



APPROVED
BOARD OF DIRECTORS
September 27, 2016

EXHIBIT

GVR VISION STATEMENT

Overview

GVR has a Board-approved Mission Statement, but no official Vision Statement. Vision Statements help policymakers imagine a compelling future for their organization. Asserting a Corporate GVR Vision Statement will assist the Board and staff in implementing a 10-year Strategic Facility Master plan and developing annual operating and capital budgets. Adopting a corporate Vision Statement is one of GVR's goals within the 2016-2017 GVR Work Plan.

The GVR Mission Statement adopted by the Board of Directors in February, 2007 (Jim Burt, Pres.) reads as follows: *"To provide recreational, social and leisure education opportunities that enhance the quality of our members' lives."*

In February, 2014 the GVR Board of Directors met for a work session to discuss development of the 2014/2015 GVR Work Plan. To assist in defining the intended future direction of the Corporation and to focus energy on purposeful activities that will move the organization forward in that direct action, then newly hired GVR CEO Kent J Blumenthal asked the Board the following question:

What would you think if Money Magazine™ had GVR on the cover of one of its 2018 monthly editions as the "Destination of choice for active adults and retirees"? All GVR Directors stated that they would want this to occur.

Since then, statements promoting GVR as the *"Destination of choice for active adults and retirees"* are frequently used. Pres. Gunton referenced the statement often during the 2015 Boundary Expansion discussions; CEO Blumenthal uses the statement often in presentations before member and community groups. The GVR Foundation references the statement in the context of developing the RetireArizona.org website.

It is very common for organizations to take years and expend thousands of dollars on consultants to formulate a Vision Statement. It is likely that in the past members of the 2016/2017 Board of Directors experienced time consuming if not wearisome corporate retreats where attempts were made to craft a vision statement. It may be that a corporate vision statement is easily within GVR's grasp using compelling language already familiar to it.

Recommendation

Approve the following as the Vision Statement of Green Valley Recreation, Inc.:

Our vision is to be the preeminent destination of choice for active adults and retirees.