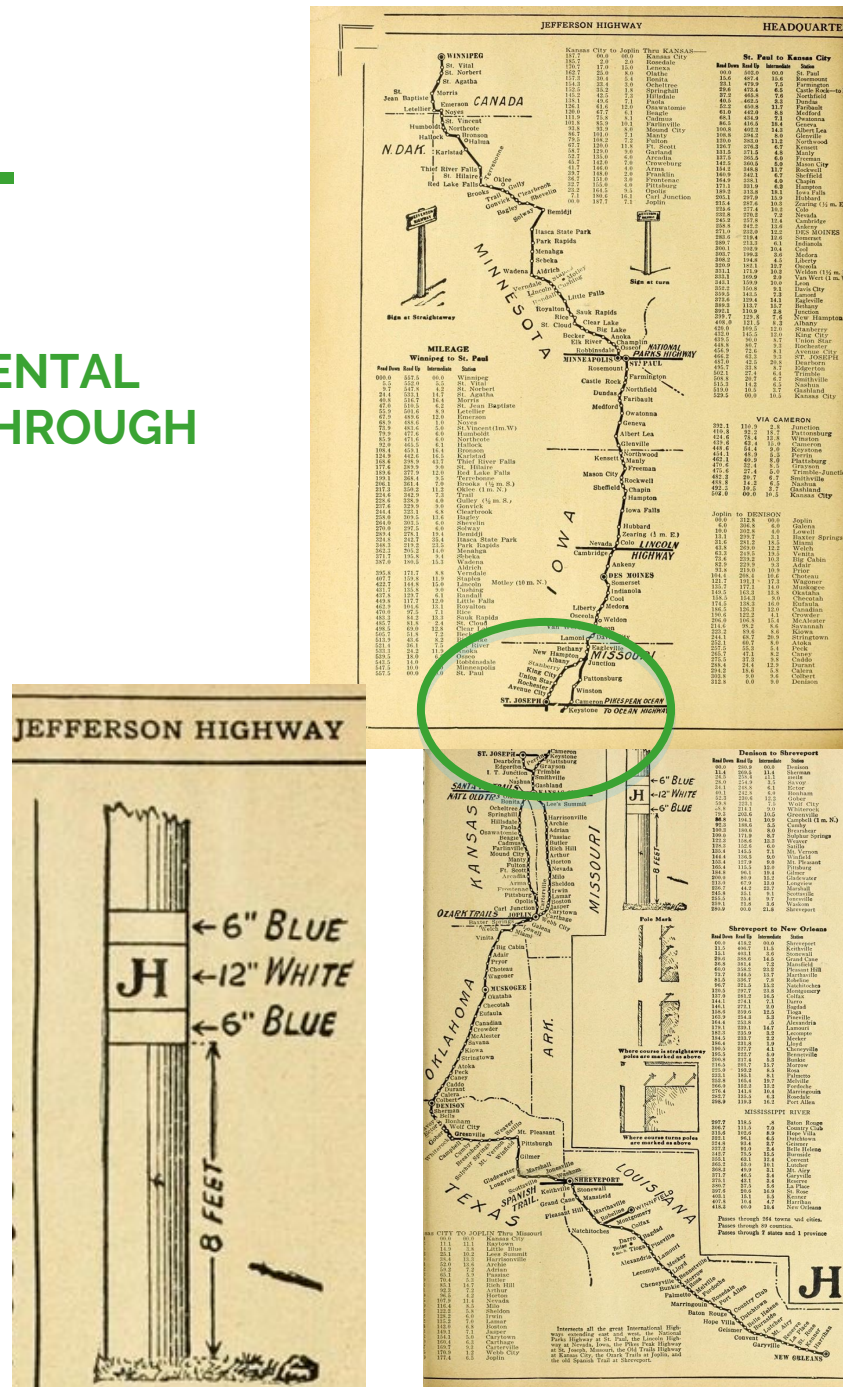


a.k.a. The Pershing Transportation Route (in honor of Gen. Pershing from Laclede, MO)

https://en.wikipedia.org/wiki/Pikes_Peak_Ocean_to_Ocean_Highway

NORTH-SOUTH TRANSCONTINENTAL ROUTE RUNS THROUGH OUR REGION

Formed in 1915



All Year Route

PRACTICALLY ALL

Hard Surfaced

FROM

Pine to Palm

JEFFERSON HIGHWAY

ALL THE WAY

THE JEFFERSON HIGHWAY traverses a country affording its opportunities for all season tours.

