

Yellowknife Ski Club

Five-Year Strategic Plan

2013-2018



UPDATED
May 6, 2013

Our Vision:

The Yellowknife Ski Club is a community and a place. Its members embrace winter through a passion for cross country skiing and biathlon. It is a community that welcomes people of all ages, abilities and backgrounds. The Yellowknife Ski Club is a focal point for excellence and the promotion of cross country skiing and biathlon in Yellowknife and the surrounding area. It is a community that people are proud to be part of and contribute to. The Yellowknife Ski Club is a fundamental component of what makes Yellowknife Canada's most liveable winter City.

Our Mission:

To promote Cross Country Skiing and Biathlon, and to provide the Yellowknife community with opportunities for growth, development and enjoyment through skiing and to support other organizations that promote outdoor activities that compliment skiing.

Our Values:

Our common and core organizational values are:

- Accountability, respect and integrity – as members and as a Board
- Inclusivity – of our intergenerational and diverse community
- Member-centred – through active participation and through value for membership
- Fun, healthy lifestyles

The Four Pillars:

The Yellowknife Ski Club operates on four pillars for success:

- Our People
- Our Programs
- Our Facilities
- Our Trails

Our strategic plan is focused on these key areas.

OUR PEOPLE

Goals:

- The Club will communicate effectively and efficiently with its members and the broader skiing community;
- The membership of the Club will increase by 5 per cent a year towards a goal of 750 members by 2018 (50th Anniversary of the Club) and 1000 by 2025;
- The Club will have a policy-focused Board of Directors focused on the implementation of the Strategic Plan and the growth of the Club;
- The Club's finances are managed prudently and it has the financial capacity to meet current and future needs;
- Our members, athletes, volunteers and guests are provided with a safe and healthy environment;
- The City of Yellowknife is encouraged to fully recognize the contribution of the Yellowknife Ski Club to the community;

OUR PROGRAMS AND EVENTS

Goals:

- The achievements of our athletes, coordinators, participants coaches, volunteers and donors are recognized and celebrated;
- Our programs are inclusive, adequately funded and led by well-trained coordinators and coaches;
- Our events are organized, well-marketed and consistent with the Club's Mission and Goals;
- The Ski Club is a sought-after destination for year-round programming;

OUR FACILITIES

Goals:

- As our most valuable tangible asset, our Ski Chalet is safe, well-maintained and preserved for future users;
- Our facilities expand and improve to meet the needs of our members and volunteers;
- The Ski Chalet is a prime rental space for business meetings, community and social events;

OUR TRAILS

Goals:

- The Ski Club's existing trails are safe, well maintained and groomed to a consistently high standard;
- In recognition of the limited daylight hours available during much of our season, we have a good system of safe and well-illuminated ski trails to meet the needs of our programs and members;
- Our existing trail system is expanded to attract new members, respond to the potential loss of existing trails, and provide for a greater variety of terrain;