

GOAL | **Excel as the Region's Premier Gathering Place**

Objective: Enhance care of our convention center

Strategy

- Expansion logistics planning
- Improve organizational efficiencies
- Update and enhance the preventative maintenance and capital programs to effectively balance event activity and asset improvement
- Evaluate and improve maintenance process. Encourage accountability and awareness
- Advocate for increased internal sustainability awareness and achievement

Objective: Modernization of our convention center

Strategy

- Enhance the aesthetics and advance technology related to the customer experience

Objective: Enhance public safety initiatives

Strategy

- Collaborate with partners to meet security needs through City, State and Regional partnerships
- Train staff and increase staff security presence
- Evaluate and enhance building design from a security standpoint

Objective: Provide comfortable and welcoming environment for international guests

Strategy

- Provide services specific to international guests

Objective: Staff growth and engagement

Strategy

- Empower and train staff to provide the best customer service to guests and each other, as well as offer service/support outside of their direct area
- Improve succession planning and create the workforce of the future

GOAL | **Calibrate Business Model**

Objective: Financial health

Strategy

- Improve processes and cost efficiencies
- Replace Software System

Objective: Generate revenue to maintain a first-class convention center

Strategy

- Maximize occupancy of facility space
- Drive incremental revenues through non-traditional lines of business

Objective: Continue to advance exceptional customer service

Strategy

- Improve best practices
- Enhance local and small business event opportunities

Objective: Become an industry innovator

Strategy

- Promote education and research to identify and respond to current and future trends

GOAL | **Educate the Community on Our Public Benefit**

Objective: Expand communications strategy

Strategy

- Promote public awareness related to the benefits of our convention center

Objective: Enrich community relationships

Strategy

- Staff involvement in community
- Increase community outreach efforts to develop grassroots support