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**Strategic Plan 2020-2021**

**Mission**

*Create a vibrant visitor industry through authentic experiences that positively impact the communities where we live.*

**Vision**

*The Mat-Su Valley is the choice Alaskan destination to visit, experience and live.*

**PRIORITIES & OBJECTIVES**

**Sustainable Funding**

* Proactively advocate for a 3-year grant funding agreement with the borough.
* Identify supportive assembly candidates and coordinate annual candidate forum.
* Refresh annual Community Awareness campaign.
* Explore new and non-traditional revenue opportunities.
* Reinforce the economic impact and “shared community value” of the visitor industry through multiple channels.

**Support Tourism Infrastructure Development**

* Advocate for Gateway Visitor Center.
* Advocate for South Denali Development.
* Inventory and prioritize new visitor infrastructure projects.
* Support Foundation fundraising efforts.
* Transition to broader Destination Management role.
* Seek and cultivate community partnerships.

**Market and Brand the Destination**

* Develop an effective marketing plan for all target markets.
* Deliver consistent messages and outstanding experiences.
* Incorporate “Stay another day” initiative.
* Create and implement a branding strategy.

**Grow and Engage Membership**

* Expand member educational programing and events.
* Maximize member value with tools and cooperative marketing opportunities.
* Target and form partnerships and alliances that best leverage resources and promote initiatives.