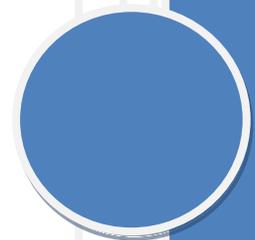




Spring Valley Comprehensive Marketing Plan

9-5-2012



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This report was prepared by Community and Economic Development Associates (CEDA) for the City of Spring Valley, Minnesota. CEDA would like to thank the many individuals and organizations that provided valuable input and assistance during this project with particular thanks to following:

- City Public Officials and Boards
- Spring Valley Tourism
- Spring Valley Historical Society
- Local School District
- Spring Valley Chamber of Commerce
- Kiwanis
- Hometown Pride
- Good Earth Village
- Deer Creek Speedway
- Visions 21
- Garden Club
- Businesses and Property owners

Purpose

The purpose of this document is to give a snap shot of the current situation for Tourism and Marketing in Spring Valley, Minnesota. This preliminary document will scratch the surface on how the community can come together and further develop. This document should be updated and changed over time since communities and target markets will change over time. Many communities develop their marketing and tourism into a major industry using these techniques:

- Understand the potential for tourism development
- Inform and educate the community to create support
- Secure investments for public and private sources
- Manage natural, human, and financial resources
- Build an image or niche for the community

Community leaders must first assess the potential for tourism within the community. Are there enough services to meet potential demands? What businesses serve to draw additional revenue from travelers and how much will it generate? What are the goals of the community and how can each community organization pitch in their skills to meet this overall goal. Proper Tourism and Marketing requires community support via local citizens and community based organizations.

Community

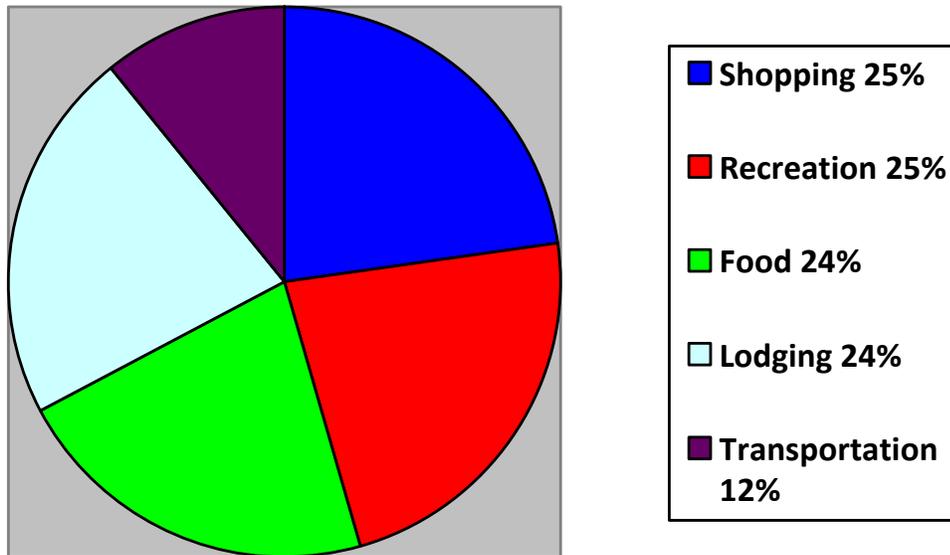
Spring Valley totals an area of 2.5 square miles of land located in Southern Minnesota. The main highways in the community are U.S. Route 63 and Minnesota State Highway 16. The total population in 2010 was 2,479 residents a -1.5% change from 2000 when there were 2,518 residents. There is currently a median resident age of 37.7 years old.

Why is Tourism important?

Travel and Tourism generates new dollars coming into the community directly and indirectly supporting jobs in many other industries. Though there are many benefits of tourism, developing and maintaining the local industry in a rural community can have added costs

(fundraising, insurance, impact analysis, general operations, surveys, promotions etc). Weighing the cost and benefits are extremely important. Tourism is an asset to the community and can be comparable to agriculture in its contribution to gross state product. In Minnesota every \$1 invested in state tourism marketing returns and estimated \$4.60 in state and local taxes, \$20.40 in wages and \$53 in gross sales.

Traveler in Minnesota spending by sector 2010



The Economic Impact of the Travel and Tourism Industry in 2010

Location	Gross Sales	Sales Tax	Private Sector Employment
Minnesota	\$11,319,270,395	\$732,160,142	235,258
Southern Minnesota	\$1,364,149,393	\$86,152,993	32,665
Fillmore County	\$18,789,637	\$1,320,112	559

Competitive Advantages Analysis

The following section will be Spring Valley’s competitive advantages or assets as seen by community members and civic groups within the community. These advantages can be divided into two general areas. *Historic Spring Valley Marketing & Outreach Plan*.

