

# STRATEGIC PLAN 2016–2020



visit  
champaign  
county



## Destination 2020

Destination management is a process of leading, influencing, and coordinating the management of all aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, residents, businesses, and the environment.

Destination 2020 is a strategic plan to outline a shared statement of intent to manage the greater Champaign County area as a destination over the next 5 years. An annual destination management plan will supplement this strategic plan, articulating the roles of different stakeholders and identifying clear actions that will be taken with appropriate resources.

Thank you for the opportunity to share this vision and we welcome your ongoing input at any time!

Rachel Coventry, Chair, Board of Directors

Jayne DeLuce, President & CEO

### Visit Champaign County Team

Jayne DeLuce, President & CEO :: Terri Reifsteck, Vice President of Marketing :: Leah Longueville, Director of Sales :: Ryan Reid, Sales Manager :: Cody Dees, Visitor Services Manager :: Angie Poe, Office Manager :: Leslie Lundy, Accountant

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# mission

**Advance the overall visitor destination experience for the greater Champaign County area, in collaboration with community stakeholders, to strengthen the local economy and quality of life.**

## Mission Elements

- ⌘ Work collaboratively with stakeholders to transform our attractions, activities and services into an authentic travel experience
- ⌘ Serve as the resource for visitors and residents
- ⌘ Act as a community advocate for destination management supporting economic development activities

# vision

**Champion the greater Champaign County area as a memorable, extraordinary destination.**

## Vision Elements

- ⌘ An essential organization whose value is well understood
- ⌘ An economic driver of business growth
- ⌘ The information and resource portal for visitors and residents
- ⌘ A collaborative facilitator that recruits and retains business
- ⌘ A co-creator of a shared community vision



# key priorities

## 1 Choreograph a strategic destination management framework.

### Targeted Strategies

- ❑ Build a strong and vibrant brand identity
- ❑ Establish a competitive edge
- ❑ Ensure tourism sustainability
- ❑ Engage in destination development
- ❑ Increase tourism yield

### Initiatives

- ❑ Facilitate destination marketing plan highlighting area attributes, including sports, agriculture, technology, arts and culture
- ❑ Influence destination development projects, including innovative museum and hotel/conference center; new sport and multi-use facilities, and area attractions such as Amish Heritage Center and Allerton Park master plan
- ❑ Lead efforts on community initiatives such as the Champaign County Film Office, public art tour, and bid incentives for large-scale events
- ❑ Facilitate efforts to bridge affiliate organizations which guide community decision making in destination development





# 2 Expand reputation for excellence and credibility.

## Targeted Strategies

- ❑ Educate stakeholders on broader role in destination management
- ❑ Benchmark against a defined spectrum of marketplace opportunities
- ❑ Conduct organizational performance reporting
- ❑ Maintain quality staffing levels

## Initiatives

- ❑ Provide ongoing written and verbal stakeholder reports
- ❑ Recognize internal and external efforts through event and award programs
- ❑ Monitor productivity with quality recruitment, staff development, ongoing appraisal, and community engagement
- ❑ Utilize industry tools to streamline destination management practices
- ❑ Evaluate destination scenarios against target role model communities
- ❑ Play expanded community role on broader economic development issues



# key priorities

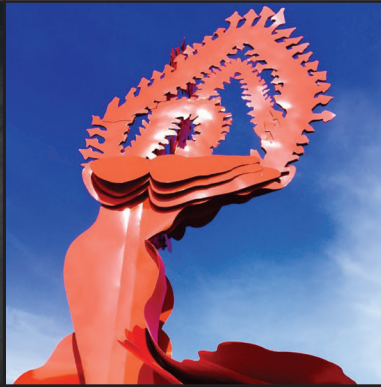
## 3 Drive business in our target visitor markets.

### Targeted Strategies

- ❑ Boost economic growth through destination sales efforts
- ❑ Focus on priority visitor markets and peak occupancy
- ❑ Develop and evaluate visitor market overview
- ❑ Maximize resource development for staffing and operations

### Initiatives

- ❑ Utilize campus and external research to evaluate visitor market and monitor trends for integrated sales plan
- ❑ Escalate highest yield markets for trade shows, including business travel, sports tournaments, and international groups
- ❑ Broaden campaign with local companies to heighten business travel
- ❑ Expand marketing trends to cover group and leisure markets
- ❑ Maximize use of internet destination sales system (iDSS) for tracking
- ❑ Develop visitor services program that meets current needs





# 4 **Build a sustainable funding model.**

## **Targeted Strategies**

- ❑ Strengthen partner program with emphasis on local support
- ❑ Advance VCC Foundation
- ❑ Generate new funding sources
- ❑ Monitor resources for staffing and operations

## **Initiatives**

- ❑ Expand partnerships including Strategic, Hotels, Regional Marketing, and Hospitality Network
- ❑ Build levels of foundation giving opportunities and activities
- ❑ Create new funding sources through hotel tax increase, tourism business improvement district (TBID) and additional grants
- ❑ Advocate for continued state grant funding through Illinois Office of Tourism
- ❑ Increase revenues through advertising, packaged itineraries, event enhancements, and sponsorships
- ❑ Evaluate staff capacity in sales, marketing and administration





# *guiding principles*

- ❑ Live every day with passion, integrity, openness, personal excellence, and mutual respect.
- ❑ Commit 100% to our visitors, residents and stakeholders.
- ❑ Develop highly satisfied customers by honoring our commitments, providing results and delivering the highest level of service possible.
- ❑ Take on big challenges and pride ourselves on working through them.
- ❑ Create a fun, fair and efficient work culture.
- ❑ Contribute positively to our community and our environment.
- ❑ Strive for organizational excellence in everything we do!