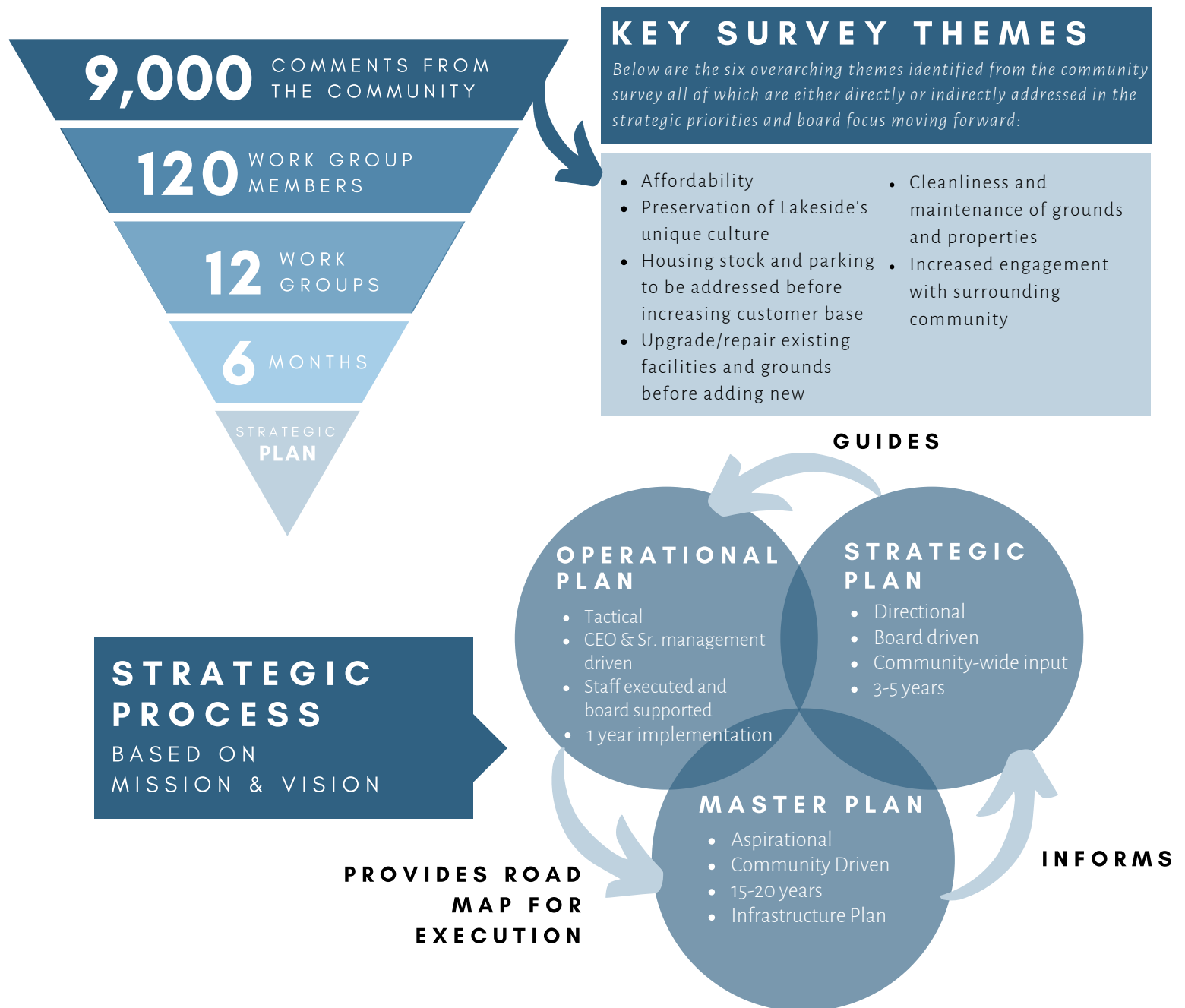


The Lakeside Chautauqua Association Board of Directors is pleased to share 13 short-term and long-term strategic priorities to guide community transformation over the next 5+ years. These priorities represent the culmination of a robust strategic planning process, thanks to all of you who participated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



SHORT-TERM STRATEGIC PRIORITIES (1-2 YEARS)

1 LAKEFRONT FACILITIES

Restore the safe use of lakefront facilities.

2 STRATEGIC FINANCIAL & FUNDRAISING PLANS

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

3 MARKETING & COMMUNICATION PLAN

Grow the customer base with a multi-year marketing plan.

4 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.

7 150TH SESQUICENTENNIAL ANNIVERSARY CELEBRATION

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

8 GATE EXPERIENCE & TRAFFIC FLOW

Improve the entry experience and safe flow of traffic.

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

1 LAKEFRONT RESTORATION & PROGRAMMING

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

2 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