First, there are excellent **outdoor recreational opportunities** including:

1. Fishing	2. Hiking
3. Wildlife Viewing	4. Camping
5. Backpacking	6. Vast Bluff Lands
7. Star Gazing	8. Snowmobiling
9. Walking/Biking Trails	10. Snowshoeing
11. Cross Country Skiing	12. Hunting
13. Parks	14. Baseball Field
15. Pool	16. Basketball Courts
17. Skating Rink	18. Daily/Nightly Recreation Events
19. Frisbee Golf	20. Forestville/ Mystery Cave
21. Golfing	22. Soap Box Derby
23. Wilder Foot Races	24. Almanzo Bike Races
25. Music In the Park	26. Farmers Market
27. Kindred Spirit Farm	28. Good Earth Village
29. Deer Creek Speedway	30. Four Daughters Vineyard
31. High School Sporting / Arts Events	32. Freedom Fest
33. A&W Old Fashion Car Drive Show	34. Ice Cream Social

(Support businesses required for a recreational tourism industry)

Second, Spring Valley has excellent **heritage features**, including programs and events:

1. Spring Valley Museum Complex	2. Free Night at the Museum
3. Ag Days	4. Wilder Days
5. Veterans Memorial	6. Laura Ingalls / Wilder Family
7. Richard Sears	8. Dr. Henry Plummer
9. Bernard Pietenpol	10. Antique Engine and Tractor Show

Biggest Community Draws

Understanding what current events are bringing the most people together is something to note. By knowing which events are the biggest draws, we will know which dates are important for businesses to be open or when to use resources towards those events.

- Deer Creek Speedway
 - 2011 22 events were held with 2,397 entries
 - 460 different drivers that raced at the speedway from 24 different states.
 - Distance that drivers drove to compete 50 miles=37%, 100+ miles= 35%, 100 miles =28%
 - 62% of the attendees have an average income of \$25,000 or above
 - 27% of 62% have an income of \$45,000 + a year
- Wilder fest
- Ag Days
- Park and Rec events
 - Around 5,000 people a year use the current Park and Rec fields and facilities for tournaments
- Historical museums
 - 2011 attendance 1,700 visitors from 45 states and 12 foreign countries
 - 80% of attendees are from out of city
- Good Earth Village
 - 2011 had 6,000 retreat attendees
 - A majority of attendees were from outside the Spring Valley community
- Almonzo Races
 - A new growing event that is unique to the area

Other Assets

Marketing the community does not only include tourism and outside dollars coming into the community, or the typical idea of marketing like brochures and ads. Spring Valley must continue to have amenities and services available for citizens and businesses to remind them that it was a correct choice to be located in Spring Valley. That being said, starting a business or bringing a new business into the community plays an important role in creating new jobs, attractions and people into the community. When it comes to having assets for the business community and local community development efforts, the Economic Development Authority plays a big role to make sure programs are available.

Currently there are

- Housing incentives

- Housing match grants and rebate dollars
- Industrial park equipped with infrastructure
- USDA technical assistance grant dollars
- Revolving Loan funds
- Business plan assistance
- Cash flow assistance

These programs should be continued

The EDA also has other outreach methods such as billboard, EDA website, professional network, connections with DEED, marketing packets, a welcome book and welcome team from the community.

Most business targets coming into the community will more than likely be smaller operations with less than 10 employees that can locate within existing office or industrial land. These types of businesses will develop on vacant sites of five acres or less and may be interested in locating in business incubators.

Business Incubators are defined as: *“An organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that could include physical space, capital, coaching, common services, and networking connections”*

94 percent of North American business incubators are nonprofit organizations focused on economic development and play a big part in creating new businesses in communities. Some of the best practices for the City, EDA or leadership group to do for business incubators include:

- Have a strategic plan that defines what the incubator’s role in the community has and create objectives to achieve the program mission.
- To lay a sound foundation for a successful incubation program the leaders should think about doing a feasibility study. The study will help determine a solid market, strong community support and a sound financial base.

