

DESTINATION 2023 STRATEGIC PLAN

Outside
of
Ordinary

visit **champaign** county

Destination **VISION**

- The greater Champaign County area will provide energetic and innovative experiences, attracting visitors and potential residents from around the world.

Organizational **VISION**

- Visit Champaign County will be a connected and collaborative leader in promoting the region as an extraordinary destination to visit, work, and live.

Organizational **MISSION**

- We promote a welcoming destination experience for visitors to strengthen economic opportunity and enhance the lives of residents.

Organizational **VALUES**

ENGAGEMENT ○ **COLLABORATION** ○ INTEGRITY
DEPENDABILITY ○ INNOVATION

Work Culture **VALUES**

SUPPORTIVE ○ **PASSIONATE** ○ FULFILLING
ADAPTABLE ○ FOCUSED

Goals

1 ENHANCE THE COMMUNITY AS A DESTINATION

- Advocate for destination-defining development and activities.
- Support initiatives to advance the region's competitive sports and outdoor recreation assets.

○ Collaboratively advocate for enhanced transportation assets and accessibility around the community.

2 STRENGTHEN VISITOR AND RESIDENT EXPERIENCES

- Foster and maintain an inclusive culture of hospitality as a defining aspect of the community.
- Support the expansion of a festival & event culture throughout the community.
- Collaboratively advocate for placemaking banners and signage system throughout the community.

Goals

3 ELEVATE VISIT CHAMPAIGN COUNTY TO BE EMBRACED AS A COMMUNITY-SHARED VALUE

- Enhance community outreach to tell the Visit Champaign County story.
- Build stronger partnerships with other community organizations that share common goals.
- Work to increase and diversify the VCC funding model for promoting the community as a destination to visit, work and live.
- Continue to review and enhance governance policies/procedures.

WHO WE ARE



2019-2020 BOARD OF DIRECTORS

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VISIT CHAMPAIGN COUNTY TEAM

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Terri Reifsteck, Vice President of Marketing & Community Engagement
Caitlyn Floyd, Director of Sales & International Travel
Mike Koon, Director of Sports, Special Events & Film
Taylor Bauer, Communications Manager
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Outside of
Ordinary



visit **champaign** county

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