

HTA's 2010 Priorities

- I. Continuous building and enhancing of relationships with the decision makers whose support and active engagement are critical to growing our region's hospitality and tourism industry.**
- II. Active involvement in major economic recovery initiatives addressing current economic and development challenges in our region for 2010 and beyond.**
- III. Leading efforts and working in partnership with the County, City, Mecklenburg Towns, adjacent counties and private developers to implement the development of the following facilities, which are required for our region to attract and accommodate major regional, statewide and national amateur sporting events. These facilities will make our region the "Amateur Sports Capital of the South."**
 1. A premier sports complex (15 soccer fields and championship-caliber seating) and regional park in Matthews.
 2. A premier indoor amateur sports complex (15 basketball courts in size) on the site of the Metrolina Expo.
 3. A premier tournament quality tennis complex for major amateur, pro and senior tennis tournaments (20 plus tennis courts and a championship stadium)
 4. A premier baseball complex (15 baseball fields and championship-caliber seating)
 5. A premier softball complex (15 softball fields and championship-caliber seating)
 6. A premier aquatic center (new or expansion of existing center)
- IV. Continuously working with the CRVA to provide them with the required tools to attract more visitors to the Charlotte area, and meeting the industry's overall expectations.**
- V. Leading initiatives and proactive involvement in efforts necessary to make our community safer, more desirable and more affordable to live in, work in and visit.**
- VI. Pro-active involvement in the following initiatives and developments:**
 - Airport developments and improvements
 - Taxi and passenger vehicle for hire initiatives and improvements
 - ABC related issues
 - Development of a major aviation museum
 - NASCAR Hall of Fame and NASCAR
 - Family Fun, entertainment & nightlife development initiatives
 - Public safety initiatives
 - Public transportation / CATS initiatives
 - Charlotte Knights' stadium
 - Football at UNC-Charlotte
 - Major community wide issues and economic development initiatives
 - Tourism development initiatives in Mecklenburg County's towns and adjacent counties.
 - New arts & cultural facilities
- VII. Continuously working on increasing the HTA's membership value and making the organization a stronger resource, advocate and partner for members.**