



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