



# Roger Brooks International, Inc.

Destination Development Association

## Services Summary

For nearly 35 years, the award-winning RBI team has had a singular mission—to help communities become the destination of choice for investment, for business growth and expansion, as an outstanding place to live, and as a premier visitor destination. RBI has assisted in the development, marketing, and branding of nearly two thousand communities, plus numerous states, provinces, and regions around the world.

Hand picked from around the country, the RBI team includes some of the most creative minds in the business—minds that know how people move, and know what moves people. And perhaps best of all, the team specializes in getting communities excited and enthused about the possibilities, bringing about positive lasting change.

How does your community become a hub of activity, a favorite spot of locals and visitors, or the subject of glowing blogs? It takes thoughtful planning, community champions, and creative vision. It also takes guidance—knowing what works and what doesn't.

Based on decades of grassroots experience, the RBI team has learned what works and what doesn't.

Every community has the potential to become a vibrant, healthy, economically thriving locale. The professionals at Roger Brooks International have developed several excellent programs and services to help each community successfully achieve their unique goals. The following pages describe some of these services.

## Keynote Presentations & Workshops

Often, the path to success begins with a presentation or workshop that inspires the community with a fresh perspective and new possibilities.

One of the world's most dynamic speakers on downtown and economic development, place-making, travel, and destination marketing, Roger Brooks has been the top-rated, featured keynote speaker at conferences throughout North America, Western Europe, Scandinavia, and Africa.

Roger is a Certified Speaking Professional (CSP), author of the popular book *Your Town: An Amazing Destination*, and past board member of the U.S. Travel Association.

For more than 35 years, Roger has worked at the grass-roots level with nearly 2,000 communities around the world, providing practical solutions that help turn ordinary places into outstanding destinations. He knows what needs to be done to attract new business, private-sector investment, travel spending, and new residents. His powerful presentations are filled with humor and insightful stories, and they always inspire people to achieve more than they ever thought possible.

### Multi-Day Retreats and Boot Camps

Roger is also available for workshops and consulting services. Many communities have brought Roger into town for day-long or multi-

day retreats and boot camps. Roger's practical solutions and motivational examples have made him indispensable for assisting business communities, tourism offices, downtown organizations, city and county leaders, and government agencies.

Roger's Boot Camp session can include a day of touring the area, meetings and study sessions, followed up the following day with a presentation and "where do we go from here" session. The Boot Camp can be expanded to several days in the area, depending on your needs and goals. The agenda can be developed with you, and Roger's time is yours to use as you see fit.

### Presentation Topics

A list of topics and video samples of Roger's presentations can be found at [DestinationDevelopment.org](http://DestinationDevelopment.org) in the Resource Center. Roger customizes each presentation and workshop to meet your goals.

Ralph Waldo Emerson once said, "Nothing great was ever achieved without enthusiasm." Roger's enthusiasm empowers his audiences with inspiration and passion, creating a call to action to achieve great things.

## Destination Assessments

The Destination Assessment is RBI's most popular program, and for good reason. The assessment is a photographic look at your community or region through the eyes of a first-time visitor. It is not a critique, but it focuses on "what else could be done locally to make the community an even better, stronger, and more vibrant destination for new residents, business investment, and tourism." It is 100% focused on your community. Over the years, Roger Brooks and his team have assessed nearly 2,000 communities around the world.

The RBI team spends the better part of a week exploring and photographing the community—"secret shopping" the area—looking at signage, business mix, overall appeal, things to see and do, customer service, neighborhoods, downtown, local parks, and nearly 60 other elements that together make a community an outstanding destination. The assessment looks at marketing efforts, local businesses as well as public-sector amenities and assets.

The assessment culminates with a photographic "Findings and Suggestions Workshop," which includes between 40 and 80 "suggestions" that will improve your community's quality of life, economic vitality, and visitor spending. For every challenge noted, Roger offers a low-cost solution that will result in positive change.

Often Roger can say things you'd like to say but can't without paying a political price. The assessment never calls anyone out and never criticizes what's been done; it focuses 100% on

what the community can do to be even more successful. The primary focus is on the community's product; after all, marketing will bring people just once; what brings them back is your product: your activities and attractions.

People leave the workshop motivated and excited about new ideas and possibilities that can be implemented, at low to no cost, to make an immediate positive difference. Roger makes the workshop fun and engaging, and it's obvious he really cares about the community he's just adopted.

The workshop is followed up with a written Findings & Suggestions Report, providing a visual to-do list that will get your local organizations on the same page, pulling in the same direction.

One of the most frequent comments Roger hears after an assessment is, "We got more valuable information from the assessment than when we spend four times the money for a big plan."

The assessment provides a community with low-cost suggestions and inspiration that will make a tremendous difference in its success as a great place to live, work, do business, and visit.



