

# **MCINTOSH: NOW IS THE TIME**

**Taskforce:**        **Tourism Development**  
**Leaders:**        **Jan Chamberlain & Mandy Harrison**

**WHY:** Improve tourism product in McIntosh County, to offer a more diverse variety of tourism products to potential visitors. Increasing visitation will increase sales tax revenue.

**WHAT:** Develop a plan to execute the Tourism Resource Team's report for McIntosh County and identify additional tourism opportunities

- Breakdown the TRT report from easiest product to execute to most difficult product to execute, based on resources necessary to complete projects.
- Committee will recruit subcommittees based on tourism type (i.e. ecotourism, cultural heritage tourism, etc.) to execute tourism product recommendations from the TRT report, as well as identified new potential products.
- Work with Cheryl Hargrove the Tourism Project Manager for the Coast – (Georgia Department of Economic Development) to identify funding sources.

**BENCHMARKS:** Develop and adjust as needed the following:

1. List of recommended tourism products from report
2. List current tourism products to expand
3. List of potential new tourism products not already identified
4. Create and execute target marketing of tourism products
5. Increase sales tax income