

WEST FELICIANA PARISH TOURIST COMMISSION

2021- 2025 STRATEGIC PLAN



MISSION

The mission of the West Feliciana Parish Tourist Commission is to promote and market West Feliciana Parish in order to increase visitation to our attractions, restaurants, shops and overnight accommodations by utilizing new marketing tools and opportunities with a broader base.

VISION

Preserve the local charm, unique history, and natural beauty of West Feliciana Parish and sustain tourism development for inclusive economic growth.

STRATEGIC GOALS

GOAL 1.

TO ACHIEVE FINANCIAL STABILITY AND FLEXIBILITY THROUGH SELF-GENERATED FUNDS, GRANTS, CONTRACTS, DONATIONS AND VOLUNTEER SUPPORT.

OBJECTIVE 1.1

Develop partnerships that help share the cost of tourism and therefore increase the West Feliciana Parish Tourist Commission's budget.

Principle Indicator (P.I.) #1. Co-share the cost of brochures, advertisement, promotion items with the Chamber of Commerce, St. Francisville Mainstreet, and local businesses.

By June 2021

P.I. #2. Maintain the Cooperative Marketing Plan (CMP) grant, research, and secure other grants to support the West Feliciana Parish Tourist Commission's budget and mission.

By July 30, 2020.

P.I. #3. Create a "Friends of West Feliciana Tourist Commission", a (501C3) organization, as a private organization to financially support the WFP Tourist Commission through fundraising events, donations, memberships, and volunteer support.

By September 2020.

P.I. #4. Create partnerships with other organizations who will assist in managing and promoting events and programs in West Feliciana Parish. **By September 2021**

GOAL #2.

EXPAND OPPORTUNITIES FOR TOURISM TO ALL PARTS OF THE PARISH

OBJECTIVE 2.1

Create, promote, and support opportunities for the discovery, use, and economic development.

P.I. #1. Create, support, and promote the four destination anchors of West Feliciana Parish. They are the Northwest, Northern, Central and Southeast portions of the Parish and the town of St. Francisville. **By June 2021.**

P.I. # 2. Create interpretive tours, interpretive guides, and maps that promote the natural beauty and history of West Feliciana Parish. **By June 2021**

P.I. #3. Partner with key stakeholders such as Louisiana State Parks, Cat Island National Wildlife Refuge, Angola Prison, Mississippi State Archives (Clark Creek Natural Area), Friend's Groups, La. Wildlife and Fisheries (Tunica Hills Wildlife Management Area) and West Feliciana Parish Government. **By June 2021**

P.I. #4 Support the enhancement of the Mississippi River dock and park at Bayou Sara in order to accommodate leisure craft and cruise boats. Install interpretive signage focused on the Old Town of Bayou Sara and John James Audubon. **By June 2025**



THE FOUR ANCHORS OF WEST FELICIANA TOURISM.

ANCHOR 1 -- TUNICA HILLS / CAT ISLAND SWAMP: INCLUDES ANGOLA MUSEUM, TUNICA PRESERVATION AREA, TUNICA WILDLIFE MANAGEMENT, OLD TUNICA TRACE, GREENWOOD PLANTATION B&B, WEYANOKE CABINS, OUIDA'S HARMONY HOUSE, COMO PLANATION RETREAT, CAT ISLAND, TUNICA CAMPGROUND, CLARK'S CREEK NATURAL AREA, ST. MARY'S EPISCOPAL CHURCH AND M&J'S CONVENIENT STORE AND GOOD ROADS FOR BIKING.

ANCHOR 2 – LAUREL HILL/ FOUR CORNERS: INCLUDES THE LSU LEMON HOUSE, SAINT JOHN'S EPISCOPAL CHURCH, LAKE ROSEMOND, SOUTH OF THE BORDER RESTAURANT, LA. STATE TOURISM WELCOME CENTER, FRED'S STATE LINE TRUCK STOP, HEIRLOOM CUISINE CATERING, PRISTINE LESS TRAVEL ROADS FOR BIKING.

