

## 2018 Program of Work

### Business and Economic Development

*Impact Area Purpose:* To help businesses prosper by providing recognition to Muskogee, networking opportunities for members, supporting and stimulating growth of tourism, as well as collaborating with other economic development organizations working to make Muskogee stronger through business and industry.

1. **Ag Appreciation Dinner** – The Muskogee Chamber of Commerce celebrates the hard work and importance of the Agricultural community in Muskogee with an annual dinner held each October. More than 200 people from diverse professional and social backgrounds attend this fun event.
  2. **Local Business and Industry Appreciation Banquet** – The Muskogee Chamber of Commerce proudly partners with the Port of Muskogee Industrial Development and Indian Capital Technology Center to provide an annual awards banquet to recognize local industry business' accomplishments.
  3. **My Muskogee Christmas** – This holiday season the Chamber will be premiering #MYMUSKOGEECHRISTMAS. This new community-wide, month long program is designed to promote local retail and businesses, as well as enhance events taking place here in Muskogee. The program will incentivize shoppers to come to, or stay in, Muskogee for their holiday shopping, as well as promote all the fun things to do and see during the season.
  4. **Public Service Employee Recognition Week** – Muskogee is served by employees that are an integral part of improving the quality of life for our city by being responsive to the needs of citizens every hour of every day. The Muskogee Chamber of Commerce recognizes the constant dedication and talents of public servants with an appreciation event the first week in May.
  5. **Small Business Development** - The Chamber recognizes and appreciates the vital role that small businesses play in a community. They are the engines of job creation and economic growth for Muskogee. We want to ensure small businesses are getting the resources they need to grow and prosper. Providing the right climate for entrepreneurial and small business owners to succeed, including access to business advisors and resources, can be extremely valuable.
  6. **Teacher Appreciation Project** – Muskogee educators are preparing our future workforce and business leaders. The Chamber provides Survival Kits as a well-deserved “thank you” for their hard work and dedication to our youth.
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# Chamber Committees

*Impact Area Purpose:* Each Chamber Division may also have specific working committees perfect for the member's leadership team and employees to volunteer and support the work of the Chamber, and Muskogee, as your time allows.

Our current standing committees that are open to all Chamber members are:

- **APT Golf Committee**

*Chair: Chris Condley; Staff Liaison: D.J. Thompson*

- **Agri-Business Committee:**

*Chair: Cheryl Leatherman; Staff Liaison: Amber Crall*

Promotes and supports local businesses associated with all components of agriculture, including the Farmer's Market. The work of this committee supports the annual Muskogee Regional Junior Livestock Show and hosts an Ag Appreciation Dinner each fall. They meet the second Thursday of every month at 3:30 p.m. in the Georgia Pacific Board Room at the Muskogee Chamber of Commerce.

- **Ambassadors Committee:**

*Chair: Erin Shriver; Staff Liaison: Kevin Igert*

This committee works to ensure our members have the full support of the Chamber and are provided opportunities such as ribbon cuttings, open house, and ground-breaking events. The committee meets the first Wednesday of every month over lunch at a Chamber Member restaurant.

- **Annual Banquet Committee:**

*Chair: TBD; Staff Liaison: Angela Wilson*

Committee members help plan the theme, decorations, and program for the Chamber's Annual Banquet, as well as greet visitors and help with set-up and clean-up as needed. With approximately 350 attendees in attendance each year the volunteers on this committee are critical to a seamless and profitable event.

- **Finance & Investment Committee:**

*Chair: Greg Eby; Staff Liaison: D.J. Thompson*

**NEW for 2018!** This committee will create the Chamber's overall investment policy, manage and advise on any Chamber investments.

- **Leadership Muskogee Committee:**

*Chair: Josh Cotten; Staff Liaison: Angela Wilson*

Leadership Muskogee "Session Chairs" will help plan the program each monthly session to ensure participants are getting the most of their experience. Session Chairs will be Leadership Muskogee graduates.

