

Canadian Ski Marathon Strategic Plan

VISION	<i>A cross-country ski adventure that changes people's lives</i>	MISSION	<i>To deliver a unique world-class cross-country ski event that brings together generations of skiers, volunteers and communities</i>
GOALS & OBJECTIVES	<ol style="list-style-type: none"> 1. For the CSM to be financial solvent 2. For participation numbers and skier retention rates to grow 3. To deliver the CSM in a manner that ensures a high level of participant satisfaction 4. For the stewardship of the CSM to be conducted with good governance practices 	PRINCIPLES	<ol style="list-style-type: none"> 1. The CSM is a non-competitive, bilingual event 2. The CSM promotes a healthy outdoor lifestyle, a sense of community, fairness and respect for all participants 3. The CSM takes every measure to protect the environment and to reduce its carbon footprint

STRATEGIC PRIORITIES

1. Financial Viability

- Diversify revenues through new financial partners; service partners to reduce operational expenses; new grants and subsidies; off-season events; regional and provincial funding
- Increase number of participants and participation retention rates
- Purchase equipment to maximize investments
- Increase number of participants who use the dorms
- Acquire charitable status to provide tax receipts for donations

2. Maximize Skier Experience

- Improve skier education and information
- Clarify skier logistics (e.g. shuttle, check-points)
- Review participation and overall costs to skiers
- Identify ways to reduce complexity of the event

3. Operational Sustainability (making sure the event can run)

- Maintain good relations with local municipalities, landowners and the groomer
- Ensure volunteers have the resource to do their jobs
- Better succession planning for volunteers (make it easier to recruit volunteers)
- Have a dedicated Board member responsible to ensure this happens

4. Develop governance and Board policies

5. Improve CSM Image

- Update CSM branding
- Update website
- Marketing / Media
- Strengthen the Ambassador Program
- Identify and engage Influencers
- Continue to grow the Ski at School