

Excellence in Tourism Stewardship: Economic Development & Destination Improvement

“Transition from DMO to DMMO”

Nominee Organization: Regional Office of Sustainable Tourism (ROOST)

Summary:

Historically, the role of Destination Marketing Organizations (DMO) like ROOST has been to simply boost the economic impact of tourism for the region. It is however a delicate balance where attention needs to be focused to ensure that the economic engine tourism provides to the region positively impacts our communities with minimal stress. As the world shook from the impacts of COVID-19, ROOST pivoted our marketing program to become a community-oriented leader. As a result, today in addition to executing traditional destination marketing for the region, ROOST is transitioning from a DMO (Destination Marketing Organization) to a DMMO (Destination Management and Marketing Organization). This step forward into destination management means that we are focused on collaborating closely with local government, organizations, and residents to strike...

Description: Why does the program project person merit the New York State Tourism Industry Association Tourism Excellence Awards?

The transition from destination marketing to destination management is not as simple as flipping a switch. It's not catchy taglines and exciting campaigns. It's pulling up your sleeves and getting to work. It's asking hard questions that may open the doors to criticism (even on your own organization). It is however rewarding because we are working together to build stronger, more resilient communities. At this point, we are still in the early stages of the transformation process, but with that said, the team, along with our community partners, have already made significant strides. The following are a few examples from our 2021 program of work. Established the North Elba LEAF Fund In January of 2021, the North Elba LEAF (Local Enhancement and Advancement Fund) was established. LEAF is a dedicated and ongoing fund available to nonprofits, local governments, and public sector organizations. Monies for the fund are derived from a dedicated 2% Essex County occupancy tax that was implemented in 2020 after advocacy from ROOST. In 2021 over 1.3 million went directly to support the community through 35 grants awards. While ROOST administers the grant program, the LEAF committee reviews the applications and makes the recommendations. IRONMAN Communities Task Force The establishment of the IRONMAN Task Force is an example of how the transition to DMMO can be about really getting to work. This is one that truly did open the floodgates to criticism in every direction. However, by weathering the storm, we feel as though we are better positioning the community for the benefits of hosting high-caliber events while addressing the pain points that cause event fatigue (and more). The Task Force was formed in the summer of 2021 to evaluate the economic and community impacts of the Lake Placid IRONMAN triathlon. The goal of this committee was to gather information to determine the impact of the IRONMAN Triathlon on

our communities. With this information, a recommendation will be made on whether or not to enter a contract to continue hosting the event as well as what changes need to be made to reduce the negative impacts on the community should the event continue. Development of a Destination Management Plan The Village of Lake Placid, The Town of North Elba, and ROOST are currently developing a Destination Management Plan (DMP) for Lake Placid/North Elba. The Plan will provide a 10-year road map that aligns the priorities of local government, economic development, community organizations, and residents to balance the tourism industry with community needs. The goal is to ensure the quality of life for residents that compliment the quality of the place for visitors. The plan will be completed during the first quarter of 2022 along with the development of an implementation plan Destination Management Marketing Campaigns: In addition to community-based initiatives, we have continued to weave destination management messaging into our marketing outreach. The following 3 campaigns are examples: - "Love Your ADK" (Leave No Trace) - Politely Adirondack (Health protocols / Be Kind) - WorkADK (Staffing)

Other Key Partners:

Throughout the year, ROOST has worked with the Essex County Board of Supervisors, the Hamilton County Board of Supervisors, as well as town and village municipalities in the 7 distinct regions we serve. Along with governing bodies, we continue to partner with various organizations, including, but not limited to, multiple area Chamber of Commerce, the Adirondack Regional Tourism Council, New York State DEC, the Adirondack Mountain Club, school districts, etc. Additionally, we have created project advisory committees for various projects and initiatives that include various public and private sector representatives.

For Program Projects ONLY:

Our 2021 program of work focused on addressing the needs of our communities while continuing to speak to the traveler in unique and engaging ways. The ROOST End of Year Report in the documentation below demonstrates additional highlights and metrics of success from 2021

For Individual Nominees:

Our 2021 program of work focused on addressing the needs of our communities while continuing to speak to the traveler in unique and engaging ways. The ROOST End of Year Report in the documentation below demonstrates additional highlights and metrics of success from 2021

Documentation:

<https://www.roostadk.com/nystia-2022>