ANCHOR 3 -- OAKLEY/AUDUBON TRAIL: INCLUDES ROSEDOWN PLANTATION, AUDUBON HISTORIC SITE (OAKLEY), Peaceful Pines RV, MARY ANN'S PRESERVE, THE BLUFFS, OLD CENTENARY COLLEGE, HISTORIC JACKSON LA. AND PORT HUDSON HISTORIC SITE, SOUTHERN BELLE TRUCK STOP AND SOME SUITABLE ROADS FOR BIKING

Anchor 4--U.S. Hwy. 61 Corridor: INCLUDES LAUREL HILL, ST. JOHNS CHURCH, THE LSU LEMON HOUSE SITE, WAKEFIELD, THE COTTAGE B&B, CATALPA HOUSE, RURAL HOMESTEAD, BUTLER GREENWOOD B&B, WEST FELICIANA SPORTS PARK, AND ST. FRANCISVILLE.

GOAL #3

FOCUS ON ECOTOURISM AND THE UNIQUE NATURAL HISTORY OF WEST FELICIANA PARISH

OBJECTIVE 3.1

Showcase, educate and promote the unique outdoor adventures and opportunities of the Parish.

P.I. #1 Celebrate the bicentennial of John James Audubon's life and work within West Feliciana Parish (1821-1826) by creating six years of interpretive activities. These activities would include an international J.J. Audubon symposium, birding and photography tours, creation of a digital J.J. Audubon interpretive trail, special presentations and exhibits, and special tours of Oakley House, Audubon State Historic Site.

By February 2021

P.I. #2 Encourage cycling opportunities throughout West Feliciana Parish.

By June 2021

P.I. #3 Work with our partners to encourage hiking, camping, birding, and the observation of nature, in the spirit of John James Audubon. **By February 2024**

P.I. #4 Work with the Parish Government of West Feliciana, the St. Francisville Area Foundation, and the Department of Culture, Recreation, and Tourism to build, open and operate the proposed Tunica Preservation Area for outdoor and educational activities.

By June 2025



GOAL #4

PROMOTE AND EDUCATE VISITORS AND OUR RESIDENTS OF THE CULTURALLY DIVERSE HISTORY OF WEST FELICIANA PARISH

OBJECTIVE 4.1

Create opportunities to celebrate and interpret the culture and history of the diverse peoples of West Feliciana Parish.

P.I. #1 Partner with our key stakeholders to preserve, interpret, commemorate our diverse past through tours, lectures, exhibits, museums, and archival history.

By June 2023

P.I. #2 Work with our partners to preserve, celebrate, and interpret the John Dawson Schools in West Feliciana Parish.

By June 2025

P.I. #3 Work with our partners to preserve, commemorate, and interpret the Jewish Immigrants and citizens of West Feliciana Parish.

By June 2022

P.I. #4 Work with our partners to interpret, commemorate, and preserve the history of the indigenous peoples of West Feliciana Parish.

By June 2023



GOAL 5

TO PRESERVE, PROTECT AND CELEBRATE THE NATURAL BEAUTY , TOPOGRAPHY, FLORA AND FAUNA AND NATURAL HISTORY OF WEST FELICIANA PARISH.

OBJECTIVE 5.1

Work with our partners to enhance parish entrances (Hwy 61N, Hwy 10W, Mississippi River Landing), by creating a landmark entrance feature that welcomes visitors to the parish.

P.I. #1 Work to support the St. Francisville Area Foundation and West Feliciana Parish Government plan to implement the landmark entrance plan through grants, volunteers, and private funding.

OBJECTIVE 5.2

Work with the West Feliciana Parish Council and other parish agencies to support and enforce the Green Law Regulations (Sec.115).

P.I. #2 Include the addition of monetary fines to certain regulations purposely not adhered to by Parish Ordinance, Chapter 115, Green law Regulations. **By June 2023**

OBJECTIVE 5.3

Promote, encourage University research programs that enhance our understanding of the Parishes unique resources. Specifically, through paleontological, archeological, natural history, historical preservation, hydrology, etc. areas of research.

P.I. #1 Educate our citizenship of these resources through articles, exhibits and on-site visits. **By June 2022**

P.I #2 Partner with Louisiana State University in the development of the Lemon House Site (1796 - Present), Laurel Hill, LA., as a laboratory/classroom for a degree program in historic preservation, design, history, and archaeology. **By June 2024**

P.I. #3 Assist the LA. Division of Preservation, Department of Culture, Recreation and Tourism and the Tunica Nation to preserve, interpret, and research the Tunica Indian Village/Trudeau Site as an attraction. Also nominate the Tunica Indian Village/Trudeau Site as a National Landmark. **By June 2025**

