

TOURISM COMMITTEE March 11, 2008

- Handouts on the MIC
- Comprehensive Plan Update for Proctor and outreach to existing committees (Kirkus Street—land use development, implement trails plan, establish a community vision for the future)
- Opportunity for goals and objectives of the Tourism Committee to be reflected in the Comp Plan

ASK

- What are you trying to accomplish thru this committee (background on Tourism Committee's goals and objectives)
 - What are the **challenges** that exist for Tourism in Proctor?
 - What are the **opportunities** that exist for Tourism in Proctor?
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INPUT FROM MEETING:

MISSION & OPPORTUNITIES

- The Tourism Committee's Mission: there is a 1% tourism tax, the job of this committee is to redistribute those funds into marketing for the City of Proctor to promote tourism which would yield more funding towards future marketing.
- Key membership in this committee includes the three Proctor hotels: AmericInn, Red Roof and Country Inn & Suites.
- Group felt that the completion of the Proctor Trails plan and the snowmobile plan would promote future tourism and would be a huge plus for the Proctor economy.
- Currently working on a brochure
- Its the Proctor "area" chamber of commerce so FYI many Hermantown businesses are members for example Wood Magic on Miller Trunk Hwy. Says to me—cross relations with school district boundaries up at Pike Lake?

CHALLENGES

- Chamber of Commerce and Tourism Committee relationship---there is a disconnect. Seems that local Proctor businesses do not correlate the benefit of having their menus and brochures at the hotels to keep business in Proctor and the benefit that is gained. Education is needed for local businesses about the benefits of local business—the bigger picture of how Proctor wins. There are gaps in understanding and we don't promote Proctor the way we should.
- Basic understanding that when people stay at a hotel in Proctor—Proctor is not their destination---Duluth is. But they buy food and coffee and having the local

info on hand is important. There needs to be an understanding of what Proctor's role is to the Duluth-Superior metropolitan area.

- Need a website upgrade where businesses can see how full hotels are and then drop off coupons etc. to promote local business. It is not the job of the hotels to do so—businesses need to be proactive. Proctor does not have a visitor bureau nor do they need one---a webpage between businesses and hotels could resolve much of these information issues. This webpage would be best located on the Chamber of Commerce page and best maintained by them as well to grow local businesses---providing dynamic info. Better communication needed.
- New brochures would be best at Thompson Hill and other locations in the area—Visit Duluth book etc.

SNOWMOBILE TRAIL

- ARDC has not been involved for over 2 years and the plan that they created is now outdated—major changes. Left Kevin Johnson a message on 3-17-08 834-6240 to get an update.