

Service Excellence Action Plan for: Donaldson Brown Riverfront Event Center

Dimension	Action Steps	Timeframe
Process Improvement	Increase menu offerings and diverse food options	6 Months - August 2025
	Increase bathroom amenities for overnight guests	2 Months - May 2025
	Improve outdoor lighting and make more sustainable	6 Months - August 2025
	Plan and impliment the construction of an outdoor paviolion to increase guest/event capacity	1 year - February 2026
	Increase electric capacity	6 Months - August 2025
	Bedroom upgrades in paint and comfort	1 year - February 2026
	Recruiting a new team member with positive attitute and diverse food background	1 Month - April 2025