



## Destination & Placemaking Action Plan

*Jackson, Mississippi*

The Hunden Partners Team, including industry experts at MMGY NextFactor, NEOO Partners, and Legacy Sports Group, has been engaged by Visit Jackson to create a tourism recovery and Placemaking Action Plan for Jackson, Mississippi. The goal of the study is to create a 10-year strategic destination master plan (Plan or Project) that includes a shared vision of forward-looking strategies for the City's future tourism development and programs based on community and stakeholder interests, market realities and best practices.

Hunden will lead the team through a multi-phased analysis and plan to analyze the current traditional and non-traditional tourism assets and messaging, determine opportunities for expanding tourism year-round, and produce actionable recommendations. Phase 1 begins with forming a Plan Working Group, execution of a Strategic Kickoff to effectively launch the project and organize teams, and an exploration of all documents, studies, plans and proposals completed to-date.

Phase 2 will provide Visit Jackson with robust market data, recommendations, prioritization and implications for investing in enhancing Jackson and the tourism economy. Hunden's analysis will identify the strengths of the current Jackson area marketplace, the potential for growth, and recommend the priority projects, amenities and infrastructure that will best support the growth and competitiveness of the region's tourism economy. Hunden's competitive market analysis will determine what projects are likely to be built in regional destinations to ensure recommendations will be unique to the area and likely to generate the greatest impact for Jackson. The overall purpose of the Jackson Placemaking Action Plan is to increase overall visitor spending and attract more investment and talent from outside the community – and keep that in the community.

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**Client:** Visit Jackson

**Time Period:** 2024 - Present