



Do you own a **business** that caters to **tourists** visiting Baker?

LEARN ABOUT **DESTINATION BAKER** AND THE CITY'S PLAN TO PROMOTE **TOURISM**.

Do you work at a front desk or other position where you regularly interact with visitors?
This information session is for you!

Baker City is launching a new tourism-focused brand and marketing strategy to raise awareness and increase visitation to our city and region all year long. At this info session, learn about the strategy behind the new brand, what we are planning for the new year, and how you fit into it all. **We will have free items to share that you can use at your business!**

Join us for any of our info sessions:

MONDAY, MAY 11: 11AM-12:30PM, 2-3:30PM

TUESDAY, MAY 12: 10-11:30AM

WEDNESDAY, MAY 13: 10-11:30AM

- » Learn how to talk about Baker as a destination spanning **5 distinct regional areas**
- » How to highlight **history, arts, and outdoor activity** based on visitor interest and skill level

WIN FREE ADVERTISING!

Get rewarded for 100% staff participation! Whether you run a restaurant, shop, bar, motel, or other attraction, everyone you employ who talks with visitors makes an impression about Baker. It's crucial that all levels of staff know how to talk about the destination in a positive and knowledgeable way. To encourage attendance, any business that gets 100% of its front-of-house staff to attend an info session will receive a featured blog post on the new website and external banner ad placement directing web traffic to the post.