

Put a Twist on Your Programming via Partnerships

Brainstorm Activity

Geographic: What is within a 10-minute walking or driving radius of your attraction? Brainstorm everything. Other heritage sites, restaurants, shops, and natural sites.

Thematic: What sites or locations share a theme with your site? Who are they and what are those themes? Revolutionary War? Ethnic Food Spots? Civil Rights?

Complement: Are there attractions that provide an experience that could complement your attraction?

Strategic: Are any attractions in your area particularly well-visited? Have great online following? A huge mailing list?

Next Steps: Identify ONE potential ‘twist’