



STRATEGIC PLAN 2020-2022

IMAGE

*MRLA promotes the impact of Michigan's hospitality industry.*

WE WILL:

- Promote the MRLA, its initiatives and its achievements with greater clarity and consistency
- Position MRLA as a credible and responsive resource to media and government
- Improve public education and member awareness through a more strategic approach to marketing and communications
- Conduct necessary research to improve outcomes for the industry
- Transition from printed publications to digital communications

VALUE

*MRLA demonstrates value by providing benefits, services, and opportunities to create savings for members.*

WE WILL:

- Increase member value through targeted engagement opportunities
- Set and achieve performance metrics that result in annual net growth
- Focus on inclusivity and diversity
- Create and grow Women in Hospitality Leadership®
- Develop the Great Lakes Hospitality Conference & Expo

VOICE

*MRLA is the most trusted and influential voice for Michigan's hospitality industry.*

WE WILL:

- Invest in the resources necessary to be a highly effective lobbying force
- Allocate resources to be well-positioned for changes in the political landscape
- Maintain respected industry defense funds to drive our agenda and protect the hospitality industry
- Engage the membership in grassroots opportunities at the local level
- Maintain a leadership role in statewide coalitions and relevant national organizations

EXPERTISE

*MRLA facilitates access to compliance education, knowledge and professional practices.*

WE WILL:

- Support compliance needs through a growing ServSafe suite
- Cultivate workforce development solutions for members
- Identify public and private grant opportunities to advance the mission
- Strengthen ties with relevant partners to expand the impact of industry education efforts
- Grow the MRLA Legal Center® as a resource to improve understanding and compliance

DYNAMIC

*MRLA is regarded as an innovative and respected organization.*

WE WILL:

- Develop the volunteer leadership necessary for board and committee governance
- Maintain the professional staff for association growth and the advancement of the strategic plan
- Consider additional local chapters, while creating an infrastructure to manage such growth
- Review the potential for the MRLA building to increase in stature and revenue
- Foster greater collaboration with the Educational Foundation to advance the mission