

THE CHICAGO DISTRICT CAMPGROUND ASSOCIATION

AREAS OF STRATEGIC FOCUS

HISTORIC PRESERVATION

- Preserve & protect the historic character of the buildings & grounds
- Perpetuate the spirit & cultural residency traditions of Chautauqua
- Cultivate visitor awareness of Chautauqua's heritage

EDUCATION & OUTREACH

- Educate the broader community about the Chautauqua experience
 - Commitment to literature & the arts
 - Civil discourse
 - Cultural heritage
- Seek opportunities to increase diversity of visitors through active outreach

BUILDINGS & GROUNDS

- Invest in facilities to optimize use
- Invest in & preserve grounds using permaculture principles
- Continue to improve infrastructure – safety, accessibility, fire, flood
- Address access, circulation & parking issues

ENVIRONMENTAL STEWARDSHIP

- Implement & share best practices in sustainability across all operations
- Optimize building performance to reduce resource consumption
- Explore opportunities for producing clean energy
- Adapt in order to maintain resilience in the face of climate change

CULTURAL RELEVANCE

- Provide year-round experiences in line with the original Chautauqua Pillars:
 - Religion/Spiritual, Education, Arts & Recreation
- Create offerings & marketing strategies that align with Chautauqua's unique characteristics (old world charm, family friendly events, innovation)
- Compete successfully with other lodging, dining, private event & entertainment venues

OPERATIONAL EXCELLENCE

- Optimize organizational capacity
- Sustain capital & non-capital investments
- Balance use vs overuse of buildings & grounds
- Implement best practices in sustainability across all operations

FINANCIAL STEWARDSHIP

- Generate adequate revenue to cover:
 - Operating expenses
 - Capital expenditures
 - Other strategic priorities
- Maintain adequate reserves

COMMUNITY PARTNERSHIPS

- Work collaboratively with existing partners to ensure careful stewardship of Chautauqua (generate list)
- Foster new relationships in support of HMC mission & goals through active outreach

Prepared by Shift2Green - CLM

Honor the Past * Embrace the Present * Prepare for the Future