**TDFP ⎪ TOURISM DEVELOPMENT PLAN**

Localities that are interested in pursuing the financing will need to submit a Tourism Development Plan which will be reviewed and certified by the Virginia Tourism Corporation (VTC). The Tourism Development Plan submitted can be an existing plan already adopted by a locality, or a plan can be created using VTC’s Tourism Development Plan website.

The purpose of the plan is to (1) outline the specific void the proposed project will fill; (2) provide accurate representations of a locality’s current tourism product and assets, infrastructure, marketing efforts and visitor profiles; and (3) show the return on investment the proposed project will have to the local tourism economy.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | Click or tap here to enter text. | **Date** | Click or tap to enter a date. |
| **Title** | Click or tap here to enter text. | **Email** | Click or tap here to enter text. |
| **Organization** | Click or tap here to enter text. | **Telephone #** | Click or tap here to enter text. |

|  |  |
| --- | --- |
| **Tourism Region** | Choose an item. <  **\*** Use dropdown box arrow left to [choose our VA tourism region location](https://www.virginia.org/maps/) |
| **Locality** | Click or tap here to enter text. |
| **Project Name** | Click or tap here to enter text. |

**SECTION ❶ PROPOSED DEFCIENCY**

**1-A** **What deficiency exists in your local tourism economy?**

Click or tap here to enter text.

**1-B** **Provide the data supporting the deficiency in your Locality’s comprehensive community plans and project-related market studies**

Click or tap here to enter text.

**1-C** **Provide the data supporting the deficiency in your Developer’s specific market study**

\* For the above, please highlight the specific data proving the deficiency

\* The data should include an inventory of similar tourism product and visitor demand indicators

\* If lodging, include number, name, proximity, service level & pricing of existing, local lodging

Click or tap here to enter text.

**1-D** **Provide information supporting the Developer’s need for State and Local gap financing?**

\* Include information citing the specific financial need for TDFP and potential project termination without TDFP

Click or tap here to enter text.

**1-E Briefly describe the overall scope of your project and how it fills your proven deficiency?**

Click or tap here to enter text.

**1-F What is the total capital investment of the development project?**

Click or tap here to enter text.

**1-G What is the estimated, total gap financing amount requested for the project?**

Click or tap here to enter text.

**1-H Will this proposed project fit into an existing Tourism Zone?** Click or tap here to enter text.

**1-I The proposed project will accomplish the following: \*jobs, tax revenue, increased visitation**

|  |  |
| --- | --- |
| **Annual, Total # of Full-time employees** *\* (40 hrs./week)* | Enter here |
| **Annual, Total # of Part-time employees** *\* (less than 40 hrs./week)* | Enter here |
| **Annual, Total # of hours for Full-time employees** *\* (40 hrs./week)* | Enter here |
| **Annual, Total # of hours for Part-time employees** *\* (less than 40 hrs./week)* | Enter here |
| **Projected FTE** (Full Time Equivalent) Jobs | Enter here |
| Projected, **annual, local tax revenue** from project expected to be | Enter here |
| Projected, **annual, state tax revenue** from project expected to be | Enter here |
| Projected, **annual visitors to the new business** (total) are expected to be | Enter here |
| Projected, annual out-of-town visitors (50 miles or more) to the new business | Enter here |

**SECTION ❷ PRODUCT ANALYSIS**

**2-A**   **What attributes best describe your area:** (Check each box with your cursor, placing an “X” by all that apply)

