LAKESIDE **WHERE OUR** PATHS MEET, **OUR FUTURE BEGINS**



The Lakeside Chautauqua Association Board of Directors is pleased to share 13 short-term and long-term strategic priorities to guide community transformation over the next 5+ years. These priorities represent the culmination of a robust strategic planning process, thanks to all of you who participated in this process. The Lakeside staff will develop an operational plan by December 2021, to begin the implementation of these strategic priorities.

9,000 COMMENTS FROM THE COMMUNITY

MEMBERS

WORK GROUPS

KEY SURVEY THEMES

Below are the six overarching themes identified from the community survey all of which are either directly or indirectly addressed in the strategic priorities and board focus moving forward:

- Affordability
- Preservation of Lakeside's unique culture
- Housing stock and parking Increased engagement to be addressed before increasing customer base
- Upgrade/repair existing facilities and grounds before adding new
- · Cleanliness and maintenance of grounds and properties
- with surrounding community

GUIDES

STRATEGIC PROCESS

BASED ON MISSION & VISION

OPERATIONAL PLAN

- 1 year implementation

STRATEGIC PLAN

MASTER PLAN

- Community Driven

INFORMS

PROVIDES ROAD MAP FOR EXECUTION

SHORT-TERM STRATEGIC PRIORITIES (1-2 YEARS)



Restore the safe use of lakefront facilities.

STRATEGIC FINANCIAL
& FUNDRAISING PLANS

Support annual operations, facility maintenance, and capital expenditures with financial and fundraising plans.

MARKETING &
COMMUNICATION PLAN

Grow the customer base with a multiyear marketing plan.

GUEST-FRIENDLY
TECHNOLOGY

Improve the guest experience through upgraded digital technology.

5 FAMILY & YOUTH PROGRAMMING

Engage future generations of Lakesiders via enhanced intergenerational self-discovery programs.

6 HISTORIC PRESERVATION STANDARDS

Create a clear set of historic preservation standards and processes.

150TH SESQUICENTENNIAL ANNIVERSARY CELEBRATION

Celebrate the rich cultural, historic, and religious heritage of Lakeside Chautauqua through a seasonlong celebration.

B GATE EXPERIENCE & TRAFFIC FLOW

Improve the entry experience and safe flow of traffic.

LONG-TERM STRATEGIC PRIORITIES (3-5+ YEARS)

LAKEFRONT RESTORATION
& PROGRAMMING

Prevent further erosion of the shoreline and expand lakefront facilities and recreational programming.

GUEST HOUSING FACILITIES

Upgrade and expand guest housing facilities.

3 UPGRADE FACILITIES AND INFRASTRUCTURE

Develop and implement an asset management plan, prioritizing upgrades of existing facilities and infrastructure.

4 YEAR-ROUND FAMILY DESTINATION

Expand upon Lakeside's traditional summer season.

5

REVENUE-GENERATING GROWTH OPPORTUNITIES

Identify growth opportunities that support Lakeside's mission and vision.

WE ARE COMMITTED...

"...to Lakeside's mission to enrich the quality of life for all people. We sincerely desire to be part of creating a future that is diverse, inclusive, and equitable and that values the worth of all humans, living healthy in peace and harmony, with kindness and without fear."

LAKESIDE ASSOCIATION BOARD OF DIRECTORS