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Destination – Jefferson County!

One of the things our office is tasked with is – **Tourism!** Tourism is an important part of our local economy. When people visit they spend money in our local businesses which in turn creates jobs and a greater awareness of what Jefferson County has to offer.

There are a few things that we need to accomplish with our tourism efforts (1) develop a visitor's guide to be published in early 2019; (2) develop a list of day/weekend trips; and, (3) development of additional page(s) on the Jefferson County website.

You might be asking why we're waiting until 2019 to publish a visitor's guide. The simple answer is because it takes time to put one together. This guide will provide a list of events within the county, things to see and do, historic markers and locations, and so much more. This guide, when published, should be distributed to welcome centers, hotels, and convenience stores.

Many people that I know like to plan day/weekend trips to locations that have things to do. Personally, my husband and I like to take day trips on the motorcycle. We have many friends who do the same. Providing a map which identifies interesting stops, eating establishments and fun things to do will increase the awareness of what makes Jefferson County a destination location.

The new tourism web pages need to be developed as soon as possible to be ready for the 2018 travel season. Much of what is used on the web pages will be included in the visitor's guide.

HERE'S WHERE I NEED YOUR HELP! I am putting together a Tourism Committee. This group will be tasked with working with me in making decisions to advance tourism in Jefferson County. We will gather information for the visitor's guide, make a list of day/weekend trip ideas and work with our IT department on the web pages. These three things are just a start as we develop ideas and implement a strong effort to promote Jefferson County.

We need people from all over the county to meet 1-2 times per month (to start) so that we can attack this task, get a plan in place and move forward with implementation for 2018. We will determine the best time to meet and find a central location so it's convenient for everyone. Email is my preferred way to communicate between meetings, because of convenience, so I would ask that you have access to email.

As soon as I have a few people who want to be a part of the Tourism Committee, we will determine a date, time and location for our first meeting, but the first meeting will take place in January. Please let me know if you are interested, have questions or suggestions by contacting me as indicated below. You are important to this process and I appreciate your consideration and potential help with this task.