

2019-2021 Strategic Plan



Mission	Areas of focus				
<p>Cam-plex improves the quality of life and generates economic impact for the community through versatile experiences.</p> <p>We commit to excellence by maintaining first-class venues, and by providing quality customer service.</p> <p>Events are well planned and executed, in order to fulfill our financial obligations and to generate a positive economic impact.</p> <p>We work collaboratively both internally and with outside organizations.</p>	Sales & marketing	Operations	Team development	Facilities	Efficiencies
	Key objectives				
	<p>Create sales goals</p> <p>Conduct market specific focus groups</p> <p>Add four new events using sport court floor</p> <p>Develop the sports market</p> <p>Increase event days by 5% (24 days)</p> <p>Explore broadcasting live events</p> <p>Promote regional assets to visiting guests</p> <p>Develop activities to increase local awareness</p>	<p>Manage overtime & eliminate “casual” overtime</p> <p>Make things look new</p> <p>Repair “old” marquee</p> <p>Remove unneeded materials from grounds</p>	<p>Continue safety program</p> <p>Complete annual employee survey</p> <p>No lost time accidents</p> <p>Take productive workplace class</p> <p>Customer service training</p>	<p>Create a rolling capital budget</p> <p>Update road plan</p> <p>Remodel Heritage Center theater</p> <p>Remodel Energy Hall</p> <p>Convert to IP phones</p>	<p>Leverage online systems</p> <p>Cross-train for operating box office</p> <p>Create online reservations for riders</p> <p>Use online reservations for camping</p> <p>Move food & beverage vendors to annual contracts</p>