# NIAGARA FALLS CURLING CLUB STRATEGIC PLAN 2021-2025

**VISION**

- To be a safe and welcoming Club where everyone has the opportunity to socialize and celebrate the sport of curling.

**MISSION**

- To serve our growing and diverse curling community through social engagement, skill development and competitive opportunities at an outstanding venue.

**VALUES**

- **PEOPLE** are our greatest asset
- **COMMITMENT** is our strength
- **GROWTH** is our objective
- **RESPONSIBILITY** is our duty

**GOALS**

- **Infrastructure Sustainability**
- **Financial Stability**
- **Club Services**
- **Communication**

**PRIORITY ONE**

- Sustainable Infrastructure Management Plan.

**PRIORITY TWO**

- Financial Stability

**PRIORITY THREE**

- Services and Event Plan

**PRIORITY FOUR**

- Communication and Marketing Plan

**YOU**

- **Join the Plan! It's achieveable through YOUR involvement.**