- Build an effective organization or board of directors committed to the incubator's mission.
- Developing and implementing a realistic business plan for financial sustainability.
- Develop an incubator facility, resources, methods and tools that contribute to the effective delivery of business assistance to client firms and that address the developmental needs of each company. Tools beyond advice, mentoring, strategic planning, financial planning, and others also may include: high speed internet services, flexible office space and/or research space, presentation center, conference room, copier/fax machine, mailing/shipping services, lunch/cafeteria room, etc.
- Prioritize time to emphasize on client assistance. (proactive advising and guidance that results in wealth creation and company success)
- Integrate the incubator program economic development goals and strategies into the general fabric of the community.
- Develop stakeholder support, including a resource network that helps the incubation program's client companies and supports the business's operations.

The newer city owned camping sites should be planned for long-term infrastructure support. Currently there are 13 camping spots, 6 of the 13 have access to electricity. There are restrooms without water however there is a water station in town that RV's can get water. Currently RV's frequent the camping spots, to help bring more foot traffic to the camping area connecting local and state trails to the camping grounds would be beneficial. Long term planning for the camping sites will have the city prepared once the funding becomes available to upgrade the campgrounds.

The Downtown is also very important and plays a role in a healthy community. A comprehensive plan should address the future and a mix of business types that can create a vibrant atmosphere reviving the downtown. Trying to connect the downtown to the different major events in the community will help both the downtown community and events.

Develop and maintain a downtown data base, stronger business retention efforts establish a business recruitment effort, encourage private development activity, business and real estate assessments, working on a SWOT analysis with the other community organizations and downtown business owners. To start, it is important to know what the current inventory is in the downtown.

Downtown Data Base

Market data is the basis for most business investment decisions and having correct information is a very important element to most local revitalization programs. Although some information is provided by small businesses, often times the information is scattered among various websites and there is no focal point for retailers and local shoppers operating in small markets.

To develop a comprehensive data base, it is recommend that a Downtown Committee or local government agency complete the following activities and put all of this information on the downtown webpage.

- A. survey with a participation rate of 80%
- B. Summary of recent activity (new businesses, recent façade improvements)
- C. Complete property inventory: contact the local EDA and Chamber of Commerce
- D. Ownership
- E. Condition of upper-floor space
- F. Maps and drawing
- G. Plans for building
- H. Add downtown information to any existing websites
- I. Explore opportunities to add downtown page to City or Chamber's website.
- J. Square footage, rent, sale price
- K. Census updates
- L. Summary of Shoppers' survey
- M. Monitor key changes in the downtown
- N. Research potential expansions of downtown businesses

- O. Improve storefront window display programs
- P. Work with downtown anchor tenants
- Q. Expand business networking opportunities
- R. A downtown streetscape plan
- S. Improve business operational skills and training
- T. Help local businesses with getting business plan assistance
- U. Create coordination between local businesses
- V. Develop targeted promotion programs that focuses on a target market
- W. Local shop and restaurant promotion

Target Market

Spring Valley's target audience should be local community members and businesses (internal), out of market area tourists, citizens and business leaders (external). An important step in marketing is determining target market segments. Begin by defining the market areas that will draw the most visitors. Then divide the market into trip length categories, and then define the clientele that will be attracted to the community. The chart below can be used as a guide:

Geographic Market Areas

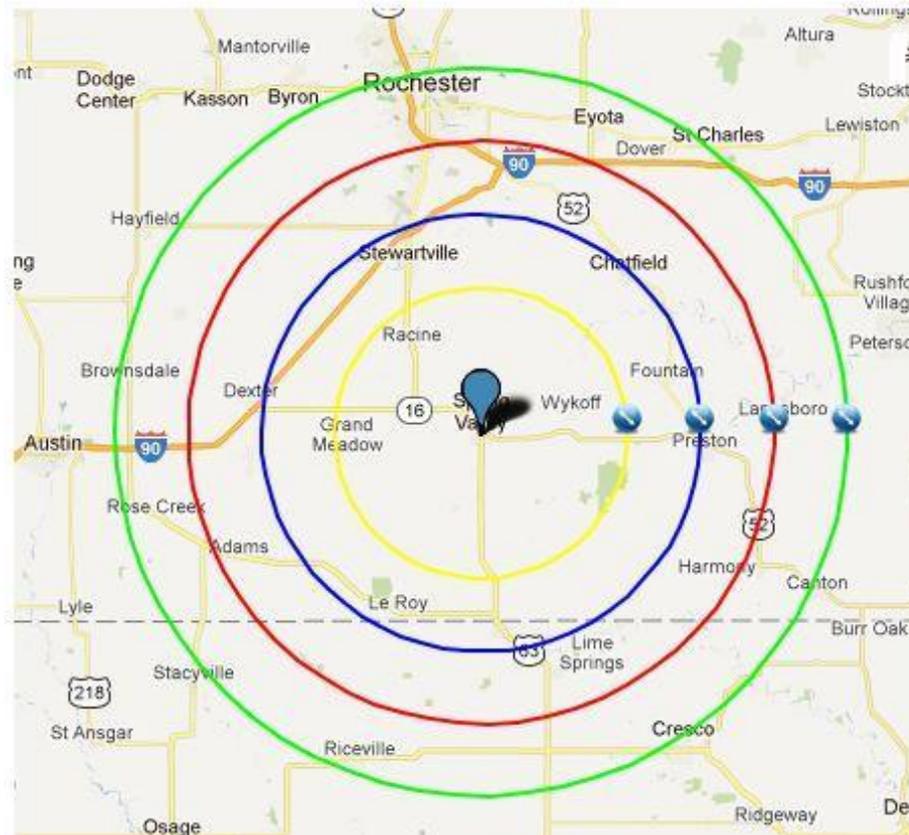
Day Trips	<ul style="list-style-type: none"> • short -- within 50 miles • long -- up to 200 miles
Pass Through Visits	<ul style="list-style-type: none"> • day visits • overnight stays
Overnight Trips	<ul style="list-style-type: none"> • weekends • vacations
Outdoor Recreation Activities	<ul style="list-style-type: none"> • Water Recreations • Camping, Hiking, Bicycling • Hunting • Winter Sports • Picnicking • Nature Study • Photography • Painting
Entertainments	<ul style="list-style-type: none"> • Cultural Heritage • Historic sites • Events • Fairs, Festivals

	<ul style="list-style-type: none"> • Shopping • Picnicking
Other Travel Purposes	<ul style="list-style-type: none"> • Visit Friends & Relatives • Business

It is important to involve all facets of the community in the decision making process as much as possible. Remember that everyone and everything the visitor has contact with projects and promotes something about the community.

Using the social media tool Facebook we can gather a baseline number of Spring Valley’s Target Market Population.

30 Mile Radius Map of Spring Valley



- Yellow = 15 Mile Radius
- Blue= 20 Mile Radius
- Red= 25 Mile Radius
- Green=30 Mile Radius

Facebook Target Market Reach

Ages	Total Amount of People
13-18	15,200
19-24	21,680
25-30	18,240
31-40	21,320
41-50	18,440
51-64	20,440
Total:	115,320

Note this target market number is counting only Facebook users, people not on Facebook have not been added as total population.

Based off of the community's current local attractions, the defined target market includes a baseline number of 115,320 people within 50 Miles of Spring Valley who have all types of educational background has at least one if not more of the current interests below:

Cooking,	Photo Uploading
DIY/Crafts	Photography
Traveling	Recently Moved
Literature/Reading	Baby Boomers
Food & Dining	Engaged (<1 year)
Event Planning	Engaged (<6 months)
Gardening	Newlywed (<1 year)
Parents	Education/Teaching,
Outdoor Fitness Activities	Newlywed (<6 months)
Auto Intender (US)	Beer/Wine/Spirits
Autos	Environment
Health & Wellbeing	Uses Mobile Smart Phones
Home & Garden, Pets	Beauty Products
Golf	Classic
Classis Movies	Family with Kids

The traffic flow within Spring Valley is coming mostly off the Highway 63 and 16. A majority of this traffic flow will intersect with in the middle of the town right outside of the downtown.

The Spring Valley Economic Development Authority and Spring Valley Chamber of Commerce completed a community survey to gauge the current state of needs. These are the 2008-2011 results; in 2010 the survey had a 90% community response

What is the best part of living in Spring Valley

- Small town living 43%
- Friendliness 33%
- Trustworthy retailers and good service 14%
- Less Traffic 10%
- Many clubs and activities 10%

In addition:

Easy to get around, I know many people, nice place, its home, the basics are readily available.

Recent Business Expansions, Start ups and ownership transfers in Spring Valley

Active PT	Spring Valley Dental
Photography by Kari	Hardscrabble Hides
Fit Express	Sunshine Foods
Spring Valley Dental	Busters

Dave's Appliances	Infinite Tranquility
Hardscrabble Hides	O2b Quilting
Chateau de Chic	Beyond the Stitch

What do you believe are the best assets in the community?