|  |  |  |
| --- | --- | --- |
| **Nature / Outdoor Recreation** |  | **Sports / Recreation** |
|[ ]  Mountains |  |[ ]  Boating/Sailing |
|[ ]  Scenic Drive |  |[ ]  Canoe/Raft/Kayak |
|[ ]  State Parks |  |[ ]  Fishing-Fresh Water |
|[ ]  Hiking |  |[ ]  Fishing-Salt Water |
|[ ]  Camping |  |[ ]  Golf |
|[ ]  Caverns |  |[ ]  Horse Racing/Horse Shows |
|[ ]  Lakes |  |[ ]  Hunting |
|[ ]  Rivers |  |[ ]  Motor Sports/NASCAR/Indy |
|[ ]  Beaches |  |[ ]  Biking |
|[ ]  Chesapeake Bay |  |[ ]  Road cycling |
|[ ]  Wildlife Watching |  |[ ]  Snow Sports |
|[ ]  Motorsports |  |[ ]  Sports Event College/Professional |
|[ ]  Road cycling |  |[ ]  Sports Tournament – Personal or Family |
|[ ]  Agricultural – Wineries |  |[ ]  Other |
|[ ]  Agricultural – Farmers Markets |  |  |  |
|[ ]  Agricultural – ‘Pick your own’ |  | **Arts & Culture** |
|[ ]  Other |  |[ ]  Museum-Children’s |
|  |  |  |[ ]  Museum-History |
| **History, Heritage & Culture** |  |[ ]  Museum-Military |
|[ ]  Revolutionary |  |[ ]  Museum-Science |
|[ ]  Civil War |  |[ ]  Museum-Fine Art |
|[ ]  Civil Rights |  |[ ]  Historic Homes |
|[ ]  African American / Black American |  |[ ]  Creative / Art Districts |
|[ ]  Indigenous Virginian / Virginia Indian |  |[ ]  Colleges/Universities |
|[ ]  Women in Virginia |  |  |  |
|[ ]  Hispanic, Latino, LatinX |  |  |

**SECTION ❷ PRODUCT ANALYSIS … continued**

**2-A**   **What attributes best describe your area:** (Check each box with your cursor, placing an “X” by all that apply)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **History, Heritage & Culture** … *continued* |  |  | **Entertainment / Amusement** |
|[ ]  Asian Pacific Islander Desi American (APIDA) |  |[ ]  Amusement/Theme Parks |
|[ ]  LGBTQ+ |  |[ ]  Festivals-Food |
|[ ]  European American |  |[ ]  Festivals-Heritage |
|[ ]  Other |  |[ ]  Festivals-Music |
|  |  |  |[ ]  Festivals-Wine |
| **Epicurean / Experiential** |  |[ ]  Live Performance & concerts |
|[ ]  Cities / Urban centers |  |[ ]  Shopping-Antiques |
|[ ]  Small Towns & Main Street Communities |  |[ ]  Shopping-Arts & Crafts |
|[ ]  Locally Owned Bistros and Restaurants |  |[ ]  Shopping-Malls |
|[ ]  Virginia Specialties / Southern Cuisine |  |[ ]  Shopping-Outlets |
|[ ]  Ethnic foods |  |[ ]  Shopping-Wineries |
|[ ]  Resorts-High-end |  |  |  |
|[ ]  All-Season Resorts / Outdoors  (mountains, water) |  | **Do you have a peak season?** |
|[ ]  Fine Dining |  |[ ]  Spring |
|[ ]  VA Finest / Locally Grown / Farm to Table |  |[ ]  Summer |
|[ ]  Spa Services |  |[ ]  Fall |
|  |  |  |[ ]  Winter |
| **Do you offer seasonal or year-round experiences?** |  |  |  |
|[ ]  Seasonal |  |  |  |
|[ ]  Year-round |  |  |  |

**SECTION ❷ PRODUCT ANALYSIS**

**2-B**  **What are the major lures and drivers that attract tourists to your area?**

 *What are the major attractions, activities and experiences that draw visitors to your area?*

Click or tap here to enter text.

**2-C**  **What is your UNIQUE factor? What sets you apart from the competition?**

*Unique* by definition:

- The only one; without a like or equal; distinctively characteristic; atypical or unusual

*What makes your destination truly different? Is it a particular attraction, historical location, cultural experience, social, ethnic or religious center or a geographical element different than that of a neighboring locale? Or is it a combination of the aforementioned*

Click or tap here to enter text.

**2-D**  **Who is your major competition?**

*Is there a particular region, community, attraction or travel experience that is your primary competition?*

*How many other destinations have similar factors within 5-0 – 100 – 150+ miles?*

Click or tap here to enter text.

