

Business Plan for 2011/12

The following represents the major strategic activities that the WCCSC will undertake in 2011/12. This business plan flows from the club's five year strategic plan. Some of these goals are a continuation of the activities kicked off in the 2010/11 business plan.

1. Continue pursuing wax room expansion. Investigate options and costs for expansion of waxroom and develop plan for expansion, working with the City. Timelines: design and cost completion summer 2012; funding application in fall 2012.
2. Strengthen land tenure for the WCCSC on the ski trail network. Continue monitoring land tenure issues to ensure ski trail tenure. Work with Mt McIntyre user group, ATCO and Coyne., City of Whitehorse and YTG towards this goal (ref. land tenure committee terms of reference).
3. Continue the implementation of a new 'business model' for the WCCSC. Using a 2008/09 consultant report as a guide, the Board will aim to improve the current business and financial models to ensure the most efficient and effective service is being provided to members.
4. Continue working on sponsorship strategy to leverage income opportunities for the club and ensure sponsors receive full value for their support.
5. Improve member communications. Revise methods of communicating with members to reflect member preferences, increase effectiveness and reduce costs. Develop and implement social media strategy.
6. Enhance club programming through new club program manager.
7. Continue focus on facilities and equipment improvements: Dog trail twinning, Dog trail parking area upgrades, explore feasibility of link from Fish Lake Road to Fraser Loop, upgrades to existing trails, replacement of PB by 2013.
8. Work with Arctic Winter Games Host Society to prepare for and host the cross country ski portion of the 2012 AWG.
9. Work with CCY in planning and hosting the 2012 Cross Country Canada AGM, to be held in early June 2012. (subject to bid acceptance).