1. The People
2. A variety of Good Business
3. Good School

Spring Valley has more choices and accomplishments

A local Food Shelf has opened and been supported by the community	EDA grants, loans, and business tools were utilized
Year two of the Almonzo Race was held	Deer Creek Speedway and the Spring Valley Senior Living received National awards
Additional Physical Therapy services are available	More trails and camping have been added
Family and senior photos	Quilting services and embroidery services can be found locally

The grocery store has new owners that have shown efforts to support the community	13 businesses have opened or expanded
A Salon and Boutique with gifts and accessories has opened	A new Fitness Center opened since the 2008 survey
New clothing and fashion items are available	Appliances are available

The Average order of why people in area purchase an item:

1. Quality
2. Price
3. Service
4. Convenience

Most frequently used services are:

Groceries	Auto Parts
Pharmacy	Liquor
Legal Services	Building Supplies
Insurance	Salon Services
Financial	Medical Services
Hardware	Restaurants
Large Appliances	Dental
Nursery/Landscaping	

What within the community would you like to see improved?

- Fill up downtown
- Add a nice restaurant
- Change Broadway back to two lanes of traffic
- Add appliances
- Add more selection of goods
- Add more industry for jobs

Community Branding

Spring Valley's current slogan/branding is "Hometown Minnesota". If this is the continued slogan it should be on all marketing materials and be the community's niche. The slogan or branding of the community could be reassessed to be in line with the marketing strategies and target market for the future. The slogan/branding should be able to connect with the overall experience a person has in Spring Valley. So when someone hears the name Spring Valley, they automatically think of that slogan/brand. It can be all encompassing (examples: Best of the Bluffs, Ingles Wilder Country, Spring Valley Your Home of Tomorrow Today) or a specific item, industry or event (examples: Eat Street, Derbytownt, Detroit Motor City). A new tagline/branding of the community can be had from strategy sessions, surveys and guidance by local city officials and leaders.

Marketing Strategies for Historic Spring Valley

When it comes to community Marketing, a goal is to keep the promotional messages short and targeted to the community theme. Use the theme to promote the community:

- A. on brochures, billboards, posters
- B. on t-shirts, hats, stickers, coupons

- C. Public announcements on television, radio or community calendars
- D. Ensure that the tourism organization is endorsed as the primary coordinating body for tourism by local government, the local business community, and any other organizations
- E. Create awareness in the community through the media and other channels.
- F. Keep community events dates consistent year to year so travelers can plan their summers or weekends around those dates

1. Preserve and develop heritage sites and resources. (examples)

- A. Implement a Seek and Find Geocaching program for all ages
- B. Maintain local museum(s) and artifact collection site
- C. Enhance museum experience
- D. Catalog additional artifacts
- E. An outdoor, living exhibit
- F. All local industry products display
- G. Create walking tour map
- H. Install photo-op, life like historic figures
- I. Find unique “Spring Valley stories” to interpret and share
- J. Historic Spring Valley business owners or residences
- K. A garden called “Wilder’s Gardens”
- L. Develop interpretive brochure or booklet
- M. Provide owners of historic structures with assistance
- N. Develop “Buying History” info-packet for new and existing historic structure
- O. Upload variety of articles for historic preservation work completed by owners
- P. Research opportunities for mini- grants in Spring Valley for façade improvement
- Q. Contact owners of historic sites to assist with creative interpretation
- R. Promote historic preservation projects

2. Improve and implement heritage education (examples)

- A. School essay contest - student essays must be 200-250 words about “what is unique about the community or Historic Spring Valley”
- B. Participate in Heritage Education projects
- C. Develop or maintain existing tours and community celebrations
- D. Advertisements that highlight historic buildings of Spring Valley
- E. Photography contest
- F. Develop an ambassador program for those who love Spring Valley
- G. Ghost tours
- H. Develop a “sense of place” with Historic Spring Valley
- I. Identify community volunteer opportunities from various nonprofit & governmental organizations
- J. Historic home tours
- K. Match visitors and residents to volunteer opportunities
- L. Interior tours of historic homes
- M. Market area (specialists, historians, folkways, folklore)
- N. Recruit residents and visitors to promote Spring Valley
- O. Provide teachers or classes with a one-day “History of Spring Valley” lesson
- P. Develop field trip opportunities and hands-on, authentic farm/ranch/mining experiences
- Q. Cemetery tours
- R. Annual History Month celebration
- S. Historic walking tours

3. Promote heritage resources (examples)

Promote Historic Spring Valley’s heritage resources among the general public through awareness and outreach efforts.

