



WESTWORLD OF SCOTTSDALE STRATEGIC PLAN Executive Summary

2026
2031



WESTWORLD
OF SCOTTSDALE



OUR VISION

In support of the City of
Scottsdale's vision,
WestWorld will:

Bring the modern
West to Scottsdale
as its premier
event-driven
economic engine



OUR MISSION

In support of the City of Scottsdale's mission, WestWorld will:

Deliver success to Scottsdale with our diverse, high-impact equestrian and special event programming



OUR VALUES

At WestWorld, we hold our staff, contractors and volunteers to a high standard. We are:

ACCOUNTABLE

Exhibit ownership, understanding, honesty and follow-through.

FLEXIBLE

Highlight adaptability in a rapidly changing event world.

COLLABORATIVE

Ensure a producer friendly environment with strong internal and external partnerships.

SERVICE ORIENTED

Demonstrate respect and thoughtfulness in all interactions with a strong commitment to success.

STEWARDS

Manage all forms of risk to guests, clients and City assets.



OUR STRATEGIC PRIORITIES 2026–2031

As we work toward our vision and fulfill our mission and values, our strategic priorities will be:

- **Compete for the best**
- **Strengthen and unify our organization**
- **Engage City and region**
- **Plan for the future**



OUR PLAN

The following pages summarize the key objectives related to each strategic priority that we will tackle over the next five years. Our implementation plan will guide us through this work. It details corresponding tactics for each objective, assigns responsibility, sets timelines and defines metrics and other indicators that will help us know if we have been successful.

Strategic Priority 1: Compete for the best

OBJECTIVES:

- Establish event profile criteria.
- Identify and pursue the best type of programming for WestWorld.
- Enhance the producer experience.
- Use facilities more efficiently and strategically.
- Address immediate maintenance and equipment upgrade needs.

Strategic Priority 2: Strengthen and unify our organization

OBJECTIVES:

- Improve consistency across all business processes.
- Improve communication throughout the customer journey.
- Build a consistent, effective training experience for all staff.
- Strengthen staff cohesion.
- Instill venue management culture.
- Evaluate and optimize staffing.
- Strengthen internal partnerships within the City.

Strategic Priority 3: Engage the City and region

OBJECTIVES:

- Tell the story of WestWorld.
- Be neighborly.
- Improve visibility and wayfinding.
- Engage internally with City stakeholders.