- **Military & Veterans Affairs Committee:**

*Chair: Gordon Carlin; Staff Liaison: Angela Wilson*

This committee helps the Chamber stay connected to our military and veteran personnel in the workforce, and their families who reside in Muskogee. A Veteran Appreciation and Awards event, and all the ancillary activities around the Dinner, as well as other related projects, are guided by this committee. Meetings are typically held monthly on the 4<sup>th</sup> Thursday.

- **Muskogee Vision Committee:**

*Chair: TBD; Staff Liaison: D.J. Thompson*

The mission and purpose of this think tank is to dream, visualize, and discuss a vision for Muskogee and often serves as an incubator for ideas that improve and foster a positive image for Muskogee. This high energy committee meets the third Friday of every month for a 7:30 a.m. breakfast in the Georgia Pacific Board Room at the Muskogee Chamber of Commerce.

- **My Muskogee Christmas Committee:**

*Chair: TBD; Staff Liaison: Angela Wilson*

Committee members plan and implement the events and activities of the Chamber for this community-wide retail promotion and stay local campaign. The committee typically meets every few weeks in August – December.

- **Paul Revere Legislative Affairs Committee:**

*Chair: Jerry McPeak; Staff Liaison: D.J. Thompson*

This committee oversees all of the government relations and legislative policy programs of the Chamber, including candidate forums, elected officials roundtables and other events. The committee meets the fourth Friday of the month at 7:30 a.m. in the Georgia Pacific Board Room at the Muskogee Chamber of Commerce.

- **Tourism Committee:**

*Chair: Jim Blair; Staff Liaison: Ashley Wilbourn*

The Muskogee Chamber of Commerce is the designated provider of tourism services and activities for the City of Muskogee. Our Tourism Committee brings together a multitude of interested citizens and businesses and is made up of Chamber Board Members, City Council members and their appointees, as well as other stakeholders in the community. They oversee and guide all of our tourism activities and initiatives, including our community support grant process. The committee meets the third Wednesday of every month at 3:30 p.m. in the Georgia Pacific Board Room at the Muskogee Chamber of Commerce.

- **Women's Leadership Committee:**

*Chair: TBD; Staff Liaison: Angela Wilson*

This group of extraordinary women meets from January – July of each year to plan one of the largest women's events in the region. The Chamber's annual Women's Leadership Conference and Awards Luncheon draws approximately 200 women every year. The committee plans the conference from start to finish, including securing speakers, planning a style show, constructing informative and education conference sessions, and awarding local women who have made a difference. The committee meets as needed January - July.

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## Community and Professional Development

*Impact Area Purpose:* To assess leadership needs for Muskogee and provide training and programs to attract high level talent to business and community boards, as well as develop the capacity and commitment of the individual employee.

- 1. Intern Muskogee** – Intern Muskogee is a new component to our web site, [visitmuskogee.org](http://visitmuskogee.org). Companies and organizations may post their internship opportunities where students and adults may then select which ones they are interested in and pursue the opportunity. As an added component to develop their skills for the workplace, Interns attend professional development and soft skills training one day per month at the Chamber. Subjects may include topics such as:
  - Budgeting with Your New Paycheck
  - Customer Service / Okie Pride Training
  - Social Media Etiquette for the Workplace
  - Interview Skills and Mock Interview
  - Writing a Professional Resume
  - Soft Skills Training (communication, adaptability, team work, problem solving, etc.)
- 2. Leadership Muskogee** – This program is designed to develop participant awareness of the community with the purpose of broadening our volunteer base in Muskogee, enhancing the knowledge of employees, and creating well-rounded and educated citizens. The number of Leadership Muskogee Class participants is limited and applications are accepted from any individual or business. Being a Chamber member is not a requirement but is preferred and considered in the selection process. Participants attend a Team Building Retreat in October then come together for one session each month through the month of June.
- 3. Veterans Appreciation and Award Event** – Muskogee has a large Veteran population from all branches and service periods. The Chamber works to build and strengthen relationships between the businesses of Muskogee and the military personnel and veterans, and their families. To honor this group we will host a Veteran Appreciation and Awards Dinner in conjunction with Veteran Appreciation week in November; continue the downtown banner program honoring Muskogee veterans and their families.
- 4. Women In Business Luncheons** – In partnership with ICTC, we will co-host quarterly luncheons to provide networking and professional development for women from throughout the Muskogee area.
- 5. Women’s Leadership Conference** – Approximately 200 women attend this one day conference every July to gain valuable leadership and business skills. The day includes informative sessions, panel discussions, the Chamber Women’s Leadership Awards and even a high energy fashion show.
- 6. Youth Leadership Muskogee** – Patterned after our Adult Leadership program, the Youth Leadership program fosters the qualities and skills necessary for success in the workplace and

