

# 2023-2025 Visit Oak Park Strategic Plan Executive Summary

## **GOAL ONE**

**Establish the Organization as the Collaborative Leader  
in Marketing the Destination**

**Objective A**

**Increase Community Outreach and Engagement**

**Objective B**

**Refine Investment Opportunities for Business Partners and Communities**

**Objective C**

**Enhance Board Representation and Governance**

**Objective D**

**Spearhead the Development of a Robust Visitor Information Ecosystem**

## **GOAL TWO**

**Be an Advocate  
for Enhancing the Magnetism of the Region**

**Objective A**

**Support initiatives intended to enhance the region's natural assets**

**Objective B**

**Collaboratively initiate conversations with local governments, community development agencies and transportation interests to make traveling to our region easier and more pleasing**

**Objective C**

**Be a vocal cheerleader for destination-enhancing development projects**

## **GOAL THREE**

### **Resolve Regional Concerns Regarding the Name of the Organization**

#### **Objective A**

**Gauge the present level of local political, business and resident support for the current brand identifier, Visit Oak Park**

#### **Objective B**

**Meet with representatives from the Illinois Bureau of Tourism to better understand the nuances of the LTCB Grant program**

#### **Objective C**

**Perform research into consumer awareness and appreciation of the Visit Oak Park brand**