



# **ROCHESTER CROSS COUNTRY SKI FOUNDATION**

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## **RXCSF**

*Strategic Plan*

# EXECUTIVE SUMMARY

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## VISION

Establish and grow an inclusive environment for cross country skiing sustainable for future generations in the greater Rochester, NY area.

## MISSION

Raise funds and recruit volunteers to provide equipment and expertise for ski trail grooming accessible to the public in partnership with local government and business entities.

Support cross country skiing for skiers of all ages, experience levels, and backgrounds. Prepare for the impact of climate change on winter conditions suitable for skiing.

## GUIDING PRINCIPLES

1. Promote the widespread adoption and continuation of cross-country skiing by individuals of all ages, backgrounds, and skiing abilities.
2. Promote the sustainability of cross-country skiing in the Greater Rochester NY area.

## GUIDING PRINCIPLE I:

*Promote the widespread adoption and continuation of cross-country skiing by individuals of all ages, backgrounds, and skiing abilities*

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**Goal 1:** Provide easily accessible, prompt and accurate trail conditions to RXCSF supporters.

- **Objective:** Pilot Nordic Pulse software during the 2022-2023 season. If the RXCSF Board determines the pilot is successful, expand Nordic Pulse software to include all RXCSF venues for the 2023-2024 season.
- **Objective:** Collect data from groomers in order to establish metrics and thresholds for grooming quality and timeliness during the 2022-2023 season.
- **Objective:** Establish metrics and thresholds for grooming quality and timeliness by October 2023.

**Goal 2:** Improve the skiing experience at RXCSF venues.

- **Objective:** Perform trail maintenance as needed.
- **Objective:** Install updated maps and trail signs in Mendon Ponds Park by the end of 2022.
- **Objective:** Install updated maps and trail signs in Harriet Hollister Spencer Recreation Area by the end of 2023.

**Goal 3:** At the end of each season, review grooming equipment needs and make investments as needed to insure reliability, coverage capacity, and state-of-the-art grooming capability.

- **Objective:** Purchase one additional sled and identify storage for the sled by the end of the 2023-2024 season.

**Goal 4:** Support the development of new and existing adult skiers.

- **Objective:** Identify two “coaches” who will lead and coordinate sessions for adults by November 1, 2023.
- **Objective:** Establish adult technique clinics during the 2023-2024 season.
- **Objective:** Establish a mutually beneficial agreement with Bristol Mountain to allow RXCSF coaching onsite.

**Goal 5:** Support the development of new and existing youth skiers.

- **Objective:** Offer a Youth Development Program that is affordable, open to anyone, and meets regularly (2-4x/month) during the ski season each year.
- **Objective:** Establish a transition plan for the Youth Development Program Director by November 1, 2023 in order to ensure long term viability of the Youth Program.
- **Objective:** Establish background check and basic training (i.e. assault, abuse) process for Youth Development Program coaches and volunteers.

**Goal 6:** Increase opportunities or support for cross country skiing in urban areas and West Side communities by the beginning of the 2024-2025 season.

- **Objective:** Identify Cross Country Ski Champion(s) in March - September 2023 who will lead this initiative.
- **Objective:** Identify key strategies for bringing cross country skiing into the City of Rochester by Fall 2024.
- **Objective:** Implement strategies to increase skiing in the City of Rochester for the 2024-2025 ski season.
- **Objective:** Add and promote a new RXCSF-groomed ski venue on the West Side by the beginning of the 2024-2025 ski season.

**Goal 7:** Support high school, junior, and citizen racing.

- **Objective:** Clarify insurance coverage for JNQs by December 2022.
- **Objective:** Conduct one citizen race in the 2023-2024 season.
- **Objective:** Conduct at least two citizen races per season starting in the 2024-2025 season.
- **TBD:** Objectives related to Section V and Junior Racing.

## **GUIDING PRINCIPLE 2:**

*Promote the sustainability of cross-country skiing in the Greater Rochester NY area.*

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**Goal 1:** Continuously re-evaluate RXCSF goals and strategies to ensure our dedication to keeping skiing viable and relevant in the Greater Rochester NY area.

**Goal 2:** Identify and engage in environmentally-friendly initiatives.

**Goal 3:** Establish a “Home” for RXCSF (RXCSF-owned land or partnership with a public or private entity).

**Goal 4:** Continuously evaluate opportunities for snow-making at RXCSF ski areas.