

Meeting Agenda (Revised 7/27/2017)

The Visitor Services Board will hold a joint public meeting with the Board of Selectmen on **Monday, July 31st, 2017 at 6:00 pm** at the Town Hall, Judge Welsh Room, 260 Commercial Street, Provincetown, MA.

Agenda:

1. Round table discussion Board of Selectmen - Visitor Services Board. Part two of facilitated discussion on marketing initiative for Provincetown Office of Tourism. Discussion dependent. Motions may be made. Votes may be taken.
 - A. What our brand should tell us
 - a. \$200 million and counting
 - b. The direct effect of branding on the sustainability and growth of the economy
 - B. Market opportunities
 - a. Looking beyond summer vacationers
 - i. Target marketing: Art, LGBTQ, ecotourists, nature lovers
 - ii. What can the data tell us about high season, shoulder season; opportunity for growth
 - C. Measuring the past; predicting the future
 - a. Visitors survey
 - i. Who knows about Provincetown?
 - ii. What do they think about Provincetown?
 - iii. What differentiates Provincetown from other destinations?
 - b. Predicting the growth of future markets
 - i. Who are we leaving it to?
 - ii. The next round of entrepreneurs; the next round of visitors;
 - iii. = millennials, "second actors"
 - c. Tactics in reaching current and future markets:
 - i. Physical (visitor center)
 - ii. Virtual (website/digital outreach)
 - iii. Partnerships (grantees, regional, federal, private entities)