life. Area youth are introduced to the world of business and aspects of their community in order to gain qualities to help them be informed and productive citizens. Each Youth Leadership Muskogee Class is limited to 30 students and applications are accepted from sophomores and juniors enrolled at any school located in Muskogee County. Participants attend one session each month from January – May.

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## Government Relations

*Impact Area Purpose:* To utilize the Chamber as the voice for business with our elected officials and their staff; and to maintain consistent involvement and communication in strengthening the relationships with those individuals to affect legislative policy and statute changes as needed by our members. We will work proactively on the issues and focus on the City of Muskogee and the surrounding areas.

**Political Forums** provide candidates of federal, state or local office the opportunity to speak with the Chamber members regarding their ideas, stance on current policy, and plans if they are elected.

**Muskogee City Council and Mayoral Candidate Forum – Wednesday, January 24, 2018**

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## Marketing & Communications

*Impact Area Purpose:* Through strategic communication methods, keep members well-informed on Chamber-related information and other pertinent matters, as well as help advertise and market your business in the community.

- Member Spotlights in emails distributed to over 1,000 addresses on a weekly basis.
  - Advertisement of your local events and activities in a weekly email distributed to nearly 2,000 addresses.
  - Priority placement in our Muskogee Welcome Packets.
  - Priority placement in our Muskogee Relocation Guides.
  - Premier advertising opportunities on the [visitmuskogee.org](http://visitmuskogee.org) web site.
  - Premier advertising opportunities in the Muskogee Chamber office.
  - Provide public Ribbon Cutting events that include press and photos.
  - Press releases and coordination with appropriate partners to celebrate positive changes you may make in your business.
  - Maintaining our new, more responsive web site with easier navigation and increased search engine optimization to help advertise and market your business.
  - Continuing to streamline and upgrade internal Information Technology solutions to ensure professional operations and appearance, as well as consistent and reliable communication.
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## Membership Development & Partner Relations

*Impact Area Purpose:* To create and maintain strong partnerships with the business community by developing events and programs that enhance the experience of our members, as well as providing them with varying opportunities to network and support the work of the Chamber.

1. **Ambassadors** - Our Ambassadors are in a leadership role as part of the Chamber’s volunteer Membership and Public Relations team. Ambassadors improve awareness of Chamber benefits, act as hosts at our events, attend ribbon cuttings and appear in pictures of the event, and are a “go-to” resource for the business community. Ambassadors are showcasing Muskogee and their own businesses, as well as helping us build long-lasting partnerships.
2. **Chamber Annual Banquet** – Typically held in late March, the Muskogee Chamber’s Annual Banquet has come to be known as one of the most worthwhile, fun and exciting events held in Muskogee each year. Approximately 350 attendees gather to celebrate the volunteers and businesses that have made the Chamber’s work a success over the past year, and to enjoy delicious food, comradery and a great night out.
3. **Partnership Opportunities Program** – Produce and implement a well-defined Partnership Opportunities Program that helps position members as a leader in the Muskogee community. The POP provides a variety of platforms for advertising, branding, and networking for the business community. Chamber staff will work with each Partner individually to customize the optimal program for the company and their employees.
4. **State of the City Address** – Approximately 350 people attend this Chamber event held each fall at the Muskogee Civic Center. Hear from the Mayor of Muskogee about the progress of our City and be the first to find out about exciting, upcoming projects and happenings.

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## Tourism

*Impact Area Purpose:*

Tourism for the purposes of this work plan is defined as: the promotion of travel by individuals and groups who do not live in Muskogee so that Muskogee will benefit commercially; and, the industry of providing information, accommodations, transportation and other services to people who do not live in Muskogee.

