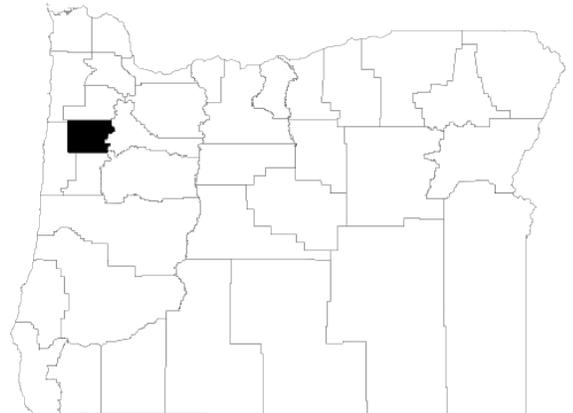




Polk County Rural Tourism

Community Profile

County Polk
 City Independence
 Population 78,000



Assignment

Organization City of Independence
 Supervisor Shawn Irvine
 RARE Member Ali Salzer

About Polk County

Polk County is blessed with a number of high-quality tourism destinations and a host of other visitor amenities. These tourism assets need to be more effectively linked together, both in terms of personal connections and through content development such as farm trails, travel itineraries, etc. Polk County contains the cities of Independence, Monmouth, Dallas and Falls City and has a population of 76,794.

Ali will be assisting Polk County in coordinating and growing the Polk County Tourism Alliance Action Teams and developing/promoting new content for Polk County. She will work with PCTA committees and businesses to collect and disseminate information on area resources as well as schedule and organize tours for frontline staff training. This will involve planning the itinerary for each tour, ensuring that local businesses participate by sending key staff, and working with local businesses to provide samples or someone to talk about what their business has to offer. Ali will also develop and implement a new tourism campaign or event. Last but not least, she will develop metrics and a plan for tracking in order to better quantify achievement of goals.



Meet Ali Salzer

- B.S. in Anthropology, minor in Ecology and Evolutionary Biology - University of Arizona Honors College
- People may be surprised when they learn that I lived in ten houses by the time I was ten years old. I have grown up in a state of constant movement, living in four states of our country. My parents were young academics, and we were a family existing in impermanence, moving for temporary teaching and research positions around the country throughout my entire childhood.
- My most significant accomplishment was a service learning trip to rural Kenya. I spent three weeks living in working in a farming village, Naro Moru. This trip's significance lies not only with the work that we did, but also with the transformative effect that service learning in such a wonderful community had on me at a young age.