

HURL Business Plan for 2010-2011

Goals and Strategies

Goal 1: Provide the Highest Quality Ultimate Leagues & Programs

Key Strategies:

- Secure the highest quality 'Ultimate' fields available
- Enhance Club administration, governance, and services
- Improve Halifax Ultimate website and services provided online
- Maximize product offerings and membership value to all members
 - Halifax Ultimate branded gear and discs
- Continue to explore developments for getting our own ultimate fields
- Ensure financial viability and sustainability of Halifax Ultimate
- Continue to offer new leagues and expand on current leagues when appropriate
 - Introduce 2nd winter league at Canada Games Centre
- Better recognition of league champions and exceptional volunteers of Halifax Ultimate
 - Purchase league trophy

Goal 2: Development of Ultimate Players

Key Strategies:

- Continue to help Disc NS establish a stronger Juniors Program in NS
- Provide organized coaching and educational programs for players, captains, and teams
- Improve skills, comprehension, and SPIRIT of the Game across all levels of play
- Support and enhance high competition players and programs
- Promote and develop tournaments in Atlantic provinces

Goal 3: Social Activity

Key Strategies:

- Cultivate a sense of community and loyalty within Halifax Ultimate
- Provide high quality events for all members
- Advance volunteers program in recruitment, support, and appreciation

Goal 4: Enhanced Community Involvement

Key Strategies:

- Establish a network of communications and alliances
- Promote awareness of Halifax Ultimate and the sport of Ultimate
- Build corporate partnerships/sponsorships