



Stowe Mountain Bike Club Strategic Plan - Visual

Version 1.0, March 9, 2017



Core Competencies

Key Focus Areas

Key Performance Indicators (Target Goal)

Strategies

Mission Statement-

To partner with the community in building and maintaining a world class trail network

Guiding Principles-

Trail
Stewardship
Community engagement
Business
Partnership
Sustainability

Trail Stewardship

Maintenance, management and construction of sustainably built multi-use trails suitable for mountain biking.

Fiscal Sustainability

Sustain a fiscally strong organization by responsibly balancing outreach, advocacy, trail building and fundraising efforts.

Community Outreach

Work with members, volunteers, and businesses to cultivate mountain bike culture and foster the trails as a social, cultural, and economic resource.

Key Focus Area #1

How can Stowe Mountain Bike Club continue developing a world class trail network?

Key Focus Area #2

How does SMBC ensure a sustainable business model and consistent income to satisfy the membership while ensuring trail needs are met?

Key Focus Area #3

How can SMBC leverage the trails, events, and relationships to further engage the community and membership at large?

New Trails
(Average 1 per year)

Annual Maintenance
(Fulfillment of the Annual Maintenance Plan)

Trail Funding Raised: Annual Trail Fund capital campaign

Town of Stowe Contribution:
2017 Operational: \$7,500
2017 Maintenance: \$10,000

Membership
(Annually exceed VMBA cap)

Corporate Sponsorship
(\$40,000 +)

Trail Fund: build in tandem with Five-Year Trail Plan

Quantifiable trail use data

Meet annual budget

Increased Membership
(Exceed VMBA Cap)

Sell out events:
(Uberwintern, Leaf Blower)

Increase Corporate Partners:
(Exceed 70)

Build social media following:
Facebook: Exceed 3k
Instagram: Exceed 3k

Hone and constantly evolve the Five-Year Trail Plan to strategically expand and connect existing trail pods.

Develop maintenance plan in collaboration with paid consultant that focuses on sustainability and member feedback.

Secure access agreements and easements necessary for new trail construction and trail access protection.

Executive Director and Board will pursue grant opportunities for both project-specific dollars and operational funds .

Continue to foster and develop existing relationship with the Town of Stowe and Stowe Community.

Incentivize membership through partnership with Trapp Family Lodge.

Leverage VMBA's resources to increase SMBC's reach and grow membership.

Develop new revenue streams via the sale of SMBC-branded merchandise.

Continuously develop the SMBC Trail Fund: dollars directed specifically to the construction of new trails.

Complete the rebranding effort, dropping the word "Club" and adopting a more inclusive name that better reflects SMBC's organizational strengths and goals.

Develop Marketing Plan; work with a local expert

Engage the community via organized weekly group rides, trail work, and events in collaboration with local businesses

Blog Posts Created by Board: each board member, one post per year, guest posts, sponsor posts, etc.

Establish and maintain focused committees with greater autonomy, specific tasks, duties, goals, and milestones.