

Culture and Heritage Program FY 2010 Marketing Plan

OBJECTIVES

- Identify the historic and cultural resources that are integral to Mississippi's culture and heritage
- Continue to raise awareness of Mississippi's cultural and heritage tourism product and assets statewide, nationally, and internationally
- Identify ways to preserve those resources and educate the public on their significance to our history and value as an economic generator
- Identify and implement ways of interpreting the significance of these resources and promoting them through sustainable tourism

STRATEGY I: Continuation of Community-Based Cultural and Heritage Tourism Continue the Certified Cultural Corners program

ACTION PLANS

- Continue work with the FY08 and FY09 pilot communities in the implementation of their projects and further development of their cultural and heritage product
- Work with the Sales & Marketing staff on the development and marketing of itineraries featuring the Certified Cultural Corners communities
- Continue alliances with the Mississippi Main Street Association, the Mississippi Department of Archives and History, the Mississippi Arts Commission, and the Carl Small Town Center

STRATEGY II: Expansion of Community-Based Cultural and Heritage Tourism

- Expand the Certified Cultural Community program by adding five new communities

ACTION PLANS

- Meet with communities identified for the current year's participants to review the program's criteria and evaluate the communities' potential
- Conduct a workshop for local leaders in the participating communities
- Workshops will address the issues of smart growth, cultural and heritage assets, and cultural heritage tourism

STRATEGY III: Expansion of Mississippi's cultural and heritage tourism development program and product to include the relevant and needed aspects of community planning and design

- Work closely with MDA's Asset Development Division in developing an in-depth community planning and design workshop based on the National Trust and "Your Town" models

STRATEGY IV: Special Initiatives

- Continue to work on initiatives that further develop Mississippi's cultural heritage tourism product, specifically literary, film, and media heritage, the 75th birthday of Willie Morris, the 2011 100th birthday of Tennessee Williams, and the Civil War Sesquicentennial for FY10
- Continue to build alliances with organizations whose missions provide education and assistance to the above efforts, including but not limited to

The Carl Small Town Center
Cultural and Heritage Tourism Alliance
International Council on Monuments and Sites
International Culinary Tourism Association
Mississippi Department of Archives and History
Mississippi Arts Commission
Mississippi Heritage Trust
Mississippi Main Street Association
Museum of the City of New York
National Trust for Historic Preservation
Preserve America
Southern Foodways Alliance

- Continue to build partnerships with local convention and visitors bureaus and municipal leaders

ACTION PLANS

- Collaborate with the above organizations in planning and developing tourism promotion events
- Continue efforts to encourage commemoration and cultural and heritage tourism opportunities related to Mississippi's extraordinary history and heritage, specifically events such as the Civil War Sesquicentennial, the 75th birthday of Willie Morris and the 2011 centennial of the birth of Tennessee Williams

STRATEGY V: Marketing

- Create a plan for promoting and marketing Mississippi's cultural heritage tourism product

ACTION PLANS

- Promote Mississippi's cultural heritage at relevant events
- Coordinate with the Sales and Marketing Division to develop itineraries and promote these itineraries domestically and internationally
- Work with regional and national cultural heritage organizations for inclusion of Mississippi itineraries in their travel programs