



OC Tourism & Outdoor Recreation Regional Activation Plan

Zoot Velasco
Orange County Business Council



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What is a Zoot?

- 12 Years as a **performing artist**
- 30 years **leading Cultural Centers**
- **CEO, Muckenthaler Cultural Center:**
 - 2007-2016: Grew 400% during the Great Recession
- **Director, Gianneschi Center for Nonprofit Research** at CSUF
 - Started transition to Center for Social Impact
- **Founding Director, Friends of Fullerton College Foundation**
 - First Drone Pilot Apprenticeship in the USA
- 12 years as a **Business Professor** at CPP, CSUF, & FC
- Author of **3 Books and a Podcast**
- Started in November!



2

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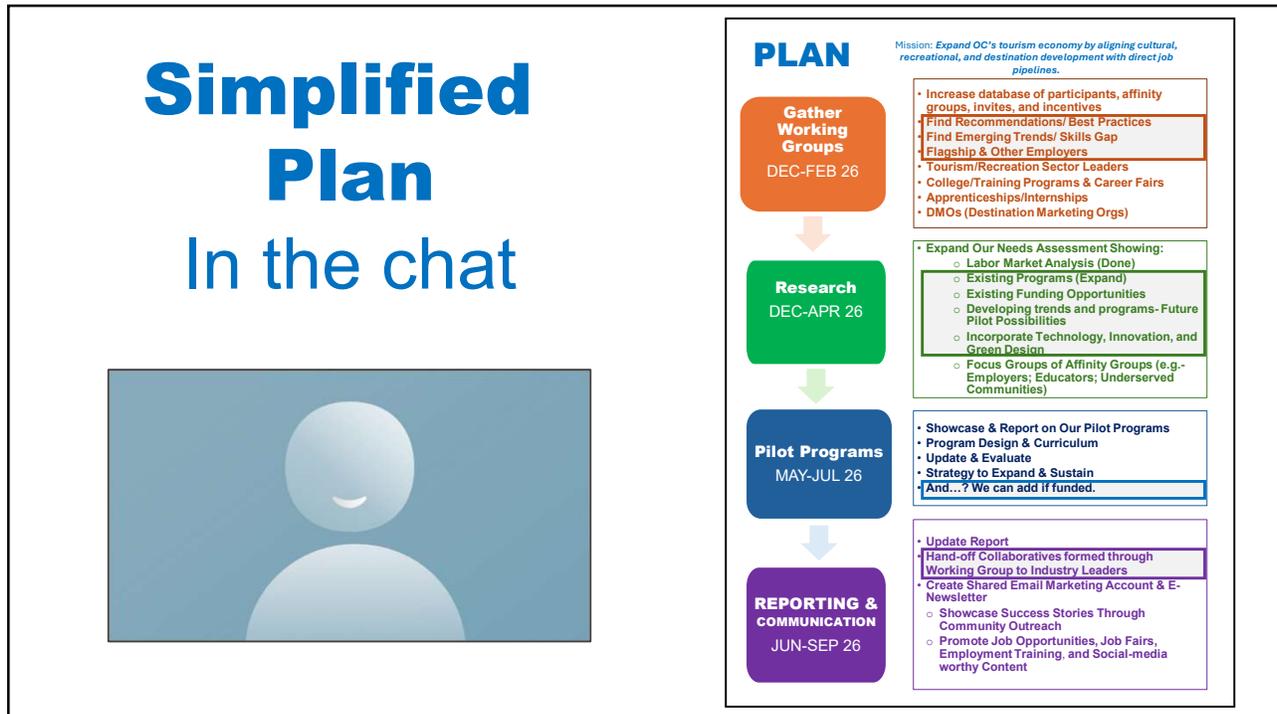
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My Process

OC Tourism & Outdoor Recreation Regional Activation Plan
67 Pages of overlapping tactics, objectives and goals

Simplified into a **single-page Plan** with achievable value-added goals & objectives for all stakeholder groups

