

Plymouth Regional Economic Development Foundation

Professional Portfolio



MECA

- Ac-Cent-Tchu-Ate the Positive....
- Editorials and trade journals – board members co-authors



MECA

- Plymouth 400 – focus on markets that need an escape plan
- Merchants must be serious about tourism as a driver.
 - Dominican Republic
 - Bruges, Belgium
 - Community Psychology must be prepared. i.e. we are not *stuck* in traffic, we *are* traffic. This means we may need to change our own behavior to be able to tolerate and work around problems created by tourism.
 - This is all to say that Public Policy must reflect the things we think are important. Public Policy is behavior manipulation.
 - Some places have special deals available only to tourists
 - Bermuda has special restrictions on tourists: cannot rent automobile, but an even more fun alternative that promotes other small business opportunities.
 - Restrictions can be used to change behavior and steer activity to places we want to see it.



MECA

- “Beer Week” cross pollinate with similar Beer events, and Beer Week in PTown
- Destination Packages – hire travel agency to assemble and promote
- Recreate riverwalks on Sienne (cargo containers as picnic areas) or inspiration from sister city in Japan