

REVELSTOKE

SNOWMOBILE CLUB

STRATEGIC PLAN





ABOUT THE RSC

The Revelstoke Snowmobile Club is a volunteer led not for profit that represents organized snowmobiling in Revelstoke BC. We are BC's largest and oldest snowmobile club and we are responsible for maintaining more than 100km of trails and during the winter season we groom 7 nights a week on these two mountains.

Through our Partnership Agreement with Rec Sites and Trails BC we are able to collect fees to recreate on public land, in exchange for these fees we provide grooming, public infrastructure, waste management, education and outreach. These fees positively impact the community of Revelstoke directly through staff wages and indirectly through more than 30 million in economic impact dollars facilitated through tourism.

All of the trails and infrastructure is public use and accessible year round.



OUR MEMBERSHIP

In addition to daily trail fees we also offer the option to purchase a membership. Membership fees are essential to our long term strategic planning and allow for larger capital asset purchases and advocacy efforts outside of Boulder and Frisby.

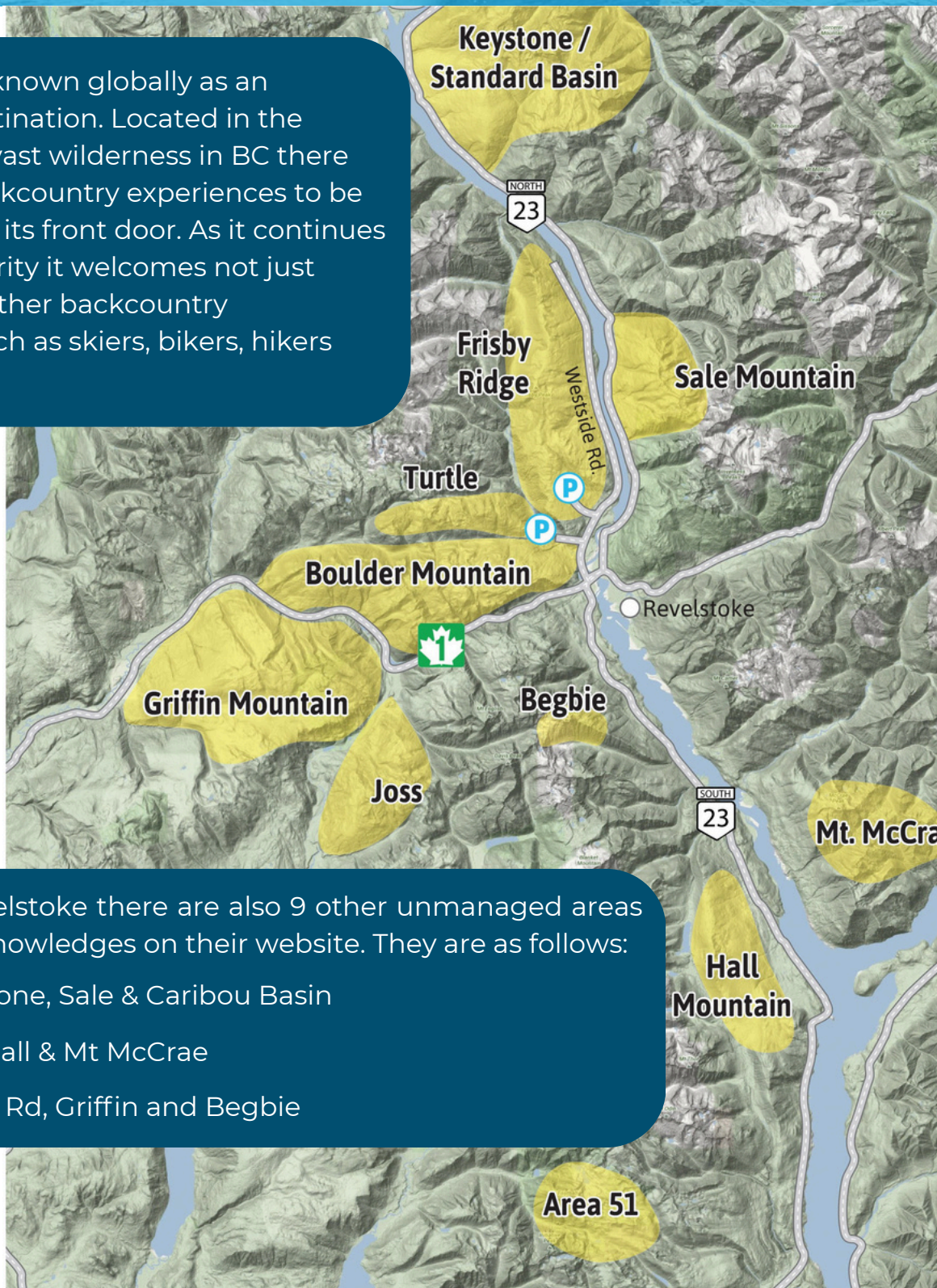


We are also a member club of the British Columbia Snowmobile Federation (BCSF) and for each one of our members we purchase a BCSF membership. The BCSF memberships offer members discounts and additional insurance and they provide support for the club including advocacy efforts on a provincial level.

