

Drive a tourism education process

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Protect residents' ownership of and access to public Lake Champlain frontage • Make town and village owned campsites perform better (economically and aesthetically) • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community • Improve cell phone access
<p>Action:</p>	<p>Drive an educational process so Town of Moriah residents can understand the implications of tourism</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Town of Moriah residents gain new perspectives on the relationship between their quality of life and having tourism in town • Town of Moriah residents see new employment and business opportunities related to the managed growth of tourism • Town of Moriah residents see that tourism can be managed to protect local lifestyles
<p>Notes and Details:</p>	<p>Education needs to tie tourism to quality of life, jobs, business opportunities</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Complete "beach to beach" trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors • Create incentives for new lodging development

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| | <ul style="list-style-type: none">• 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 |
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Survey Town of Moriah on local sentiment towards tourism

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Protect residents' ownership of and access to public Lake Champlain frontage • Make town and village owned campsites perform better (economically and aesthetically) • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community • Improve cell phone access
<p>Action:</p>	<p>Survey Town of Moriah residents to find out local sentiment towards developing tourism</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>Identification of attitudes and issues that will affect tourism development decisions.</p>
<p>Notes and Details:</p>	<p>Needs to be handled in a neutral fashion – not leading residents to get worked up about problems or to feel they are being railroaded into supporting tourism.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Complete "beach to beach" trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors • Create incentives for new lodging development • Establish an ongoing "Town of Moriah Tourism Council" • Oversee the execution of this plan • Meet annually to "renew" this plan

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| | <ul style="list-style-type: none">• Hold hamlet meetings to integrate tourism into other community goals and issues |
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Develop a cadre of volunteers

Related Goals:	<ul style="list-style-type: none"> • Generate jobs and business opportunities • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Protect residents' ownership of and access to public Lake Champlain frontage • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community
Action:	Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc.
Responsible Players:	
Timeline:	
Expected Outcomes:	An expanded core of volunteers, coupled with new successes, will begin to shape an upbeat community that has a greater sense of pride and is ready to work on improvements that are good for both residents and visitors.
Notes and Details:	Try an adopt-a-spot campaign
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Complete "beach to beach" trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Hold hamlet meetings to integrate tourism into other community goals and issues

Open the Iron Museum more hours per week

Related Goals:	<ul style="list-style-type: none">• Generate jobs and business opportunities• Develop some local lodging• Support local businesses, especially those that contribute to local quality of life• Honor mining history• Help create a better sense of community pride
Action:	Open the Iron Museum more hours per week
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none">• More visitors will spend more time exploring Moriah's history• More visitors will find their way to local businesses• More visitors will find reasons to come back to Moriah for other experiences
Notes and Details:	Need to be confident museum will be open before promoting expanded hours
Related Actions:	<ul style="list-style-type: none">• Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc.• Promote Town of Moriah products and experiences as they are ready for visitors• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics

Build support for the chamber among the business community

Related Goals:	<ul style="list-style-type: none"> • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community
Action:	Build support for the chamber among the business community
Responsible Players:	
Timeline:	
Expected Outcomes:	The business community becomes more upbeat and supportive of each other and can work together to accomplish goals that are good for both residents and businesses.
Notes and Details:	
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Promote Town of Moriah products and experiences as they are ready for visitors • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment • Establish an ongoing “Town of Moriah Tourism Council”

Create an annual Silent Film Festival

Related Goals:	<ul style="list-style-type: none">• Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism• Generate jobs and business opportunities• Support local businesses, especially those that contribute to local quality of life• Showcase silent film history• Fill empty storefronts• Help create a better sense of community pride• Create an environment that supports a stronger Chamber of Commerce
Action:	Create an annual Town of Moriah Silent Film Festival and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none">• This becomes a draw that brings visitors to an annual event and could expand to become a regular reason to spend a weekend in the region.• If visitors are coming to Moriah for an annual or regular event, they will patronize dining and retail businesses – and eventually lodging.• The festival has a captive audience – an ideal opportunity to present other visitor experiences in the area.• The festival is about the region's history – and should become a point of local pride
Notes and Details:	There is incredible momentum on this already!
Related Actions:	<ul style="list-style-type: none">• Build support for the chamber among the business community• Open 20 lodging rooms within three years• Promote Town of Moriah products and experiences as they are ready for visitors• Incubate new tourism businesses• Create incentives for new lodging development• Use the completed plan – and Town of Moriah's implementation track record – to attract new tourism investment

