

**Mission: To drive increased visitation and economic vitality  
by marketing and developing the assets of Ontario County  
as a premier leisure and meetings destination.**

**2021 Goals – Performance Measures**

Strategic Plan: To engage in a strategic planning process through Destination Next/Young Strategies and facilitate the next strategic plan implementation and introduction.	<b>DONE!</b>	
Strategic Plan: Certification through Destinations International	<b>DONE!</b>	
Strategic Plan: To work with economic development on the advancement and reopening of small businesses	<b>DONE! OCEDC</b>	
Marketing/Visitor Services: To introduce & fully implement the new brand – including new website, marketing materials, and messaging.	<b>DONE!</b>	
Marketing/Visitor Services: To advance our meetings and conference programming	<b>DONE!</b>	<b>Website, SDR endeavors,</b>
Partner Relations. VisitConfidently and reopening pivots as necessary	<b>DONE!</b>	<b>Award winning endeavors</b>
Partner Relations: Extend partnerships which foster a higher ROI in marketing		
Organizational: Develop a committee structure which supports economic development opportunities; accessibility, diversity & equity, reopening, innovation, strategic planning	<b>Timing delayed  Move to 2022</b>	Put in place, then tied back to the plan
Organizational: To assist in the development and communication of a financial plan which anticipates a reduction in revenue for 2022; and less reserves – in addition to exploring new possibilities for revenue, etc. including readdressing the occupancy tax issue; revisiting the TID now called tourism recovery districts.	<b>Done!</b>	Worked with County on the legislation to change the occupancy tax; invited the administration to Advocacy Summit and Funding sources addressing TIDs. Financial Plan - successful
Organizational: Ensure that the right resources are in place (including human resources) to advance the plans	<b>NOT DONE!</b>	<b>More than FLVC challenged by this. Move to next year – workforce development</b>