strengthen commitment to stakeholder CUSTOMER advancement position for long-term competitiveness maximize sales and marketing FINANCIAL impact RUNNING THE RUNNING THE modernize plan for processes and prioritize , Q to support resources aligned goals **VISION** further PEULTURE . Charlotte's passionate people, operationalize memorable experiences and culture and welcoming spirit will elevate the city strategy deepen among the world's premier urban cultivation of operate landscapes with travel driving "OneCRVA" our business economic advancement and and "Employee in balance prosperity for all in First" the region. @ support employees **MISSION** for optimal engagement The CRVA fuels the visitor economy with leadership and expertise in branding and destination-defining infrastructure through an unwavering commitment to its culture and employees. **(3) TRUST INTEGRITY INNOVATION ENGAGEMENT ACCOUNTABILITY Build Meaningful** Commit to Do What's Right, Count On Me Inspire Passion, Relationships **Constant Curiosity** Not What's Easy Purpose and Pride

INCLUSION

Discover and Value
Our Differences

COLLABORATION

Accomplish Great
Work Together

grow the

visitor

economy