

Strategy: Make the destination convenient

**Person(s) Responsible: Marketing Sub-Committee
Target Audience: All visitors, especially out of area**

Message(s): Your hotel might be "there", but you're just minutes away from...

Tactic #1: Create high-quality maps that detail our area and our surrounding areas **Budget:** **Due By:** **Assigned To:** **Done Date:**

Action #1:	Berlin Guide to Fun on the Fox to be updated in 2008	Unknown	Dec. '07	Marketing committee	Jan. '08
Action #2:	Ads promoting business recruitment		TBD	Marketing committee	
Action #3:	Brochure "At a Glance"...mktg pieces for BID		March '08	Lisa & ad hoc committee	
Action #4:					

Tactic #2: Make Berlin easily maneuverable **Budget:** **Due By:** **Assigned To:** **Done:**

Action #1:	Discuss this option at a 2008 (Jan/Feb) marketing meeting and decide how to pursue this option	\$ -	TBD	Marketing committee/planning commission/city council	
Action #2:	Work with city entities regarding availability of parking conditions		Ongoing/TBD	planning/marketing/city council	
Action #3:	"Color coded" directional signage			ad hoc committee/city personnel/Dept of Transportation & Lisa	
Action #4:					

Tactic #3: **Budget:** **Due By:** **Assigned To:** **Done:**

Action #1:					
Action #2:					
Action #3:					
Action #4:					

