

Vision – To be the destination of choice for cross country skiing and snowshoeing in the Thompson-Nicola Region

Purpose of the Club - To promote active healthy lifestyles in the Thompson-Nicola Region by maintaining and developing an affordable world class cross country skiing and snowshoeing facility that is inclusive of all ages and abilities

STRATEGIC OUTCOMES

Membership	Trails	Strategic Relationships	Facilities & Equipment	Financial Viability
<p><i>Develop programs that support the varied interest and skill levels of the membership, be that competitive, recreational or social focused.</i></p>	<p><i>Create an environment that is appealing to recreational and competitive participants.</i></p>	<p><i>Develop relationships within the city and/ or the province that enhances value and visibility to the benefit of both organizations.</i></p>	<p><i>To support our core delivered services, the club will provide the appropriate resources to support the maintenance and use of equipment that delivers a quality product.</i></p>	<p><i>Overlander Ski Club is financially sustainable.</i></p>

STRATEGIC OBJECTIVES (by 2022)

<ul style="list-style-type: none"> • Increase Membership to 1,000 • Increase enrolment in Junior programs to 100 participants • Introduce and sustain an adult ski lesson program • Expand the “fun” aspect of the loppets, double attendance • Survey the membership for feedback every 2 years • Explore a membership loyalty program • Establish volunteer appreciation program • Establish a club apparel program • Maintain and grow the volunteer base 	<ul style="list-style-type: none"> • Improve the trail infrastructure by extending the light network, expanding the snowshoe network and creating a single track bush trail system • Ensure there is a trail maintenance program in effect • Host local, provincial and nation level events • Develop staff on-boarding operation and safety program • Develop Risk Management Plan • Address Race Course layout conflicts with recreational skiers 	<ul style="list-style-type: none"> • Maintain relationship with CCBC • Increase partners in the community • Identify opportunities to develop partnership with summer sport groups • Enhance relationships with local merchants • Maintain the s’Kool Ski program with SD 73 	<ul style="list-style-type: none"> • Develop a future vision for the Day Lodge • Review current Stadium Design • Address short and long-term waxing requirements • Expand rental equipment programs to meet skier demand • Develop grooming equipment replacement strategy • Make improvements to the water facilities to match future demand 	<ul style="list-style-type: none"> • Machine fund to \$250K or new sno-cat in place • Develop strategic operations reserve funds of \$50,000 and grow by 10% every year • Develop financial policies • Ensure there is a suitable capital reserve in place
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MEASURES

<ul style="list-style-type: none"> • Number of members • Number of Juniors registered • Number of volunteer hours • Member satisfaction rate of 85% • Number of skier days annually • Number of snow-shoe visits annually 	<ul style="list-style-type: none"> • Expand the snowshoe trails by 5 km • Extend the current light network by 2.5 km • Develop an bush trail network to broaden the ski experience for users • Number of events hosted • Develop a plan for each race to minimize conflicts and communicate to membership 	<ul style="list-style-type: none"> • Participate in yearly CCBC AGM and Workshop • Develop and maintain partnerships with five local merchants by 2022 • Coaches in place to support s’Kool Ski each year • Develop media strategy 	<ul style="list-style-type: none"> • Lodge future plan completed and presented to the membership • Establishment of a lodge fund (after purchase of snow-cat) • Revised Stadium design completed and presented to the membership • Short and long term waxing solution completed • Develop rental equipment replacement policy or strategy • Sno-cat replaced • Equipment rental to support 50 skier and 25 snowshoers 	<ul style="list-style-type: none"> • Balances of the reserve accounts against annual targets • Non deficit budget • Net assets greater than \$600,000 • Overall Annual Revenue \$400,000 • Trail Revenue \$175,000 • Rental equipment revenues at \$30,000 in total • Special events revenue of \$10,000/year • Sponsorship of \$10,000/ year
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