

STRATEGIC PLAN

2019- 2023

The Rundle Mountain Cycling Club is committed to enhancing the prosperity of its Members and to realizing its potential to become recognized as being a leader among the top cycling clubs in Canada.

VISION

The Club's Vision is to continue to develop riders of all ages and ability to appreciate a lifelong love of the sport of cycling and to foster a community-based, inclusive environment for all to participate within.

MISSION

The Club's Mission is to continue to build a value driven organization through which people of all ages may pursue their passion for cycling in the many forms of the sport from leisure and recreation to competition.

CREATE

A positive, inclusive environment for all Members

- Develop a culture of being an inclusive, participative community bringing people together to create lifelong memories, friendships & riding skills.
- Be a leader in transforming & promoting a responsible image of cycling in our local region by embracing all ages, genders, incomes & abilities.
- Develop new and exceptional offerings to ride that enable riders of all ages & ability to participate and be challenged.
- Expand and refine all aspects of our communication with our stakeholder groups.

GROW

Nurture all facets of the Club's Programs and Events

- Identify & develop strategies to retain & grow our Membership.
- Provide fun, safe, social, and well-organized programs and events that are true to Canmore's culture and character.
- Teach safety, skills, etiquette and responsible stewardship of the trails and road.
- Recruit & retain a pool of qualified, passionate local coaches.
- Purposefully develop & nurture our volunteer base. Committed, passionate & large enough to achieve our goals and objectives while avoiding burnout.

DRIVE

Member Prosperity and Value

- A purposeful but respectful voice for Advocacy on key issues.
- Foster & build strong relationships within all stakeholder groups particularly our local community and our sponsors.
- Build the capacity for sound governance & administrative systems, procedures and financial management practices.
- Build a sustainable organizational & financial model with a long-term vision.
- Identify and develop new value propositions.

CORE VALUES

Respect; Diversity & Inclusiveness;
Collaboration; Tenacity of Purpose.