



2017-2022 STRATEGIC PLAN

MISSION

Inspiring people from all corners of our community to live actively.

KEY MESSAGE

Let's Go, RVA

CORE OPERATING VALUES

Engage Underserved Populations

Build Innovative Culture

Diversify Funding Sources

WWW.SPORTSBACKERS.ORG

GROW ADVOCACY FOR BIKE & PEDESTRIAN INFRASTRUCTURE



Add **70 miles** to bike network



Save lives by encouraging **safe walking and biking**



Help **secure \$15M/year** in infrastructure funding

SUPPORT ACTIVE LIVING PARTNERSHIP NETWORK



Create a **national active living conference**



Provide **\$785k** over 5 years for partners and scholarships



Support advocacy for **school fitness policies**

CREATE DIVERSE EVENT OPPORTUNITIES



Transform our 12 existing **events**



Create **7 new** innovative **events**



Support and **grow local sports tourism**

PROVIDE GROUP FITNESS PROGRAMS THROUGHOUT RVA



Grow fitness classes from 40 to 120 per week



Support **youth running** and **fitness clubs**



Host fun, socially engaging **training programs**