Memberships buy something bigger than just trail access, they ensure the future of our sport.

REVELSTOKE

Revelstoke is known globally as an adventure destination. Located in the middle of the vast wilderness in BC there are several backcountry experiences to be had right from its front door. As it continues to gain popularity it welcomes not just sledders, but other backcountry enthusiasts such as skiers, bikers, hikers and more.



Surrounding Revelstoke there are also 9 other unmanaged areas that the club acknowledges on their website. They are as follows:

HWY 23N – Keystone, Sale & Caribou Basin

South – Area 51, Hall & Mt McCrae

West – Wap Lake Rd, Griffin and Begbie

OUR MISSION

To create your best backcountry mountain experience

Our mission statement expresses the Club's interest in creating exceptional backcountry experiences for its membership regardless of riding preference or skill level.

OUR VALUES



Sustainability

Retaining and expanding backcountry areas by fostering positive relations among government partners, community stakeholders, First Nations and other mountain enthusiasts.

To be the global leader in sustainable recreational snowmobiling ensuring the future of the sport by promoting family engagement.



HOW WE WILL DO IT

Keep and grow our membership base year after year and deliver an exceptional experience for our members.

We will expand our managed operations to offer and retain more ways for members to benefit from their membership

We will enhance our communication strategies to increase our engagement with our members, treating them differently than our visiting riders.

Create allies in recreation through other snowmobile clubs, industry leaders, other recreation groups and most importantly the BCSF.

1-3 YEAR PLAN

Advocate for more riding areas through our message of responsible recreation.

More grooming in previously unmanaged areas.

Invite local influential groups to learn about our organization and our successes.

3-5 YEAR PLAN

Invite provincially significant influential groups to tour our facilities and learn about our organization.

Grow our membership by 15% (5% per year) through marketing, education and improving our offerings and pricing strategies.

Infrastructure upgrades to improve our member's experience.

5+ YEAR PLAN

Be well known by politicians and stakeholder groups as responsible, passionate and organized recreationists.

Complete another riding area including the ability to collect trail fees and maintain trails with supporting infrastructure, a cabin etc.

Community

Inspiring and engaging our membership to be positive influential community contributors.

Strive to build a strong and diverse membership.

HOW WE WILL DO IT

We will find ways to cater to our unique users to build a strong and diverse membership.

We will host events to connect our members to each other, the board and the sport.

We will take opportunities to celebrate our history and our member's contributions to the Club and the sport.

We will communicate effectively with our membership to work towards a shared vision of the Revelstoke Snowmobile Club.

We will be present at community events and work with other recreation groups from the area to build our brand recognition.

1-3 YEAR PLAN

Connect with influential snowmobiling enthusiasts to help us advocate for the importance of membership.

3-5 YEAR PLAN

Strong ties within the community and a strong and eager volunteer base.

Large upgraded infrastructure to enhance family-friendly riding areas, larger cabin on Frisby etc.

5+ YEAR PLAN

Have allies in government, stakeholder groups and First Nations to improve the consultation process for new infrastructure.

Accountability

Foster a safe and positive working environment for our employees.

Financially accountable to our members.

Transparency and integrity in all that we do.

HOW WE WILL DO IT

We will provide training and advancement opportunities for our staff.

We will strengthen our organization through consistent improvements to written policy.

We will continue to be fiscally responsible to sustainably grow in ways that benefit our members.

Be proactive in providing raises for our employees.

Be proactive in funding the increase in wages including requesting \$30 day ticket sales.

Have a training and evaluation program in place for our groomer operators.

Measuring against our values - sticking with our current values and mission statement to build trust and direction through organizational changes.

Strong asset management including replacing grooming equipment and asset protection ie. Covered spaces for our cats that are not at Boulder.

Robust policies in all manuals and strong dedication to those robust policies.

1-3 YEAR PLAN

3-5 YEAR PLAN

5+ YEAR PLAN

THANK YOU

Directors:

Todd Dumais (President)

Colby Jasken (Vice President)

Greg Balderston (Treasurer)

Clinton Biggs (Secretary)

Aaron Fair

Chad Brandimore

Gus Schibild

Henry Reichert

Mike Farlinger

For participating in the creation of
this strategic plan