Create a GPS photography experience

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community
<p>Action:</p>	<p>Create a GPS photography experience based on the great historic and scenic views in Town of Moriah</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • People are drawn to Moriah to participate in the challenge • Participants spend money with local businesses • The photos on the website stimulate visits from other, non-participants • This set of tourism experiences is fairly unobtrusive, as Moriah “gets used to” tourism • Building the list of participating businesses creates an opportunity to strengthen the chamber
<p>Notes and Details:</p>	<ul style="list-style-type: none"> • Participants need to demonstrate expenditures at a local business to have their work displayed on the website • Rewards could be offered
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Build support for the chamber among the business community • Promote Town of Moriah products and experiences as they are ready for visitors • Incubate new tourism businesses

Build a better fishing contest economy

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Protect residents' ownership of and access to public Lake Champlain frontage • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce
<p>Action:</p>	<p>Build a better fishing contest economy that yields lodging and dining revenues</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • More expenditures by fishing tournament participants in the local economy • Building better long term relationships between those fishing and the Town of Morah • Building a constituency for new lodging units
<p>Notes and Details:</p>	<ul style="list-style-type: none"> • Will need to work directly with those organizing tournaments • Will take a cooperative effort of the local businesses
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Build support for the chamber among the business community • Clean up public areas (campgrounds, boat launches, etc.) • Open 20 lodging rooms within three years • Promote Town of Moriah products and experiences as they are ready for visitors

Change management options for campgrounds

Related Goals:	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Protect residents' ownership of and access to public Lake Champlain frontage • Make town and village owned campsites perform better (economically and aesthetically) • Help create a better sense of community pride
Action:	Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement.
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Better return on investment from those camping in Moriah (as measured by both campground profits and expenditures with local businesses). • Campgrounds that look better and are a source of local pride
Notes and Details:	<ul style="list-style-type: none"> • Professional advice • Public input • Lots of options in how this plays out
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Complete "beach to beach" trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors

Clean up public areas

Related Goals:	<ul style="list-style-type: none">• Make town and village owned campsites perform better (economically and aesthetically)• Help create a better sense of community pride
Action:	Clean up public areas (campgrounds, boat launches, etc.)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none">• Residents share a pride over the way the community looks – and how they joined together to accomplish that• Visitors and campers value their time in Moriah and are inclined to pick up after themselves
Notes and Details:	<ul style="list-style-type: none">• Adopt a zone• Involve schools, churches, clubs• How about some plantings?
Related Actions:	<ul style="list-style-type: none">• Drive an educational process so Town of Moriah residents can understand the implications of tourism• Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc.• Foster a campaign to increase local pride in property upkeep• Open 20 lodging rooms within three years• Complete “beach to beach” trail using grassroots energy and resources• Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment

Foster a campaign to increase local pride

Related Goals:	<ul style="list-style-type: none"> • Help create a better sense of community pride • Help each hamlet keep its own identity while building a town-wide sense of community
Action:	Foster a campaign to increase local pride in property upkeep
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Homeowners and property owners take more pride in the way their properties look • Visitors are invited to spend time in Moriah (and that means expenditures of money, jobs, etc.) • Crucial to landing new tourism investment
Notes and Details:	<ul style="list-style-type: none"> • Hold Hamlet meetings to promote this campaign • Could make this into a contest • Might make funds available (or volunteer work groups) to help those with financial constraints
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Clean up public areas (campgrounds, boat launches, etc.) • Complete “beach to beach” trail using grassroots energy and resources • Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment

Open 20 lodging rooms within three years

Related Goals:	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce
Action:	Open 20 lodging rooms within three years
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • New jobs • New business opportunities • Better patronage of dining options by visitors • Better retail spending • More dollars into tourism promotion • Visitors able to stay longer
Notes and Details:	<ul style="list-style-type: none"> • Could be B&B, hotel rooms, cabins, or other. • Could be lake front, lake view, or oriented to woods or pond.
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Complete "beach to beach" trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Town of Moriah's implementation track record – to attract new tourism investment

