



Facility Tour Checklist

A tour of your facility educates the non-boating public about boating, the marine industry and more importantly, about **YOUR** company. The purpose of the tour is two-fold. First you want to show off your business and how it contributes to the local community as well as to the recreational boating industry. Second you want to tell why boating is the best family-friendly, fun, outdoor activity around.

Seven Steps to an Effective Facility Tour:

- Identify who you want to invite, e.g., neighbors, community group leaders, legislators, regulators, mayors, city council members, county officials, recreation board officials, area planning officials, etc.
- Send a written invitation to those you want to visit your facility. Be sure to include the date and time you would like them to visit, your facility's phone number, the number of people your facility employs, and your business' location.
- Follow up your written invitation with a phone call seven to ten days after you mail your invitation.
- Ensure your facility complies with all federal, state, and local regulations. Prepare your facility with all appropriate signage to ensure compliance.
- Contact your local newspapers, television, and radio stations to invite them to participate in the tour, as well.
- Prepare a "fact kit" about your business to give to members of the press and your local elected officials and policy makers. Include marketing brochures, information on the services your company provides, and maps of your property if available.
- Take photos during the tour, especially pictures of you and your guests.

After the tour, write a thank-you letter to those who toured your facility and be sure to include copies of any photos, media coverage, and press clippings you may have gotten as a result of the tour.