

# DCWST – Strategic Planning Initiative

- Why Strategic Planning?
  - Confirm DCWST Vision and Mission
  - Establish attainable and measurable Team Goals
  - Framework to focus and prioritize Team Resources (Capital Fund)
    - Make large expenditures more predictable
    - Keep annual costs and dues manageable for everyone
  
- What do we hope to achieve?
  - Make DCWST competitive commensurate with its level of PARA regional participation
  - Upgrade and maintain Team equipment and facilities
  - Increase the Team’s profile and connection to the local region population and business community
  - Maintain the Team’s connection with the membership base majority hailing from the DMV and PA metro areas

## Founding Sponsors



# Strategic Planning Focus Areas and Goals

- Individual Athlete Performance (IAP):
  - Skills Development
  - Competition Preparation
  - Video Analysis and Feedback Program
  - Performance Recognition Program
- Program/Team Performance (PTP):
  - Program size – steady state goal: Alpine 90 to 110 and Snowboard 20 to 25
  - PA Cup Participation; PARA “Derby” Qualification and beyond
  - Continue to host quality USSS Events and Governor’s Cup
  - USASA Nationals Qualification – build on success!
  - Host future USASA Event

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# Strategic Planning Focus Areas and Goals

- Coaching Competency (CC):

- Two professional development events during the season
- 100 Level Certification for all coaches by their 3<sup>rd</sup> season
- 200 Level Certification as needs dictate
- USASA Certification for all travelling Snowboard coaches
- Increase the number of coaches with competitive racing experience
- Certify 75% of Alpine Coaching staff as Referee, Chief of Course or Chief of Race

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# Strategic Planning Focus Areas and Goals

- Resource (Infrastructure and Equipment) Management (RM):
  - Maintain and upgrade the Squirrel Cage race and training hub
    - Start Area upgrades
    - Finish Area / Team Building renovation
    - Hill Maintenance (Lights and Line of Sight)
  - Access to additional regular/predictable training space – Black and Blue
  - Certify and upgrade the Main Street race venue
    - Timing
    - Homologation
    - Finish Area improvements to support T&C
  - Programmed Equipment Replacement

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## Areas for Coordination and Cooperation with WISP Resort

- Squirrel Cage Lighting for Friday Night Practices – 2018 Season
- Tree Trimming on Squirrel Cage for Sight-lines – 2018 Season
- Starting Hut – Basic Maintenance – Summer 2018
- Increased Training Hill Space and Time – 2019 Season (or earlier)
- Team/Finish Shack – Renovation prior to 2023 Season
- Mainstreet Base/Finish Area Facility – Upgrade prior to 2024 Season

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# Strategic Planning Focus Areas and Goals

- Team & Community Support (TCS):

- Parent Participation - continue Board efforts at encouraging participation in both entry level and enhanced Race/Team support roles and responsibilities
- Plan Team Events that promote and highlight the exciting culture of ski-racing and snowboarding
- Enhance participation by local region athletes – Eventual Goal of 30%
  - Commensurate increase in scholarships for local region athletes
- Active DCWST engagement in local region events – Raise Team Profile
- Nurture and enhance relations with local region businesses to increase fund raising base

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# ROM Capital Fund Goals Over Initial 7 Year SPI

- TOTAL GOAL: \$150,000 (cash or services in-kind) (\$21,500 per year if divided equally)
- Individual Athlete Performance (IAP): \$7,000
  - Video Support: \$3,500
  - Performance Recognition Program Awards: \$3,500
- Program/Team Performance (PTP): \$34,500
  - USSS/Gov Cup Race Costs: \$31,500
  - USASA Rail Jam: \$3,000
- Coaching Competency (CC): \$2,500
- Resource (Infrastructure and Equipment) Management (RM): \$71,000
  - Equipment costs : \$17,500 (\$2500 annually)
  - Squirrel Cage Start Area Improvements: \$4,500
  - Squirrel Cage Finish Area/Team Building Renovations: \$40,000 (Placeholder)
  - Main Street Race Venue Improvements: \$9,000 (Placeholder)
- Team & Community Support (TCS): \$35,000 (to account for scholarships?)

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# Way Ahead

- Start fundraising in Dec 2017 within the established annual program
  - Encourage and solicit end of year tax deductible contributions
- Establish formal DCWST Fund-Raising Committee that answers to the Board
- Consult with Team accountant on best practices and any regulatory requirements
- Seek Board decision on commitment of existing Reserve Funds to SPI
- Continue development of fund-raising plan and transition in 2018 to a multi-year program aligned with the SPI
- Review progress towards goals and refine SPI as needed at conclusion of the season

## Founding Sponsors