The recreation seekers' paradise—the wonderful lake region of Minnesota, with its densely shaded cool pine woods, has a strong appeal to folks who love the primitive.

The Jefferson Highway was originated in 1915 in New Orleans and is Louisiana's Own Highway; 85% of the roadway in this state is hard-surfaced; foremost Louisiana men assist in guiding the activities of the Association.

Our traveler's information bureau will aid you in planning your trip. Write today for maps and other literature regarding cities or points of interest reached by the International Jefferson Highway.

JEFFERSON HIGHWAY ASSOCIATION

HEADQUARTERS—TOOTLE BLDG. ST. JOSEPH, MO.

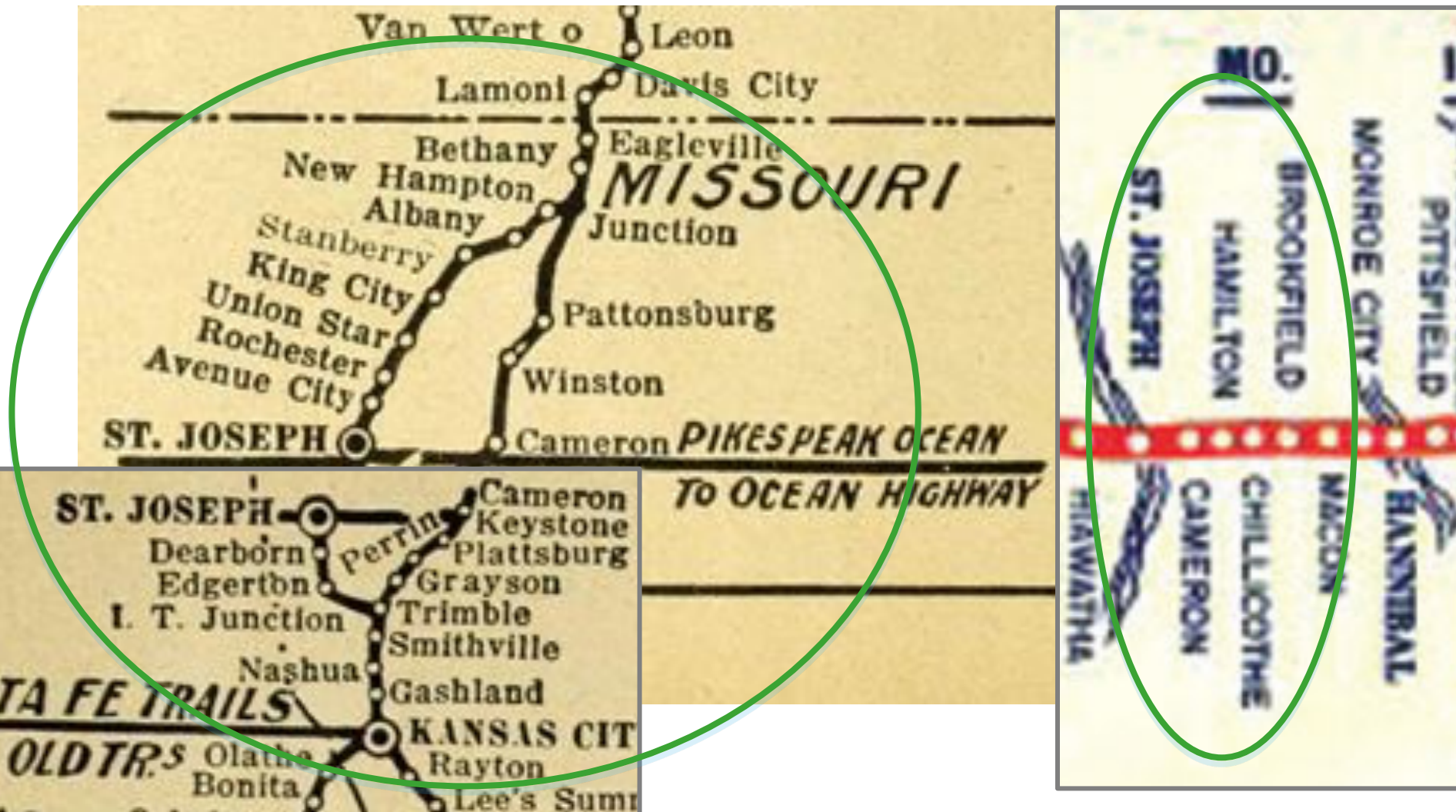
MAPS FREE



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Much of the Region is Covered

