

# 2020 – 2024 Strategic Plan Overview



## Vision Statement

To support and promote the resources for defining and sustaining a unique Hastings County network of quality trails.

## Mission Statement

To stimulate economic growth by being a leading resource for trails related education, a catalyst for trail development, and to encourage the use of trails to improve quality of life while enjoying the natural beauty, culture and history of Hastings County.

## VALUES



### Leadership

To lead the regional trails community through vision, strategy, purpose, and collaboration. By committing to authenticity and continuous advancement, our selfless service should enhance economic growth for our communities and partners.



### Collaboration

Our strategic approach is founded in community and industry collaboration. Acting as the unifying body for all partners in trails, ensures every stakeholder is heard and supported, resources are shared across organizations, and open communication is standard protocol.



### Stewardship

As stewards of our natural environments, HDTI is dedicated to preserving our rugged wilderness, and the plants and creatures that call it home. In our role as guardian, we respect the delicate relationship between people and land; past and present.



### Sustainability

We are committed to developing a model of enhanced sustainability by nurturing community support and mindfulness, leveraging government funding and developing creative revenue streams.



### Innovation

We are committed to evolution and excellence. By focusing on global emerging trails trends in strategy, education, development, research, uses, and communication, we will continue to use best practices to challenge the status quo.



### Integrity

We are committed to conducting fair, equitable, respectful, transparent and honest business practices with no conflict of interest.

## STRATEGIC PRIORITIES

### Board Governance

Create an effective board and board committee structure.

### Collaboration

Create a collaborative working environment with trail partners and stakeholders.

### Product Development

Build relationships with landowners to assist with the enhancements and expansion of existing trails and the development of new trails.

### Marketing & Communications

Build profile of the County as a destination for trail activity contributing to the economy and quality of life while increasing the safe and responsible use of trails.

### Sustainability

Ensure financial stability and long-term continuity of Hastings Destination Trails Inc. through a solid and diverse funding base.