

# REACH HURON STRATEGIC FRAMEWORK SEPTEMBER 28, 2022

<b>PURPOSE</b>	REACH exists to contribute to the social and economic development of Huron County.
<b>VISION</b>	REACH 's vision is for thriving equine/agricultural and education sectors in Huron County that offers social and economic opportunities for the community.
<b>MISSION</b>	REACH 's mission is to be the educational hub and premier event centre of Huron County, with a focus on the equine and agricultural industries.

STRATEGIC PRIORITIES	FACILITIES	EVENTS	EDUCATION	EDUCATION/COMMUNITY	COMMUNITY	OPERATIONS
<b>STRATEGIC THEMES</b>	<b>Growth</b>	<b>Growth/ Revenue</b>	<b>Growth/ Revenue</b>	<b>Growth/ Revenue/ Customers</b>	<b>Customers</b>	<b>Growth/ Operations</b>
<b>GOALS</b>	Expand the facility to meet current and future education and event needs (E/AG + General)	Grow the use of the arena and outdoor events facilities (primarily E/AG, but will include general)	Secure more equine or Ag-focused education programming from existing and new partner-customers (diversification of partners)	Secure more dual credit programs from existing and new partner-customers  Secure more non-E/AG education programs with a focus on secure jobs in demand within Huron County from existing and new partner-customers	Increase connections (partnerships, as customers) with local community groups	Improve business development and operations processes.
	<b>Growth/ Customers</b>	<b>Customers</b>				
	Resolve lack of student housing for the long-term	Increase value of REACH to event attendees/ association members				