## Fast-Track Community Action Plan

RBI's newest program provides your community with Roger Brooks' on-site assistance, working with you and your stakeholders over several days, combining round-table discussions, local input, presentations, research, and interviews, to create an action plan that will provide you with the solutions and actionable steps to help your community become more economically vibrant, increasing the quality of life for your residents.

RBI has been helping cities, towns, and counties develop action plans for years. The challenge is most communities don't have large budgets and months of time to spend on consultants contracted to develop their plan for them.

### Fast-Track Community Action Plan

Every community has different assets, opportunities, and challenges. Common goals typically include being home to sustainable businesses, to be a sought-after destination for investment, business growth, residents and visitors. This doesn't just happen by accident—successful communities have a plan.

Your plan can be focused on tourism, your downtown, economic development, place-branding, or your overall community. You decide the focus, and then the week's agenda is developed with you.

### Practical Solutions

After many years working with communities around the world, Roger Brooks knows what works and what doesn't. He has seen the ben-

efits and pitfalls of many different strategies. He's also discovered that the most successfully implemented plans are those developed WITH the community instead of FOR the community.

The Fast-Track Action Plan includes practical, feasible action steps to be implemented over a three-year period so that locals can see change within weeks, if not days. With Roger's experience and expertise, working with your team, he can help develop a plan over several days, sharing the vision, and getting people excited about implementing it.

### Fast-Track Process

Roger spends several days in the community, meeting with your local "team," stakeholders, and providing an entertaining and educational public presentation to introduce the community to the planning process and the benefits to the community. He tours the area, discusses goals and challenges, and reviews previously produced studies, plans, and demographics. Roger meets with the team to discuss and develop specific recommendations that will help the community achieve their goals. The final deliverable is a photographic Action Plan that includes a three-year to-do list of actionable recommendations, right down to timelines, costs, and who would implement them.

The Fast-Track Action Plan will provide you with a practical plan that can be implemented affordably and is developed WITH you, helping your community reach its goals and become an outstanding destination.

## The Destination Development Association

Roger Brooks 35 year career has been devoted to helping communities become great destinations—places people want to live, work, have a business, and visit. He has helped nearly 2,000 cities, towns, counties, states, and provinces throughout North America and abroad with their efforts, and he has learned what works and what doesn't.

Roger's goal has always been to share his knowledge and experience with as many communities as he can, as well as to provide as many other helpful resources as possible. That is why Roger Brooks International created the Destination Development Association.

An online membership organization, the Destination Development Association provides amazing how-to resources that bring people and organizations together to help them transform their community into an outstanding destination.

Membership includes access to Roger's live webinars, as well as to the amazing streaming video library which includes more than 50 informative and entertaining sessions on downtown development, branding, product development, marketing, finding funding and support, wayfinding, and economic development. There are PDF how-to guides, new research and trends, "Ask Roger" features, and more.

There isn't any other organization on the planet that can put this level of quality information at your fingertips. The DDA brings tourism professionals, downtown associations, community developers, economic development interests, chambers, and arts and historical associations together—all under one roof, sharing resources, making it easy to find common goals and work together to achieve success.

To find more information about the Destination Development Association, please visit: [DestinationDevelopment.org](http://DestinationDevelopment.org)

## A Few Comments from Our Clients

*"We had such a great time with Roger. Everyone is pumped and my challenge is to move all that energy forward! People are e-mailing me and stopping me in the streets to talk about it. Safe to say this was a huge success. Everyone wants to know when Roger's coming back! I'm wishing he would just move here! He really delivered with humor and enthusiasm. The response has been wonderful!*

*"We've implemented every suggestion made in the assessment five years ago and are really looking forward to implementing the new list!"*

-Trudy Curly, Director  
Bluenose Coast Tourism, Nova Scotia  
After 5-year follow-up re-assessment

*"Everyone in attendance enjoyed Roger's presentation. I could go on and on, but the best way to sum it up is to say that the presentation was a complete success—not only from the enjoyment aspect but also from the learning aspect."*

- Ray Scriber, Director - Louisiana Main Street

*"Awesome job, Roger! You were clearly our highest rated speaker at our Governor's Conference on Tourism. Thanks for a super job!"*

-Lonie Mezera, Program Manager - Iowa Tourism Office

*"The workshop was so well received. You cannot believe the number of things people are changing based on Roger's workshop! I can't tell you how often I hear 'Roger said...'"*

- Lisa Reynolds, Executive Director  
Calaveras California Visitors Bureau

*"Our downtown is hopping with activity. You deserve much credit for helping us develop the vision. THANK YOU."*

- Mayor Sam Kooiker, Rapid City, SD

## Contact Information

Roger Brooks International, Inc.  
Destination Development Association  
24654 N. Lake Pleasant Pkwy  
Suite 103-487  
Peoria, AZ 85383  
206-241-4770  
RogerBrooksInternational.com  
DestinationDevelopment.org

For more information, please contact:  
Natalie@RogerBrooksTeam.com