

## Taking Action

### How Essential Action Steps Work

Once a community determines what strategies to implement—a process that factors in what the community **should do** (reviewing Key Success Factors through the Strategy Selector Tool), what it **wants to do** (input from the community), and what it **can do** (review of capacity through the Community Organizer Tool)—it is time to identify the specific actions relevant to each strategy.

This is where Essential Action Steps (EASs) come in. EASs are grouped into three categories:

- **Organizing**—making sure that the individuals and/or organizations are equipped to advance the strategy
- **Planning**—research and writing designed to gain focus for the strategy
- **Executing**—completing the steps needed to generate the intended outcomes



An example helps to illustrate these steps. One of the most prevalent strategies is Local & Regional Tourism. Almost every community has a Chamber of Commerce and/or local Visitor & Convention Bureau that works to attract visitors from the nearby region. Promotional activities and local events generally focus on the history and culture of the community, and create positive experiences for locals and visitors alike.

### Local/Regional Tourism Strategy Essential Action Steps

Organizing	<ul style="list-style-type: none"> <li>• Develop/support tourism organization</li> <li>• Coordinate local government and local tourism industry advocates</li> </ul>
Planning	<ul style="list-style-type: none"> <li>• Inventory local/regional visitor attractions</li> <li>• Study local visitor expenditure patterns</li> <li>• Determine the regional tourism market</li> <li>• Develop a regional tourism marketing plan</li> </ul>
Executing	<ul style="list-style-type: none"> <li>• Make investments in tourism product</li> <li>• Fund and implement a regional tourism marketing plan</li> </ul>

While the general public may think that such events and promotions simply just happen, those involved with the organizing, planning, and execution of the activities know that a great deal of work happens behind the scenes. In effect, they are conducting the essential action steps needed for success.

The table below shows the Essential Action Steps for Local/Regional Tourism in their respective categories. This particular strategy has two Organizing, four Planning, and two Execution Essential Action Steps.

In addition to these “essential” steps, each community is encouraged to identify additional action steps that are specific to local opportunities.

This process of reviewing and assigning action steps is done for each identified strategy in the Strategic Plan.