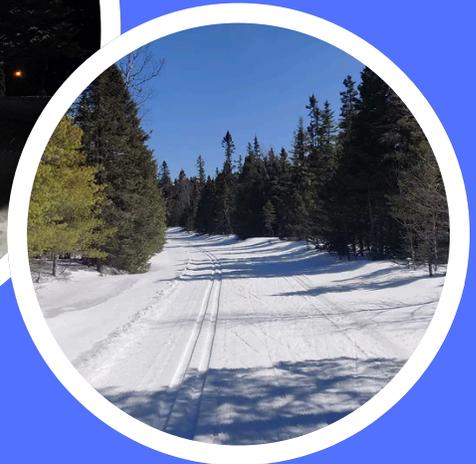




2026 – 2030 STRATEGIC PLAN

connecting Superior Country with Superior Trails
– building skills, confidence, and community through winter adventure.





MESSAGE FROM THE PRESIDENT

On behalf of the Marathon Cross Country Ski and Snowshoe Club, I want to extend my deepest thanks to our members, community partners, and residents for your invaluable contributions throughout our strategic planning process. Your voices, ideas, and enthusiasm have been instrumental in shaping a clear and forward-looking direction for the club over the next five years.

The MCCSSC has a long and proud history of providing affordable, high-quality outdoor recreation opportunities in Marathon. For decades, our well-groomed trails, welcoming chalet, and enthusiastic volunteers have made the club a cornerstone of community life during the long winter months. Whether introducing children to skiing for the first time, hosting events that bring people together, or providing a peaceful place to explore the outdoors, our mission has always been rooted in community, health, and connection.

This strategic plan builds on that strong foundation, outlining our collective vision to grow participation, strengthen partnerships, and ensure that cross-country skiing and snowshoeing remain accessible for future generations. It reflects not only our goals for infrastructure and programming but also our commitment to the values that define us: inclusivity, stewardship, and a shared love of winter adventure.

As we look ahead, the future of the club is bright. With renewed energy and collaboration, we aim to enhance our trails, expand programming that engages residents and visitors alike, and continue inspiring a deep appreciation for the outdoors. Through strong partnerships with local schools, organizations, and community leaders, we will continue to make Marathon a destination for winter recreation and a symbol of the strength that comes from working together.

I am incredibly grateful for everyone who took the time to share their ideas and experiences throughout this process. Your input will help guide our efforts as we move forward with purpose, passion, and pride. Together, we will continue to build on our successes, welcome new members, and celebrate the spirit of winter in Superior Country for years to come.

Warm regards,

A handwritten signature in black ink that reads "Mitchel Hatton". The signature is written in a cursive style.

Mitchel Hatton
President, MCCSSC

MISSION

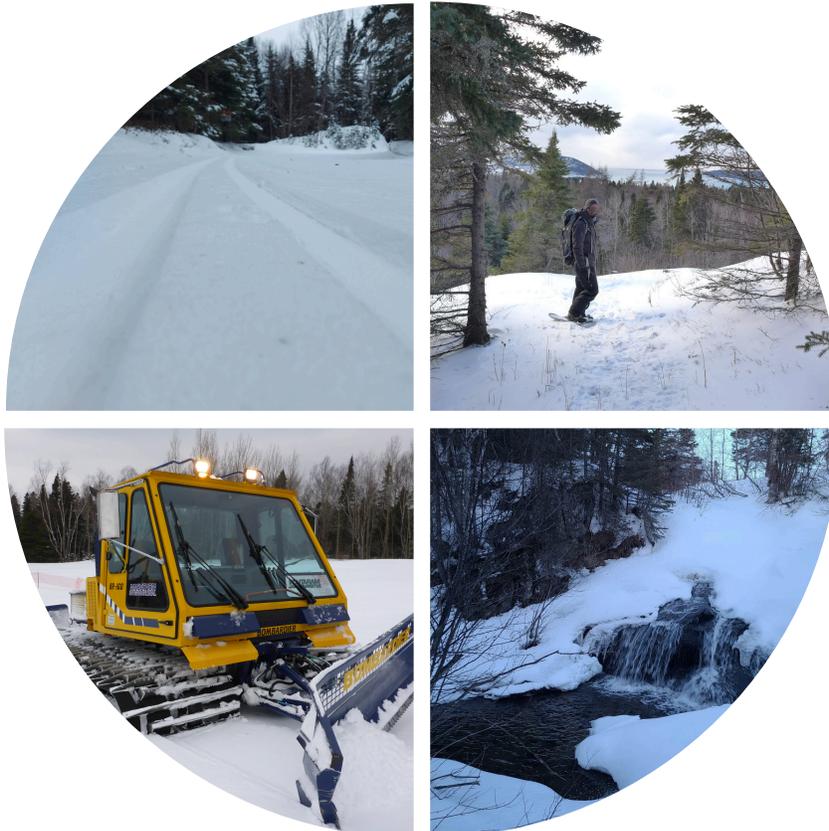
To provide affordable, high-quality cross-country skiing and snowshoeing facilities and programs that foster broad community participation and the development of winter recreation in Marathon and the surrounding area.

