

STEP BACK IN TIME
Virginia City
NEVADA
EST. 1859

STRATEGIC PLAN

MISSION STATEMENT

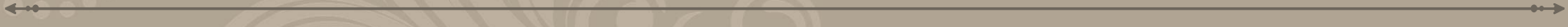


THE VIRGINIA CITY TOURISM
COMMISSION'S MISSION IS TO DRIVE
VISITATION TO STOREY COUNTY CREATING
AMBASSADORS FOR THE COMSTOCK.



PLAN DEVELOPMENT



- **MARKETING**
 - Branding, Messaging, Socials, Advertising, Events
 - **DIVERSITY AND INCLUSION**
 - Improving regional relationships
 - Developing outreach programs and initiatives
 - **SAFETY / COVID GUIDELINES**
 - Making history fun... and safe
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NEXT STEPS



- FORM SUBCOMMITTEE
 - Staff, Board Member, Commissioner, Merchants, Vendors/Partners
 - REPORT PROGRESS
 - Board and Public Input
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