

# TRAILS MANITOBA

## STRATEGIC FRAMEWORK



### VISION

A Manitoba where everyone is connected to trails.

### 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 enhance 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 design and use of trails.
- Continue to make positive advancements in environmental conservation.
- Strengthen overall support for trails by reinforcing positive economic and social development.