MCCVB Vision & Mission Considerations

Below are a variety of considerations given to the discussion about our Vision and Mission statement evolution. Included for comparison/context is research on what each should be and what others have done. Some organizations don’t even have a Vision statement, which works too...

Current

VISION
Inspire the world to experience our extraordinary destination

MISSION
Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members, and community

Vision Statement Defined

Wikipedia:

- A vision statement is a declaration of an organization's objectives, ideally based on economic foresight, intended to guide its internal decision-making.
- A mission statement is a statement which is used as a way of communicating the purpose of the organization.


“Many organizations confuse mission and vision. A mission is about who you are. Missions rarely change. Visions should be dynamic and drive constant learning and innovation.”

- **Vision**: A vision isn’t a statement. A vision is a set of ideas that describe a future state. Visions should provide a sense of aspiration, they should stretch imagination. A vision is not just about growing, but about maintaining
- **Mission**: A mission is a statement of why an organization exists. It should be short and very clear. Example Walt Disney Company – *Make People Happy.*

Our Mission Statement

*Our Mission Statement is a Mission Statement albeit a little long – it might only be improved by the following, but it clearly explains our Mission, our purpose for being, that will not change.*

Grow the Monterey County tourism economy through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members, and community

OR

Grow Overnight Visitation.
Vision Statements

Our Vision Statement it was said is more a Mission Statement ... It could be depending on one’s style preference (Vision Statements are all over the board). Some people prefer precision; some prefer wider open, softer language such ‘Inspire the world to experience our extraordinary destination’. That said, some alternatives for a Vision Statement.

- To be the most inspirational tourism destination in the world
- To ensure Monterey County is the most inspirational destination in the world
- Position Monterey County as the most inspirational destination in the world.
- Enhance the quality of life of Monterey County residents through tourism.

Other Vision / Mission Statements

From Around the County:

Monterey Bay Aquarium

- Mission: The mission of the nonprofit Monterey Bay Aquarium is to inspire conservation of the ocean.

Pebble Beach Company Foundation

- Our Mission... Pebble Beach Company Foundation believes education is the foundation for success. We raise funds and distribute grants to local organizations dedicated to promoting excellence in life experiences for the youth of Monterey County. Pebble Beach Company Foundation grants span the arts, athletics, environmental sciences, educational organizations and community programs.

Monterey Peninsula Foundation

- Our Mission: To enhance the quality of life in Monterey County and surrounding areas through the strategic disbursement of charitable funds generated by hosting the AT&T Pebble Beach Pro-Am and the Nature Valley First Tee Open at Pebble Beach.

Other DMOs

Choose Chicago

- No Vision
- Mission – Our mission is to bring regional, national and international business and leisure visitors to Chicago for the economic benefit of the City, the community and our membership.

Visit Salt Lake City

- No Vision
- Mission – To improve the area economy by attracting and providing support to conventions, leisure travelers, and visitors to Salt Lake County. Marketing efforts feature the positive differences between Salt Lake and competing destinations. Convention and visitor services are provided to encourage longer stays and future returns.

**SF Travel**

- Vision: To ensure that San Francisco is the most compelling destination in the world.
- Mission: To enhance the local economy by marketing San Francisco and the Bay Area as the premier destination for conventions, meetings, events and leisure travel.

**Other Companies**

**SimpleView**

- Vision – THE standard for integrated destination marketing solutions built on experienced leadership and meaningful relationships

**Starbucks**

- Vision – to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow
- Mission – To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time

**Whole Foods**

- Vision – “Our motto – ‘Whole Foods, Whole People and Whole Planet’”
- Mission – Whole Foods Market is a dynamic leader in the quality food business. We are a mission-driven company that aims to set the standards of excellence for food retailers. We are building a business in which high standards permeate all aspects of our company. Quality is a state of mind at Whole Foods Market.

**Harley-Davidson**

- Vision – Harley-Davidson, Inc. is an action-oriented, international company, a leader in its commitment to continuously improve our mutually beneficial relationships with stakeholders (customers, suppliers, employees, shareholders, government, and society). Harley-Davidson believes the key to success is to balance stakeholders’ interests through the empowerment of all employees to focus on value-added activities
- Mission – We fulfill dreams through the experiences of motorcycling, by providing to motorcyclists and to the general public an expanding line of motorcycles and branded products and services in selected market segments.