



COLORADO
RESTAURANT
ASSOCIATION

2015-2019 STRATEGIC PLAN

MISSION STATEMENT - THE COLORADO RESTAURANT ASSOCIATION IS DEDICATED TO THE ENHANCEMENT AND SUCCESS OF COLORADO'S FOODSERVICE INDUSTRY.

2015-2019 GOALS

I

ADVOCACY AND GOVERNMENT AFFAIRS: PROTECT AND ADVANCE THE FOODSERVICE INDUSTRY IN COLORADO.

- A. LOBBYING:** Maintain a powerful presence through influencing local, state and national issues.
- B. POLITICAL ACTION COMMITTEES:** Support the CRA and NRA PACs to maximize industry influence.
- C. MEMBER INVOLVEMENT**
 - Improve member awareness of CRA issues, positions and achievements.
 - Engage and train members to manage grassroots advocacy issues at the local, state and national levels.
- D. GOVERNMENT AFFAIRS COMMITTEE:** Utilize the Government Affairs Committee to maximize member involvement and ensure effectiveness.

II

AWARENESS AND PROMOTION: CONVEY THE POSITIVE IMPACT OF THE INDUSTRY THROUGHOUT COLORADO.

- A. ASSOCIATION COMMUNICATION PLAN:** Create and implement a comprehensive communication plan to educate and impact internal (membership) and external (other stakeholders) audiences.
- B. MEDIA:** Enhance and track media relations to promote the CRA and the foodservice industry.
- C. PROGRAMS:** Identify and promote programs that elevate the stature of the industry.

III

MEMBER VALUE: ESTABLISH CRA AS THE BEST RESOURCE TO DELIVER INDUSTRY BENEFITS, SERVICES, AND SOLUTIONS.

- A. THE FIRST CALL:** Position CRA as the first call for members seeking business solutions, expertise and savings.
- B. BENEFITS AND SERVICES:** Strengthen and expand benefits and services to meet the ever-changing needs of the industry.
- C. CHAPTERS:** Support chapters to further communicate and enhance member value and services in their communities.
- D. COLORADO RESTAURANT INSURANCE AGENCY:** Collaborate with CRIA to improve insurance offerings to better serve the foodservice community.



2015-2019 GOALS

IV

EDUCATION AND EXPERTISE: SERVE AS THE PREFERRED KNOWLEDGE RESOURCE FOR MEMBERS.

- A. EDUCATION:** Assess the demand for education and develop a plan to deliver knowledge.
- B. COLORADO RESTAURANT ASSOCIATION EDUCATION FOUNDATION:** Collaborate with and support the foundation's education mission.

V

ASSOCIATION EXCELLENCE: POSITION THE COLORADO RESTAURANT ASSOCIATION AS THE LEADING TRADE ASSOCIATION IN COLORADO.

A. FACILITIES/CRA HEADQUARTERS

- Invest in the technology necessary to support the staff and association programs to better serve the members.
- Update and improve the association's building asset to better serve our staff, members and community.

B. ORGANIZATION

- Maintain organizational stability through strong financial stewardship.
- Dedicate resources to foster ongoing professional development of staff.
- Collaborate with the Education Foundation and Insurance Agency to deliver excellent industry education, training, benefits and resources.

- C. MEMBER LEADERSHIP:** Explore a leadership development strategy in order to cultivate future volunteer leaders to guide the organization.



**COLORADO
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ASSOCIATION**

430 E 7th Avenue
Denver, CO 80203
Phone: 303-830-2972
Toll-Free: 800-522-2972
Fax: 303-830-2973
coloradorestaurant.com