

# DEVILS LAKE TOURISM

FISCAL YEAR 2023-2025  
STRATEGIC PLAN









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## MISSION

Devils Lake Tourism is dedicated to improving the economic vitality and livability of our community by encouraging the development and growth of the region's visitor and hospitality industry through marketing and advocacy.



## VISION

To continue to build Devils Lake's reputation as one of the most naturally beautiful and sought-after lake destinations in the US.



## DEAR PARTNERS,

It is my pleasure to present you with the Devils Lake Tourism 2023-2025 Strategic Plan.

Piggybacking off of the strategic plan from the last three years, the Devils Lake Visitors Committee took a hard look at the next three years, and determined a plan of action for our community. We looked inward at the strategies and tactics we have applied to date and outward at the successes of other Destination Marketing Organizations (DMOs) to identify the short-and long-term trends shaping tourism locally, statewide and nationally.

We are mindful that the economic growth harnessed through tourism benefits not only the tourism industry, but our community at large. We are committed to this responsibility every day.

We are proud of our community and of the fact that it draws thousands of visitors each year. Devils Lake is a beautiful, peaceful place to visit, and we are honored by the opportunity to showcase it.

*Suzie Kenner*

Executive Director

Devils Lake Tourism Department









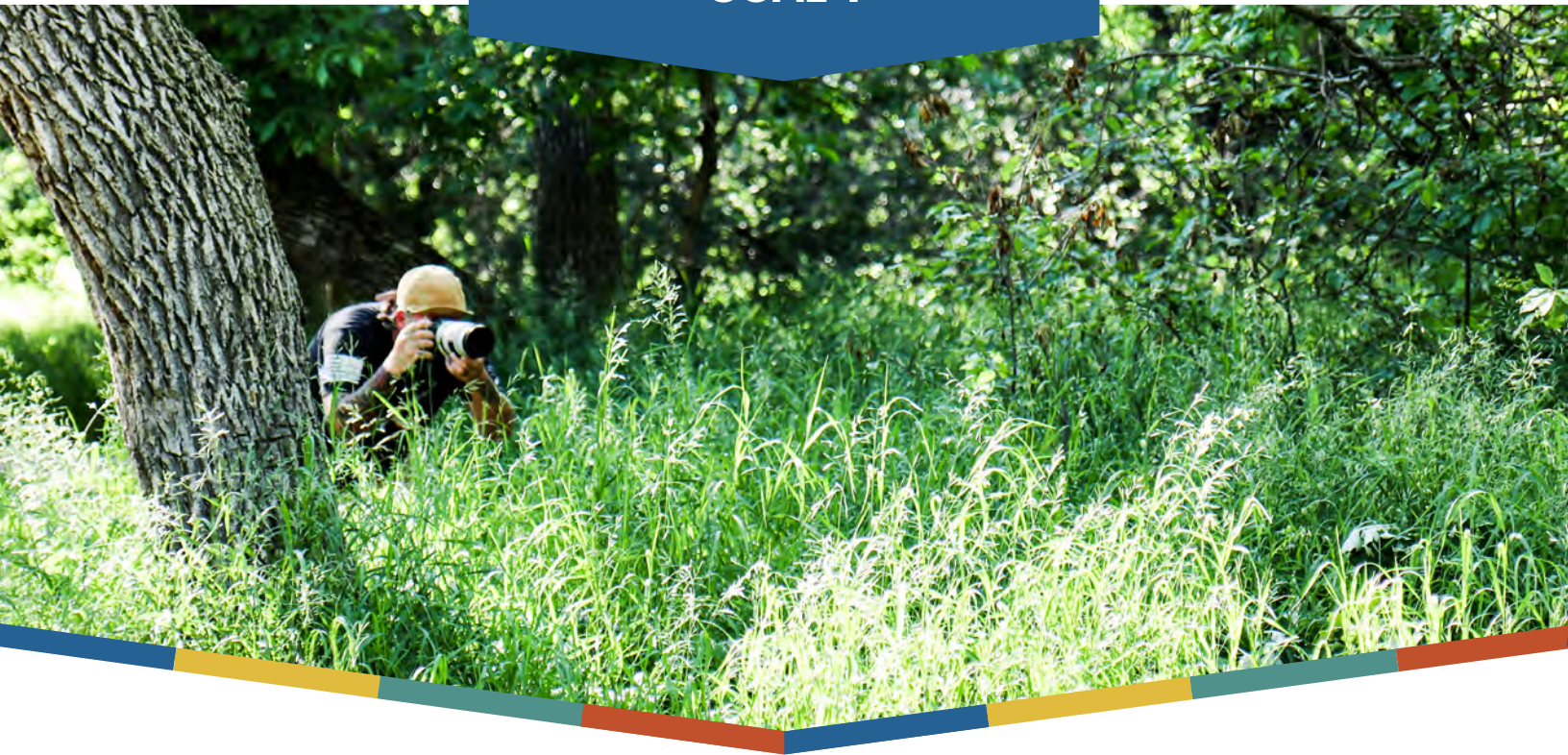


# STRATEGIC PLAN

FISCAL YEAR 2023-2025







### We will use the Devils Lake Tourism brand to promote and market Tourism in the Lake Region

- **Strategy 1:** Explore traditional and new media opportunities to utilize the brand
  - Expand on email marketing
  - Add in new social media platforms
  - Create video b-roll reels for media and develop and expand our online video library with organized video content
  - Create a media & image library to streamline content management, support visual design and increase brand recognition for use of others
- **Strategy 2:** Increase communication regarding Tourism.
  - Create human interest stories about visits to Devils Lake
  - Launch a new fully responsive website with a member extranet portal
  - Increase communication within the community to fight back on negativity regarding the tourism industry
  - Work with guest bloggers to develop new content for the blog, diversifying our voice and audience.
- **Strategy 3:** Develop co-op marketing programs in Devils Lake to boost economic impact to businesses





