



2022 TOURISM SUMMIT

October 19, 2021

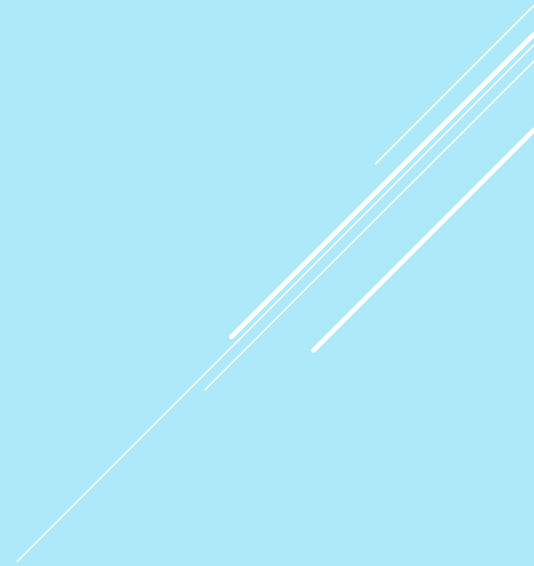
MULTI-YEAR STRATEGIC PLAN



STRATEGIC PLAN

- We Are Concluding Our Four-month, Detailed Process
- Held Meetings with More Than 75 Community Stakeholders, as well as VN Staff, Board of Commissioners, Elected Officials
 - **Updated our Mission Statement**
 - **Developed our organization guidance including Vision, Diversity, Equity & Inclusion Statements & Organization Values**
 - **Top Destination Opportunities**
 - **Strategic Goals**
 - **Priority Initiatives**
 - **Strategic Performance Metrics**

ORGANIZATION GUIDANCE





Mission

The mission of the NCPC and Visit Natchez as the city's official destination marketing organization is to increase the economic impact of tourism in Natchez by developing and promoting the city to individual and group visitors.

Vision

To be the preeminent destination in the South for immersive cultural heritage, live music, social events, film tourism and exciting outdoor recreation.



Diversity, Equity & Inclusion Statement

At Visit Natchez, we continue to build a culture of diversity, equity and inclusion and are dedicated to creating opportunities for all in our community and our visitors to join in the Natchez experience.



Values

Visionary and Strategic

Innovative

Open and Transparent

Inclusive & Collaborative

Accountable