



July 21, 2011

TO: Mayor Anthony Foxx  
Charlotte City Council  
Curt Walton  
Ron Kimble

FROM: Joe Hallow, Chair  
Vinay Patel, CRVA Vice-Chair

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In preparation for your July 25 meeting, we are pleased to provide a progress update on our Operational Improvement Plan.

One of the most important goals for CRVA is to enhance our overall effectiveness and efficiency, which has led the Board to make a key strategic decision related to the structure of our senior leadership team. Because of the increasingly complex nature of our organization and intense competition for conventions and tourism, we have decided that we should expand executive leadership.

Our plan is to transition Tim Newman to a new position as the senior executive responsible for business development, sales and marketing, while we conduct a national search for a new CEO. This change in leadership will enable us to recruit a CEO who will concentrate on organizational improvement while guiding the implementation of our strategic plan, which emphasizes full integration throughout all of CRVA. At the same time, transitioning Tim to a lead role concentrating on business development, sales and marketing will allow him to focus his well-recognized strengths in this area, assuring that we are even more competitive for the major events for which our region is now well positioned to secure.

While we conduct our national search for a new CEO, Tim will remain in his current position as chief executive. The goal is to complete the search before the end of the year, with the new CEO determining specific roles, responsibilities and compensation for senior leadership, in consultation with the Board.

In addition to this new strategy for senior leadership, we have made significant progress on four of our most important operational improvement goals – revised policies related to expense reporting, internal use of venues, third party event management and budget process improvement. Our Operations Committee has developed draft recommendations on all four areas, which will be further reviewed by the Committee on July 27 and considered for adoption by the full Board on August 10.

Achievement of all four of these goals is well ahead of our originally projected completion date of September 1. Work is also progressing well on the other goals in our improvement plan, and we are on track for completion as projected. We have attached a PowerPoint presentation that provides detailed status on each goal in our Operational Improvement Plan.

Given our progress to-date, we would like to request that the Council release the remaining funding for Visit Charlotte. This allocation is essential to assure that the important work of Visit Charlotte continues according to plan.

We welcome your questions or comments at any time.

Thank you.