



Strategic Direction 2019 - 2021



MACVB Core Initiatives:

- Advocacy for the Travel Industry
- Member Education & Professionalism
- Networking & Collaboration
- Marketing & Communication to Members
- Organizational Funding & Growth
- Recognition of Excellence

Mission Statement

The Michigan Association of Convention & Visitors Bureaus is a non-profit membership organization of Convention & Visitors Bureaus whose mission is to serve as the advocate for the travel industry and provide leadership to its members through education and communication.

Vision & Board Responsibilities

Strategic Vision for MACVB

MACVB is the unified voice for the travel industry, uniting its members, representing Michigan's destinations and advocating for tourism industry issues/opportunities critical to the economic vitality of their destinations.

- MACVB will be a recognized as a leading destination management and marketing association both nationally and in Michigan.
- All CVBs in Michigan will benefit from their membership.
- MACVB will foster dynamic engagement among its members.
- MACVB will advocate for travel industry issues and opportunities critical to the advancement of Michigan destinations.

Board Responsibilities

The MACVB Board of Directors will be engaged in these primary functions:

1. **Provide proper financial oversight** related to the budget and staff direction.
2. **Fulfill the vision for MACVB** in partnership with our membership. The MACVB Board will focus on the core initiatives outlined in this plan.
3. **Create a working board and active committees** in order to accomplish the program of work.



Advocacy for Travel Industry Issues/Opportunities

MACVB will be a unified voice for the travel industry and destinations throughout Michigan. Collectively we will set priorities among the issues that we face and work together for positive solutions.

Objectives:

- Support our CVB members advocacy efforts by providing tools and educational resources
- Support the Travel Commission and align with the Michigan Strategic Plan tactics as deemed appropriate
- Maintain an active voice within the Michigan travel industry (e.g. Travel MI, TICOM, etc.)
- Maintain a communications network with members
- Members commit to advocacy when called upon

Committee:

- MACVB Board
- Advocacy Committee/Education Committee/Marketing Committee

Communications: TO BE ASSIGNED

Member Education & Professionalism

MACVB provides on-going education opportunities for our member CVBs to achieve the highest standards of performance and professionalism.

Objectives:

- Create in-person and online educational/professional development sessions.
- Educate members on evolving industry trends
- Provide training specific to CVB trends and issues

Committee:

- MACVB Board
- Education Committee

Communications:

- TO BE ASSIGNED

Networking & Collaboration

MACVB members gain strength and knowledge through networking and collaboration. MACVB will foster and coordinate opportunities for member CVBs to communicate and grow together.

Objectives:

- Foster working relationships among members and member staff
- Create peer-to-peer opportunities to work together
- Facilitate mentoring opportunities to learn from experienced leaders
- Network with members, other travel industry professionals
- Facilitate one-on-one time with each other at every MACVB meeting
- Foster connections between long-term members and new members

Committees:

- Education
- Membership

Communications:

- TO BE ASSIGNED

Marketing & Communications

MACVB will maintain a position of leadership in the state and region through regular communications of a well-coordinated message.

Objectives:

Internal

- Provide timely and consistent communication to the membership

External

- Active communication with other state associations, Travel Michigan and tourism partners.

Committee

- MACVB Board/Executive Director
- Marketing Committee

Resources / Membership / Engagement

- Accreditation standards
- Best practices

MACVB Funding & Growth

MACVB will be fiscally sustainable by generating revenue from strong membership engagement and expanding non-dues income, while exploring new revenue opportunities.

Objectives:

- Maintain a solid base for the organization via a high retention rate of members
- Explore the pros and cons of expanding the MACVB membership base
- Maintain strong membership engagement while exploring new revenue opportunities

Committee

- MACVB Board
- Finance Committee

Member Benefit and Recognition of Excellence

MACVB will encourage and recognize excellence in destination marketing and management. MACVB will also continually engage its membership through active participation in valued programs and events.

Objectives:

- Provide value to members via benefits and services received exclusive to their membership
- Recognize and celebrate successes & milestones within the tourism industry and within political leadership

Committee

- MACVB Board
- Marketing Committee

