

HTA's 2019 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
- Assist 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 grow our region's hospitality and tourism industry
- Proactive involvement in enhancing the Charlotte Douglas International Airport
- Enhancing Charlotte's status as a fantastic business capital to retain and grow corporate business
- Enhance the Charlotte Convention Center and the Charlotte region's status as a premier convention and events destination
- Continuously work with the Charlotte Regional Visitors Authority (CRVA) to provide them with tools to attract more visitors to the Charlotte area to meet industry's overall expectations of **annual 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 indoor amateur sports complex (15 basketball courts in size), a premier tennis complex for major amateur, pro and senior tennis tournaments (40 plus tennis courts and a championship stadium), a premier baseball complex (15 baseball fields), and a premier Olympic style aquatic complex to complement the \$42 million Matthews Regional Sportsplex
- Leading and proactive involvement in:
 - Renovation of Memorial Stadium for our existing USL Soccer Team and Major League Lacrosse Team, while positioning the stadium to secure more events and concerts
 - Enhancing Charlotte area's current/scheduled tourism related events including: NASCAR mega races, major college football games and International soccer games at the Carolina Panthers' Stadium, college baseball games at the Charlotte Knights' Stadium, Wells Fargo Golf Championship, events at the Charlotte Hornets' (Spectrum) Center, upcoming 2019 NBA All Star Event, and the 2020 Republican National Convention (RNC).
 - Making Charlotte the permanent home for the annual ACC Football Championship Game and the Annual CIAA Tournament
 - Making our Carolinas Aviation Museum (The Home of US Airways' 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
 - Addressing the industry's workforce needs
 - Charitable projects (Dine Out for Kids, homelessness issues, No Kid Hungry, etc.)
 - Education and transportation initiatives