

Soo Finnish Nordic Ski Club Strategic Plan

2023-2025

Lifetime of Fitness

Create opportunities to promote skiing to skiers of all ages and abilities.

Tactics:

Focus on non-fundraising events to the ski community to promote the social element of skiing.

Promote the ski club, and the activities and accomplishments of skiers.

Support high school/teen events and night group skiing events

Vision:

Increase rate of new skiers and participation for teenage and adult skiers. Raise profile of SFN within community.

Growth of teenage and adult club members.

Increased visibility of ski club

Club Sustainability

Maintain sustainable club programs and events.

Tactics:

Promote sense of community and camaraderie with informal groupings

Foster a mentoring environment for succession planning in key positions.

Prepare for ONCA compliance

Improve board member knowledge of best practices of governance

Vision:

Retain adult club members for sustainable club governance, programs and events.

Key leadership positions occupied

Athlete Development

Foster high performance skiers through CCC model of athlete development

Tactics:

Sustain the current model for a full compliment of coaches and officials

Promote Level 1 Officials training (online) and host Level 2

Create and support training opportunities race events for athletes and officials.

Vision:

Coaches and officials are competent to develop high performance athletes and host races.

Growth in numbers of high performance athletes and host one sanctioned race per year

Operational Effectiveness

Deliver an exceptional cross-country skiing to all customers.

Tactics:

Trails are groomed to customer expectations

Support the viability of Hiawatha Highlands.

Determine the expected customer experience and exceed expectations.

Focus on developing collaborative relationships within the broader community to deliver ski trails and ski events.

Vision:

Maintain customer satisfaction of ski trails and achieve an increase in annual and day trail passes

Increased revenue to support customer expectations