**SECTION ❸ S.W.O.T. ANALYSIS**

**3-A**  **Gauge your tourism INFRASTRUCTURE** (Check each box with your cursor, placing an “X” by all that apply)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **How would you rate your Transportation?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Excellent** | **Average** | **Weak** |
| Interstates |[ ] [ ] [ ]
| Secondary roads |[ ] [ ] [ ]
| Signage |[ ] [ ] [ ]
| Bus travel |[ ] [ ] [ ]
| Train travel |[ ] [ ] [ ]
| Air travel |[ ] [ ] [ ]
| Waterways |[ ] [ ] [ ]
| Taxi service |[ ] [ ] [ ]
| Biking paths |[ ] [ ] [ ]

 | **How would you rate your Public Services?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| Police force |[ ] [ ] [ ]
| Healthcare |[ ] [ ] [ ]
| Public Utilities |[ ] [ ] [ ]
| Waste management |[ ] [ ] [ ]
| Rescue support |[ ] [ ] [ ]
| Communications |[ ] [ ] [ ]
| Public parks/recreation |[ ] [ ] [ ]

 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **How would you rate your Environment?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| Air quality |[ ] [ ] [ ]
| Noise levels |[ ] [ ] [ ]
| Traffic |[ ] [ ] [ ]
| Landfills |[ ] [ ] [ ]
| Wetlands |[ ] [ ] [ ]
| Public health |[ ] [ ] [ ]

 |  |

**SECTION ❸ S.W.O.T. ANALYSIS**

**3-B**  **Gauge your tourism ECONOMY & BUSINESS COMMUNITY** (Check each box with your cursor by all that apply)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **How would you rate your Accommodations?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| B&Bs |[ ] [ ] [ ]
| Inns |[ ] [ ] [ ]
| Hotels |[ ] [ ] [ ]
| Resorts |[ ] [ ] [ ]
| Rental property |[ ] [ ] [ ]
| Cottages |[ ] [ ] [ ]
| Cabins |[ ] [ ] [ ]
| Campsites |[ ] [ ] [ ]

 | **How would you rate your Attractions?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| Shopping |[ ] [ ] [ ]
| Dining |[ ] [ ] [ ]
| Historic |[ ] [ ] [ ]
| Museums |[ ] [ ] [ ]
| Wineries |[ ] [ ] [ ]
| Music festivals |[ ] [ ] [ ]
| Zoos / animal parks |[ ] [ ] [ ]
| Art galleries |[ ] [ ] [ ]
| Nature trails & facilities |[ ] [ ] [ ]

 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **How would you rate your Facilities?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| Universities |[ ] [ ] [ ]
| Performing arts |[ ] [ ] [ ]
| Outdoor parks |[ ] [ ] [ ]
| Convention facilities |[ ] [ ] [ ]
| Sporting venues |[ ] [ ] [ ]
| Event spaces |[ ] [ ] [ ]

 |  |

**SECTION ❸ S.W.O.T. ANALYSIS**

**3-C**  **Gauge your LOCAL SOCIAL AND CULTURAL ASSETS** (Check each box with your cursor by all that apply)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **How would you describe your Heritage & Culture?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| Multi-cultural diversity |[ ] [ ] [ ]
| Geography |[ ] [ ] [ ]
| Architecture |[ ] [ ] [ ]
| Historical improvements |[ ] [ ] [ ]
| Language |[ ] [ ] [ ]
| Material culture |[ ] [ ] [ ]
| Aesthetics |[ ] [ ] [ ]
| Religious diversity |[ ] [ ] [ ]

 | **How would you rate your Integrity of the Area?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| Safety |[ ] [ ] [ ]
| Cleanliness |[ ] [ ] [ ]
| Friendliness |[ ] [ ] [ ]
| Stability |[ ] [ ] [ ]
| Quality of life |[ ] [ ] [ ]

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **How would you describe your Local flavor?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strong** | **Average** | **Weak** |
| Visitor friendly |[ ] [ ] [ ]
| Civic mindedness |[ ] [ ] [ ]
| Respect for diversity |[ ] [ ] [ ]
| Political climate |[ ] [ ] [ ]
| Unity among civic groups |[ ] [ ] [ ]
| Local sports team support  |[ ] [ ] [ ]
| University/College town |[ ] [ ] [ ]

 |  |

**3-D**  **Gauge your TOP 3 Strengths, Weakness, Opportunities and Threats**

S.W.O.T. analysis is a process that identifies the strengths, weaknesses, opportunities and threats of an organization. Specifically, SWOT is a basic, straightforward model that assesses what an organization can and cannot do as well as its potential opportunities and threats. The method of SWOT analysis is to take the information from an environmental analysis and separate it into internal (strengths and weaknesses) and external issues (opportunities and threats). Once this is completed, SWOT analysis determines what may assist the organization in accomplishing its objectives, and what obstacles must be overcome or minimized to achieve desired results.

