

# Strategic Goals for Perquimans Tourism Development Authority

## September 2021

1. **Remodel website and increase online presence through social media.** Maintaining a relevant and attractive online space where people can not only find information, but be inspired to visit Perquimans County is foundational, and supplies security and integrity while roles and physical spaces are shifting.
  - Removal of dated information, including COVID-19 information.
  - Refreshment of color, font, and branding.
  - Addition of an attractive Event Calendar.
  - Addition of a travel blog.
  - Refreshment of photos.
2. **Reconnect with NC Tourism.** NC Tourism is an invaluable yet free resource to local tourism authorities. Gaining access to the partner portal and refreshing all listings for Perquimans is an entry level step toward taking advantage of a solid resource that will funnel visitors for years to come.
  - Meet with Kathy Prickett from [VisitNC.com](https://www.visitnc.com)
  - Refresh or remove all listings.
  - Add storytelling elements to each listing.
  - Add events.
3. **Build a visitors center and office that Perquimans can be proud of.** Our online presence and our reputation will inspire travelers to visit Perquimans. The Visitors Center will provide a secure place for them to land once they arrive. Up to date printables that answer the questions of where to eat, dine, play, and stay, maps of how to get there, and a friendly face to greet travelers will turn first time visitors into regular visitors.
  - Design and print up to date Perquimans-specific brochures.
  - Secure up to date maps and brochures from Visit NC.
  - Decorate for aesthetics.
  - Establish hours and personnel.
  - Create “A Weekend in Perquimans” guide.
  - Development of Perquimans merchandise.

## October-December 2021

1. Set up of Perquimans County History Museum
  - Determine type of entity.
  - Catalog items.
  - Insure items.
  - Remodel/decorate for aesthetics.
  - Establishment of collections.
  - Grand re-opening/promotion.
2. Rebrand Perquimans Tourism
  - Bizzell Design
3. Community Engagement
  - Grand Illumination and Christmas parade involvement