



## Our Purpose & Direction

### VISION

Visit Howard County serves as the lead organization to market and develop the county as a premier leisure and business travel destination.

### MISSION

To integrate the organization's work with industry partners to create innovative marketing campaigns and serve as a credible resource for Howard County's tourism community.

## Our Culture

### PARTNER PROMISE

We commit to collaborating with Howard County's tourism community in facilitating opportunities to drive new visitor demand, promotion, product development, and education and advocacy.

### VISITOR PROMISE

We commit to providing quality information and advice on Howard County's unique experiences.

## Our Mission Focus & Strategic Goals



**Drive Economic Impact**



**Drive New & Current Demand**



**Strengthen the Visitor Experience**



**Support Destination Product Development**



**Sustainability of VHC**

**Communicate Relevancy and Viability**

**Ensure Sustainability of VHC**

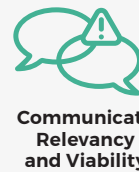
## OUR PRIORITY INITIATIVES



- Impactful destination brand strategy (FY 21)
- Supportive multi-year pre-and post-marketing research (FY 21-22)
- Leverage special interest/niche tourism market opportunities (FY 21-23)
- Build on member vested destination sales plan (FY 21-23)



- Prioritize marketing County as a whole (FY 21)
- Investigate need for and viability of a new events facility (FY 21-22)
- Research transportation needs and opportunities (FY 21)
- Expand Welcome Center operation to Downtown Columbia (FY 21-23)



- A community relations plan (FY 21-22)
- Branded visitor service training program development and delivery (FY 21)
- Engaged Board of Directors (FY21- 23)
- Develop a system to measure and present KPIs (FY 21)
- Be on top of State and County legislation affecting the tourism industry (FY 21-23)



- Strategic plan priorities determination and associated budget allocations (FY 21-23)
- Finalize Crisis/Emergency Preparedness Plan (FY 21)
- Secure flagship Welcome Center and office location (FY 21)
- Find expanded funding opportunities (FY 21-23)