### I. VISITOR CENTERS, VISITOR TRACKING & TOURIST INFORMATION

**Objective 1:** To establish and maintain multiple Tourist Information Centers at existing attractions throughout Muskogee. Sites could include:

- The Castle of Muskogee
- The Muskogee Chamber of Commerce
- Three Rivers Museum
- Five Civilized Tribes Museum
- Port of Muskogee
- Oklahoma Music Hall of Fame

USS Batfish / War Memorial Park  
Roxy Theater/ Oklahoma Movie Hall of Fame

- Activities:**
- A. Establish a list of sites from which tourist information will be distributed.
  - B. Provide a simple business plan to assist existing Muskogee attractions establish tourist information centers at their current facilities.
  - C. Provide assistance with set up and design, including brochure racks or other display options, to ensure uniformity and comprehensive information for each location.
  - D. Provide training to current attractions regarding expectations, customer service and other requirements of serving as a Tourist Information Center.
  - E. Provide all tourist information materials to existing Muskogee attractions and deliver new materials as needed.
  - F. Add directional signage and information to the TAP Kiosks to direct visitors to the new information sites.
  - G. Track numbers of visitors to each site on a monthly basis.
  - H. Close the Tourist Information Center housed on Hwy 69 saving approximately \$10,000 per year and redirect the funds to the new sites and other tourism efforts included in this plan.
  - I. Redirect funds spent on the current Tourist Information Center that has declining use and requires expensive updates.
  - J. Provide visitor information to the City of Muskogee on a monthly basis.
- Goals:**
- A. Have multiple sites that efficiently and effectively provide information to Muskogee visitors.
  - B. Maximize opportunities for visitors to have access to tourist information.
  - C. Increase the number of visitors to existing attractions in Muskogee.
- Outcomes:**
- A. Tourists have increased awareness of Muskogee attractions.
  - B. Attractions experience, and are able to document, an increase in visitors as a direct result of hosting an information site.
  - C. Tourists feel well-informed and can easily find experiences in Muskogee.
  - D. Tourists feel welcomed in Muskogee and share the experience.
- Objective 2:** To maximize and increase the usage of the two TAP kiosks by visitors to Muskogee.
- Activities:**
- A. Ensure staff knowledge of the TAP kiosk system and how to make changes or additions on a regular basis.
  - B. Create signage that directs visitors to the TAP kiosks.
  - C. Work with location representatives to ensure they educate their staff on what the kiosks are and how to encourage people to use them.
  - D. Track numbers of visitors to each kiosk site on a monthly basis.
  - E. Close the Tourist Information Center housed on Hwy 69 saving approximately \$10,000 per year and redirect the funds to the new sites and other tourism efforts included in this plan.

- Goals:**
- A. Maximize the use and access of the TAP kiosks.
  - B. Data and information on the kiosks will be updated on a regularly scheduled basis and will be accurate.
  - C. Redirect funds spent on the current Tourist Information Center that has declining use and requires expensive updates.

- Outcomes:**
- A. Tourists gain awareness of Muskogee attractions.
  - B. Local attractions document an increase in visitors.
  - C. Tourists feel well-informed and can easily find experiences in Muskogee.

**Objective 3:** Be the primary information center/clearing house for visitors to Muskogee.

- Activities:**
- A. Provide a variety of access points and ways for visitors to obtain information (physical sites, print material, internet, social media, web site, television/video, etc.).
  - B. Ensure all Chamber and Tourism staff and representatives are well-trained and able to provide accurate information to individuals and groups inquiring about visiting Muskogee.
  - C. Ensure the local community is informed and has access to accurate and up-to-date information regarding Muskogee activities.
  - D. Design and distribute a comprehensive Muskogee Activities Guide on an annual basis.
  - E. Maintain an online “community calendar” that is updated weekly and shows all activities and events occurring in Muskogee.
  - F. Maintain a high-quality web site that shows current and accurate information.
  - G. Deliver all tourist information materials to existing Muskogee attractions and visitor information centers as needed.
  - H. Ensure an accurate and functional visitor tracking system is in place.

