

Notes from Committee Members for PGAV Destinations Interview

Methodology:

1. Like their three-step process: Look at market and its potential; Initial product development; Implementation of plan
2. Conduct bi-weekly calls
3. Assign team based on project (handpicked)
4. Public outreach, stakeholder meetings, forums, etc.
5. Thorough visitor-based engagement
6. Develop plan to move forward
7. Oriented towards destination development and content development
8. Want to encourage repeat visitation
9. Aware of current trends
10. Develop revenue stream

Experience:

1. 55+ years
2. Have worked in 35 states, from small to large clients
3. Destination focused
4. Diverse experience beyond just museums, think outside the box
5. Experience master plan for "The Alamo" and designed and led master plan for "Mark Twain Boyhood Home"
6. Nation wide work and global as well

Staff:

1. Large staff of 120+ employees
2. They have architects, landscapers, exhibitors, etc. within their company
3. Will have 5 members as part of their team
4. Works through implementation to opening
5. Missouri based so not far to travel