



Chequamegon Area  
Mountain Bike Association

## 2023 Strategic Plan

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1. **TRAILS** - Focus on maintenance, enhancement/modernization and sustainability for our trails
2. **CULTURE** - Cultivate an organization built around the trails that all people want to join
3. **PEOPLE & FUNDING** - Build a Sustainable Organization through Resource Development
4. **COMMUNITY, EXPERIENCES & MEMORIES** - Develop Community focus through education, events and economic enhancement through trails
5. **COMMUNICATE CAMBA** - Elevate the CAMBA story





## **2023 Strategic Plan - Detailed Strategies**

### **1. TRAILS - Focus on maintenance, enhancement/modernization and sustainability for our trails**

**Strong remedial and preventative maintenance program**

**Sustainable & staffed trail system restoration and maintenance program**

**Balance of easy, intermediate and advanced trails within the system**

**Cultivated system for key specialty groups - Fat Biking, E-biking, Gravel & Bike Packing**

### **2. CULTURE - Cultivate an organization built around the trails that all people want to join**

**Strong leadership in a governing Board of Directors comprised of active ambassadors that are engaged with CAMBA and work to create sustainable funding**

**CAMBA Culture as the CAMBA brand**

**Flexible, positive working environment for staff that reflects the lifestyle that we promote with our trails**

**CAMBA Community that people want to be a part of and give back to**

### **3. PEOPLE & FUNDING - Build a Sustainable Organization through Resource Development**

**Sustainable processes incorporating institutional knowledge that easily accommodates the transitory nature of our people and volunteers**

**Strong CAMBA Community Pipeline**

**Strong relationships with local & community resources to help accomplish workload**

**Passionate volunteer base to help accomplish workload**

**Strong funding to sustain a Staff led organization for the remaining workload**





**4. COMMUNITY, EXPERIENCES & MEMORIES - Develop Community focus through education, events and economic enhancement through trails**

**Invest in improved wayfinding and emergency trail marking and community training**

**Cultivate our programming to develop new and future user groups, including youth, women, and underserved populations**

**Create an easy process for visitors to plan and build their CAMBA experience**

**CAMBA as a Community builder centered around the trails, hosting exceptional events that focus on celebrating the trails**

**5. COMMUNICATE CAMBA - Elevate the CAMBA story**

**Strong tools & process in place to manage the telling of the CAMBA story**

**Professional content creation to cultivate the CAMBA brand**

**Communities where everyone knows mountain biking and bikers are a regular sight throughout town**

**Strong communication channels with established resources to take advantage of existing networks**

**Strong media network**

