

## *WCVB Budget Goals 2022-2027*

### FY 22-23:

Renovation of 205 N Holden

Visitor Profile Study

Marketing Plan Development

Visitor Guide (A booklet not a trifold brochure!!)

### FY 23-24:

Making the Part Time Communication Coordinator a full-time position

Visual (photography and video)

Branded outdoor tent/canopy

### FY 24-25

Vehicle for WCVB

Hiring a part time communication coordinator

Visitor Guide Redesign

### FY 25-26

Brand Evaluation (2019 completed; 2020 implemented)

Website Redesign

Visual (photography and video)

Strategic Plan

### FY 26-27

Visitor Profile Study

Visitor Guide Redesign