

Authority Mission Statement and Performance Measurements

Name of Public Authority: Ontario County Four Seasons Local Development Corporation

Public Authority's Mission Statement:

To create visitorship and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meetings destination.

Date Adopted: May 5, 2010

List of Performance Goals (If additional space is needed, please attach):

Ontario County Four Seasons LDC will:

Create visitorship	2010/2011: Return occupancy rates to 2007 levels (monthly) 2010/2011: See an increase in visitor attraction attendance by 10% over prior year (annually)
Create economic vitality	Increase the jobs in our industry by 5% Increase payroll ratios 5%
Market assets - Groups and Meetings	Increase direct sales contacts by 10%
Market assets - Web	Complete a new website and increase unique visits by 5%
Market assets – Media	Increase ad value by 10% over the prior year Increase media visits by 8 persons
Develop assets	Provide 6 opportunities for educational advancement to our industry, staff and/or board members Value our product assets on a AAA scale as a benchmark and then move that quality mark higher by 2%