

GMCVB BUSINESS VALUES

GMCVB business values reflect how we conduct our business on a daily basis. We embrace these values and expect all leaders and employees of the GMCVB to live these values whenever representing our organization and community.

INTEGRITY

We behave appropriately and ethically.

- We tell the truth.
- We keep our commitments.
- We meet the spirit and letter of the law.

ACCOUNTABILITY

We hold ourselves accountable.

- We take responsibility for our actions.
- We set clear goals, measure our results and seek to improve.
- We are open about our operations.

CUSTOMER* FOCUSED

We value our customers, partners and stakeholders.

- We respond to all requests within 24 business hours.
- We respect our customers' needs, expectations and opinions.
- We anticipate and exceed customer expectations.
- When we cannot fulfill a customer's needs, we seek resources who/which can.
- We empower our employees to meet customer needs and expectations.

INITIATIVE

We are responsible and effective industry leaders.

- We say YES whenever possible.
- We lead our industry in effective marketing and promotions strategies.
- We keep abreast of industry trends and market conditions.
- We keep industry partners and members informed of pertinent news and information.

STEWARDSHIP

We value our community and environment.

- We encourage our staff to be involved in the community.
- We consider stewardship of the destination and its assets an integral part of our job.
- We are active and responsible citizens.

INCLUSION

We value diversity and dignity of each person and groups of people.

- We value differences in people and perspectives.
- We recognize the contributions of every individual.
- We do not discriminate.

PURPOSE DRIVEN

We are committed to our organizations' mission and visions.

- We work to exceed all current, organizational business goals.
- We maintain our focus and do not deviate from our purpose.

EMPLOYEE PROMISE

Our employees are the key to our success and the success of our customers, members and partners. We provide a safe, stimulating and supportive work environment. We regularly recognize - and celebrate individual and collective successes of our team.

CUSTOMER PROMISE

Your needs and success are our most important responsibilities. We pledge to do whatever our resources allow to help you achieve maximum success.

*Includes partners, members and stakeholders.