

Action/Research Plan

Action/Research Team's Sector:

Working Title for this Initiative or Business Opportunity: Improving Overnight Accommodations

Overview of Initiative (a brief description): The economic indicators show a need for improved quality and quantity of accommodations within the County .
Potential Market: Parents of College Students Tourists and Visitors Participants of large events (i.e., NCAA events, fishing tournaments, college events)
Groups/Organizations/People with whom to connect: Universities & colleges Chambers of Commerce throughout the County Hotel/Motel Associations B&B Associations Local Homeowners Camp Ground & RV Parks
Information needed to enhance this opportunity: Statistics on B&B's Improved indicators Homeowner survey Size, timing, location of events (i.e., the need)
Potential research projects to gather needed information: Identify Rooms & Homes for Rent Interview hoteliers regarding interest in expanding their business Feasibility study for additional B&B's
Additional resources and support needed for this opportunity: Help from SLC Chamber Interns or volunteers willing to help with research (either on college or even HS level)

Additional ideas for Initiatives and Businesses in this sector – prioritized, especially for 2003-2004

Coordinated Calendar for County with only tourism items highlighted	International surveys for potential interest in St. Lawrence County activities

Team Convener(s) for 2003-2004:

Proposed Date/Time for next meeting to develop agenda: