



2011-2013 STRATEGIC PLAN

MOOSE'S MISSION STATEMENT

To host, create and produce special events; to promote and market these events, to serve as a resource to others planning special events.

CORE PURPOSE

To create excitement and enthusiasm for the City of Lancaster.

QUANTITATIVE ANALYSIS

- 80% of respondents know the mission and purpose of MOOSE, yet only 25% thought that the public knew the mission.
- When asked to rate the events on the basis of quality, Celebrate Lancaster rated the Highest (4.18 out of 5); Wheels rated the lowest (3.46 out of 5)*
- * Neither 3-2-1 Lancaster nor Music Fridays were included in the event related questions
- In terms of public perception, Downtown Lancaster for the Holidays was the highest rated event (4.13 out of 5); Wheels was the lowest (3.14 out of 5)
- Downtown Lancaster for the Holidays was the highest attended event and Dinner and a Movie was the lowest.

QUALITATIVE ANALYSIS

- Increases in budgeting and marketing were the most prominent responses to the question about improving operations.
- Do a few major events, do them well and grow them over time.
- MOOSE must build key partnerships for marketing success.
- Need to promote available resources to teach community how to do events.
- Need to grow revenue streams.

STRENGTHS:

- MOOSE is important to the community
- MOOSE helps create a sense of community
- MOOSE is a great resource to the community

OPPORTUNITIES:

- Increased role in acting as a community resource
- Partnership opportunities with other organizations
- Growing and diversifying the role of the Board

MOOSE is Community



2011-2013 STRATEGIC PLAN

MOOSE'S MISSION STATEMENT

To host, create and produce special events; to promote and market these events, to serve as a resource to others planning special events.

CORE PURPOSE

To create excitement and enthusiasm for the City of Lancaster.

STRATEGIC GOALS

STRENGTHEN ORGANIZATIONAL STRUCTURE

- Better define and implement board roles and responsibilities
- Develop board committees - executive, organizational structure/board development, marketing/PR, finance/financial development

DEVELOP MEASURABLE OBJECTIVES FOR EXISTING EVENTS

- Economic impact
- Social impact and community participation
- Surveying of attendees at all events

COMPREHENSIVE REVIEW OF SPONSORSHIP AND NON-SPONSORSHIP REVENUE STREAMS

- Achieve financial independence from the City of Lancaster
- Determine feasibility of fee for service

DETERMINE MARKETING PRIORITIES FOR MOOSE AND ITS EVENTS

- Develop marketing/PR strategic plan to be implemented in 2012
- Formulate key marketing partnerships with local and regional tourism/event marketing organizations

ENHANCE THE ROLE OF EVENT PLANNING RESOURCES TO CITY RESIDENTS AND ORGANIZATIONS

- Produce more neighborhood events in partnership with residents and community organizations
- Encourage neighborhood residents and businesses to develop community events