VISION

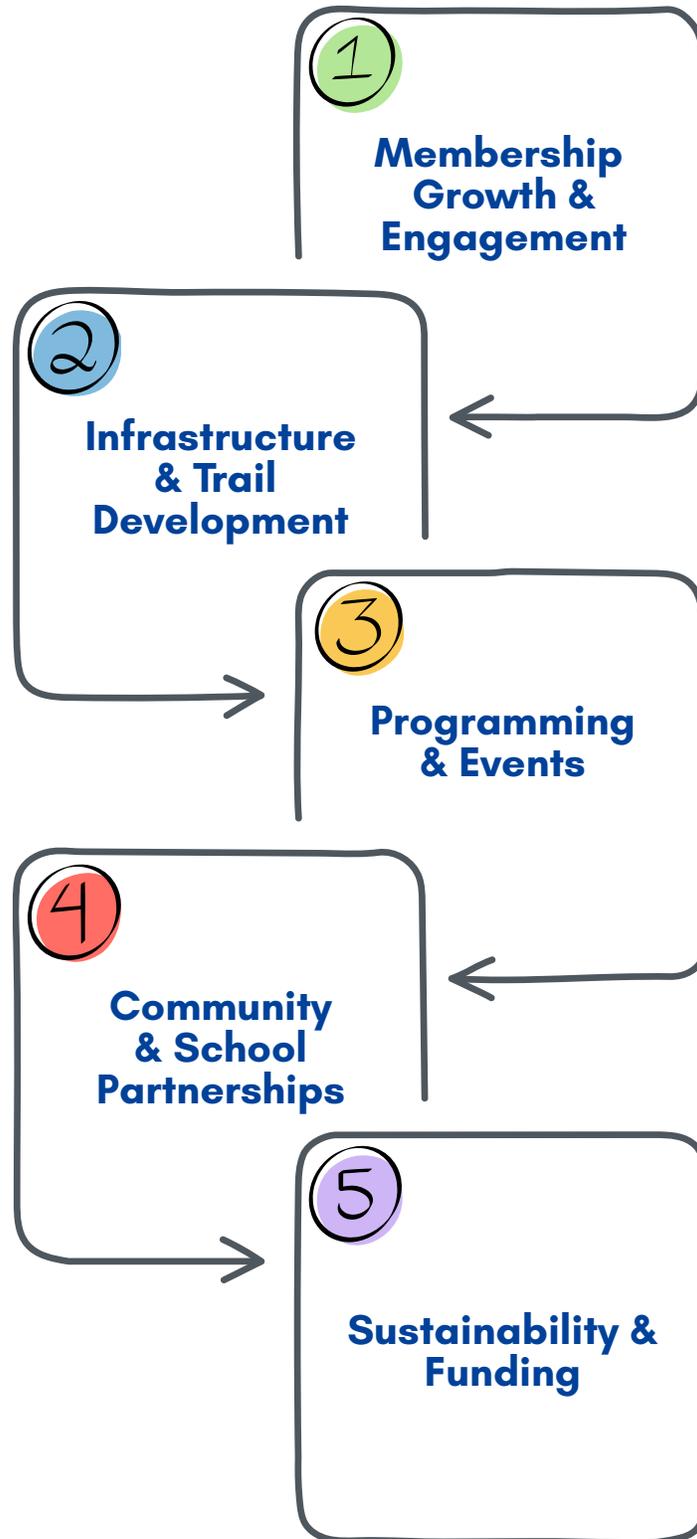
Connecting Superior Country with Superior Trails – building skills, confidence, and community through winter adventure.

VALUES

- **Recreation:** Promoting outdoor activity, health, and fitness
- **Inclusivity:** Ensuring all individuals feel welcome and represented
- **Accessibility:** Minimizing barriers such as cost, equipment, and transportation
- **Equity:** Respecting and incorporating diverse voices in decision-making
- **Stewardship:** Caring for the environment and maintaining sustainable operations
- **Community Engagement:** Fostering partnerships and volunteerism



STRATEGIC DIRECTION





1 Membership Growth & Engagement

Strategic Actions:

- Partner with local schools for integrated phys-ed programs
- Introduce themed and social events
- Explore options to allow skijoring to meet growing demand
- Offer family and youth passes, and senior programming during weekdays

2 Infrastructure & Trail Development

Strategic Actions:

- Apply for funding & grants for capital improvements
- Prioritize trail brushing, signage clarity, and chalet upgrades
- Enhance lighting for night skiing and overall safety

3 Programming & Events

Strategic Actions:

- Launch official youth training programs (e.g., Jackrabbit, Track Attack)
- Coordinate with regional ski clubs for joint events
- Explore partnerships for off-season programming like disc golf

4 Community & School Partnerships

Strategic Actions:

- Work with outdoor education programs (e.g., trail maintenance learning)
- Co-host events with the Marathon Family Health Team, Library, and others
- Engage local First Nations for cultural outdoor programming

5 Sustainability & Funding

Strategic Actions:

- Develop multi-year budgeting plans
- Launch annual membership drives and sponsorship campaigns
- Create volunteer incentive programs (e.g., skill-building, recognition)

ACKNOWLEDGEMENTS

We gratefully acknowledge the support of the 2024-2025 MCCSSC Board of Directors, whose leadership and dedication have guided the club through both challenges and opportunities. Their hard work has been essential in shaping this strategic plan and setting a clear course for the future.

We also extend our sincere thanks to our community partners, including schools, local organizations, sponsors, and the Town of Marathon, whose collaboration and encouragement allow us to deliver quality programs and maintain our facilities. Their ongoing partnership ensures that we can continue to grow, innovate, and welcome more people to our trails each season.

Finally, we wish to recognize the many residents and club members who completed our strategic planning survey and shared their experiences, hopes, and ideas. Your feedback provided valuable insight into what matters most to our community and helped us identify priorities that will guide our work for years to come.

Together, with the contributions of our board, partners, and community, the MCCSSC is well-positioned to carry forward its mission and vision, ensuring that Marathon remains a vibrant hub for winter recreation and connection to the outdoors.

