AGENDA

TOURISM MODULE PROGRAM

Overview

The Tourism Module Program (TMP) provides stakeholders with instruction and resources to support destination development efforts, particularly in planning and grant applications for tourism projects.

Objectives

- Tourism awareness. Understanding the value and impacts of tourism, tourism assets, and the tourism ecosystem.

- Community alignment. Ways to balance tourism with community well-being and environmental stewardship.

- Project identification and strategy. Focuses on maximizing community benefit while ensuring efficient use of resources.

Core Tenets

The TMP incorporates a community-based approach to destination planning as well as best practices for sustainable tourism that:

- Reflect local values and priorities
- Generate economic benefits that stay in the community
- Protect cultural and natural resources
- Strengthen local capacity and decision-making

APPLICATION PERIOD

The application period will run from **Feb. 12 to March 12.** SWT may extend the application period if necessary.

Eligibility

- The TMP is intended for small communities.

- Local governments, tribes, chambers of commerce, destination organizations, and other tourism-related nonprofit organizations may apply for the TMP.

- Applicants must identify tourism as an economic driver in their community and intend to collaborate with SWT and local partners on destination development efforts.

- Tourism stakeholders interested in applying for this program are encouraged to schedule an exploratory meeting with SWT before submitting their application.
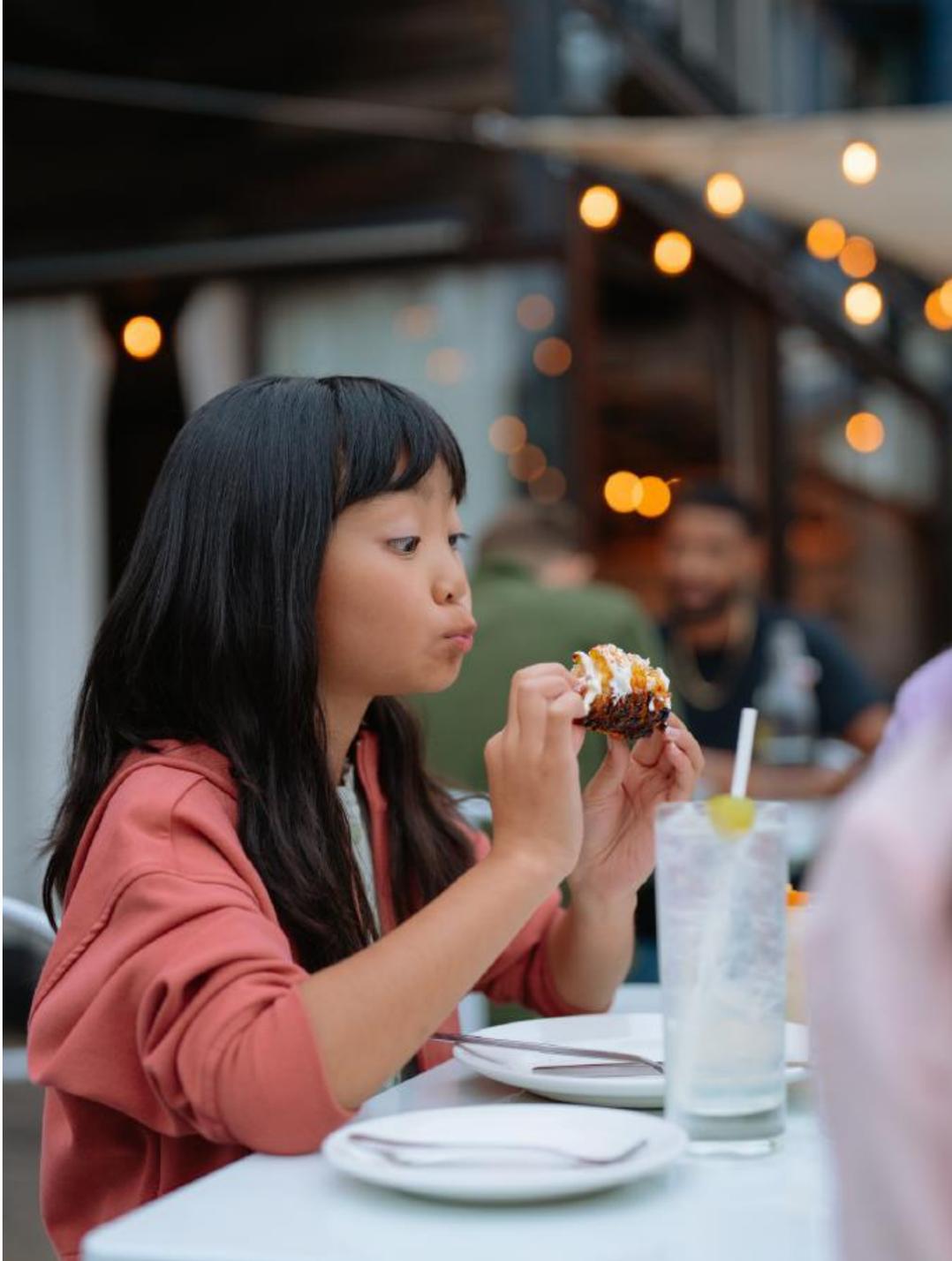
REVIEW PROCESS