- A. Develop a logo for Historic Spring Valley
- B. Photo trivia challenges

- C. Continue to update the www.Springvalleymuseum.org website – promoting historic assets and links Historic Spring Valley
- D. Develop virtual tours
- E. Then and Now photos
- F. Increase online presence for Historic Spring Valley Social
- G. Identify specific media outlets to target, including newspaper, magazine, television, internet, and appropriate networks
- H. Partner with online journals or newspapers
- I. Develop professional 3-5 minute video
- J. Promote Historic Spring Valley in Minnesota Welcome Centers
- K. Develop audio tour for interpretive sites
- L. Research online opportunities for heritage marketing
- M. Develop podcasts for website
- N. Link to existing Spring Valley websites
- O. Monthly e-blast
- P. Develop marketing pieces for external and internal distribution
- Q. Brochure of Historic Spring Valley as a destination
- R. Specific heritage activities – brochures should be placed at Visitor’s Center and Museum and throughout the area
- S. Install historical photos and invitation to museum in 15 area businesses
- T. Increase regional, statewide and national media cultivation Develop “opening night” events for new displays
- U. Complimentary museum admission tickets for businesses to distribute to paying customers
- V. Encourage visitation to the Museum and connect businesses with heritage resources through cross-promotions
- W. Develop a weekly newspaper advertisement campaign
- X. Media outlets

4. Support appropriate economic stimulus and development activities (examples)

- A. Old Timer’s Picnic
- B. Volunteer Celebration (Citizen of the Year award)
- C. Artisans market, vendor opportunity
- D. Use coordinated signage throughout Historic Spring Valley
- E. Retail events
- F. Art Walk/Auction (also fund-raiser)
- G. Community Christmas dinner (also stocking fund-raiser)
- H. Host or assist coordinating organizations with promotion and community-gathering events in Historic Spring Valley Fourth of July
- I. Christmas in Spring Valley Old-Fashioned Holiday
- J. Arts & Crafts Festivals
- K. Continue to facilitate survey opportunities from residents, business owners, and tourists
- L. Wine & Music Festival
- M. Non-heritage education and interpretive events
- N. Create a design plan for downtown or Target Market areas
- O. Community-wide yard sale
- P. Improve way-finding and pedestrian pathways
- Q. Encourage businesses to incorporate heritage tourism in existing business activities
- R. Expansion of services provided by existing businesses
- S. Continue to improve the Historic Spring Valley experience
- T. Participate in History Month (foyer displays, special menu item)
- U. Improve entryways into Historic Spring Valley
- V. Hunters meat raffle

5. Participate in national, statewide, and regional heritage tourism opportunities.

- A. Provide packaged information to tour groups/events
- B. Identify regional opportunities with “sister cities”
- C. Identify statewide assistance for heritage tourism program

D. Research regional heritage tour route

6. Connect heritage marketing with outdoor recreation/event marketing.

The historic assets and resources of Spring Valley can be linked with the recreation industry in such a way that the resident or tourist is given both a historic and recreational experience in one trip.

- A. Stagecoach or bike ride races through the Wilder Trail state to state
- B. Develop interpretive brochures for local hikes or tourist
- C. Tie wildlife (wildflower walks, geology) tours to heritage tours
- D. Provide heritage activities for the tag-along family

Strategies and Public Opinions

The best marketing strategy for Spring Valley is to provide the target audience with useful information on community services, highlighted events and create an identity within Bluff Country that will set you apart from the surrounding communities. Based on the demographic data previously discussed and in conjunction with the response of the business and tourism sector, we recommend the following strategies:

- A. Add benches and trash/recycle bins along trails starting with the nursing home
- B. Continue to publish brochures or other handout materials connected to tourism and marketing
- C. Keep lines of communication open between all community organizations. Work off the quarterly meetings
- D. Establish and maintain an up to date web presence (websites, social media sites)
- E. Utilize the Park and Recreation Department
- F. Incorporate the Four Daughters Winery and Good Earth Village in more of the community plans and events
- G. Have the Vineyard and Country Club hold joint event(s) and capitalize with the traffic that will be passing through

- H. Continue to highlight the Laura Ingles Wilder presence within the community
- I. Grow the Almonzo races very unique for around the area
- J. Add an official Sate Bean Bag tournament or a unique idea that is not happening anywhere else
- K. Incorporate and expand on Geocaching along the trails, parks and the Laura Ingles Wilder trail and hot spots
- L. Cross marketing between the community and the Deer Creek Speed way
- M. Continue to improve the walking trails with benches and lookout spots
- N. Intertwine the campground with local events and attractions

