

# Kootenay SUFFER FEST



## Strategic Plan 2014 - 2017

### Vision

Kootenay Sufferfest is big in the spirit, reputation and ambition of our events. Our main weekend allows 1500 registrations.

- We are known internationally for our great organization, helpful and enthusiastic volunteers and our awesome trails.
- We contribute to quality of life in the region by building trails, and supporting regional trails.
- We contribute to the regional economy by attracting athletes to our events and by increasing the visibility of the region as a trail-users destination.



- Our healthy and sustainable organization is in tune with the lifestyles of our participants and volunteers.

### Mission

To host an international quality multi-discipline endurance event, further trail-based healthy activities in the region, and benefit the regional economy.



We value participation, effort and endurance, and celebrate our athletes' progress and achievements.

### 2014 Dates

August 30 - Sept 2  
Kaslo, New Denver and  
Nakusp



### Priority One: Building Capacity of the Organization

- |  |                |
|--|----------------|
| 1. Establish process to renew organization   | Completed      |
| 2. Initial design and responsibilities       | Completed*     |
| 3. Write out job descriptions                | In progress    |
| 4. Implement new organization                | Fall 2014      |
| 5. Build Board Capacity, start at governance | Start Nov 2014 |



We value contributing to our communities in health, culture, and economy, and seek to create an event that is the right size to be sustainable.



### 2014 Events

200km Loonie Toonie Trail  
Trail Runs 10k, 25k, 50k  
Kids Bike and Marin Crit  
100km XC Bike  
Idaho Peak Mtn Marathon  
XC MTB 14k and 45k  
Duathlon and Cyclocross

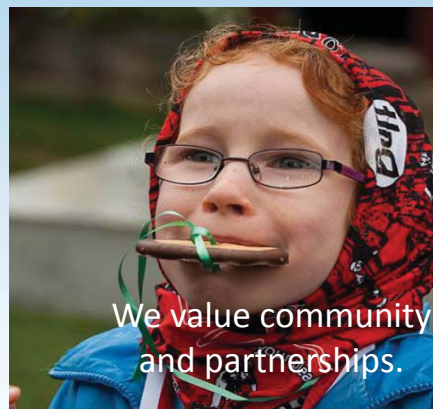
### Priority Two: Marketing

Workshop participants agreed that a lot would be learned from holding the 2014 Kootenay Sufferfest event in its new and more complex form. As such, the decision was made that a marketing plan be implemented for the 2015 Kootenay Sufferfest season.

The first priority is to develop a marketing plan. The concepts that made sense to the workshop participants were

- use the existing identity and niche;
- enter more markets in a targeted way;
- use piggybacked channels where possible.

The Sufferfest experience lends itself to international marketing. The plan would establish priority markets and targets, and establish a system of record-keeping and tracking impacts.



We value community and partnerships.

We value quality and professionalism in our organization and our event.



### Priority Three: Trails

We have significant strengths in regional trails groups, in enthusiasm, volunteerism, and resource. At the same time, there are some discontinuities in the trail network, the problems that arise from lack

of communication, and an uneven distribution of funding know-how. In line with the provincial trails report, there are concerns over abuse, conflict, maintenance and liability. The group would like to see a method of standardizing and communicating the condition of major trails, for the convenience and safety of trail users.

The major opportunities for the trails network are to improve communication about it, through maps, brochures, and web-based communication. This could be aligned with regional marketing efforts. There is an increasing interest in recreation, and recreation-based travel.

The threats include the offloading of trail maintenance to private grant- and volunteer- funded groups, the lack of provincially-enforced trail tenures and planning, and the loss of trails to incompatible uses.



1. Communication among stewardship groups.

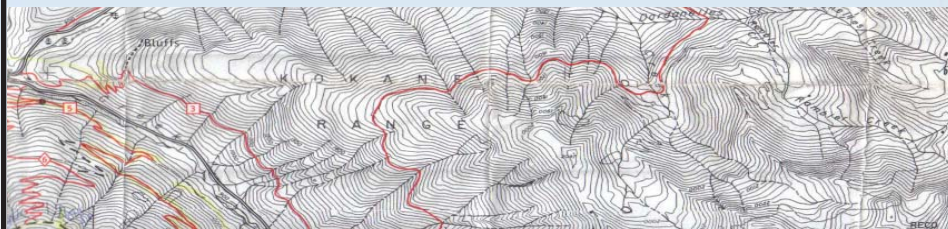
Task: Establish an email list to enable the sharing of information between groups. Share information about work done and hazards observed. Note: List to be maintained by Kootenay Sufferfest person with Trails responsibility.

