

Vision – To be the destination of choice for outdoor activities in the Thompson-Nicola Region

Purpose of the Club - To promote and encourage recreational and competitive cross country skiing and snowshoeing at all levels for all ages in the Thompson area of British Columbia

STRATEGIC OUTCOMES

Membership	Trails	Strategic Relationships	Facilities & Equipment	Financial Viability
<i>Develop programs that support the varied interest and skill levels of the membership, be that competitive, recreational or social focused.</i>	<i>Create an environment that is appealing to recreational and competitive participants.</i>	<i>Develop relationships within the city and/ or the province that enhances value and visibility to the benefit of both organizations</i>	<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>	<i>Overlander Ski Club is financially sustainable.</i>

STRATEGIC OBJECTIVES (by 2022)

<ul style="list-style-type: none"> • Increase Membership to 1,000 • Increase enrolment in junior programs by 25% • 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 • Club apparel program • Establish and grow the volunteer base 	<ul style="list-style-type: none"> • Expansion of ski trails by 2.5 kilometres • Extend the current lights network by 5 kilometres • Host local, provincial and nation level events • Address Race course layout conflicts – recreational skier • Develop staff on-boarding operation and safety program • Develop Risk Management Plan 	<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 by 20%. • Develop grooming equipment replacement strategy 	<ul style="list-style-type: none"> • Machine fund to \$140K or new snow-cat in place • Develop strategic operations reserve funds • Develop financial policies • Financially sound <ul style="list-style-type: none"> ○ Operating Reserve ○ Capital Reserve
---	---	---	--	--

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 annually • Number of snow-shoe visits annually 	<ul style="list-style-type: none"> • Adopt a trail program participants number • Adopt a Light-Pole participants number • Number of events hosted 	<ul style="list-style-type: none"> • Enhance partnerships with local merchants • Number of participants in s’Kool Ski • Media presence 	<ul style="list-style-type: none"> • Lodge future plan completed and presented to the membership • Revised Stadium design completed and presented to the membership • Short and long term waxing solution completed • Sno-cat replaced • Equipment rental 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
--	--	---	---	--