

TRAILS MANITOBA

STRATEGIC PLAN 2021-2024



VISION

Our vision is that people in Manitoba will desire and benefit from a fully integrated and supported trail network, linking communities and people throughout the province.

MISSION

To provide the support and resources necessary to promote the development and use of recreational trail throughout Manitoba, thereby improving the overall well being of our communities.

LEADERSHIP:

Be the provincial leader in recreational trails.

- Be the strong voice and advocate for recreational trails.
- Advance the positive impact of trails through relationship building.
- Champion recreational trails as essential to supporting healthy, active, and connected communities.
- Positively contribute to reconciliation with Indigenous Peoples.
- Continually improve the province's recreational trail infrastructure.

MEMBER SUPPORT & PARTNERSHIPS:

Continue to grow & enhance our recreational trails community.

- Increase membership & continually improve overall benefits.
- Connect our members to one another and engage them in our Association.
- Be visible and relevant to members.
- Build partnerships that emphasize the value and importance of trails in Manitoba.
- Establish/strengthen relationships with other related trail organizations.
- Establish strong government connections.
- Strengthen our commitment to support volunteer trail associations and other volunteers.

ORGANIZATIONAL SUCCESS:

Thrive & be resilient.

- Embrace continuous improvement.
- Be proactive in securing funds.
- Enhance organizational capability through adequate succession planning.
- Inspire and support excellence in staff.
- Foster and recruit diverse Board members.
- Be proactive in legacy planning.

SUSTAINABILITY:

Be an industry leader in environmental & economic development.

- Make trails more desirable to users.
- Enhance signage, print, and online materials to help trail users explore the trail.
- Promote sustainable use of trails.
- Continue to make positive advancements in environmental conservation.
- Strengthen overall support for trails by reinforcing positive economic and social development.