- Goals:**
- A. Muskogee tourism information is readily available in a variety of mediums to suit any individual need or preference.
  - B. Muskogee is represented professionally and attractively to interested visitors.
  - C. Muskogee tourism information is up to date and accurate, reflecting a comprehensive and collective view for potential visitors.

- Outcomes:**
- A. Visitors feel accommodated and have the information needed to make decisions regarding Muskogee tourism.
  - B. Muskogee citizens and businesses feel that they have easy access to all information regarding activities and information for Muskogee tourism.

- C. Muskogee citizens and businesses feel that they are equipped to provide basic tourism information to guests, customers or clients.
- D. Tourists gain awareness of Muskogee attractions.
- E. Tourists feel well-informed and can easily find experiences in Muskogee.

## II. PROMOTIONS and ADVERTISING

**Objective 1:** With the understanding that advertising is a critical mechanism for tourism success, develop and implement a comprehensive advertising and marketing plan that is utilized to increase awareness of Muskogee as a tourist destination.

- Activities:**
- A. Assessment of the location of, and message on, all billboards currently utilized to determine relevance to tourism goals.
  - B. Reduction of billboard advertising within Muskogee; move to more billboards outside the Muskogee City limits and outside of Muskogee County.
  - C. Begin using electronic billboards.
  - D. Begin reducing the number of, and dollars spent on, all print ads.
  - E. Increase the usage, and dedicate resources to, social media and online advertising.
  - F. Continue the production of a comprehensive Activities Guide.
  - G. Improve the quality of the Community Calendar which showcases local events both inside and outside of Muskogee.
  - H. Development of a new *visitmuskogee* web site which will be easier to use and locate Muskogee tourism opportunities.
  - I. Continue partnerships and collaboration with organizations (such as the Green Country Marketing Association) that have additional resources and reach to leverage tourism funds and promote Muskogee statewide and nationally.
  - J. Continue motorcycle tourism efforts via advertising and ride guides.
  - K. Continue REAL Okie branding efforts outside the Muskogee regional area.
  - L. Develop new REAL Okie products, and continue popular products, for purchase and distribution.
  - M. Collect reliable tourism data through dependable and meaningful research and tracking methods.
  - N. Utilize data and information collected to influence future tourism programming and determine resource needs.
  - O. Actively seek opportunities to provide familiarization tours for groups traveling to Muskogee.

**Goals:**

- A. Continue a comprehensive, up-to-date, relevant advertising campaign for Muskogee Tourism.

- B. Create innovative approaches to reach audiences not traditionally targeted.
- C. Be aware of new opportunities in technology, innovative ideas for recruitment, opportunities to enhance the Muskogee experience, and growing the REAL Okie brand, to increase tourism.
- D. Reach beyond the regional area will increase visitors from new/different areas to Muskogee. (Documentation of more visitors from further away).

- Outcomes:**
- A. Muskogee will see an increase in tourism overall, as evidenced by increased hotel tax dollars, increased sales tax during specific time periods, increased usage and visitor attendance of Muskogee attractions.
  - B. The REAL Okie brand is widely recognizable and easily identified.
  - C. Potential visitors are attracted to Muskogee because of the marketing and advertising methods.
  - D. Muskogee will realize an increase in exposure with a decrease in dollars utilized (a better return on the investment).

**Objective 2:** Ensure the REAL Okie brand is prominent and recognized locally, regionally and statewide.

- Activities:**
- A. Create an online REAL Okie training program for local businesses, their employees, and community members.
  - B. Enhance the Shop Muskogee campaign during the holiday season.
  - C. Maintain the REAL Okie store and expand sales to other locations inside and outside Muskogee.
  - D. Develop new REAL Okie products, and continue popular products, for purchase and distribution.

- Goals:**
- A. Educate the Muskogee citizens, businesses and visitors by providing low/no-cost training opportunities to increase positive visits and perception of Muskogee.
  - B. Increase the number of people shopping in Muskogee during the holiday season.
  - C. Expand to other towns and locations within Muskogee to sell REAL Okie branded merchandise.

