

Tourism and Economic Development Seminar

How to Develop and Use Tourism Programs to Grow the local economy.

November 21
9:00 am – 12:00 pm
NETC Cheraw

Featuring: Becky Anderson
Founding Executive Director of
Hand Made in America



FREE
Limited Seating Available
Please RSVP to 921-6923

Becky Anderson has been a catalyst for community and economic development for more than twenty years. Leveraging an extensive network of policy makers, economist, academics, entrepreneurs, and creative thinkers, Becky has led scores of successful community revitalization programs. As the founding Executive Director of Hand Made in America, she coordinated the development of trail guides, a landfill incubator, the National Blue Ridge Heritage Area, and the Hand Made House at the Ramble.

The seminar will include two sessions:

Session 1:

**Thematic
Tourism Development**

Learn about site inventory development of authentic places and experiences; determining appropriate guides and driving tours; and marketing approaches for heritage and cultural tourism.

Session 2:

**Preparing Small Towns and Rural
Communities for Tourism**

Learn about development of a community renewal plan; clean, green and screen tourism development approaches; and the creation of key partnerships for tourism-fueled community revitalization plans.

Offered through a partnership between
Northeastern Technical College, The Greater Cheraw Chamber of Commerce,
Pageland Chamber of Commerce, Chesterfield Chamber of Commerce, Team
Chesterfield, Cheraw, Inc., Chesterfield County Economic Development Board
and the Cheraw Jameson Inn.

***For more information call NETC's Division of Continuing Education at
843-921-6923***