

# HTA's 2016 Top Priorities

## I. Helping Members Grow Their Business

- Relentlessly focus on increasing business opportunities for members, enhancing HTA's membership value and making the organization a major resource, advocate and partner for members.
- Continue making membership meetings and events the best in the Carolinas and beyond
- Assisting members with maximizing their business opportunities and addressing their challenges

## II. Tourism and Economic Development Projects

- Continuous building and enhancing of relationships with decision makers whose industry knowledge, support and active engagement are critical to growing our region's hospitality and tourism industry.
- Continuously working with the Charlotte Regional Visitors Authority (CRVA) to provide them with required tools to attract more visitors to the Charlotte area, and meeting industry's overall expectations of **annual county-wide room revenues, food & beverage revenues and car rental revenues.**
- Leading efforts and working with the CRVA, City, County, Mecklenburg Towns, adjacent counties and private developers to develop the following facilities, which are required for our region to attract major regional, statewide and national amateur sporting events.
  - A premier sports complex (15 soccer fields and championship-caliber seating) and regional park in Matthews. (First phase of this \$40 million plus complex opened in May 2013, and the final phase is scheduled for completion in late 2016)
  - A premier indoor amateur sports complex (15 basketball courts in size)
  - A premier tournament quality tennis complex for major amateur, pro and senior tennis tournaments (20 plus tennis courts and a championship stadium)
  - A premier baseball complex (15 baseball fields and championship-caliber seating)
  - A premiere Olympic style aquatic complex
  - A premier softball complex (15 softball fields and championship-caliber seating)
- Leading and proactive involvement in:
  - Enhancing the Charlotte area's current major conventions and tourism-related events
  - Pursuing new major events to include: **2022 Super Bowl, 2020 Republican or Democratic National Convention, "Labor Day College Football Game," college baseball tournaments and games, annual major international soccer games & tournaments, Pan-Am Games, 2024 Summer Olympics, and mega tourism-related events at the Carolina Panthers' stadium**
  - Making Charlotte the permanent home for "ACC Football Championship Game"
  - Making our Carolinas Aviation Museum (The Home of USAirways' Flight 1549 / "Miracle on the Hudson") one of the best aviation museums in the nation
  - Enhanced promotion of our region's vast attractions and tourism related venues to attract more visitors

## III. Community & Region-Wide Initiatives

- Active Involvement in:
  - Making Charlotte a better place to live, work, play and visit by making it a more hospitality and visitor friendly city
  - Efforts in enhancing Charlotte Douglas International Airport
  - Efforts to enhance Charlotte's status as one of America's major hubs for aviation, banking, energy, healthcare, transportation, global business expansions, attracting new corporations, conventions, events and travel destination
  - Charitable projects (Dine Out for Kids, homeless issues, No Kid Hungry, etc.)
  - Education and workforce development initiatives