



# Strategic Plan 2026-2028

## Mission

We advance and protect Louisiana's restaurant and hospitality industry.

## Vision

The trusted advisor to the restaurant and hospitality industry.

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## Goals and Strategies

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### Advocate

Advancing the restaurant and hospitality industry through advocacy and leadership.

- a. Lobbying** - Engage in and influence legislative and regulatory policy.
- b. Grassroots** - Utilize PAC funds and tools for industry and community impact.
- c. Economic and Philanthropic Impact** - Promote the economic importance of the restaurant industry.

### Expertise

Providing industry solutions through LRA programming and resources.

- a. First Call** – Be the trusted, first call source for subject matter expertise and solutions.
- b. Education** - Provide training and exposure through the LRA Showcase, in person, on digital platforms, and respond to evolving industry needs.
- c. Value** – Develop and deliver benefits and services on a seamless basis for members that support restaurant prosperity.

### Innovation

Fostering a culture of continuous innovation to proactively adapt and evolve.

- a. Workforce** - Create and promote workforce development pathways to attract, retain, and advance the workforce.
- b. Technology** - Embrace new technology to meet our members' needs and connect with the greater restaurant community.
- c. Revenue** - Grow revenue to support the mission of the LRA through programs, subsidiaries, and membership.