

**11. APPROVAL OF THE TOURISM STRATEGIC PLAN**

Transmitted under separate cover prior to your retreat, each of you received a copy of the Strategic Tourism Plan for Franklin and Southampton County. Another copy is provided with this agenda on the pages immediately following.

The plan was put together by a local steering committee which included a cross section of local business people in the city and county, who believe that there is a substantial benefit in focusing on tourism as a major economic engine in our region.

The plan provides background information including a discussion of past tourism efforts, a situational analysis to identify goals and objectives, Mission and Vision Statements, as well as identification of targeted customers.

They have prepared a resolution for your consideration this evening, which officially sanctions the Tourism Steering Committee and approves the Tourism Strategic Plan as the guiding document for their efforts.

Mr. Tommy Miller from Franklin-Southampton Economic Development Inc. will present the plan for your consideration.

**MOTION REQUIRED:**

A motion is required to approve the attached resolution.