Cameron and St. Joseph are where the two intersect – Headquarters in St. Joe



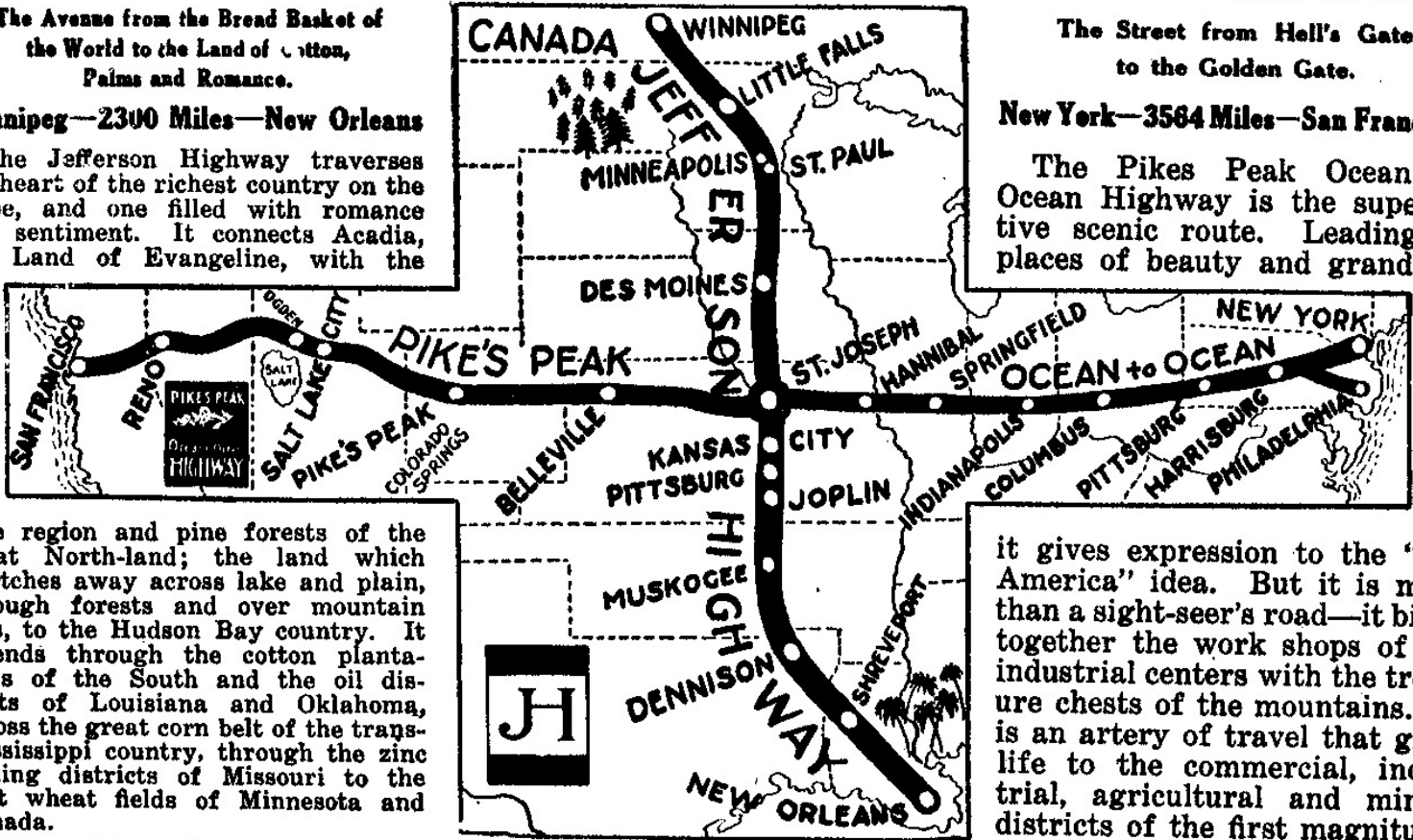
Intersection Recognized a Century Ago

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,

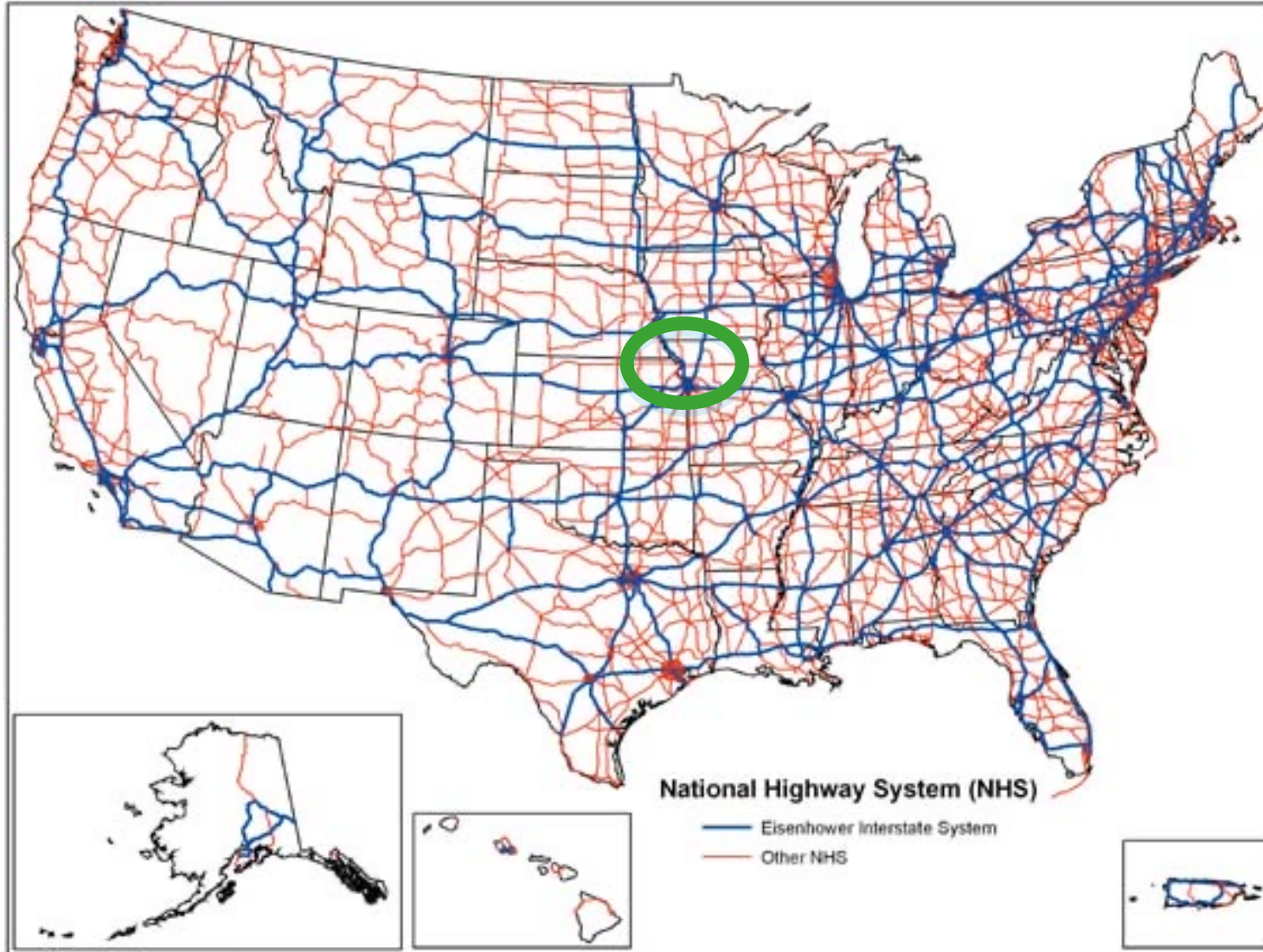


lake region and pine forests of the great North-land; the land which stretches away across lake and plain, through forests and over mountain tops, to the Hudson Bay country. It extends through the cotton plantations of the South and the oil districts of Louisiana and Oklahoma, across the great corn belt 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.**



We started with the questions:

How can we leverage this intersection?

What is already being done?

Are there any gaps to fill or things to improve?



By working together, can we:

- ✓ Foster a greater sense of belonging,
- ✓ Better connect the people and places of our region (NW/MO),
- ✓ Benefit our neighboring multistate region as well as ourselves, and
- ✓ Boost our economy?



Initial Brainstorming

Create (or expand) a regionwide tourism brand and online presence that is showcased by all participating organizations, counties, and cities



Physical Infrastructure Possibilities:

- **Scenic roadside pullovers and/or spots within existing parks and rest areas with:**
 - Consistent brand for roadside marker recognizable across many counties,
 - Shaded spot to sit with free WiFi,
 - Signage with key local points of interest and a QR Code to a website

Online Infrastructure Possibilities:

- **Website that serves as a portal to all things NWMO** (extension of current maximizenwmo.org or a completely different platform that is linked to from many other sites.
 - Easy to update with local historic sites, calendar of events, recreation hot spots, restaurants, and other key information such as closest health care providers, local library, gas stations, bike shops, retailers (grocery & drug store(s), law enforcement, emergency response, etc. - all the things travelers (from long- or short-distances may need or want).



