



2017 VBHA TOP PRIORITIES

(revised January 24, 2017)

1. Collaborate with industry stakeholders in creating public awareness of the hospitality industry, including employment opportunities and economic impact to the city and region.
2. Support appropriate **venue development** in Virginia Beach to remain competitive and enhance offerings for residents and guests alike, to include, but not limited to the following: The Virginia Beach Arena project, a Field House located near the oceanfront, and a Dome Site Project that emphasizes entertainment venues for our visitors.
3. Maintain partnership with the City of Virginia Beach and the Virginia Beach Convention & Visitors Bureau (CVB) to strengthen the hospitality industry and our local economic impact.
4. Collaborate with industry stakeholders and the Virginia Beach CVB to ensure **marketing efforts and funding** are continually enhanced in order to further promote our destination.
5. Maintain a close partnership with our **local and state legislators** to educate and communicate issues of importance to the hospitality industry, to include, but not limited to, the Post Labor Day school opening statue, increased VTC marketing funding, Short-Term Rental (Airbnb) level playing field, and ongoing support of transportation initiatives to reduce congestion in our area.
6. Support the City's continued investment in entertainment event planning and similar related programs designed to entertain our visitors and residents.
7. Continue to advocate and review **employee and visitor transportation, parking, and safety** at the oceanfront.
8. Support **workforce development** initiatives to attract and retain employees, and continue to promote career growth and excellence in the industry.
9. Partner with industry stakeholders to support **sustainability and social responsibility** campaigns in our community, to include annual food drives, Beachy Clean initiatives and other community minded activities.
10. **Educate and engage members** on current issues vital to the hospitality industry and communicate best practices via networking and training opportunities.