

Visit Mendocino County—Strategic Planning Recap: Workshops 1-4

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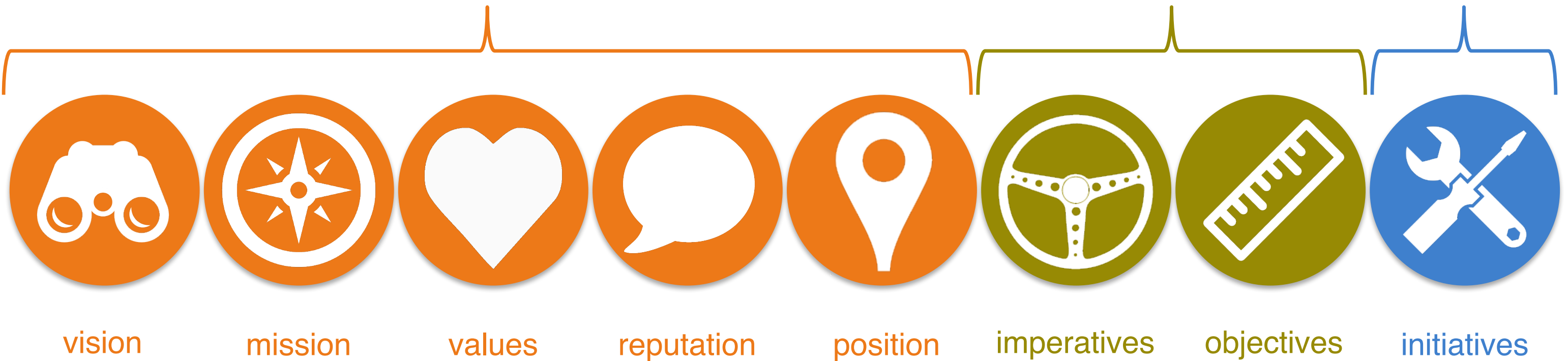
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Coraggio's Strategic Clarity Framework

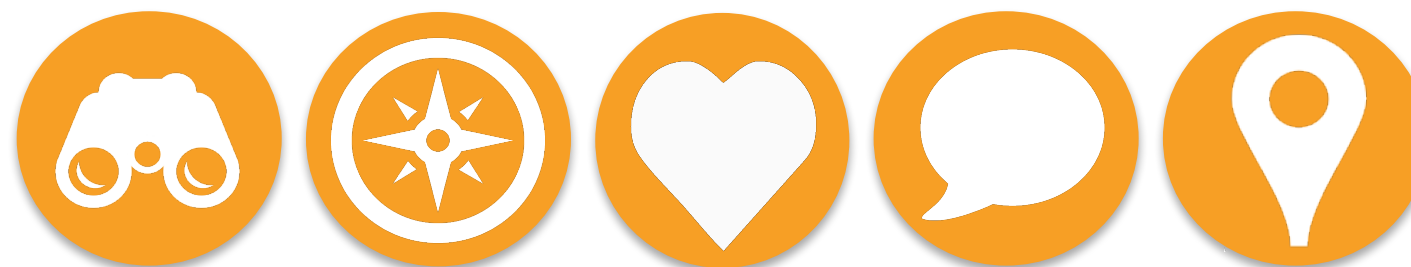
clarity

focus

action



STRATEGIC CLARITY





VMC Draft Vision

What is the ideal future state we are trying to create?

VISION

Enriching experiences for our guests,
enhanced lifestyle for our residents,
and stability and diversity for our
economy



VMC Draft Mission

What is our purpose? What are we here to make happen?

MISSION

Visit Mendocino County stewards and amplifies the total Mendocino County experience.



VMC Draft Values

What are the fundamental beliefs that shape how we work together and serve our mission?

VALUES

Transparency

We foster trust through openness and integrity.

Accountability

We are outcome-oriented and professional.

Partnership

We create alignment through inclusive and meaningful relationships.

Community

We contribute to the fabric of Mendocino County.

Innovation

Our creativity reflects the uniqueness of our cultures and landscapes.



VMC Draft Reputation

What do we want to be known for? What's the enduring perception or emotion that describes the total experience of our organization?

REPUTATION

Leader

We motivate and facilitate the tourism community.

Collaborative

We are accessible to our stakeholders and partners, and encourage their participation.

Bold

We deliver on smart, effective, and forward-thinking ideas.



VMC Draft Position

What unique & sustainable value do we deliver, where do we deliver it, and for whom?

POSITION

In order to support our stakeholders, generate economic activity for county residents through tourism, and inspire our visitors, Visit Mendocino County:

- Consistently markets the entire county and its assets.
- Creates, develops, and manages brand awareness for the county.
- Connects people and organizations to opportunities.
- Provides information to in-county partners and tourism resources to the industry.
- Delivers a robust and sustainable return on investment.

STRATEGIC FOCUS & ACTION





VMC Draft Strategic Imperatives


What must be accomplished over the planning horizon?


IMPERATIVES


- 1. Demonstrate and strengthen VMC's contribution to county economic and community vitality**
- 2. Cultivate VMC's relationships and collaborations**
- 3. Raise awareness of the Mendocino County experience**


Visit Mendocino County: Strategic Direction 2017/18-2019/20


CLARITY

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FOCUS

Imperatives 	Objectives 
Demonstrate and strengthen VMC's contribution to county economic and community vitality	• x
Cultivate VMC's relationships and collaborations	• x
Raise awareness of the Mendocino County experience	• x

Initiatives 
• x
• x
• x

ACTION