Complete “beach to beach” trail

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect residents’ ownership of and access to public Lake Champlain frontage • Make town and village owned campsites perform better (economically and aesthetically) • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community
<p>Action:</p>	<p>Complete “beach to beach” trail using grassroots energy and resources</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Residents and visitors are able to walk between the two campgrounds, and access the shoreline in the area • The cooperative volunteer effort to build the trail strengthens community spirit and pride
<p>Notes and Details:</p>	<p>A very important symbolic step in residents coming together to make something happen</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Promote Town of Moriah products and experiences as they are ready for visitors • Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment

Promote products and experiences

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Action:	Promote Town of Moriah products and experiences as they are ready for visitors
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Fledgling products are supported with promotion • As new products come on line, the destination gathers momentum
Notes and Details:	Promotion should include web, visitor center, museum, chamber
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Open the Iron Museum more hours per week • Create an annual Town of Moriah Silent Film Festival and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Open 20 lodging rooms within three years • Complete "beach to beach" trail using grassroots energy and resources • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics

Establish a base-line of visitor data

Related Goals:	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Make town and village owned campsites perform better (economically and aesthetically) • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce
Action:	Establish a base-line of data on visitor quantities, spending, demographics
Responsible Players:	
Timeline:	
Expected Outcomes:	If you know where you are at a given point, then you can chart progress
Notes and Details:	Primary data is very important – and the collection of it can draw together a set of volunteers and local businesses
Related Actions:	<ul style="list-style-type: none"> • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Track changes in visitor quantities, spending, demographics • Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment

Track changes in visitor quantities, spending, demographics

Related Goals:	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Make town and village owned campsites perform better (economically and aesthetically) • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce
Action:	Track changes in visitor quantities, spending, demographics
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Progress is understandable – and can be used to recruit and justify tourism investment • Residents can see that actions are yielding results • Businesses can spot trends and market into them • Marketers can see the results of actions, and plan future campaigns
Notes and Details:	Collection and processing of data does not need to be an expensive process
Related Actions:	<ul style="list-style-type: none"> • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Open the Iron Museum more hours per week • Create an annual Town of Moriah Silent Film Festival and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Open 20 lodging rooms within three years • Promote Town of Moriah products and experiences as they are ready for visitors • Establish a base-line of data on visitor quantities, spending, demographics

Incubate new tourism businesses

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Action:	Incubate new tourism businesses
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Higher chances that new tourism businesses will survive and thrive • Good atmosphere to encourage investment in new businesses • Builds a stronger relationship among local businesses
Notes and Details:	Some of the incubation actions can be accomplished with retired volunteers
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Build support for the chamber among the business community • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Promote Town of Moriah products and experiences as they are ready for visitors • Create incentives for new lodging development • Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment

Create incentives for new lodging development

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Action:	Create incentives for new lodging development
Responsible Players:	
Timeline:	
Expected Outcomes:	Will help in recruiting new investment in lodging – which will benefit all sectors
Notes and Details:	Will take support from residents for Town or Village to create incentives
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Open 20 lodging rooms within three years • Promote Town of Moriah products and experiences as they are ready for visitors • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment

Attract new tourism investment

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Action:	Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment
Responsible Players:	
Timeline:	
Expected Outcomes:	Success in landing new tourism investment
Notes and Details:	When a destination can show that it has a rich selection of visitor experiences and is working (and making progress) toward a tourism future, it makes it easier to invest. The cooperative and volunteer efforts like the film festival, the beach to beach trail, the cleanup, and the GPS endeavor go a long way toward demonstrating a good environment for success. The collection of data, the environment for promotion, the incubation, a strong chamber, and a dedicated effort to execute the plan all send a clear message.
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • Build support for the chamber among the business community • Create an annual Town of Moriah Silent Film Festival and then explore how silent films could become an ongoing part of a visitor’s experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Complete “beach to beach” trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment • Establish an ongoing “Town of Moriah Tourism Council” • Oversee the execution of this plan • Meet annually to “renew” this plan

Establish an ongoing “Town of Moriah Tourism Council”

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Action:	<ul style="list-style-type: none"> • Establish an ongoing “Town of Moriah Tourism Council” <ul style="list-style-type: none"> ○ to execute this plan, ○ coordinate between public and private sectors, ○ guide the renewal of the plan, ○ and to be the voice for tourism in Town of Moriah
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • The plan gets executed • There is a line of communication among residents, tourism businesses, and government • The momentum carries forward through plan renewal and goal evolution • Moriah “has a future” in tourism
Notes and Details:	The current working group can serve as a nucleus for the council
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor’s experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years

