



ADVOCACY **2022** SUMMIT

The Essential Elements of Community Shared Value

October 26-28, 2022 | Bloomington, MN, USA

The Role of Destination Organizations in Addressing Crime and Safety Issues

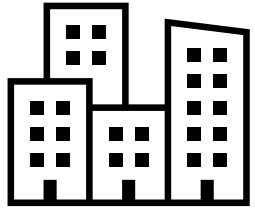


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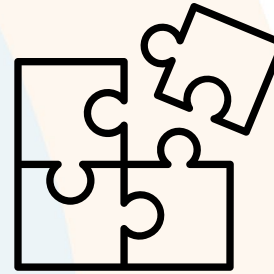
8 Significant Issues and Strategic Opportunities Impacting Destination Organizations in 2022



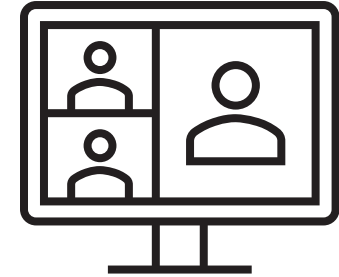
Community
Alignment



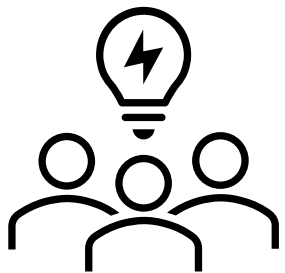
Destination
Stewardship



