



Florence-Lauderdale CVB Board Planning Session

July 12, 2018

Florence-Lauderdale CVB

PAST

1. In the last 25 years, what activities/initiatives have we engaged in that been successful for the organization?
2. In the last 25 years, what activities/initiatives did we engage in that were not successful for the organization or the destination?

PRESENT

1. What initiatives are we doing now that are proving to be successful for the organization and the industry?
2. Are there any activities or initiatives that we're currently involved in that we will discontinue?

FUTURE

1. What initiatives do we want to consider in the next 5 years that will move us forward as an organization and for the tourism industry as a whole?
2. What initiatives might we consider that would help support or expand the tourism industry in The Shoals? e.g Events Center, River Walk, Veteran's Park, Amphitheatre...