4



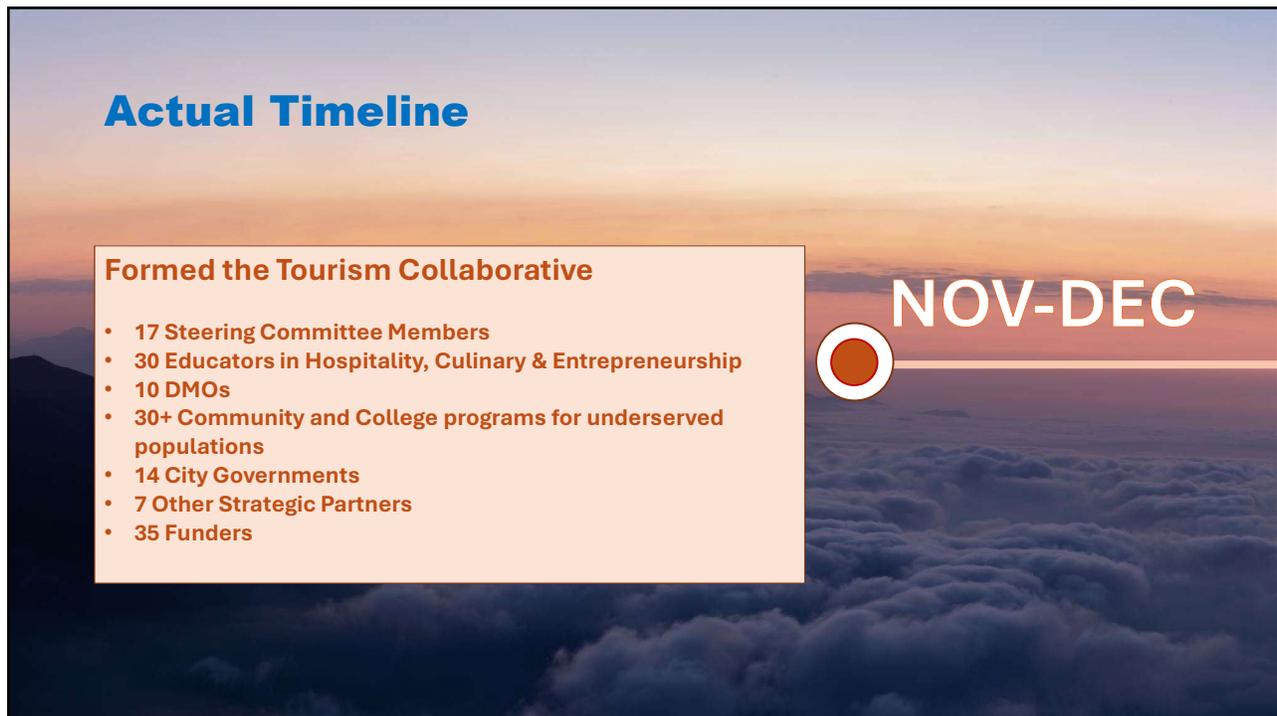
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Actual Timeline

Formed the Tourism Collaborative

- 17 Steering Committee Members
- 30 Educators in Hospitality, Culinary & Entrepreneurship
- 10 DMOs
- 30+ Community and College programs for underserved populations
- 14 City Governments
- 7 Other Strategic Partners
- 35 Funders

NOV-DEC



6

Community Needs Assessment

- Successes, Challenges, & Needs
- Best Practices & Recommendation
- Emerging Trends
- Skills Gaps
- Interviewed 35 leaders so far
- Survey of the field

JAN-NOW

7

Visiting The Pilot Programs

- Store One (Anaheim)
- Cooperación Santa Ana- Mercado & La Colmena
- RevHub Incubator

FEB-NOW

8

Setting Up The Newsletter

- 35 Articles Planned
- Half with a written first draft
- To go out every two weeks, starting in March

FEB-NOW

9

COLLABORATION-BUILDING

- Reports on Activation Plan Items in the Newsletter
- Quarterly Committee Meetings
- Plan to hand off control to the Collaborative by Sep
- They will continue the work after that

MAR- SEP

10



ARTICLES INCLUDE...

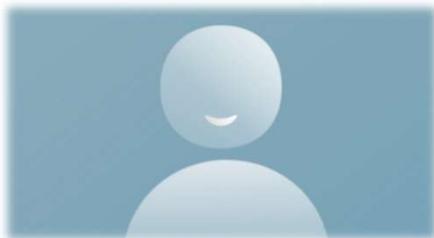
- The OC Tourism Landscape
- The World Comes to Us (Olympics and World Cup)
- The Ghost of Tourism Future
- From Gates to Open Space (Tracking Visitors)
- Rebranding Hospitality
- The Ideal Internship
- Restaurant Industry Model of Soft Skills
- The Tourism Jobs Pipeline
- Expanding the Mission: CSR, Social Enterprise, and B-Corps
- Serving the Underserved
- Balancing Use & Conservation
- The “Care Philosophy”
- “Going Green” in Tourism



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Sunkist: 1893

And the Aldrich
Tariff of 1909



12

||| QUESTIONS?

**WHAT
HAPPENED?**