2. Work on continuous regional trails.

The Loonie Toonie trail offers potential for long term community benefit as well as benefit to the Sufferfest event. The Trails person for Kootenay Sufferfest will convene a liaison group to share information about threats and opportunities, and to seek regional designations.

3. Explore funding opportunities.

Ongoing trails maintenance and upkeep requires ongoing funding. The KSF Trails Person and Finance Person should work together on finding sustainable funding mechanisms.



## Benchmarks

Year	Responsible	Benchmark	
2014	Organization	Top level positions defined, half filled, by end Fest	
		Begin procedures manual	
	Marketing	Some increased social media presence in 2014	
		Marketing plan written Fall 2014	
	Trails	All trails groups aware of KSF work program for 2014 season	
		KSF aware of major priorities for trail groups in each of 3 areas	
		Liaisons to communicate major happenings: wash-outs, slides, windfall etc	
2015	Organization	All major responsibility roles filled	
		Board identifies at least one capacity need and pursues development	
			Volunteer team leader job descriptions completed
			Four hour shifts for 'general' Fest volunteers
			Volunteer surveys show 90% would vol again
			Financial creates model of budget sustainability
		Marketing	Marketing impact assessment measures
			Registrations grow to 750
		Trails	Regional trail liaison committee formed to formalize regional trails
			Implement trails report recommendations
	Finance/ Organization/ Trails	Seek opportunities to partner with Healthy Communities BC and other lifestyle/health agencies to broaden the support for and use of trails among our communities.	

Year	Responsible	Benchmark
2016	Organization	Results of threat and impact monitoring reviewed
		Registrations grow to 1100
	Marketing/ Organization/ Trails	Social enterprise decision as appropriate
2017	Trails	Regional trail designation for two continuous trails, achieved in partnership
	Organization	Some event registrations full, waiting list for 100km XC MTB and 200km Loonie Toonie
		Registrations goal of 1500 achieved

### Measures of Success

Area	Indicator	By
ED	Athlete retention at 50%, 65% with a 2 year count	2014
Volunteer	Regular volunteers have four hour shifts	2015
Safety	All injuries and incidents handled as per EMPlan	2015
ED/ Marketing	Over 30 spectators at each finish line	2016
ED/ Marketing	Registrations reach 1500	2017
Trails	KSF Trails person and 5 trails groups share trail priorities by email	2015

Want to get involved?

Contact Janis Neufeld at [janeuf@yahoo.ca](mailto:janeuf@yahoo.ca) or

Tim Sander at [tsander@columbiawireless.ca](mailto:tsander@columbiawireless.ca)

To register in an event, link from [www.kootenaysufferfest.com](http://www.kootenaysufferfest.com)

And why not? Like us on Facebook for updates

Comments or questions on the Strategic Plan, email Tara at [tlclapp@telus.net](mailto:tlclapp@telus.net)

## Acknowledgements

Thanks to over 200 athletes and volunteers who took time to do the **online surveys** and showed us how much we care about our event.

Thanks for extra time and care in our Focus Groups!

John Addison	Maija Lampimaki	Nadine Raynolds
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John Atwell	Theresa Light	Tim Sander
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Karma Halleran	Catherine McCormick	Barb Szuta
Gord Hogaboam	Jan McMurray	Brent Wanstall
Inga Ivany	Wulf Mense	Colin Watson
Ross Johnson	Colin Moss	Arlene Yofonoff
Mike Koolen	Gary Parkstrom	

A special round of applause to the Strategic Planning Working Group

Tara Clapp	Mike Koolen	Tim Sander
Leah Honkanen	Wulf Mense	Barb Szuta
Roy Honkanen	Janis Neufeld	Marie Wrede

Kootenay Sufferfest also thanks the group that worked many donated hours in addition to project hours.

Tara Lynne Clapp	Tim Sander	Janis Neufeld
TLC Associates	Smiling Hills B&B	Event Director
Kaslo BC	Hills BC	Kootenay Sufferfest

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Photo credits: Mike Handley of Wild Eyes Photography, Tim Sander

