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**ORGANIZATIONAL DEVELOPMENT**

**Lead:** Board of Directors

* Mission
* Visioning/Planning
* Recruit and retain high-quality staff with skillset to support organizational sustainability

**MISSION STATEMENT**

To create, enhance and preserve exceptional

mountain bike trails and riding experiences

**INTERNAL VISION STATEMENT**

To be the regional leaders in facilitatingcommunity driven efforts to create and maintain sustainable mountain bike trail systems for users of all ages and skill levels

**EXTERNAL VISION STATEMENT**

Excellent mountain bike trails and riding opportunities throughout our region that build a sense of community, improve quality of life and strengthen local economies for generations to come

***Accountability Chart***

***2018-2021***

**MARKETING & OUTREACH**

**Lead:** Chris Benson

**Objective:** Raise awareness of TOMMBA’s mission and work

* Establish Marketing and Outreach Committee
* Create and implement a brand strategy that represents and advances TOMMBA’s mission, vision and values (including case statement/messaging)
* Develop marketing /communications and outreach plan and support materials (annual report)

**Objective:** Define and seek mutually beneficial partnerships

* Determine the need for specific partnerships (e.g. collaborating on back-office work)
* Identify partners
* Prioritize partnership opportunities
* Begin discussions with current and potential partners

**TRAIL BUILDING & MAINTENANCE**

**Lead:** Bo Mayfield

**Objective:** Facilitate construction of new and maintain current mountain bike trails across our region

* Establish Trail Bld. and Maintenance Committee
* Proactively seek new trail opportunities and determine TOMMBA’s role in facilitating trail building initiatives
* Establish a sustainable trail maintenance plan

**Objective:** Define and seek mutually beneficial partnerships

* Determine the need for specific partnerships (e.g. collaborating on back-office work)
* Identify partners
* Prioritize partnership opportunities
* Begin discussions with current and potential partners

**VOLUNTEER MANAGEMENT**

**Objective:** Grow volunteer group in number and diversified skillsets

* Formalize volunteer recruitment, orientation and retention process

**FUND DEVELOPMENT**

**Lead:** Bill Aten

**Objective:** Meet or exceed annual financial goals

* Establish Fund Development Committee
* Establish a diverse funding model including individual donations, grants, membership and corporate sponsorships

**Objective:** Define and seek mutually beneficial partnerships

* Determine the need for specific partnerships (e.g. collaborating on back-office work)
* Identify partners
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**MEMBERSHIP**

**Objective:** Grow membership

* Develop and implement a membership plan and determine member benefits

**STRATEGIC PLAN IMPLEMENTATION**

**Lead:** Steve VanDam

**Objective:** Keep Leads on task & Board informed

* Develop reporting process
* Facilitate communications between committees

**BOARD DEVELOPMENT**

**Lead:** Steve Schnell

**Objective:** Establish effective board governance and leadership

* Establish Board Development Committee
* Define board structure (accountability chart), size and make-up required to support goals
* Define non-profit board member responsibilities, expectations and oversight
* Establish a board member recruitment, orientation and transition (succession planning) process

**FINANCIAL MANAGEMENT**

**Lead:** Robin Stanley

**Objective:** Meet or exceed annual financialgoals

* Establish Finance Committee
* Establish 501(c)(3) status
* Formalize budget planning process to include future needs and projections

**Objective:** Define and seek mutually beneficial partnerships

* Determine the need for specific partnerships (e.g. collaborating on back-office work)
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**GOALS**

**GOAL #1:** Build a sustainable organization

**GOAL #2:** Build strong community support and involvement

**GOAL #3:** Enhance mountain bike riding opportunities throughout our region