- Outcomes:**
- A. Muskogee citizens understand the REAL Okie brand and its relevance to Muskogee tourism.
  - B. Local individuals and companies are equipped to help brand Muskogee as a tourism destination.
  - C. Muskogee businesses see an increase in number of customers and sales.
  - D. Individuals and groups recognize customer service and a welcoming spirit as hallmarks of a visit to Muskogee.
  - E. Muskogee tourism will increase.

- F. Oklahomans will recognize the REAL Okie brand and associate it with Muskogee, OK.

### III. TRADE SHOWS, CONVENTION AND EVENT RECRUITMENT

**Objective:** Actively seek and recruit events and conventions with the intent of increasing the number of overnight stays in Muskogee.

- Activities:**
- A. Research opportunities for recruitment of an event or convention;
  - B. Prepare and implement a recruitment plan that includes incentives and features available for all prospects.
  - C. Work with the City of Muskogee to effectively allocate “paper credit” funds to assist with facility rental fees.
  - D. Host and attend meetings on a regular basis with community partners such as the City of Muskogee, the Port of Muskogee, museums and attractions, and the Muskogee Hotel and Lodging Association.
  - E. Identify and attend various tradeshow that will provide the opportunity to recruit additional, new conventions and events to Muskogee.
  - F. Update the booth and displays utilized at tradeshow to ensure the perception of Muskogee is inviting, would be a high-quality experience, has a variety of activities, and displays the REAL Okie spirit.
  - G. Continue partnerships and collaboration with organizations (such as the Oklahoma Tourism and Recreation Department) that have additional resources and reach to leverage tourism funds and help promote Muskogee statewide and nationally.
  - H. Work hand-in-hand with convention/event organizers to ensure accurate collection of data needed to measure the impact on Muskogee.

- Goals:**
- A. Have a strategic recruitment plan for events and conventions that increases use of Muskogee as a destination.
  - B. Continue to build relationships with local partners, venues, attractions and businesses to ensure hosting is seamless for the customer.
  - C. Attend specifically targeted, new trade show opportunities resulting in additional exposure of Muskogee and more events held in Muskogee.
  - D. Have an organized, reliable and accurate process and system for measuring tourism data and the impact for Muskogee.

- Outcomes:**
- A. Attendees of conferences, conventions, and events have a positive experience in Muskogee.
  - B. Convention or event organizers have a positive experience hosting an event in Muskogee.
  - C. The event/convention generates Hotel / Motel taxes.
  - D. The event/convention generates sales tax in Muskogee.

- E. Muskogee establishes a reputation for being a high-quality host city.
- F. Muskogee attractions and events receive heightened public awareness statewide and nationally.
- G. Muskogee tourism will increase.

#### IV. COMMUNITY SUPPORT GRANT PROGRAM

**Objective 1:** To manage a formal grant process that provides financial support for events hosted in the Muskogee area that have proven, or are expected to, increase tourism.

- Activities:**
- A. Combine the current Community Support grant process with the current Annual Support grant process to make one grant application and process for all grantees.
  - B. Provide a grant program which includes an application, support documentation, and a follow up report from the grantee.
  - C. Maintain a subcommittee of the Tourism committee that meets as needed and is responsible for the review and recommendation of approval or denial of every grant application.
  - D. Present each grant application to the Tourism Committee for consideration and obtain a recommendation for denial or approval for final consideration by the Chamber Board of Directors.
  - E. Create deadlines for applications based on the calendar year rather than the events being funded.

- Goals:**
- A. To make improvements in the current grant process to ensure transparency and accountability, as well as fair evaluation of all projects.
  - B. To manage the grant process more efficiently due to cuts in the tourism budget.
  - C. Maximize tourism funds and utilize them strategically.

- Outcomes:**
- A. Applicants seeking grants will have a clear understanding of grant criteria, timelines, deadlines and guidelines.
  - B. Muskogee will recognize the benefit of grants that will be given to events that currently, or have the potential to, increase tourism.

**Objective 2:** To provide human resource support, as well as advisement in marketing and public relations, event planning, hospitality services, and other areas where applicable, for events hosted in the Muskogee area that are expected to increase tourism.

