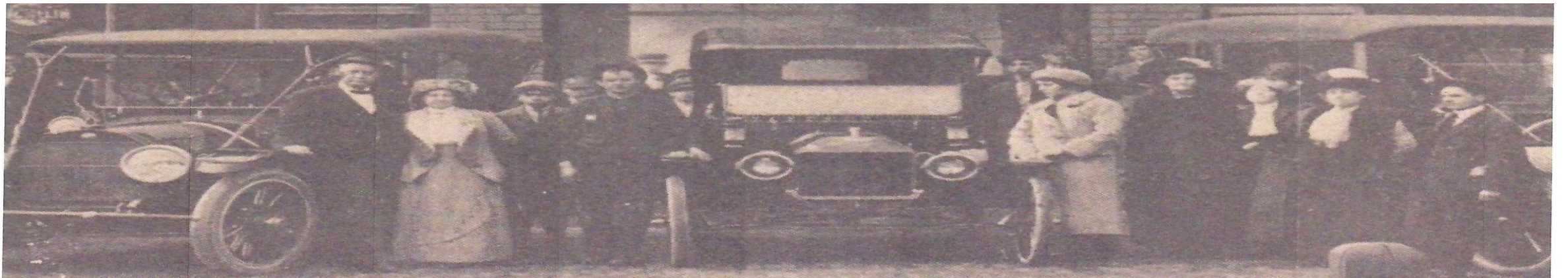


SEK ALLIANCE 2022 PROJECT

DAY TRIPPIN' DRIVING TOURS
SEK MUSEUMS & MORE



DEFINE A DRIVING TOUR

- MUSEUM PERSONNEL SERVES AS GUIDES FOR VISITORS TO LOCAL SITES
 - DESIGNATED DATE
 - DESIGNATED TIME
 - RESERVATIONS REQUIRED
 - FEE CHARGED
 - PARTICIPANTS FURNISH THEIR OWN TRANSPORTATION TO SITES
 - ATTENDANCE MAY BE LIMITED BASED ON THE SITES CAPACITY
- DRIVING TOUR FEATURES THE SPONSORING MUSEUM
- LOCAL ATTRACTIONS – HOMES/ CHURCHES/BUSINESSES/BUILDINGS
 - ARE ADDED TO THE TOUR FOR VARIETY

BENEFITS TO THE MUSEUM - COMMUNITY

- MUSEUM BENEFITS

- INCREASES ATTENDANCE AT MUSEUM
- RAISES AWARENESS/EXCITEMENT OF MUSEUM'S ACTIVITIES
- FUND RAISER – INCOME PRODUCER

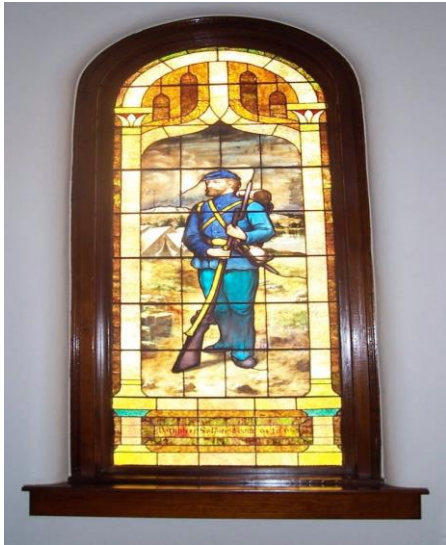
- COMMUNITY BENEFITS

- TOURISM DOLLARS INTO THE COMMUNITY
 - GAS PURCHASES
 - RESTAURANT/FOOD PURCHASES
 - LOCAL BUSINESS HAS INCREASED TRADE
 - OVERNIGHT HOTEL STAYS

SEK ALLIANCE ROLE IN PROCESS

- PHASE ONE - EDUCATIONAL SESSION ON BUILDING A DRIVING TOUR
 - STANDARDIZED GUIDELINES
 - SUGGESTED TOURIST ATTRACTIONS PRO'S & CONS
 - PUBLICITY ON SEK FACEBOOK SITE AND OTHER ALLIANCE MUSEUM SITES
- PHASE TWO – INDIVIDUAL MUSEUMS DEVELOPS THEIR LOCAL TOUR CONTENT
- PHASE THREE – PARTNER WITH ANOTHER SEK ALLIANCE MUSEUM
- PHASE FOUR – DEVELOP SEK ALLIANCE MEMBER TOURS

PLANNING A DRIVING TOUR



ARE YOU INTERESTED?

IN TRAINING SESSIONS TO LEARN HOW TO DEVELOP A DRIVING TOUR
IN BEING A PARTNERING MUSEUM ON TOURS
IN SEK ALLIANCE MUSEUM MEMBERS DRIVING TOURS