

MISSISSIPPI DIVISION OF TOURISM
Tourism Development – Hometown MS Retirement
Action Plan
FY 2008

Objectives

- Build a positive image of Mississippi as a retirement destination
- Maintain an overall coordinated effort for retiree attraction/promotion with participation between the State and the Directors of the 21 Certified Hometown Retirement cities.
- Establish benchmarks to determine program effectiveness on an annual basis

Strategy I

- ★ Track and service the requests of potential retirees interested in relocating to Mississippi

Action Plans

- ✓ Provide inquiries with the *Mississippi Living Guide* showcasing the 21 Certified Hometown MS Retirement cities in the State
- ✓ Pursue updates of and produce statewide marketing materials as needed
- ✓ Act as a resource to potential retirees for referral to appropriate contacts within retirement communities
- ✓ Maintain database and track retirement inquiries for Mississippi; continue an annual report for year-to-year comparisons
- ✓ Assist HMR communities with development of accurate recording system
- ✓ Provide bi-monthly print-out to certified communities of reader responses from *Mississippi Living Guide* and other periodicals

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- ✓ Provide quarterly report print out of retirement recruitment activity of all 21 of the Certified Retirement communities.
- ✓ Assist Mississippi communities in their preparation to market themselves as retirement locations and to develop into hometowns that retirees would find attractive for a retirement lifestyle

Strategy II

- ★ Develop a high level of awareness of Mississippi as a retirement destination through participation in trade shows and other marketing activities

Action Plans

- ✓ Coordinate theme, booth design, and ad specialties for all convention trade shows
- ✓ Attend and exhibit at LiveSouth Realty Show, August 3-5, 2007, Los Angeles, CA
- ✓ Attend and exhibit at AARP “Life @ 50, A Celebration of You” Convention, September 6-8, 2007, Boston, MA
- ✓ Attend and exhibit at American Association of Retirement Communities, October 22 - 24, 2007, Las Vegas, NV
- ✓ Conduct Hometown MS Retirement Round-About, October, 2007
- ✓ Attend and exhibit at LiveSouth Realty Show, January, 2008, Schaumburg, IL
- ✓ Attend and exhibit at LiveSouth Realty Show, March, 2008, _ Detroit, MI
- ✓ Coordinate with Manager of MS Welcome Centers to schedule several Hometown MS Retirement displays at each of the 11 centers.
- ✓ Investigate tradeshow and mature market expo opportunities in Florida and Texas

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Strategy III

- ★ Support 21 Certified Retirement communities in their efforts and development of new prospects

Action Plans

- ✓ Utilize five (5) member Hometown Mississippi Retirement Advisory Committee to discuss and decide on pertinent issues as they relate to the 21 certified cities.
- ✓ Distribute leads to retirement offices per client request; produce promotional items to compliment efforts of individual communities
- ✓ Meet locally with retirement directors to assist, as needed, in the identification, development and promotion of the meetings market.
- ✓ Conduct HMR Directors meeting in the Spring and Fall of each year in one of the certified cities to showcase local area
- ✓ Conduct annual HMR Director's Retreat to update retirement directors with latest trends and information on marketing plan promotions
 - Offer opportunities to certified retirement communities to co-op and participate in any state marketing effort

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Strategy IV

- ★ Maintain a high profile in associations where Retiree Attraction directors are members

Action Plans

- ✓ Maintain membership in the American Association of Retired Persons
- ✓ Maintain membership in the American Association of Retirement Communities.
- ✓ Serve on the Board of Directors of the American Association of Retirement Communities
- ✓ Investigate and secure membership with other professional organizations dealing with active retiree recruitment.

Strategy V

- ★ Develop on-going Hometown Mississippi Retirement (HMR) advertising to increase the awareness of Mississippi as a retirement destination

Action Plans

- ✓ Develop new ads for the active adult market
- ✓ Maintain advertising efforts in major publications such as Readers Digest, AARP magazine, Where to Retire, Time Gold, Vacations, and Travel America and Kiplingers; supply business reply cards as opportunity arises.
- ✓ Work closely with MDA/Tourism Advertising Manager and current advertising firm to provide input and keep abreast of HMR advertising efforts.
- ✓ Utilize monthly inquiry reports to analyze cost effectiveness of advertising efforts

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Strategy VI

- ★ Maintain participation in the Mississippi Tourism Development programs offering expertise and support to Mississippi communities

Action Plans

- ✓ Attend and present information on HMR, as requested, at the Governor's Conference on Tourism
- ✓ Serve as liaison between HMR Directors and the MDA-Tourism Division
- ✓ Work with Tourism Development's Golf Marketing manager to cross-promote at tradeshow
- ✓ Conduct Hospitality/Customer Service workshops as requested
- ✓ Serve as speaker to civic groups and tourism organizations as requested