



## **WBC Vision**

Establish WBC as the center of excellence for community (recreational and competitive) rowing in the Upper South region.

## **Mission**

Provide a high quality rowing experience, in a positive environment, to members of the surrounding communities from every skill level, age, and background.

To accomplish this, we must focus on developing outstanding coaching and quality training facilities and equipment while doing all that is possible to create a broad range of rowing opportunities for those across the rowing spectrum. No rower's potential or access should be limited by our programs or cost.

As a steward of this approach to rowing, we must continually attack the cost of participation, raise public awareness of what we have to offer, reassess the effectiveness of existing programs, and be willing to explore new program development.

To do so effectively, we must be engaged with US Rowing and local rowing organizations to develop a regional rowing community that supports our shared goals.

## **Approved 2020 Strategic Imperatives**

1. Build membership across rower groups to optimize fleet/facilities efficiencies, to offer rowers a variety of programs, and to support professional coaching
2. Progress facilities development, implementing new traffic flow and parking improvements, funding initial boat house survey, architecture, and permitting, and building Capital Fund adequate to start B.H. construction in 12-15 months
3. Continue to provide outstanding rowing experience, and build rowing options for adaptive rowing and for Organization Team Building/LTR to build greater community rowing opportunities that can help support Club/Coaching needs
4. Refine organization from 2019 learnings for more effectively managing operations and facilities growth, building on our expanding volunteer foundation needed to provide continuity of leadership over time
5. Establish greater financial stability and revenue and expense management with the objective of providing affordable rowing for the community and financing facilities development