2022-2027 STRATEGIC PLAN
Inspiring People to Live Actively

ENERGIZING THE COMMUNITY THROUGH EVENTS

- Reinvest in significant events
- Expand place branding, corporate wellness, and goal-setting, impacts of all events
- Create six new events
- Organize youth fun runs at 40 schools

ADVOCATING FOR ACTIVE LIVING INFRASTRUCTURE

- Build 43-mile Fall Line trail
- Add 140 miles of bike/pedestrian infrastructure
- Advocate for an outdoor adventure center
- Build an active living hub for the region

HOSTING GROUP FITNESS PROGRAMS

- Double weekly fitness classes from 60 to 120
- Inspire 4,000 youth through 70 fitness clubs
- Train 5,000 people to complete running events
- Create scholar-athlete leadership program

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