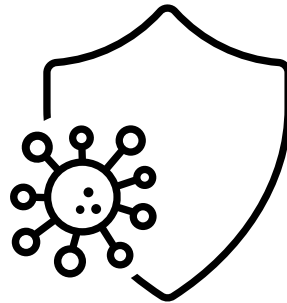
EDI



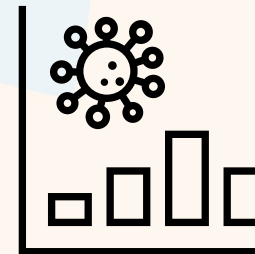
Workforce
Development



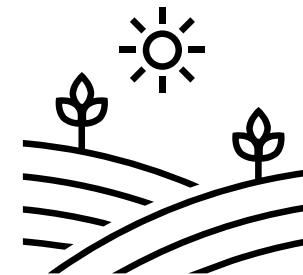
Value Based
Action



Organizational
Resilience



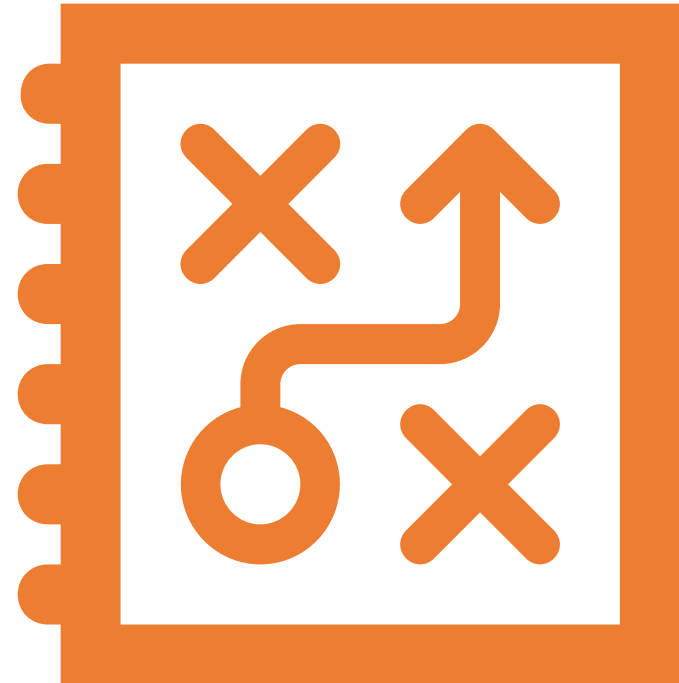
Global
Pandemic

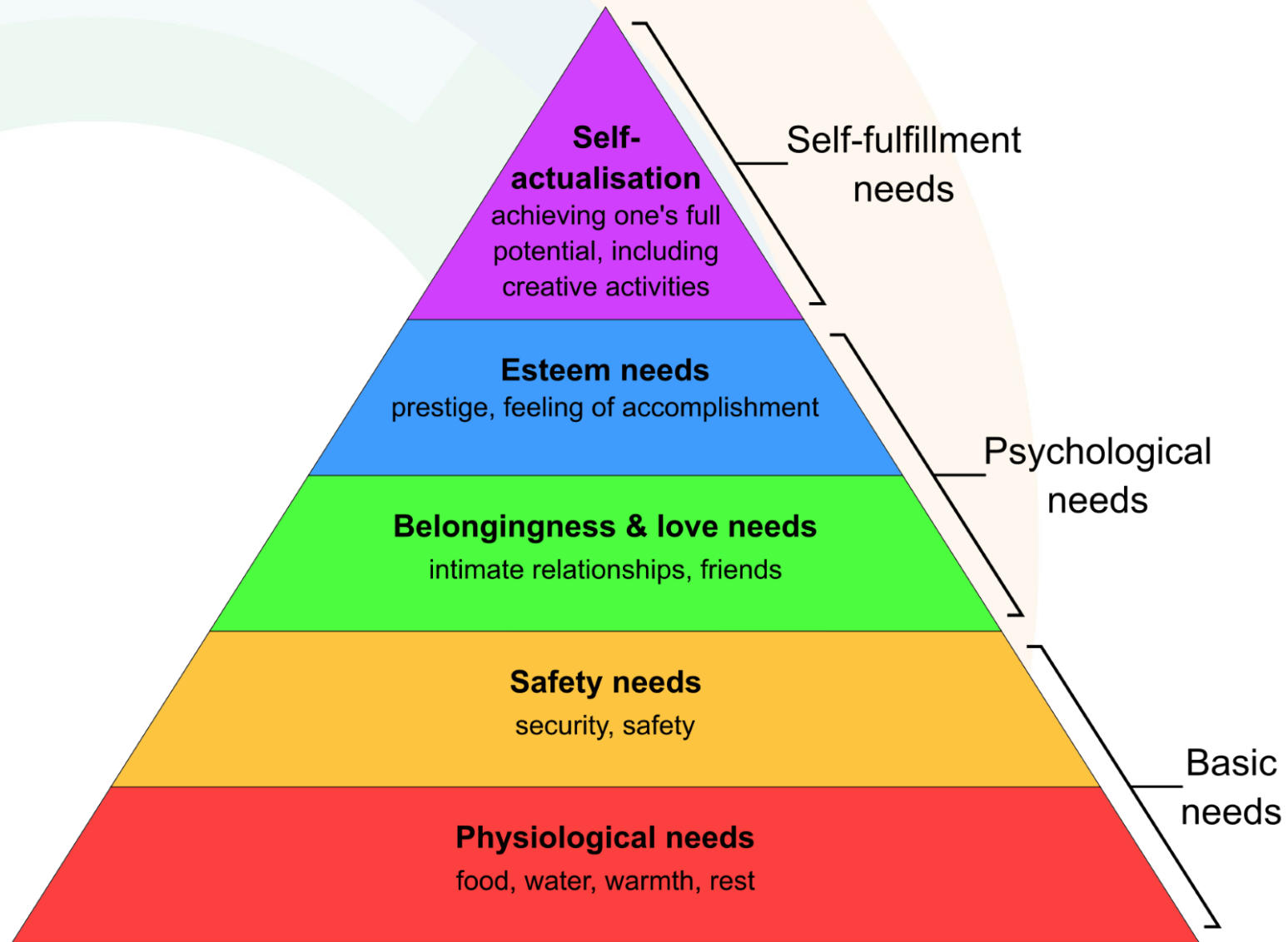


Climate Change

HOW WILL YOU MANAGE FOR THE MOMENT?

As destination organizations, we are tasked with bringing economic prosperity and improved quality of life for our residents – through the promotion of tourism to our communities.





WHAT IS OUR TEAM DOING ABOUT IT?