Site visit impressions and thoughts

- A. Switch the driving route for the Wilder Museum to go through downtown instead of driving through a neighborhood
- B. Signage could possibly be put on the building across from the First State Bank Minnesota
- C. At the Tourism stopping point, a map and mini directory brochure handout or board could be used to show people where attractions, food, lodging, bathrooms etc are located when the office is closed
- D. At the parks and Info Center, add a map on a board with listed locations or attractions and businesses or a Mini Directory brochure handout
- E. Hours of operation and phone number of main tourism contact on the outside of the Tourism Office.
- F. There is good signage for the Business District, Library and info center coming South on 16
- G. The info Center has nice benches, add bathrooms to the tourism rest stop
- H. Handout on Bluff Country
- I. Highlight the Growers Market dates and keep the dates unified, for example first Saturday of every month etc.
- J. Put an information stand at the Pop Corn Wagon park
- K. Place sign before the waste water plant at or near the 30 mph sign pointing to downtown

- L. Monthly news letter with events
- M. Parks and Rec plan for the Spring Creek
- N. Have a sign pointing or addressing the downtown from the intersection of Fillmore Co Highway 1 and Hwy 16
- O. Get Tooties, the bakery, Center for the Arts, Valley Creek Outfitters and all businesses on the major GPS maps and Google maps/places

GPS and Online Web Presence

It is extremely important to establish and maintain an up to date web presence (websites, social media sites, GPS devices) with no broken links. Social media is a great free way to connect visitors with your community or attractions. Adding links to the social media (Facebook, Twitter or other medium) on already created sites and printed materials will help alert the public about those information resources.

Currently information for tourism and events in the community can be found at the following web sites

- City Website
- Explore Minnesota
- Bluff Country
- Spring Valley Chamber of Commerce
- Spring Valley Tourism (Facebook)

The Explore Minnesota website and Bluff Country website are great assets however could use more information on them, specifically the Trip Advisor for Spring Valley section. Currently the only things to do that show up are:

- Brave Community Theater
- Historic Bluff Country National Scenic Byway
- Spring Valley Methodist Church Museum
- Washburn-Zittleman House Museum

The average travelers will be using smart phones and the internet more frequently when exploring new places. The community amenities must be able to show up and be found when travelers are in the area. All major businesses and attractions can be added to the major GPS map makers (Google, Bing, NAVTEQ, Tele Atlas, Info USA) websites so they will be on the newest maps. Keeping all the information up to date takes time but is worth it in the long run. If travelers can't find you or what is around them, how will they know to go see all the beautiful attractions? Having positive feedback or reviews on these sites is also important since travelers will form opinions off of those reviews. Community organizations can leave positive reviews to show how much fun a traveler can have spending time in Spring Valley. These are the results from different points within/near the community of the attractions and key words that are pulled up off a Google based smart phone.

When at the Winery and looking for attractions in the area this is the following listing:

1. Deer Creek Campground
2. Deer Creek Speedway Campground
3. Ironwood Springs Christian Ranch
4. Spring Valley
5. Valley Lanes
6. Rochester/Marion KOA Kamp Ground
7. Rochester Art Center
8. Tourist Info Center
9. Spring Valley Swimming Pool
10. Rochester International Event Center

Listing of Attractions via Google at the Tourist information spot:

1. Tourist Info Center
2. Spring Valley Historical Society
3. Grant ST Park
4. Willow Park
5. Spring Valley Swimming Pool
6. City Park
7. North Tower Park
8. Deer Creek Speedway and Campground
9. South Park
10. Forestville/ Mystery Cave State Park

Listing of Lodging via Google at the Tourist information spot:

1. Quilter Quarters
2. Spring Valley Inn and Suites
3. Shady Rest Motel
4. Parkview Motel
5. Deer Creek Campgrounds

Listing of Restaurants via Google at the Tourist information spot:

1. Subway
2. Dairy Queen
3. Home style Pizza
4. A&W Drive In
5. Elaine's Café
6. Valley Cheese Inc
7. Charles on Broadway

Listing of Bars via Google at the Tourist information spot:

1. Johnny Ringos Saloon
2. Old Time Saloon

Listing of keywords via Google at the Tourist information spot:

1. Bed and Breakfast
2. Camp
3. Motels
4. Cave
5. Lodging
6. Inn
7. Resorts
8. Recreation
9. Pizza Restaurant

Are there more attractions that could be added to these lists? Are the right attractions coming up on the online searches? For example the Bed and Breakfast listed is no longer in business. When establishing a Marketing Strategy these questions need to be addressed.

Managing Resources Requires Planning

Advanced planning maximizes the advantages and minimizes the disadvantages of developing rural tourism. In rural communities often times resources (time, money, volunteers, etc.) can be hard to find that is why it's pivotal that everyone should work together towards a common goal.

