

Operational Imperatives

1. ROOST adheres to the highest professional standards in all its actions.
2. ROOST holds itself accountable for achieving its mission and objectives.
3. ROOST's efforts and decisions will be responsive to market conditions, research data and cost/benefit analyses.
4. ROOST takes a leadership role in pursuit of its mission.
5. ROOST recognizes which constituent groups represent its customers, partners, and beneficiaries; and responds to their needs and expectations accordingly.

Customers = visitors, travel trade, and planners
Partners = hospitality industry, governments and business
Beneficiaries = the community

6. ROOST expands existing markets, while taking advantage of new market opportunities for Essex County.
7. ROOST primarily maintains a long-term, strategic marketing focus; and partners with others to respond to short-term marketing opportunities.
8. ROOST's primary marketing responsibility is to pursue market segments(individual and group) that will produce the best ROI.
9. ROOST creates two-year fully integrated marketing plans and measures R.O.I. annually and reports on a three-year rolling average.
10. ROOST will lead the destination master planning effort that is consistent with its mission, imperatives and objectives.
11. ROOST tracks and communicated the results of its efforts on the basis of the following:

Performance Measures

(Mechanisms over which ROOST has complete control that, when targets are applied, determine ROOST's success.)

- Return on Investment (ROI)
- Inquiries converted
- Cooperative resources generated
- Bookings (convention, event, tour)
- Booked room nights vs. actual
- Group leads converted
- % overhead expenses
- Media (reach, quality, volume)

Performance Indicators

(Mechanisms that determine the success of the tourism industry within a given destination and "indicate" the impact of ROOST's efforts.)

- Economic impact of tourism
- Occupancy
- Bed tax collections
- Sales tax collections
- Length of stay
- Per person expenditures
- Attraction attendance

12. ROOST will lead cooperative marketing initiatives that are consistent with the mission imperatives, market segments and brand within existing budget constraints