

## Destination Plus

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Please fill out this questionnaire prior to meeting with staff for your Co-Op planning session.

Who is your audience?

Is there a specific reason you are signing up for the Co-Op?

What is your budget?

What are your key marketing objectives? (Building awareness? Promoting an event or exhibit? Generating bookings? Creating content? Something else?)

What is the message of your objective? Is there a key event, display or exhibit that will be the spotlight of your messaging?

What else do you have planned that is not running through the Co-Op?

Are you creating your advertising assets through the Co-Op this year, or do you already have assets ready?

What, if any, of the following assets did you create with your participation in the 2021 co-op?

Video

Photography

Storytelling