● **Strategy 4:** Continue public relations activities

- Participate in appropriate travel journalist associations and attend conferences to establish relationships with journalists with the intent to of generating regional and national articles on Devils Lake
- Host journalists and media personalities
- Distribute news releases and calendar of events and pitch stories to keep media informed of developments and events in the area

● **Strategy 5:** Analyze consumer & industry research to make sound decisions for marketing & other activities

- Budget for research programs
- Utilize Datafy to develop new markets
  - Use for advertising opportunities
  - Use for retargetig digital marketing
  - Send monthly reports to our members of the information obtained
- Utilize Google and all Google platforms to increase awareness
  - Post photographs on member businesses Google pages
  - Increase the knowledge base on our Google Business page
  - Utilize Google Analytics to its full potential
  - Work with partners to increase their awareness of Google and their own business platforms
- Utilize the information gathered to help shift the negative momentum of our community to a more positive message



## GOAL 2



### Develop new grant opportunities for tourism related activities

- **Strategy 1:** Develop an “Artists on Main Street” grant program to enhance the art experience in Devils Lake
- **Strategy 2:** Develop a “Tourism Infrastructure Capital Grant” program to help creat new attractions and activity, especially during the off-peak season
- **Strategy 3:** Continue to improve on Bridgestone Park in downtown Devils Lake



## GOAL 3



**We will support and grow the efforts of Devils Lake to deliver hospitality for visitors whose activities support tourism**

- **Strategy 1:** Continue to advocate for the development of an event and/or activity center
  
- **Strategy 2:** Develop working relationships with existing entities to support conferencing and sporting activities that create spending, which benefit local businesses
  - Support multiple day, athletic tournaments, that provide economic impact
  - Increase communication with entities to help attract attendance
  - Send out a quarterly “what’s happening” page that entities can print and utilize for their businesses to promote the activities of the Lake Region
  - Send out monthly/weekly tourism stakeholder emails regarding large events in the area so they can adequately staff their businesses. Encourage businesses to welcome groups on marquees, offer discounts, etc



## GOAL 4 & 5



### Goal 4

We will work to expand winter visitation in the Lake Region

- **Strategy 1:** Work to find funding to enhance the winter access on Devils Lake
  - Find the funding for Winter Lake Access
  - Find areas to access the lake in the winter
- **Strategy 2:** Grow winter month activities in the Lake Region
- **Strategy 3:** Advocate for development of facilities that offer year-round opportunities

### Goal 5

We will work with local leaders on lake issues to continue to grow tourism

- **Strategy 1:** Continue to work towards keeping Devils Lake free of Aquatic Nuisance Species
- **Strategy 2:** Continue to work towards tourism expansion around Devils Lake



## GOAL 6 & 7



### Goal 6

We will work to expand workforce in the Devils Lake area

- **Strategy 1:** Develop a new relocation book, and mail out packets with the Chamber of Commerce
- **Strategy 2:** Enhance the website experience for relocation information
- **Strategy 3:** Help the Devils Lake Chamber of Commerce engage a new Emerging Leaders group

### Goal 7

Continue with staff development to grow our knowledge

- **Strategy 1:** Increase staff and partner knowledge and use of the Simpleview CRM
- **Strategy 2:** Send staff to appropriate training conferences and sessions throughout the year





## CONCLUSION

Our roadmap for the next three years is ambitious: it focuses us on understanding our future visitor in a deeper way; considers new ways of engaging our local businesses and community; expands on winter visitation, and builds on tourism infrastructure. This in turn increases economic impact of tourism - as a vital driver of our local economy - for the industry and the community at large.

With newly developed strategies in hand, we are focused on reaching these objectives.

We view the plan as a living document and continual review provides the structure to guide long-term strategy while giving us the flexibility to respond to new, unforeseen challenges & opportunities.

We are committed to providing the benefits of our industry to the community.





# devils lake

Tourism

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## Visitor Committee Members

Ryan Nelson, Grahams Island State Park

Tom Haahr, Farmers Union

Jeff Schooler, Sleep Inn & Suites

Erin Wood, Lake Region State College

Dick Prozinski, Proz End of the Line

Louise Prozinski, Proz Lakeside at the Cove

Kyle Blanchfield, Woodland Resort

Christina Jaeger, Mr. & Mrs. J's

Kale Stromme, Western State Bank

Paula Vistad, Director, Chamber of Commerce

Allyson Smitten, Devils Lake Tourism & Chamber of Commerce

Suzie Kenner, Executive Director

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