- ✓ April: Committee & Taskforce Discussions
- ✓ May - June: Research and Discussions
- ✓ July: In-Person Deep Dive
- ✓ August - October: Test, Modify, Finalize and Present Best Practices



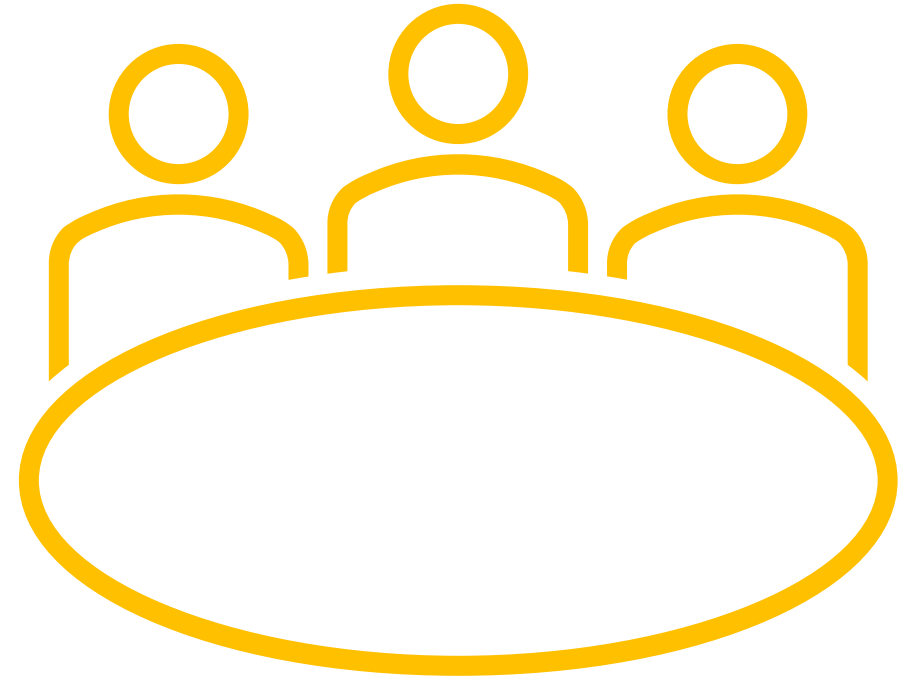
THE DELIVERABLES

- ✓ Identify areas where crime intersects with a destination's reputation and operations.
- ✓ Look for roles consistent with the strengths of a destination organization and their ability to carry out community efforts.
- ✓ Search for existing best practices and work to create new ones.
- ✓ Communicate best practices. Make the new ideas & practices clear to understand.
- ✓ Measure the impact of best practices. Make changes as needed.

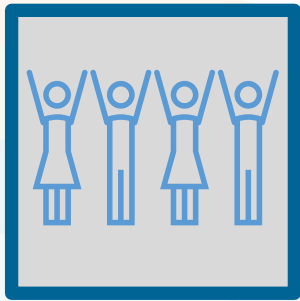


THE ROLES OF DESTINATION ORGANIZATIONS ARE EXPANDING TO:

- ✓ Support initiatives designed to improve social problems and local quality of life
- ✓ Fuel priority sector development
- ✓ Attract outside investment and high-value talent
- ✓ Elevate the overall brand of the destination beyond a tourism lens.



