

Highway 3 Process

Session 1: Opportunity Identification

Situation Analysis, Destination Assessment



Session 2: Shared Vision

Collaboration, Consensus Building & Visioning



Session 3: Strategy Creation – Working Committee

Priority setting, Objectives, Strategies, Key actions, Roles



Session 4: Draft Strategy Presentations

Feedback & input, Stakeholder support, Ownership



INPUT FORUMS

Surveys, discussion boards - gain
broader input

**PLANNING AREA
DESTINATION DEVELOPMENT STRATEGY**