Initial Brainstorming

Create (or expand) a regionwide tourism brand and online presence that is showcased by all participating organizations, counties, and cities



This idea would require:

- Strategic planning,
- Coordination support,
- Ongoing upkeep, and
- Funding

This idea could be a benefit:

- Create a few jobs at first and maybe more down the road,
- Support local/regional tourism orgs with recognition, promo, and \$, and
- Build a strong network of multiple sectors sharing an interest in attracting and serving people within many communities throughout the region.

Grant money could seed and cover infrastructure.

Reasonable membership fees could ensure ongoing information updates, general upkeep, and continued coordination of network.



Initial Outline of a Game Plan

- Timeline?
- Potential opportunities to work with state on marketing the region, but not known yet
- Some funding may be in the works, so that needs to be explored first
- Role of our group is supplemental and not supplanting....we can brainstorm together to help each other
- We don't always appreciate what we have...We also don't know about everything we have here
- Big opportunities for attracting campers (boom right now with families and retirees)
- Harvest Host – Camping organization that highlights local interests
- We could be more coordinated and have a better inventory for marketing to these groups of people
- USDA could be a source of funding—We have a new State USDA Director
- Also look at highlighting antique malls...most closed on Sundays when people here have time to go
- Facilitate regionwide Chamber Directors meeting to talk about calendars, event dates, cross promo
- Visit with the Dept. of Conservation Director
- Visit with State Parks
- More COORDINATION and COMMUNICATION would be helpful – even on the websites we have it is hard to find information as an outsider wanting to visit



Discovery Group Brainstorming

What is already going on?

- Green Hills – Sullivan, Grundy, Daviess – USDA grant funding Extension and Purdue analyzing counties as a tourism cluster. 1.5-2 yrs of technical assistance to start tourism program along Hwy 6 and upcoming Sullivan Lake (2,500 acre new lake)...working on forming organization with a board
- Hwy 36 – The Way of American Genius – publishes guide every other year (West, Central, East), membership org, grassroots org, partnerships with Tourism
- Visit Chillicothe – funded by tourism tax (St. Joe and Maryville also have a tourism tax)
- Hamilton - Missouri Star Quilt Company and new quilt museum
- Pony Express Regional Tourism Council
- Jefferson Highway Association
- Maryville is searching for a new Tourism Director (St. Joe and Chillicothe have one)
- MO Tourism Road Show – March 24th in St. Joe
- “Visitors don’t care about high school football competition lines. Coming together to work together is good for all of us.”



Discovery Group Brainstorming

What else could we do together better than we can do alone?



- **The more destinations the better when talking about the economic cluster of tourism....it's opposite of some other sectors and trades.**
 - Having a lot of options for people to do when they visit attracts groups, families, etc. ... offer something for everyone, plus restaurants, lodging and camping options, etc.
- **The Halo Effect has research showing that many new residents and business owners started out as visitors to an area. They indicate liking what they saw and experienced. This factor could be considered in our region as well and be included in community development and economic development measures of success if we work more on tourism and recreation together.**



Discovery Group Brainstorming

What resources (time, talent, and treasure) would be needed?



- Not sure yet. Let's keep talking.
- Funding sources that could help all aspects of the sector. City and county funding increased due to COVID with more taxes collected because people spent their money closer to home and government money.
- However, attractions and hotels lost a lot of business.
- Really, anything new that is done collaboratively would require funding for coordination, communication, physical needs (signage, etc.), and promotion.
- Corrine and Kim agreed to look further into potential EDA and other funding sources.
- Christel agreed to reach out to the MO Dept. of Tourism to invite them to the conversation.

MISSOURI DIVISION OF TOURISM



Road Show on March 24th

<https://industry.visitmo.com/about-the-division/regional-tourism-meetings>

Halo Effect Study

https://mdt-visitmo-cdn.s3.amazonaws.com/industry/Research/Halo_Effect_Study-2016_FINAL.pdf

Info about Direct Marketing Organizations and Funding

<https://industry.visitmo.com/programs>



NEXT STEPS

#1

**Spotlight Story Features on
Maximize NWMO Online Platforms**

Invited to submit stories and ideas, continue conversations...