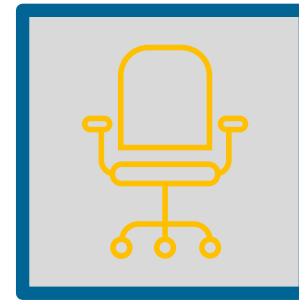
4 Options for Managing for the Moment



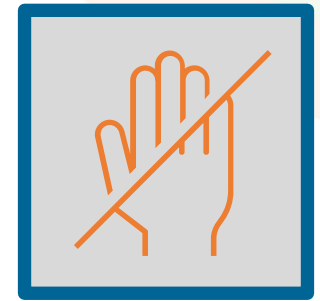
Join an
Established Table



Set the Table



Pull up a Seat



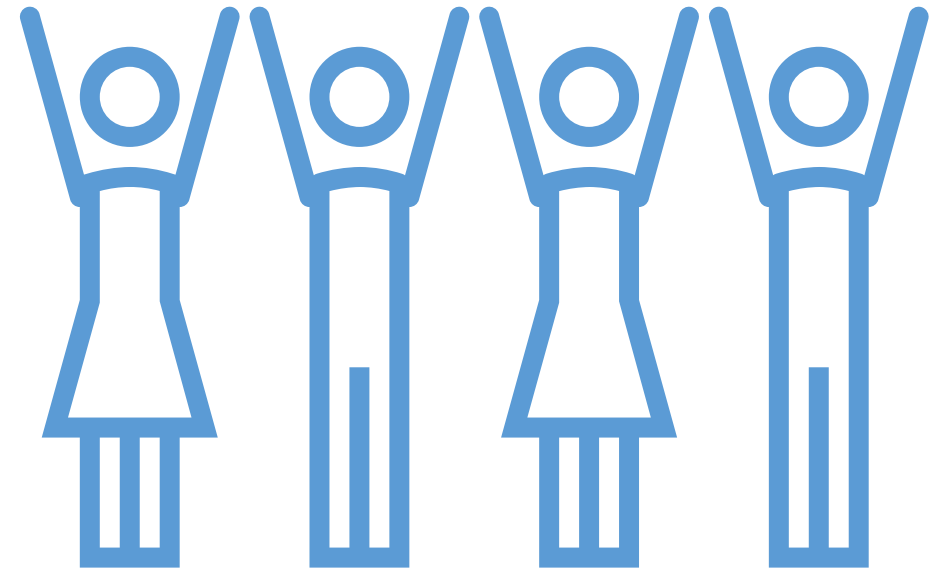
Take a Pass

JOIN AN ESTABLISHED TABLE

The destination organization recognizes existing institutions to combat crime and offers itself or others in support of these existing mechanisms.

Examples:

- ✓ Relationships with community stakeholders
- ✓ Preventative measures
- ✓ Workforce development and youth engagement



Join an Established Table

Active – Support Role



LET'S MAKE DALLAS SAFER, MORE INCLUSIVE, AND
MORE ECONOMICALLY AND CULTURALLY VIBRANT AT NIGHT.



Join an Established Table

Active – Support Role



24HOURDALLAS
THE NIGHTTIME IS FOR EVERYONE

Join an Established Table

Active – Support Role



Isthmus Security Initiative

- ✓ Crime Prevention Through Environmental Design
- ✓ Bystander Intervention Training for Bartenders and Bar Staff
- ✓ Safety Ambassadors



ENSURING A MEMORABLE AND WELCOMING EXPERIENCE.

THE DJP DOWNTOWN AMBASSADOR TEAM SERVES TO ENSURE A MEMORABLE AND WELCOMING EXPERIENCE TO THOSE IN THE DOWNTOWN DISTRICT. EMPLOYED THROUGH A CONTRACTURAL PARTNERSHIP WITH BLOCK BY BLOCK, THE DOWNTOWN AMBASSADORS START AT 7AM EACH MORNING PROVIDING DIRECT, ON-THE-STREET CONNECTION SEVEN DAYS A WEEK, PROACTIVELY ENGAGING THE COMMUNITY BY PROVIDING THE FOLLOWING SERVICES WITHIN [THE DOWNTOWN BID](#).

SAFETY WITH A SMILE



CLEAN TEAM SERVICES



HOSPITALITY



OUTREACH



BEAUTIFICATION



Safety Ambassadors will:

- ✓ be stationed in the entertainment district in pairs
- ✓ respond to opportunities to provide directions, referrals, or assistance
- ✓ not enforce laws