- Activities:**
- A. Provide support services to tourism activities as requested or needed. Services and assistance include but are not limited to:

- Coordination of special hospitality events for a convention group;
- Coordination of recreational activities for participants during their stay;
- Volunteer recruitment and support;
- Marketing, public relations, and advertising consultation for the event;
- Use of Chamber/Tourism contacts to provide additional promotion for an event;
- Helping event organizers connect to other resources needed for their event;
- Recommendations and assistance with group hotel bookings;
- Recommendations and assistance with venue bookings;

**Goal:** To provide support to tourism activities in order to increase the opportunity for success and continue growing tourism in Muskogee.

- Outcomes:**
- A. Event hosts will feel satisfied and positive about hosting their event in Muskogee.
  - B. Muskogee will have the option to host events the following years because organizers will have had a positive experience.
  - C. Muskogee will grow by reputation as being an ideal and prime city for hosting events and conventions.
  - D. Muskogee tourism will increase.

## V. NETWORKING & PROFESSIONAL DEVELOPMENT

**Objective 1:** Participate in valuable learning experiences that empower tourism staff to maximize performance and achieve their full potential in the tourism industry.

- Activities:**
- A. Attend Tourism College.
  - B. Attend the Oklahoma Governor’s Conference on Tourism
  - C. Attend other conferences and professional development opportunities as budget allows.
  - D. Network with tourism professionals at conferences and trainings to learn and gain insight from what other communities are doing to foster tourism.

**Goal:** To participate in local, statewide, and national meetings, conferences and events that provide opportunities for tourism staff to connect and learn from, as well as educate others, about the tourism industry.

- Outcomes:**
- A. Chamber/Tourism staff will be educated regarding tourism.
  - B. Chamber/Tourism staff will feel equipped to provide accurate information about the tourism industry when called upon to do so.
  - C. Potential tourists and others will view the Muskogee tourism program as a professional, knowledgeable, and friendly aspect of Muskogee.

**Objective 2:** To interact and engage with, Muskogee tourism stakeholders, state tourism officials, other tourism industry professionals, to add education and support to the Tourism efforts in Muskogee.

**Activities:**

- A. Tourism Director to attend Tourism College
- B. Actively engage in community clubs, events and meetings.
- C. Attend Muskogee Hotel and Lodging Association meetings.
- D. Attend local tourism related events.
- E. Host monthly Tourism meetings that foster sharing of ideas and information for the benefit of Muskogee.
- F. Attend Chamber Communication meetings with City Council as needed or requested.
- G. Attend state tourism meetings or events that provide networking opportunities with the tourism industry.

**Goal:** To foster mutually beneficial relationships that benefit Muskogee tourism and the community at-large.

**Outcomes:**

- A. Muskogee attractions and stakeholders feel supported by the tourism department.
- B. Chamber/Tourism staff will feel well-connected and confident in contacting other tourism industry professionals to further the tourism efforts in Muskogee.

## VI. COMMUNITY EDUCATION

**Objective:** To educate Muskogee citizens, leaders, businesses and attractions about the importance of tourism and how it effects the local economy.

**Activities:**

- A. Annually host *#MyMuskogee Familiarization Tours* for media, local groups and businesses, and City, County, State and Federal leadership, as well as tour groups from outside of the area.
- B. Create an online REAL Okie training program for local businesses, their employees, and community members.
- C. Continue some “inside” advertising within Muskogee that are visible on a daily basis.

**Goal:** To help make all citizens of Muskogee, ambassadors of our community.

**Outcomes:**

- A. Muskogee residents have a positive perception of where they live, work and play.
- B. Commuters have a positive perception of the town where they work.
- C. Potential tourists have a positive perception of Muskogee prior to a visit, and at the conclusion of the visit.

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*Other events and activities such as Chamber University, Chamber Night Out, Chamber Coffee & Connections, elected official roundtables, and other programs that further the mission of the Chamber will be considered on a case-by-case basis.*

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**As a part of Your Chamber Membership you also have access to:**

Certified Notary Public services by a member of the Chamber staff;  
Certificate of Origin Services;  
Consulting on marketing, public relations and graphic design for your business;  
All of our connections and resources to help you be successful.

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