



MANITOBA CYCLING ASSOCIATION

2025 Strategic Plan

Our Vision

To inspire a thriving cycling culture that enriches the lives of Manitobans through participation, community, and excellence in the sport.

Our Mission

To promote the growth of the Sport of Cycling in Manitoba.

Our Values

- **Capacity Building:** *"We will continually seek ways to advance our mission and as a result, have a positive impact on our community".*
- **Community Champions:** *"We will partner with community leaders to promote our mission and vision".*
- **Connection:** *"We are united in purpose while respecting the unique ways that people contribute to our sport. We share opening to support our collective progress towards our goals"*
- **Fun:** *"We will celebrate the joy of cycling and encourage all ages and ability levels to ride".*
- **Integrity:** *"Our words will match our action. We will seek to be trustworthy, authentic, and honest in all we do".*
- **Pursuit of Excellence:** *"We strive for excellence in our organization, our people, and our performance. We celebrate the rich history of cycling and recognize our successes".*

Strategic Pillars + Priorities

Pillar – ‘Sport Initiation’: We will support our clubs in the development of athletes, participants, and systems to ensure the growth of cycling across Manitoba.

Pillar – ‘Performance Pathway’: We will recruit, identify & train athletes to achieve success at the highest level of performance. We will provide leadership to deliver quality programming.

1. Priority - Grassroots Growth (2025):

- a. Marry HopOn games with Kids of Mud skills curriculum
- b. Strength athlete pathway (bridge the gap): Kids of Mud – Devo One
- c. Youth (Sport): establish fun youth club racing
- d. Achieve podium result(s) at Canada Games
- e. Active for Life: community clinics, try-it rides, female participation, Bison Butte development
- f. Conduct quadrant review of Provincial Cycling Program

Pillar – ‘Technical Leadership’: We will have competency based technical capacity to support our clubs and athletes.

1. Priority – Officials Development (2025):

- a. Risk Management: Combine annual race organizer and commissaire meeting. One for each cycling sport: Road, MTB, CX
- b. Increase officials’ benefits merch, licensing + training reimbursement
- c. Zone 4 timing system sponsorship

2. Priority – Coach Development (2025):

- a. Provincial Coach credentials – Comp Dev Certification
- b. Provincial Coach support – Intro to Comp development
- c. Mandatory Respect in Sport training
- d. Community coach tiers (remove barriers to entry)
- e. Develop Coach Learning Facilitator
- f. Broaden opportunities for HopOn Instructors
- g. HopOn games integration to support community coach
- h. Professional Development: Charlotte Batty (Winnipeg + Neepawa)

Organizational Effectiveness: We will have the capacity (both human and financial) necessary to lead the organization with an efficient and effective governance and organizational structure.

a. Priority – Governance (2025):

- a. Identify community needs: Start-Stop-Keep
- b. Establish sub-committees with community leaders
- c. Board Governance training
- d. Establish Board Nominations committee
- e. Mission + Vision Review

b. Priority – Marketing (2025):

- a. Promotion of Sanctioned Events
- b. Monthly Newsletter
- c. Acknowledge Community Champions: Individuals and clubs

c. Priority – Clubs + Events (2025):

- a. Annual Club President's meeting
- b. Launch internal event: Tour de Riding Mountain (TDRM)
- c. Improve timeliness of event information (Website/social media/Newsletter)
- d. Annual Survey to identify opportunities and areas for improvement
- e. Identify a director-at-large board position to support rural engagement

d. Priority – Safesport (2025):

- a. Commissaire/Race Organizer meetings – all sports
- b. Provincial Program support: Rule of two

e. Priority – Revenue Generation (2025):

- a. Financial investment
- b. National Sport Trust Fund – Bison Butte trails
- c. Bison Butte dig night – sponsorship
- d. Provincial Program fundraising initiative
- e. Movement towards Sustainable programming

Our Commitment to Members

Your voice matters. Together, we shape the future of cycling in Manitoba. We will continue to engage with members through surveys, forums, and the Annual General Meeting to ensure your input guides our direction.

How You Can Get Involved

- Become a member or renew your membership.
- Volunteer at events or on committees.
- Share your ideas — your feedback helps shape our programs and priorities.
- Follow us and stay connected:

Manitoba Cycling Association

Website: <https://mbcycling.ca/>

Instagram: https://www.instagram.com/manitoba_cycling

Facebook: <https://www.facebook.com/ManitobaCycling/>