SET THE TABLE

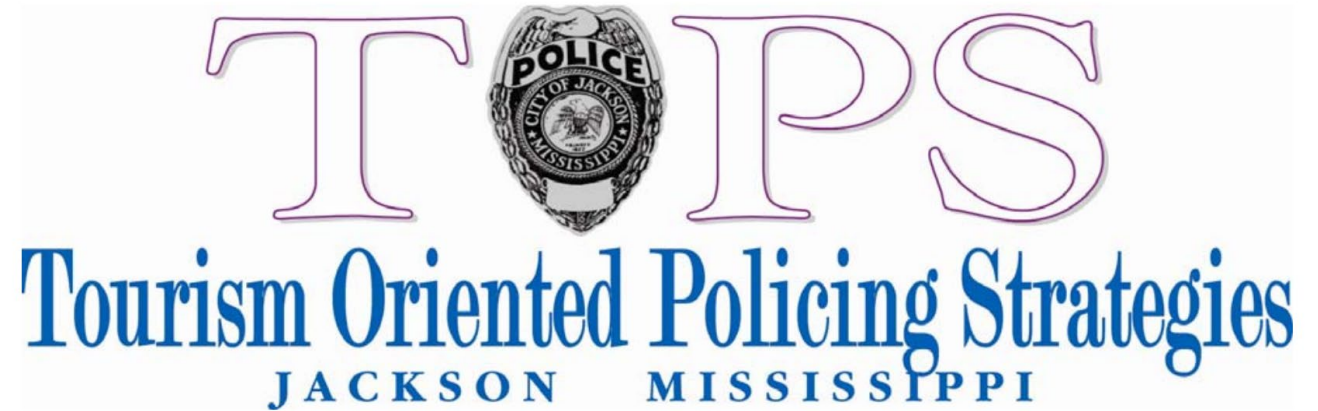
The destination organization *creates* the solution and invites others to engage.

Examples:

- ✓ Crisis communication planning
- ✓ Consistent messaging plan for internal and external audiences
- ✓ Gather data and research
- ✓ Strengthen relationships with the hospitality community



SET THE TABLE

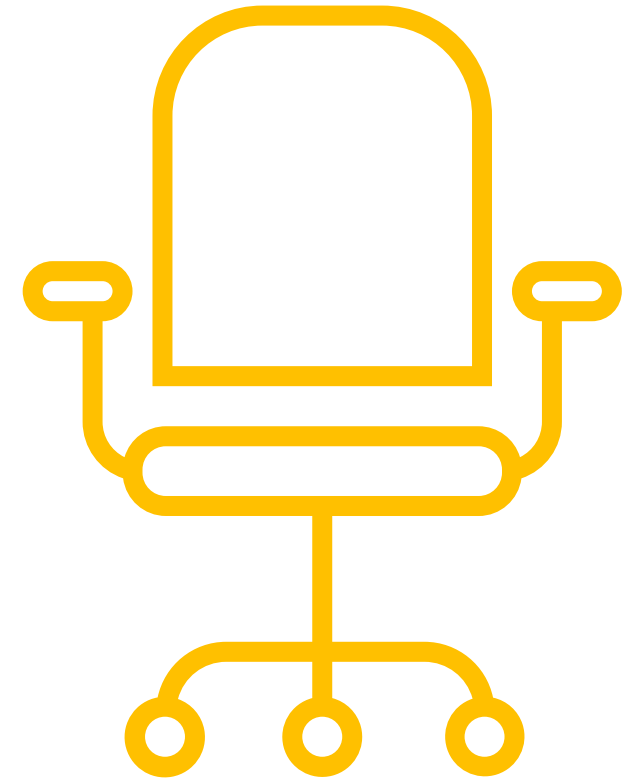


PULL UP A SEAT

The destination organization should listen to the experts.

Examples:

- ✓ Listen to policy discussions.
- ✓ Listen to and understand the symptoms of the problem.
- ✓ Educate on racist, religious and hate-motivated ideologies.
- ✓ Understand the ramifications from increased violence.



Safety in Portland: Frequently Asked Questions

We understand that visitors have questions about what's going on in Portland; we have answers.

Updated July 18, 2022

Portland — like many cities — is navigating a host of complex issues, from the COVID-19 pandemic to police reform to social justice. Amid it all, Portland is a safe place to visit. Read on for detailed answers surrounding safety and the visitor experience.

Is It Safe in Portland? Answers to Your Questions

Is Portland, Oregon, safe to visit?	+
What's it like in downtown Portland right now? Is downtown Portland safe?	+
Is violence on the rise in Portland? How dangerous is Portland?	+
How is Portland addressing police reform?	+
What is the status of protests in Portland?	+
What COVID-19 restrictions are in place in Portland?	+



Credit: Emery Barnes

PULL UP A SEAT

VISIT
seattle[Things To Do](#)[Food & Drink](#)[Lodging](#)[Blog](#)[VISITSEATTLE.tv](#)

FAQS ON SEATTLE SAFETY

Is it safe to visit Seattle?