|  |  |
| --- | --- |
| **Strength**Obvious natural priorities* Likely to produce greatest ROI (Return On Investment)
* Likely to be quickest and easiest to implement
* Probably justifying immediate action-planning or feasibility study
 | **Weakness**Potentially attractive options* Likely to produce good returns if capability and implementation are viable
* Potentially more exciting and stimulating and rewarding than S/O due to change, challenge, surprise tactics, and benefits from addressing and achieving improvements
 |
| **Threats**Easy to defend and counter* Only basic awareness, planning, and implementation required to meet these challenges
* Investment in these issues is generally safe and necessary
 | **Opportunity**Potentially high risk* Assessment of risk crucial
* Where risk is low then we must ignore these issues and not be distracted by them
* Where risk is high, we must assess capability gaps and plan to defend/avert in very specific controlled ways
 |

**TOP 3 STRENGTHS -** Characteristics of community or area that give it an advantage over others

**#1** Click or tap here to enter text.

**#2** Click or tap here to enter text.

**#3** Click or tap here to enter text.

**TOP 3 WEAKNESSES -** Characteristics that place your community or area at a disadvantage relative to others

**#1** Click or tap here to enter text.

**#2** Click or tap here to enter text.

**#3** Click or tap here to enter text.

**TOP 3 OPPORTUNITIES -** External chances to achieve greater success and profits in your industry

**#1** Click or tap here to enter text.

**#2** Click or tap here to enter text.

**#3** Click or tap here to enter text.

**TOP 3 THREATS -** External elements in the environment that could cause trouble for business or community

**#1** Click or tap here to enter text.

**#2** Click or tap here to enter text.

**#3** Click or tap here to enter text.

**SECTION ❹ MARKETING PLAN**

**4-A**  **Please submit your current or existing marketing plan.**

***What is a Marketing Plan?***

A marketing plan is an official, adopted plan by which an organization or community can maximize its tourism potential. It answers key questions which provide direction for a community’s tourism marketing activities. A marketing plan brings together an organization’s research, particular goals, measurable objectives, brand ideals and other important considerations in one concise, executable directive.

**Key questions** a marketing plan can include are:

|  |  |
| --- | --- |
| • Summary and Introduction ***Who are we?***• Marketing Objectives ***What are we trying to accomplish?***  ***What measurable outcome do we want?*** • Situation Analysis ***What are we trying to achieve?***  | • Target Markets ***Who is our audience or customer?*** • Strategies and Tactics ***What vehicles will we use?***  ***What messages will we use?*** • Tracking and Evaluation ***How will we measure our success?***  |

**\*\* IMPORTANT \*\***

In your *Marketing Plan*, please include a statement or brief description on how the aspects of your new development project will be included with, but also enhance your current marketing plan. Mention how the new product you are developing {i.e., guest rooms, meeting space, dining, sports venues, etc.} will enhance the visitor experience, amenities for locals, have a positive impact on surrounding tourism businesses and support regional tourism efforts .

**4-A**  **Please submit your current or existing marketing plan.** … *continued*

**Your marketing plan will have the following results:**

|  |  |
| --- | --- |
| **Annual Marketing Budget*****\**** *Not including salaries, benefits or fixed costs* | **$** Click or tap here to enter text. |
| **Visitation increased by** | **%**  Click or tap here to enter text. |
| **Tourist expenditures increased by** | **%**  Click or tap here to enter text. |
| **Visitor Satisfaction increased by** | **%**  Click or tap here to enter text. |
| **Number of partnership participants in your marketing plan** | Click or tap here to enter text. |

Examples of different types of partners who may contribute and collaborate in some way:

|  |  |
| --- | --- |
| * Chamber of Commerce
* Main Street Organization
* Local Community / Culture / History Organization
* Main Attractions
* Lodging Organization
 | * Restaurant Organization
* Retail Organization
* Local Parks & Recreation
* State Parks & Recreation
* Local and Regional Media
 |