

## Canadian Ski Marathon Strategic Plan

VISION	Transforming lives through a unique cross country ski adventure
MISSION	To create an unforgettable cross-country skiing adventure that unites skiers, volunteers and communities in a world-class event that also celebrates the beauty of winter, promotes inclusivity and fosters lifelong connections
GOAL & OBJECTIVES	<p>For the CSM to be financially thriving balanced with providing an affordable experience</p> <p>For skier participation to grow</p> <p>Deliver an event that exceeds participant expectations</p> <p>We uphold the highest standards of governance, transparency and authenticity as the custodians of the CSM.</p>
PRINCIPLES	<p>The CSM is a non-competitive, bilingual Nordic event open to all</p> <p>We advocate for a supportive healthy outdoor lifestyle, fostering camaraderie and respect among participants.</p> <p>We are committed to protecting our environment and minimizing our carbon footprint.</p> <p>The CSM engages in hosting the best event for all skiers</p>

STRATEGIC PRIORITIES	ACCOMPANYING OBJECTIVES
1. Regional, National, and International Recognition	<i>Will be generated only after the 2026 event to use event lessons learned and skier feedback</i>
2. 1500+ Skiers Goal, as a repeatable target by 2029	
3. To positively influence the well-being of all touched by our event.	
4. Thriving Organization with Committed Support from Stakeholders	