

STRATEGIC PLAN

2023-2028



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SKI CLUBS

VISION: Inspire skiers for life and develop world-class athletes.

MISSION: To support the BC Alpine ski community with a structured, open and safe sport environment that empowers each member to become the best version of themselves, one turn at a time.

OBJECTIVES

2023-2028



Increase Awareness



Improve Education



Increase Athletic Excellence



Increase Financial Viability

VALUES

- **COLLABORATION**
- **EXCELLENCE**
- **RESPONSIBILITY**
- **FUN**
- **PASSION**
- **SAFETY**

STRATEGIC PLAN – TIMELINE

MAY 2022



BCA Board of Directors motion to create a Strategic Plan

JULY 2022



Strategic Planning Committee formed (see below members)

OCT. 2022



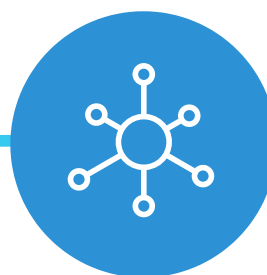
Presentation of plans to BCA members at Summit meetings

NOV. 2022



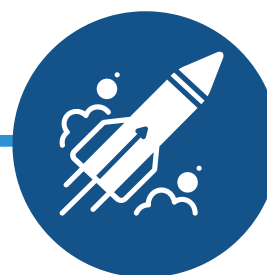
Completion of the Strategic Plan for 2023-2028

JAN. 2023



Circulation of a draft plan to membership for feedback

NOV. 2023



Commencement of the Strat Plan in advance of 2023-24 season