Collaborative Long-Range Tourism Plan Process

Common Ground

Q: What necessary experiences and perspectives do we need in order to achieve our mission?

Q: When you think about visitors to Sitka and what they do, what concerns you the most?

Q: What information do we need in order to make good decisions on these topics?

Q: What are the common elements of a good Quality of Life in Sitka?

Brainstorm and naming of common themes.

Result: A Common Understanding of the Current Situation regarding the Visitor Industry in Sitka.

Vision

Q: How do we fill in the blanks to this Focus Question?

In light of…

How can we…

So that…

Group Dialogue

Q: Given the focus question, what do you see in place in (number to be determined) years as a result of our actions?

Brainstorm and naming of common accomplishments.

Result: A concise statement of the concerns to be addressed through the process, and a consensus of the accomplishments necessary to achieve in the next five years to address these concerns.

Contradictions

Q: If the stated vision is to be realized, what are the issues, deterrents, blocks, etc. which must be dealt with?

Brainstorm and naming of root causes.

Result: The root causes in our community that keep us from resolving our concerns are identified.

Strategic Directions

Q: What are the strategic directions in which we must move in order to resolve the contradictions and realize our vision?

Part 1: Brainstorm actions and name similar intents

Part 2: Name similar directions

Result: The broad actions needed to address the root causes are identified.

Specific Goals

Q: What are the specific events that must be achieved in order to get the new strategic directions moving?

Small groups identify specific goals for each strategic direction for the next year. Goals are ordered chronologically.

Broad goals that will move the strategic directions forward are identified.

Implementation

Q: During the next 90 days:

How will these goals be achieved? Who will do it? When? Where? What will it cost? Who will coordinate?

Those who will be involved in the work (assembly, city employees, boards and commissions, others) work with stakeholders to write specific 90 day action plans.

Clear action steps are developed by those with a stake in the outcome AND those who will be doing the work.

Regular Evaluation