#2

Brainstorm Tourism CollaborACTION Opportunity:

1. Existing Organization Presentations?
2. Continue conversation and invite others
3. Attend the MO Tourism Road Show on March 24th in St. Joseph
4. -----??

#3

Potential Funding - Keep researching...



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Many Voices, One Vision



MAXIMIZE[™]
NWMO

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

together@maximizenwmo.org | www.maximizenwmo.org

Financial support for this project comes from partner contributions to The Community Foundation of Northwest Missouri's Maximize NWMO Regional Vitality Initiative.

The Strategic Action Map

STEP 1	STEP 6	STEP 5	STEP 4	STEP 3	STEP 2
VISION & Priority Areas (Strategies)	INPUTS	OUTPUTS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
EXAMPLE Keep & attract innovative talent. - Foster a greater sense of belonging. -- Broadband -- Entrepreneurship Ecosystem -- Tourism -- Spotlight Stories -- TBD	What is needed to complete the outputs? <i>Information & Resources Secured</i>	What will be completed to achieve the desired outcomes? <i>Work Activity Completed</i>	What education will be accomplished; knowledge shared; resource established, etc.? <i>Evidence in Words & Numbers</i>	What attitudes will be changed; behaviors exhibited; actions taken; etc.? <i>Evidence in Words & Numbers</i>	What is the impact desired or strategic priority attained? What is the answer to "So What?" and "Why?" <i>Evidence in Words & Numbers</i>

Potential Urgent Funding Resource

Competitive Tourism Grants: \$240 million

Competitive tourism grants will fund travel, tourism, and outdoor recreation projects that include non-construction and construction activities

Intended to fund projects that:

- Support the development and implementation of a community's economic development strategy for travel, tourism, and outdoor recreation pandemic recovery
- Are in regions most adversely affected by damage to the travel, tourism, and outdoor recreation sectors from the coronavirus pandemic



- Applicants must clearly notify EDA in the application if seeking or receiving any other funding for the project, including funding from a State Tourism Grant
- EDA will use a regular IRC process to evaluate project applications.

High COVID cases and deaths per capita and slow-to-vax rates have made national news causing events to cancel or postpone meaning fewer visitors.



Tourism and Recreation Discovery Group?

Competitive Tourism Grants: Eligible Applicants

Eligible applicants include a(n):

- District Organization of an EDA-designated Economic Development District (EDD);
- Indian Tribe or a consortium of Indian Tribes;
- State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions;
- Institution of higher education or a consortium of institutions of higher education; or
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State.

EDA is not authorized to provide direct financial assistance to individuals, small businesses, or for-profit entities.



Tourism and Recreation Discovery Group?

Competitive Tourism Grants: Timeline

● July 23, 2021 Competitive grant applications open

Rolling competitive grant applications and awards

Other info suggests applications need to be submitted BEFORE March 2022.

● Sept 30, 2022 All funds obligated

● May 31, 2027 Award period of performance ends



Tourism and Recreation Discovery Group?

Competitive Tourism Grants: Eligible Uses



Strategy development for travel, tourism, and outdoor recreation pandemic recovery

Recovery project implementation, including construction projects for:

- Cultural, arts and tourism facilities
- Zoos and aquariums (*policy change*)
- New outdoor recreation and trail infrastructure and public access enhancements
- Nature-based infrastructure projects to improve access to recreation
- Non-construction activities, including country-wide or multi-state travel, tourism, or outdoor recreation promotion
 - *State and local-level tourism promotion and marketing projects are only eligible under state tourism grants*

Diversification projects

(EDA prefers projects that support the travel, tourism, and outdoor recreation sectors)

Local and regional tourism marketing and promotion are only eligible under state tourism non-competitive grants



Tourism and Recreation Discovery Group?

Next Steps to Apply

1. Read the **Notice of Funding Opportunity (NOFO)** and Eligibility Requirements:
<https://www.grants.gov/web/grants/view-opportunity.html?oppld=334748>
2. Find your **Economic Development District** for planning support and technical assistance:
<https://eda.gov/resources/directory/>
3. Connect with your state's **Economic Development Representative** with questions:
<https://eda.gov/contact>
4. Email your questions about EDA's Travel, Tourism, and Outdoor Recreation opportunities to TravelandTourism@eda.gov.

Seattle:
American Samoa
Guam
Federated States of
Micronesia
Palau
Marshall Islands
Commonwealth of the
Northern Mariana
Islands



Philadelphia:
Puerto Rico
U.S. Virgin
Islands

