

CS&L

CS&L has assisted on a couple of different occasions formulating a visionary roadmap for our Destination...we called it Destination SA...back in 2006 and updated again in or around 2011. They brought a very professional and well thought out strategic approach to the project. Helped to solicit input from staff, various stakeholders, and government officials to build consensus on key issues impacting out visitor industry locally as well as packaging a product for us.

They met our expectations and stayed within budget parameters.

Steve DeLaHaya - *Assistant CVB Director*
SAN ANTONIO CONVENTION & VISITORS BUREAU

CSL was hired in 2011-12 through our state RFP process to conduct a statewide strategic plan for Tourism. This project took 11 months. This was our first experience working with the CSL team. It involved intense public comment periods, focus groups, data collections, travel, interviews, survey's one-on-one meetings and webinars.

In 2015, as the Commission completed the original 18 recommendations from CSL regarding our original strategic plan, we embarked upon an updated plan or revision to move forward. This plan was just finalized and approved at the Commission meeting on 2/24/16.

During both projects, schedules, timelines, benchmarks, budgets and feedback were spot on.

We have enjoyed working with the team of CSL. We would not hesitate to refer them or their services.

Kathy McKillip
Executive Director
Nebraska Tourism Commission

I have worked with CS&L on two projects and they exceeded our expectations both times. They are very professional and the entire team was a joy to work with. Yes, deliverables and budgets were met.

Scott White - President & CEO
Greater Palm Springs Convention & Visitors Bureau

Oklahoma City has worked with CS&L on several occasions. I have also personally worked with them both here and in other cities.

CS&L is a very professional and competent organization that is highly regarded in the industry. On every engagement I have been associated with they have met the objectives in a timely manner. I have found their work to be credible and factually accurate. Their conclusions and recommendations have been on the conservative side and very defensible. I would not hesitate to use them again or recommend them to anyone considering tourism industry consultants.

Mike Carrier
OKC CVB

Destination Strategy Partners

I am pleased to share some thoughts about the great people and talent at DSP. I am convinced you will not find more hard working, intelligent and honorable people. They have an outstanding background and insights into the tourism space. They work hard, timely and on budget. I have great confidence in their work as I have worked with them over the past 8 years. It should shock me tremendously if they didn't exceed your expectations.

Massey Communications

Young Strategies, Inc.

Berkeley and his team do a great job for us. We use them for primary visitor research – visitor perceptions, visitor profiles and economic impact. They have also conducted town hall stakeholder meetings and focus groups for us. We have been a client of Young Strategies since 2009.

Dan Rowe
Visit Panama City Beach

It is with great pleasure that I recommend Berkeley Young and Young Strategies to provide a tourism asset inventory for Broken Arrow.

I have worked with Berkeley in three different stops in my career, at the Norman CVB, the Lubbock, Texas CVB and we hired him when we launched the Enid CVB (now Visit Enid) in Nov. 2010. Berkeley has worked with clients in close to 30 states and understands the tourism industry inside and out. He has also worked with several clients in Oklahoma, including the Oklahoma City National Memorial and Museum and the Bartlesville CVB, so even though he is based in North Carolina, he understands Oklahoma very well. He was the only tourism consultant considered to help Visit Enid get started and he was the perfect choice.

Berkeley's goal when hired by an organization is to not only meet their expectations but also to teach. He wants each group he works with to have a better understanding of the tourism industry and what works and doesn't work in that particular community. To that end, another great benefit to hiring Berkeley is his help doesn't end when the contract ends. He is just a phone call or email away. I can't tell you how many times we've contacted Berkeley over the year to bounce ideas off him, and his answers are always right on point.

Obviously we think hiring Berkeley is a slam dunk. Should you want to speak to another person in Enid about Berkeley, we recommend Joan Riley, our Assistant City Manager. Her office phone is 580-616-7281.

Please let me know if you choose to hire Berkeley Young and Young Strategies. If you do, we can talk about sharing travel expenses as we may consider bringing Berkeley to Enid for a day or two if he's coming to Oklahoma.

Marcy Jarrett, Director
Visit Enid

The City of Nacogdoches and our Convention and Visitor's Bureau were very pleased with the work of Young Strategies in developing a new strategy for our struggling CVB. Young Strategies exceeded all expectations and delivered a finished product within specified time lines.