

Wake County

Destination Strategic Plan



JLL Annual Meeting Narrative to Support Presentation

Slide 1:

Hello everyone. It feels good to be back on this stage in front of you all to talk about Destination 2028 and the future of Wake County's tourism landscape. I want to thank Denny and Loren and their team at the GRCVB for all of their hard work and support throughout the last year.

Slide 2:

This time last year, we posed the same question – what is the goal of a comprehensive destination plan?

Overall – we want to see the industry grow. Denny and his team have set an aggressive goal – 21.7 million visitors by 2028.

Today we will walk through some highlights of how the Destination Strategic Plan can get us there and how it elevates our communities' quality of place for visitors and residents alike.

But first, we couldn't have done it without all of you.

Slide 3:

The Destination Strategic Plan was built by your feedback.

You can see we worked hard to keep industry stakeholders, elected leaders and the broader community involved in this effort.

The level of interest was very high and we received excellent insight throughout

This also lays the foundation for successful implementation, which we will touch on at the end of this presentation.

I'd also like to digress for a moment and recognize Bill Sandridge, our Wake County based Managing Director for his advice and counsel and Dan Douglas our local urban planner who was active in the planning process.

Slide 4:

Our team inventoried roughly 2,000 assets and amenities in Wake County

We worked with partners to identify these assets and potential outcomes during the process.

Every asset type from youth sports fields to cultural sites and independent restaurants were included in this effort.

We also looked at future opportunities for development of wake county's tourism landscape.

From this effort our team summarized the current situation for tourism in Wake County

We then worked to determine those assets that would generate the highest return.

From this collective effort the Destination Strategic Plan was created.

This Plan includes 8 key priorities:

Slide 5:

We organized everything we learned into these 8 priorities.

On the following slides we are going to step through a few highlights from each priority.

As you can imagine there is a lot of detail on each priorities and we encourage you to visit visitraleigh.com/2028 to download and read the plan.

Slide 6:

In the area of Meetings and Conventions, there is opportunity to focus on growth throughout the county.

A major recommendation in this space includes a phased approach for the ongoing growth of RCC including the potential for expansion that will deliver an increased impact into the market.

This recommendation and program was developed collaboratively to set goals and objectives. This includes the need for support from partners within the city and the development of new full-service hotel rooms for the future success of meetings and conventions.

Slide 7:

Sports covers everything from youth tournaments to professional sports teams and assets.

Sports is a proven demand generator, growing nationally to a \$15Billion industry by 2020.

One of the items identified as a need in this space is a multiuse indoor sporting facility to meet the demands of youth an amateur sports tournaments in Wake County. There are also two additional professional sports opportunities with investments in the PNC Arena and MLS Stadium developments. The Plan addresses these assets and the need for them to consider future increased versatility .

We have a unique opportunity because of the quality of our community's sports assets to embark on a more proactive effort.

Going forward will be critical to support the strategic investment in new inventory by creating a countywide sports cluster model for selling, booking and ensuring quality is maintained.

The plan provides recommendations to support the interlocal fund's ability to identify strategic investments that will generate the highest return on tourism dollars.

Slide 8:

We know that there are anchor sites across the county today that bring people into our community, including our state museums.

Over the next 10 years of the Plan's implementation there should be investment into the existing assets and develop experiences that will drive overnight visitation to the destination.

In addition the potential to attract world-renown exhibitions should be pursued.

These kinds of efforts drive visitation and the ability to coordinate those efforts further through investment will significantly enhance our ability to deliver new visitors into the Wake County market.

Slide 9:

Can you imagine a day where strategically placed events draw visitors and help raise awareness of Wake County? Let's create our South by Southwest.

Events are a cornerstone of tourism development and the Plan includes a specific approach on how to invest in events countywide that meet key characteristics that overtime will evolve our events to increase visitation throughout the county.

This kind of standard criteria will help support our event organizers better understand what is needed to grow an event to become a tourism driver.

This effort will align partners and continue to educate the community on the value of visitor-facing events.



Slide 10:

This is arguably the hardest market for destinations like Wake County - these visitors are making an independent decision to come here for a vacation getaway.

The individual leisure priority in the Plan will focus more on what is unique, special and experiential in Wake County.

This effort will bring visitors to our local assets and people as experiences in their own right. We have connected the Plan's recommendations to a People-First program to deliver these experiences to new visitors to our community.

Slide 11:

Destination Development is a broad topic, but an important one as this is a 10-year effort.

In working with our local team in Bill Sandridge, opportunities were identified in the plan.

Time was also spent with the local development community and they shared their vision for these kinds of opportunities including the PNC Arena site potential, Dorothea Dix Park development and others throughout the county.

This means continuing to put the visitor lens on potential projects including iconic asset development and infrastructure.

A great example of that is the opportunity that exists with Dorothea Dix Park, not far from where we are today. As one of the largest pieces of land, poised to become America's next great destination park – our efforts on behalf of the tourism industry need to be focused on elevating the visibility of that asset to be an anchor for new overnight visitation. We have spent time with the designers on this effort, and we are excited about the opportunities that exist within Dorothea Dix Park.

Slide 12:

A tourism plan for Wake County isn't complete without determining approaches that will leverage key regional assets.

This includes everything from the universities, the innovative corporate sector in the Triangle and the growing hub at Raleigh-Durham Intl. Airport.

We will need to work collaboratively to support these assets and further leverage their ability to draw their respective visitors into our community, including international travelers as part of our future.

Slide 13:

Everything we have just talked about will enhance our quality of place over the course of the next 10 years.

This is perhaps the most interesting aspect to think about together as a community.

Think about the fact that we have an opportunity through this plan to make our broader community even more attractive.

This should, and will be, a source of pride and great benefit to everyone within our 12 municipalities.

This priority touches on many aspects of Wake County's community fabric and includes the potential to create iconic assets that further weaves our brand culture and extends the promise of who we are.

Don't think of tourism separately or independently from our overall quality of place.

Use this platform to further position our community as a sought after place to live, work and visit.

Slide 14:

As you can imagine the Plan is detailed and varies in recommendations across the 8 priorities we just showed you.

So what does this mean for you now? How can you engage in the plan?

Remember, this is not a Greater Raleigh Convention and Visitors Bureau Plan, this is a plan that will require participation from the public and private sectors to be successful.



The plan contains a recommendations matrix with action items for each priority with key partners.

The GRCVB and its partners will be working with organizations that you all represent to move these action items forward.

Elements of each of these priorities include continuing to create, foster and expand relationships with partner organizations and stakeholder businesses - one of the great things we experienced over the last year is the high level of interest from stakeholders and partners in coming together over this plan.

For example – in leisure tourism the initiatives require a concerted effort to get experiences in your community involved.

In addition the plan covers challenging topics like hotel development and the need for increased supply in certain areas of the county. How do we as the tourism industry advocate and come together to see these assets developed to bring tourism in Wake County to the next level?

Over the course of the 10-year plan this effort will touch many of you in this room and hopefully extend its reach further into the county. I know I speak for many individuals in this County when I say there is a commitment to keeping everyone informed and engaged in bringing this plan to life over the next 10 years.

Slide 15:

We believe this is an exciting time for Wake County tourism and my team and I have enjoyed being part of this process with you.

In addition to Bill and Dan, I want to take a moment to thank my team in David Holder (Vice President of Tourism) and Bethanie Parker (Senior Associate) for their hard work.

Thank you again for your time today.