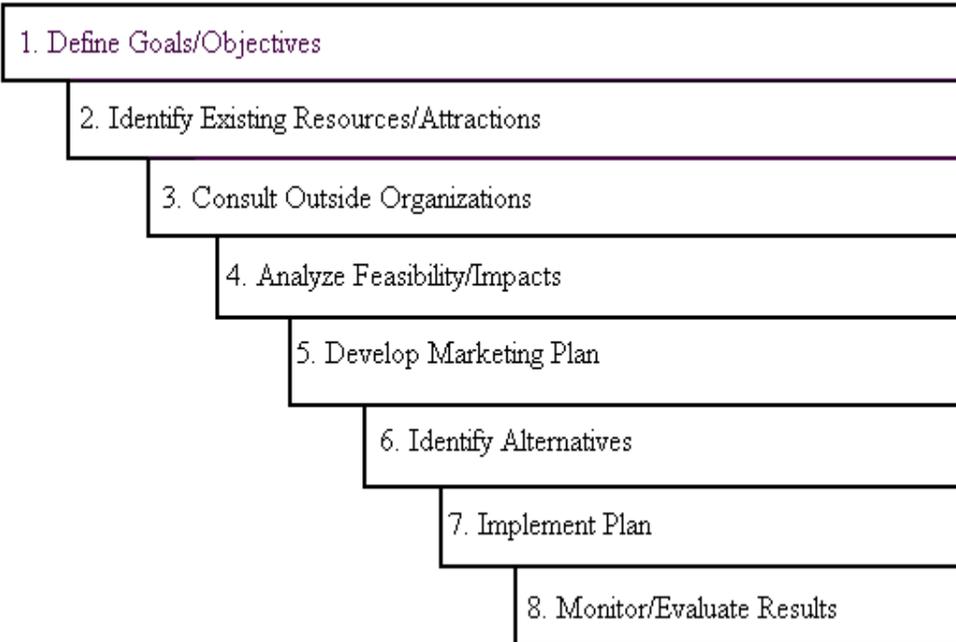
Current community based organizations and where they can help:

- Spring Valley Local Government (EDA, Council, City Administrator, Parks and Rec etc.)
- Spring Valley Tourism
- Spring Valley Historical Society
- Local School District
- Spring Valley Chamber of Commerce
- Kiwanis
- Hometown Pride
- Visions 21
- Garden Club

Currently the E.D.A is hosting Spring Valley community organization's quarterly meetings. These meetings provide an update on what is on each organizations work plan. These meetings should continue and use that time working together to divide and conquer projects within the community. The first step is to have a strategy session to talk about the best ways each organization can play their part in the overall marketing strategy. The following subjects should be discussed:

- A. Foster a spirit of cooperation and coordination among agencies and organizations within your town
- B. Establish lines of communication and develop a flow of information
- C. Assess community goals for the future and develop a policy statement that reflects those goals
- D. Establish the Spring Valley identity/slogan/brand/niche or asses the current slogan or niche
- E. Identify methods for financing operations, promotions, and capital improvements associated with marketing
- F. Develop an action program: set goals and methods of accomplishing them.
- G. Establish a marketing timeline

Below you will find a type of chart that can be used to follow a path to success.



Conclusion

Spring Valley has a very diverse mix of attractions that will bring new foot traffic into the community while also retaining current local citizens. There are many different examples within this document that we hope will spur ideas and action.

There is a need to cross promote and bring in new people to the community via:

- Deer Creek Speedway
- Wilderfest
- Good Earth Village
- Spring Valley Historical Society
- Forestville and Mystery Cave

There is a need to come up and expand on new events:

- Almonzo Races
- Bean Bag Toss Tournament

- Fishing of the creek

There is a need to revitalize the downtown and enhance current assets:

- Continue to have a mix of businesses
- Retain current population
- Retain local dollars while bringing in outside dollars
- Add maps and benches to trail systems

Moving forward, the community should use this document to focus resources on the different current events and assets within and around the community. Doing so will help the community be in a better position for success. This success can be had by continued communications and meetings between participating community organizations to be on the same page all working towards a common goal.

This document should be viewed as a fluid document – ever changing to meet the ever changing needs and wants of the community. This document should be reviewed, analyzed and updated on an annual basis at the community groups meetings ran by the Economic Development Authority. Reviewing the document yearly will give time to discuss the current effectiveness of tourism and marketing within Spring Valley. Input should be received from all stakeholders to assure that all facets of the community – internal and external, are heard.