Industry review panel from across the state will help SWT select destinations to participate in the program, based on the following criteria:

Community Benefit – 33%
Is there a clear need for destination development or management in the applicant's community? How will tourism benefit this community? Consider social, economic, and environmental factors.

Leadership Capacity – 33%
Does the applicant have the capacity to help manage and lead this program in collaboration with SWT? Is the applicant a trusted member of the community and possesses a successful track record of working with local partners?

Project Readiness – 33%
Are there tourism stakeholders willing to participate in a working group devoted to destination stewardship in this community? Can they match the resources SWT has devoted to this program?

COMMUNITY LEADERSHIP

SWT will work closely with a lead stakeholder throughout the TMP. This individual should possess leadership skills and a keen understanding of the tourism ecosystem. They will serve as the primary contact for the TMP and must devote 7-10 hours per month to program responsibilities.

Expectations of the Steering Committee

- 5-10 individuals, 4-7 meetings (many virtual)

- Lend knowledge and influence to the planning process

- Assist with tourism research and data collection

- Identify event venues and caterers

- Conduct community outreach to maximize engagement

- Identify resources, timelines, and goals for specific destination development projects

- Form working groups for specific destination development projects

- Support program evaluation and reporting

STEERING COMMITTEE

Membership
- Tourism-related businesses and nonprofits
- Chamber of commerce and/or destination marketing organization
- Local government
- Economic development district
- Tribal representative
- Individuals who can represent underrepresented segments of the community
