

Preliminary Town of Moriah Tourism Actions

- Drive a tourism education process
- Survey Town of Moriah residents to find out local sentiment towards tourism
- Develop a cadre of volunteers
- Open the Iron Museum more hours per week
- Build support for the chamber among the business community
- Create an annual Town of Moriah Silent Film Festival
- Create a GPS photography experience
- Build a better fishing contest economy
- Change management options for campgrounds
- Clean up public areas
- Foster a campaign to increase local pride
- Open 20 lodging rooms within three years
- Complete “beach to beach” trail
- Promote products and experiences
- Establish a base-line of visitor data
- Track changes
- Incubate new tourism businesses
- Create incentives for new lodging development
- Attract new tourism investment
- Establish an ongoing “Town of Moriah Tourism Council”
- Oversee the execution of this plan
- Meet annually to “renew” this plan
- Hold hamlet meetings to integrate tourism into other community goals and issues

Template for Actions in Plan – Sample: Silent Film Festival

Create an annual Moriah Silent Film Festival	
Related Goals:	<ul style="list-style-type: none"> • Create a flow of visitors to Moriah’s existing tourism businesses • Give Moriah a taste of tourism “on its own terms”
Action:	<ul style="list-style-type: none"> • Create an annual Moriah Silent Film Festival and then explore how silent films could become an ongoing part of a visitor’s experience in Moriah
Responsible Players:	
Timeline:	First Festival in June, 2009
Expected Outcomes:	<ul style="list-style-type: none"> • An event that Moriah can rally around • A good business weekend for local retailers and restaurants • Eventually, a weekend a full occupancy for local lodging establishments • An introduction to Moriah to visitors who may become repeat visitors
Notes and Details:	
Related Actions:	<ul style="list-style-type: none"> • Promote Moriah products and experiences as they come online • Give Moriah an “introductory” level in the tourism business so the town can make good decisions about where it wants to go in tourism