



FY25 Performance Goals & Measurement Report

GOAL	OBJECTIVE	METRICS/KPIs	FREQUENCY	ANALYSIS
Complete a Destination Master Plan and update the Strategic Management Plan	Create a strategic blueprint for sustainable tourism growth, balancing economic benefits (jobs, revenue) with community well-being, environmental protection, and enhanced visitor experiences, by aligning stakeholders on a shared vision for infrastructure, marketing, and resource management to ensure long-term success and quality of life for residents	Increase economic impact; Improve visitor experience and alignment of expectations with actual experiences; Obtain & adhere to sustainable certifications; Conduct resident sentiment	6-months to conduct and then re-evaluated every 5 years or as market demands	Was to be completed by the retiring CEO; shifted to future planning under new leadership and organizational strategic purpose and approach, with added research and data insights to draw upon. Firm not budgeted for or selected previously.
Complete fiduciary system adjustments for transition of leadership	Enhance accountability, transparency, and effective management of resources by ensuring that all decisions are made in the best interest of Ontario County and stakeholders.	Strategize audit and financials timeliness, procurement efficiency, using contracted agencies	Monthly financials and yearly audits conducted	Clear and easy to digest financial statements and yearly audits
Complete Virtual Museum / Blue Sign Grants as initiated and weave into campaign efforts	Facilitate getting signs produced and in the ground	Signs produced, shipped, and 90% installed with QR codes adhered to poles for public use and promotion	Weekly plans were drawn in August 2025 and meetings held to stay on track	Post leadership transition, the campaign started taking off, meeting deadlines and reporting requirements or communications on procedural updates as warranted
Complete NYS Meetings Market Grant as initiated and weave into campaign efforts	Facilitate remaining paid media tactics and report on results	Track paid media flights as contracted; Evaluate spend vs. results; Meet with cooperative partners on future integration	Monthly	Contract elements met; campaign results exceeded expectations and contracted deliverables; Plans being made to integrate into destination marketing strategy



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<p>Community Engagement and Destination Development</p>	<p>Develop plan to touch each elected official as destination advocacy and outreach about the impact of tourism</p>	<p>Invite elected officials to tourism meetings/events; Share monthly enews</p>	<p>Monthly meetings with county officials, townships, and board of supervisors</p>	<p>Post leadership transition, work has continued telling our economic impact story, working with the community and community pillars of Economic Development and County Planning; Ontario County Tourism not only has a seat at the table but is helping to carve the table; attendance from elected officials at tourism meetings/events has increased</p>
<p>Develop new organizational chart</p>	<p>Create clarity, efficiency, and better visitor experiences by defining roles and streamlining communication for coordinated service, fostering innovation, and adapting to market changes, ultimately driving growth, better resource allocation, and unified goals.</p>	<p>Survey employees; Monitor retention & turnover; Foster engagement and accountability</p>	<p>Before transition and again 4 months post transition</p>	<p>Post leadership transition, employees have remained and are more engaged in team meetings and core responsibilities to overall mission and purpose, beyond their individual roles</p>