

Kawartha Nordic *Draft* Strategic Plan 2020-2025

Vision: A thriving, inclusive community, inspiring a love of cross-country skiing and being active outdoors

Mission: Kawartha Nordic is a community whose mission is to provide high-quality trails, facilities and programming to support and develop cross-country skiers of all ages and abilities, as they experience the joy of winter in the Kawarthas.

Values

Wellness – a commitment to inspiring the pursuit of health and happiness

Respect – a collective belief in the sustainable stewardship of our environment, people and facilities

Teaching, Learning and Coaching – support for education for all ages and in many forms, specific to the needs of the individual

Excellence – a commitment to uphold and exemplify leadership and excellence by providing safe, high-quality services, events, programs, and competitions

Volunteerism – a belief that our shared passion and dedication can build a strong community

Overarching Goal: By 2025, grow engagement by 20% and invest in creating high quality experiences for our community.

| Strategic Pillar 1: High-value Experiences – Continue to maintain and improve our high-quality trails, programs, services and events. | Strategic Pillar 2: Sustainable Revenue – Develop and increase consistent revenue streams. | Strategic Pillar 3: Optimal Operational Capacity – Ensure that our operating model, facilities and human resources are optimized to effectively deliver our core services. | Strategic Pillar 4: Loyal and Engaged Community – Provide opportunities and experiences that will attract, mobilize and retain our members, staff, volunteers and the community. |
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| <p>Strategies:</p> <ol style="list-style-type: none"> 1. Improve the consistency of trail quality and maximize the season length. 2. Optimize our facilities and service offerings to enhance user experience and remove obstacles to participation. 3. Adopt land management practices that protect significant natural features, habitats, forest cover and people’s connection with nature. | <p>Strategies:</p> <ol style="list-style-type: none"> 1. Develop and implement a fundraising strategy. 2. Maximize our ability to secure grants by improving the reliability and validity of data collection processes. 3. Identify and grow user groups and event opportunities. | <p>Strategies:</p> <ol style="list-style-type: none"> 1. Evolve the Board’s role to focus more on governance and grow staff and volunteers to manage club operations. 2. Grow infrastructure and service capacity to maximize daily use and capitalize on opportunities. | <p>Strategies:</p> <ol style="list-style-type: none"> 1. Develop and implement a volunteer strategy that encourages, balances and honours sustainable contribution. 2. Establish a communications plan that promotes engagement. |