We know that safety in any destination is a critical factor for visitors when planning to travel, regarding both public health and street scene.

Regarding protests and civic involvement, Seattle is not currently experiencing any active protests.

At Visit Seattle, we work in tandem with city leadership, the Seattle Police Department and community organizations to ensure that everyone feels welcome in our city. This includes making sure we have volunteers and people in public spaces to help all visitors get around and feel safe. An example of this effort is **the Metropolitan Improvement District**, which provides cleaning, safety, concierge and homeless outreach services in six city center neighborhoods. Downtown Seattle is a vibrant and active community of more than 96,000 full-time residents who help to keep our streets active and thriving.

It is recommended to check local news sources to learn more about current events and planned protests before you travel.

Recommended local news sources:

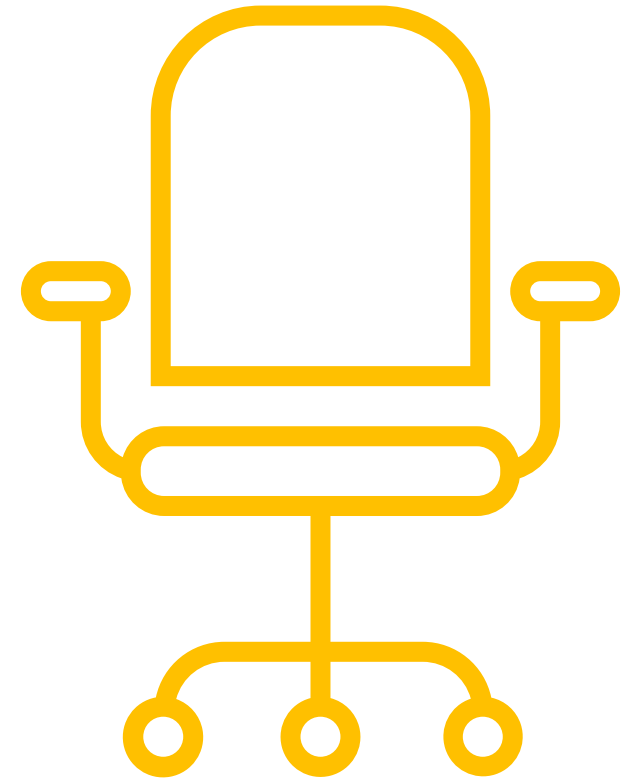
[KING 5 News](#)

[KIRO 7 News](#)

[KOMO 4 News](#)

[Q13 News](#)

[The Seattle Times](#)



QUICK LINKS

VISIT FLORIDA encourages its industry partners to refer to the resources below for the most up to date safety information and emergency directives for the storm:

- FloridaDisaster.org for the latest on the state's response actions
- FloridaDisaster.biz for emergency resources for businesses
- FloridaDisasterFund.org to donate to provide financial assistance to our communities
- The [National Hurricane Center](https://NationalHurricaneCenter.org) for current weather alerts and forecast information
- The Executive Office of the Governor for the latest [state executive orders](#)
- Follow [FLSERT on Twitter](#) for real time updates from the State's Emergency Response Team
- [Florida 511](#) for the latest on traffic conditions
- [Alert Florida](#) to signup for emergency alerts and other public safety notifications in your community
- [VISIT FLORIDA Hurricane Preparedness Resource](#)

