

FY 27-29 STRATEGIC GOALS

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STRATEGIC INITIATIVES

Sales & Marketing

- Further articulate and elevate the region's brand messaging
- Amplify storytelling reflecting our complex cultural and historical narratives, and distinctive neighborhood personalities
- Drive increases in leisure and group sales results; and overall visitor economic impact
- Integrate customer voices in future sales and marketing strategies
- Continue to align and elevate regional sales & marketing strategies with TMP recommendations

Destination Alignment

- Develop and implement resident engagement strategies.
- Foster alignment and collaboration with jurisdictional partners on regional tourism priorities
- Elevate and expand the reach and emphasis of "I Am Tourism" ambassador program

Destination Development Destination Alignment

- Champion downtown revitalization, including focus on improved safety and, projects, e.g. Broad Street Master Plan, GRCC enhancements and full-service headquarter hotel
- Engage in regional visitor-oriented projects and development conversations
- Support industry workforce development and needs
- Support efforts to expand destination access, e.g., international air service

Organizational Impact

- Sustain and strengthen RRT funding levels to support destination's competitive position
- Ensure forward-looking, ongoing data intelligence strategy
- Align organizational capacity with strategic priorities
- Continue to monitor RRT's regional footprint and expectations
- Refresh organization identity including articulating distinct roles of each entity associated with RRT

MISSION, VISION AND VALUES

MISSION

Share a passion for the Richmond Region with the world.

VISION

As a thriving community, the Richmond Region is known for being inclusive and welcoming to all.

VALUES



PASSION

Intense enthusiasm for our community and its people



INCLUSIVENESS

Deep commitment to equity and community engagement to advance, develop and sustain the Region



INTEGRITY

Dynamic culture built upon trust, honesty, and credibility



INNOVATION

Leading-edge work that is rooted in creativity and being transformational for the Region



STEWARDSHIP

Ambassadors of our destination's development, image and reputation



COURAGE

Doing the right thing and upholding our values