

STRATEGIC PLAN 2023-2025

VALUE

A. Member Communications –

Deliver irreplaceable member value through timely communications across several channels to maximize impact.

B. MRL Fund – Increase industry awareness of and engagement with the MRL Fund Workers' Comp. Insurance program and all other Endorsed Programs.

C. Connections – Provide networking opportunities and meetings to connect members and industry partners.

D. Industry Image – Promote Michigan's hospitality industry as one of opportunity, advancement and memorable experiences.

E. Women in Hospitality Leadership – Develop local and statewide impact through diverse Chapters and other event opportunities.

VISION

A. Hospitality Training Institute of Michigan (HTIM) – Position the HTIM as the preferred training partner for the hospitality industry workforce.

B. MRLA Legal Center – Sustain the framework necessary to deliver a respected Legal Center that provides expertise and guidance on emerging issues to members.

C. Compliance – Expand food safety and other compliance training to the hospitality industry through the ServSafe suite.

D. Michigan Hospitality Foundation – Further integrate MRLA with the MHF to deliver workforce solutions for the hospitality industry.

E. Grants – Expand member value through expansion of grant opportunities.

VOICE

A. Influence – Retain a lobbying team sufficient to address evolving issues and political climate at the state and local level.

B. Funds – Maintain a robust PAC and expand issue advocacy support for the industry.

C. Grassroots – Foster a robust grassroots program that engages elected officials at all levels of government on behalf of the industry. Reimagine political engagement through new technology and in new ways.

D. Hospitality Policy Summit – Create a Policy Summit specifically for hospitality industry issues in Michigan.

GROWTH

A. People – Maintain the governing board and professional staff needed to serve the industry and grow MRLA.

B. Finances and Resources – Grow the streams of income and assets required from a dynamic association.

C. Entrepreneurial Approach – Embrace an entrepreneurial spirit essential to grow and lead Michigan's hospitality industry.

D. Hospitality Alliance – Cultivate an alliance of hospitality-related organizations in Michigan.