- Land managers and owners of lands used for outdoor recreation (local, state, federal, Tribal and private)
- Nonprofits responsible for environmental health and/or outdoor recreation
- Nonprofits responsible for community wellbeing
- Transportation agencies responsible for infrastructure (local/regional/state)
- Visitor transportation service providers
- Private funders interested in supporting destination development
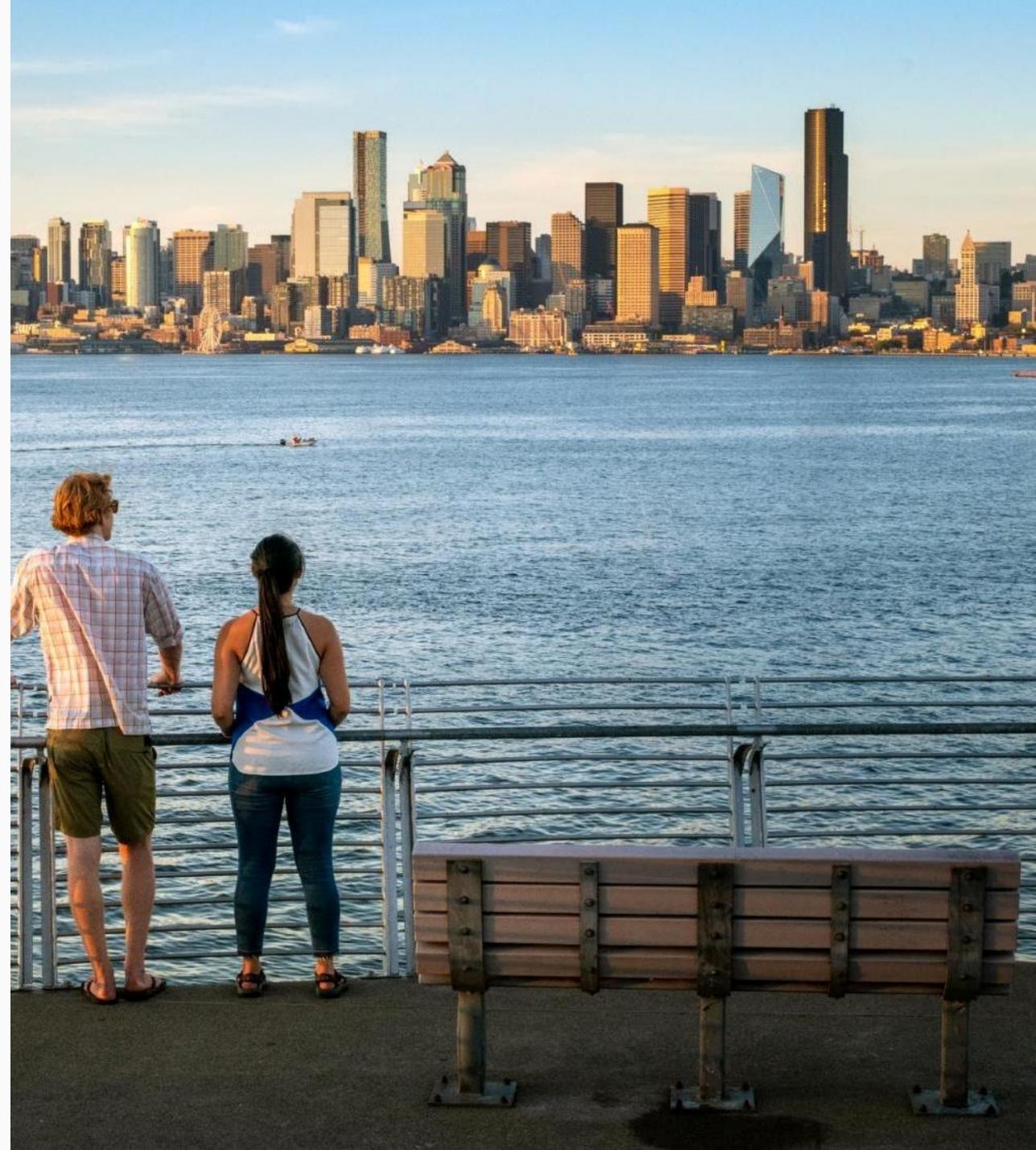
TOURISM MODULE PROGRAM
– KEY DATES –

DATES	EVENT
February 12, 2026	TMP application period opens
March 12, 2026	TMP application period closes
Late March	Communities selected for TMP
April–June	Assessment Phase (town hall, FAM tour, stakeholder meetings, data collection, etc.)
July–September	Insights Phase (analyze, organize, and present tourism data and recommendations)
October–December	Planning Phase (community workshop, project ideation, resource allocation)
December 31, 2026	TMP summary report due

PROGRAM REQUIREMENTS

- TMP participants will be required to provide, at a minimum **$5,000 in cash and approved in-kind contributions.**

- SWT will provide program management for the TMP in collaboration with local partners. This includes logistics, facilitation, communications, research, and reporting.

- In-kind contributions can include collateral, lodging, meals, event venues, and catering.

- All work must be completed within the calendar year and may focus on outdoor recreation, agritourism, scenic byways, cultural heritage, or other forms of tourism, based on stakeholder preferences and expert availability.

TOURISM MODULE PROGRAM
– EXAMPLES OF IN-KIND CONTRIBUTIONS –

ACTIVITY	Budget
Event Venues (rental/cleaning fees)	$300
Catering	$1000
Staff Lodging	$800
Staff Meals	$300
Collateral	$100
Total	**$2500**
Hard Costs	**$2500**

QUESTIONS?

THANK YOU!!!

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