Hospitality and Tourism

Infrastructure Investment

Mr. Bodenburg

**Infrastructure/Technology Investment**

While promotion is a message from the seller to the consumer, it cannot be the only way to attract consumers; some type of longer-term investment must be made by the community.

Research, list, and describe the capital investments in technology, infrastructure, and promotion your city must make an investment into, in order to be successful over the beginning phase (3-year plan) of your city rebranding plan.

 **INFRASTRUCTURE TECHNOLOGY PROMOTION**

**YEAR ONE:**

**YEAR TWO:**

**YEAR THREE:**