

Inuvik Curling Centre Strategic Plan

Mission Statement: "To promote the sport of curling and provide a welcoming environment for all members of the community to participate, learn, and enjoy the sport of curling."

Vision Statement: "To be recognized as a premier curling facility in the region, fostering a strong sense of community, sportsmanship, and excellence in curling."

Core Values:

1. **Inclusivity:** We welcome all individuals regardless of age, gender, ability, or background.
2. **Integrity:** We uphold the highest ethical standards in all our operations and interactions.
3. **Excellence:** We strive for excellence in all aspects of our facility and programs.
4. **Community:** We are committed to building a strong sense of community among our members and stakeholders.
5. **Continuous Improvement:** We are dedicated to ongoing learning and improvement to better serve our members and community.

Strategic Goals:

1. Facility Enhancement:

- Objective: Improve the quality and functionality of the curling facility.
- Action Steps:
 - Conduct a facility assessment to identify areas for improvement.
 - Secure funding for necessary upgrades and renovations.
 - Enhance ice-making capabilities to ensure consistent ice conditions.
 - Upgrade equipment and amenities to enhance the overall experience for members and visitors.

2. Membership Growth:

- Objective: Increase membership and participation rates.
- Action Steps:
 - Develop targeted marketing campaigns to attract new members.
 - Offer introductory programs and events to introduce new individuals to the sport.
 - Collaborate with local schools and community organizations to promote curling as a recreational activity.
 - Implement a referral program to incentivize current members to recruit new members.

3. Youth Development:

- Objective: Foster the growth of youth curling programs.
- Action Steps:
 - Establish a youth curling league and development program.

- Partner with local schools to offer curling programs as part of physical education curriculum.
 - Provide training and resources for coaches and volunteers working with youth participants.
 - Host youth-oriented events and competitions to engage young curlers and promote skill development.
4. **Community Engagement:**
- Objective: Strengthen ties with the local community.
 - Action Steps:
 - Host community events and open houses to introduce the public to curling.
 - Partner with local businesses and organizations to sponsor events and leagues.
 - Offer facility rentals for community gatherings and special events.
 - Participate in community outreach initiatives to promote health, wellness, and recreation.
5. **Sustainability:**
- Objective: Ensure the long-term sustainability of the Inuvik Curling Centre.
 - Action Steps:
 - Develop a sustainable business model that balances revenue generation with affordability for members.
 - Diversify revenue streams through sponsorship, grants, and fundraising initiatives.
 - Establish a reserve fund for future maintenance and capital improvements.

Implementation Plan:

1. Establish a Strategic Planning Committee comprised of board members and members.
2. Conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis to identify internal strengths and weaknesses, as well as external opportunities and threats.
3. Develop detailed action plans for each strategic goal, including timelines, responsible parties, and performance metrics.
4. Regularly monitor progress towards strategic goals and adjust as needed.
5. Communicate updates and successes to members.

By following this strategic plan, the Inuvik Curling Centre can position itself for long-term success and continue to be an asset to the community.