

SHERWOOD PARK CURLING CLUB
Strategic Plan 2021 – 2026



SPCC: A Curling Club for Life!

Vision

SPCC is recognized as Canada's Premier Community Curling Club and Facility.

Mission

To provide an exceptional curling experience in all that we offer.

Strategic Priorities

Enablers: Partnerships, Volunteerism, Strong Governance

- o To **champion** the sport of ***curling*** on behalf of *recreational and competitive curlers alike*.
- o To **sustain** *financial viability and self-sufficiency*.
- o To **leverage** SPCC leadership and management **strengths**.
- o To **deliver** outstanding ***services and programs*** that are second to none.
- o To **pursue** facility **enhancements** to create a world class curling facility.

Guiding Principles

We are

- o **Inclusive:**
 - We embrace all comers and appreciate each person for who they are.
- o **Respectful:**
 - We treat everyone with dignity and honesty and recognize individual differences. We generate trust and kindness.
- o **Community Oriented:**
 - We value connections and a sense of belonging.
- o **Fun Loving:**
 - We welcome the joy and cheer afforded by friendly competition and the accompanying comraderie and companionship.
- o **Safety Focussed:**
 - We maintain a safe environment for the well-being and enjoyment of all participants.
- o **Excellence Driven:**
 - We believe in what we are doing and strive for constant betterment in all that we undertake.