

# Sovereign Lake Nordic Club

## 2018 Strategic Plan



**Our Vision** Striving to be the leader in cross-country promotion, training and venue-operations.

**Our Mission** As stewards of the Silver Star Provincial Park, the Sovereign Lake Nordic Club operates a world-class cross-country ski venue for the recreational, social and economic benefit of Vernon and the North Okanagan Region.

**Our Values** **Community-Driven** SLNC will be guided by the vision and the needs of the cross-country ski community.

**Working with Others** SLNC will collaborate with government, sport governing bodies, local business and industry partners in the realization of its mission.

**Family-Friendly** SLNC will operate a family-friendly venue with a focus on quality programming for all age groups including children and youth.

**Non-Commercial** SLNC will fulfill its mission on a not-for-profit basis as a social enterprise for the benefit of the cross-country ski community.

**Affordability** As a non-profit society, SLNC will ensure an affordable, high quality skiing experience.

**Health Promotion** SLNC will contribute to broader community health objectives through the promotion of active lifestyles.

### **Environmental**

**Protection** SLNC will support BC Park's goals of protecting natural environments and providing outdoor recreation and will operate in an environmentally sustainable manner.

**Tourism Promotion** SLNC will work with local government and business partners to promote Vernon as the pre-eminent North American cross country ski destination.

**Good Governance** SLNC will be governed with openness, transparency and accountability

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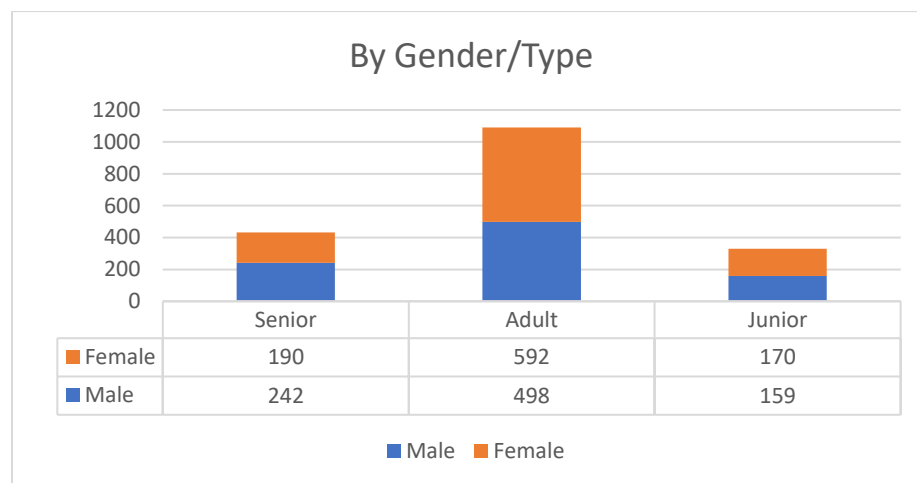
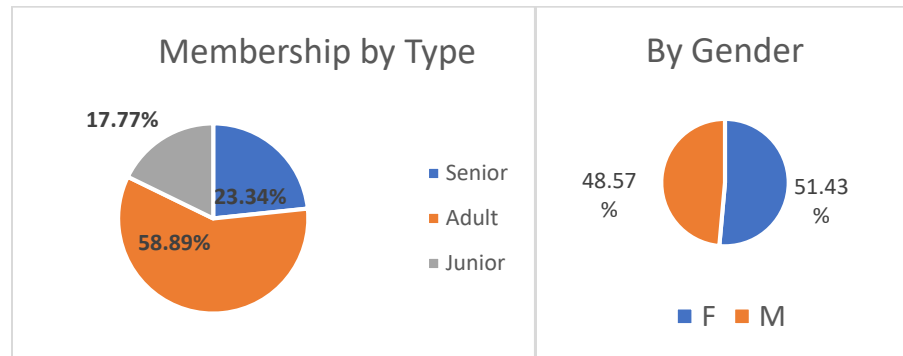


### Who We

#### Serve

SLNC has over 1800 members, making it the largest Nordic Club in Canada. Our members come, not only from, the North Okanagan, but all regions of British Columbia and Alberta, Manitoba, Newfoundland, Northwest Territories, Nova Scotia, Ontario, Quebec, Saskatchewan as well as Alaska, California and Washington States.

We have a very diverse membership as the following graphs demonstrate:



### Our Programs

**and Services** SLNC MCN accomplishes its mission in four ways:

Developing and Maintaining first class Nordic and Snow Shoe Trails;

Training and development of both competitive and recreational Nordic skiers of all ages;

Hosting Regional, Provincial, National and World Completions; and

Providing and Maintaining Facilities for use by our members and guests.

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### Our Goals

**2018-2023 Building Facilities and Infrastructure:** The needs and aspirations of a growing club require enhanced facilities and infrastructure. The current SLNC lodge is in clear need of upgrading and the opportunity to enhance the skiing experience at the club by adding other facilities such as cabins, is also significant. The trail network could be expanded in order to provide a longer ski season and to take advantage of additional high-quality terrain available for development.

- Objectives
1. Develop comprehensive long-term site development plan.
  2. Build new lodge.

**Growing Programs:** Participation in programs helps to create life-long champions of the SLNC. As evidenced by the size of other clubs in comparable communities, there is considerable growth potential for programs of all ages in both competitive and non-competitive streams.

- Objectives
3. Grow non-competitive skiing programs for children and adults.
  4. Grow Skill Development Programs (SDP) for children.
  5. Grow the existing competitive skiing programs.

**Addressing Climate Change:** Defines the **proactive** steps that SLNC can take in the face of warmer winters to maintain and enhance the skiing experience for members and visitors. Given its favourable geographical location and annual snowfall, particularly as compared with other regional and national clubs, SLNC has an opportunity to draw more visitors as climate change effects become more pronounced, and as other clubs' seasons become shorter.

- Objectives
6. Build additional trails in the higher elevations.

**Enhancing Culture and Community:** Culture and Community are integral to the experience of being at SLNC. Every interaction that members, visitors, and the public have with the SLNC contributes to this experience, and therefore a significant focus for the future is to continue to cultivate a positive culture and a deeper community presence in the North Okanagan and beyond.

- Objectives
7. Generate more member involvement.
  8. Undertake initiatives to raise profile of SLNC & Nordic skiing in Vernon and area.
  9. Host more informal events to build community.

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**Hosting Events:** The SLNC is uniquely positioned to host events of a national and international profile. Holding these events further raises the profile of the club but presents logistical and resource challenges that must be met in order to fully benefit from them.

- Objectives
10. Develop people capacity and expertise to host marquee events.
  11. Host the National Championship.

### **Our Strategies**

Detail strategies to address each of the eleven objectives, identified in our plan, will be developed, communicated and implemented over the course of the next 5 years.

The objectives and strategies will also be reviewed annually and adjusted to reflect of changes in our physical, political and social environments.