



ALBERTA ALPINE

Business Plan 2022-23 Season

For the Future

Business Plan 2022-23 Season

1. ASSUMPTIONS

These are some general assumptions from the past year and into 2022/23.

- Weather will continue to be unpredictable!.
- Covid-19 Pandemic will continue to be something that we will need to manage.
- International is still travel is a concern to some areas.
- Having athletes vaccinated is still of the utmost importance.
- The race community will have to remain flexible, ready to make changes.
- Training and racing at our local resorts on the weekends may be a problem.
- Ski Areas will be operating, cost will increase.
- Younger age groups training more, less racing.
- Communication is of the utmost importance with our members.
- Alberta will continue to have uncertainties in the oil/gas industry.
- Sponsorship/Partnerships will remain difficult to secure.
- Cost of ski racing will continue to make it difficult for the masses to participate in, especially at the higher levels.
- Inflation is a major concern.
- ACA has moved back to running events.

Business Plan 2022-23 Season

2. PRIORITIES OF FOCUS

The intent of the action items for the Priorities of Focus is to ensure that we are aligned with what we consider to be the most important priorities for **5-year Strategic Plan 2023-27** and the upcoming year.

Sponsorship/Partnerships

- a. Continue to work with GMC Canada and the GMC Dealers of Alberta work strengthen our partnership.
- b. Continue to show Sporting Life value in their support.
- c. Continue to work with our uniform sponsors, Karbon to improve both the product and the benefit to Karbon as our official outwear supplier.
- d. Continue to work with Raymond James/Mission Wealth Advisors and AST headgear sponsor.
- e. Secure at least two more AST partners
- f. Two new series partners.
- g. Increase value-in-kind.

Business Plan 2022-23 Season

Grants/Fundraising

- a. AASA team will continue to access as many grants as possible that we are entitled to receive.
- b. Highest Peak Gala this year to maxim potential to generate \$25,000 plus.
- c. Legends Club membership was only 2 members, this number needs to increase to 5 for a revenue of \$25,000.
- d. Online sales with a target of \$5,000.
- e. Work with our partnerships to rejig the “Friends of Alberta Alpine”, the focus would be on the 2021/22 season but would like to get it up and running this season. This program could as well be part of our Alumni program that was looked at last year but did not get any traction.
- f. Organize additional fundraiser, high yielding event.
- g. New Foundation Board, goal is fundraising and increase investments to 1,000,000 in the next 5 years.

Business Plan 2022-23 Season

Communication

- a. Communication needs to continue to improve through our website, Inside Track, Operations Bulletin, Instagram, Facebook.
- b. Alberta Alpine needs to improve its Social Media presence on all our platforms.

Safe Sport

- a. ACA is leading this very important project, every person that is working in the sport needs to get this certification.

AST

- a. Continue to improve the criteria selection for the teams, publish it early summer so clubs understand and know the selection criteria before the season starts. Strive to continue to reduce the team fees for your AST athletes.

Business Plan 2022-23 Season

Mentorship

- a. Have our club athletes train more with other clubs to allow interaction between both the athletes and club coaches.
- b. Speed Sisters spring camp should will be held again, with a strong female coaching staff.
- c. AST coaches and athletes integrate training opportunities with club teams when they can.

Promote Skiing in Alberta

- a. With AASA being a leading organization of skiing in Alberta we need to help improve the visual of skiing and promote it in the province.

New Training & Race Venues

- a. Alberta has very few homologated GS tracks along with speed tracks. We need to work with our partners and clubs to make sure we do not loss any homologated tracks due to unsatisfactory safety.
- b. We need to look at alternative venues for both pre-season and post season training, this should be an Alberta Solution.