	<ul style="list-style-type: none">• Complete “beach to beach” trail using grassroots energy and resources• Promote Town of Moriah products and experiences as they are ready for visitors• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics• Incubate new tourism businesses• Create incentives for new lodging development• Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment• Oversee the execution of this plan• Meet annually to “renew” this plan• Hold hamlet meetings to integrate tourism into other community goals and issues
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Oversee the execution of this plan

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Protect residents' ownership of and access to public Lake Champlain frontage • Make town and village owned campsites perform better (economically and aesthetically) • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community • Improve cell phone access
<p>Action:</p>	<p>Oversee the execution of this plan</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Progress is made in a measured manner, based on priorities established in the plan • Positive reinforcement enables each set of actions to be accomplished
<p>Notes and Details:</p>	<p>It will be important to pick people to lead each action that can accomplish the actions – but to spread out the responsibility beyond a small group of people.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Complete "beach to beach" trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors • Establish a base-line of data on visitor quantities, spending, demographics

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| | <ul style="list-style-type: none">• Track changes in visitor quantities, spending, demographics• Incubate new tourism businesses• Create incentives for new lodging development• Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment• Establish an ongoing “Town of Moriah Tourism Council”• Meet annually to “renew” this plan• Hold hamlet meetings to integrate tourism into other community goals and issues |
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Meet annually to “renew” this plan

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Protect residents’ ownership of and access to public Lake Champlain frontage • Make town and village owned campsites perform better (economically and aesthetically) • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community • Improve cell phone access
<p>Action:</p>	<p>Meet annually to “renew” this plan</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Accomplished goals and actions are checked off – and celebrated • New goals and actions are identified • Priorities are re-assessed • Timelines are adjusted • Changes are made, where needed, among responsible parties
<p>Notes and Details:</p>	<p>The renewal process should involve public input – and can be a great cause for celebration</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor’s experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Complete “beach to beach” trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors

	<ul style="list-style-type: none">• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics• Incubate new tourism businesses• Create incentives for new lodging development• Use the completed plan – and Town of Moriah's implementation track record – to attract new tourism investment• Establish an ongoing "Town of Moriah Tourism Council"• Oversee the execution of this plan• Hold hamlet meetings to integrate tourism into other community goals and issues
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Hold hamlet meetings to integrate tourism into other community goals and issues

Related Goals:	<ul style="list-style-type: none"> • Introduce tourism to town slowly enough that residents can make quality decisions about a future in tourism • Generate jobs and business opportunities • Develop some local lodging • Support local businesses, especially those that contribute to local quality of life • Honor mining history • Showcase silent film history • Protect residents' ownership of and access to public Lake Champlain frontage • Make town and village owned campsites perform better (economically and aesthetically) • Fill empty storefronts • Help create a better sense of community pride • Create an environment that supports a stronger Chamber of Commerce • Help each hamlet keep its own identity while building a town-wide sense of community • Improve cell phone access
Action:	Hold hamlet meetings to integrate tourism into other community goals and issues
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Tourism can be seen as a tool to help accomplish some of the goals local residents and hamlets want to accomplish • Residents are given an opportunity to express hopes and concerns related to tourism
Notes and Details:	Venting is useful, but the meetings need to be managed to be productive, too.
Related Actions:	<ul style="list-style-type: none"> • Drive an educational process so Town of Moriah residents can understand the implications of tourism • Survey Town of Moriah residents to find out local sentiment towards developing tourism • Develop a cadre of volunteers for visitor center, museum, beach cleanup, etc. • 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 and then explore how silent films could become an ongoing part of a visitor's experience in Town of Moriah • Create a GPS photography experience based on the great historic and scenic views in Town of Moriah • Build a better fishing contest economy that yields lodging and dining revenues • Explore the alternative ways of managing (or changing functions at) the two public campgrounds and then make choices, implement. • Clean up public areas (campgrounds, boat launches, etc.) • Foster a campaign to increase local pride in property upkeep • Open 20 lodging rooms within three years • Complete "beach to beach" trail using grassroots energy and resources • Promote Town of Moriah products and experiences as they are ready for visitors

	<ul style="list-style-type: none">• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics• Incubate new tourism businesses• Create incentives for new lodging development• Use the completed plan – and Town of Moriah’s implementation track record – to attract new tourism investment• Establish an ongoing “Town of Moriah Tourism Council”• Oversee the execution of this plan• Meet annually to “renew” this plan
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