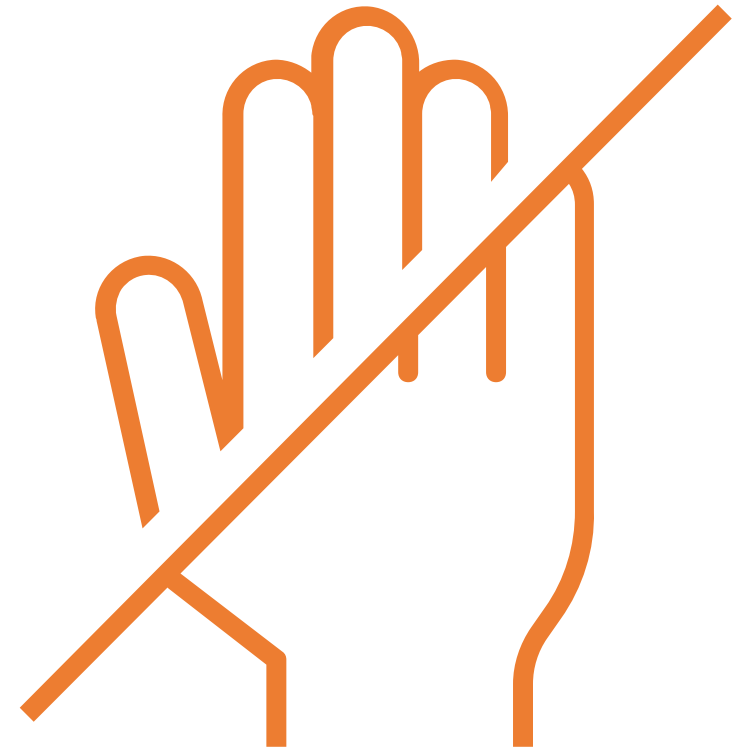


TAKE A PASS

The destination organization is not an authority to speak on these topics and should refer to the experts.

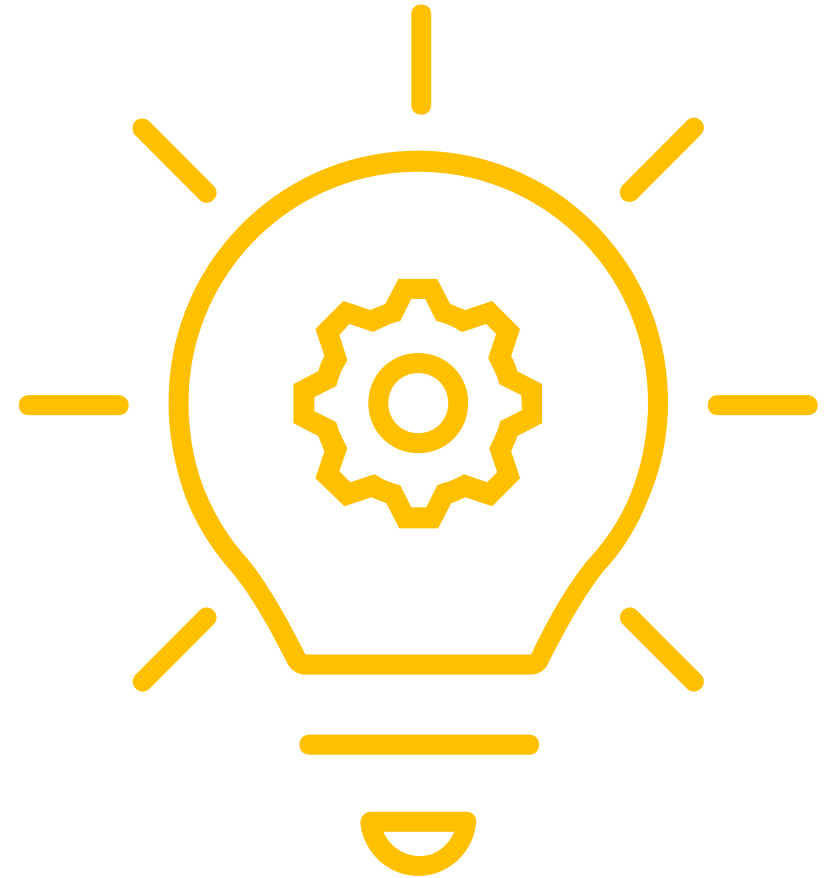
Examples:

- Politics
- Violent crime stats or stats related to gun violence
- Obfuscation of facts ("Crime is only bad on this block")



YOU ARE THE DESTINATION EXPERTS

- Communication skills and communication vehicles
- Networks within your community
- Ability to send and gather information
- General knowledge of the destination



WHAT'S NEXT?

- Share your examples in the Online Community
- Email me: apoulin@destinationsinternational.org
- Publish best practices
- Present at USCM 2023 Meeting



THE UNITED STATES
CONFERENCE OF MAYORS

Workshop #2: Working with Residents and Stakeholders to Address Civic Issues

Cara Frank and Bill Geist