

Duluth DEVO Mission, Vision, and Strategic Priorities

Mission: *Duluth DEVO builds strong bodies, minds, and relationships through lifelong cycling.*

2025 Vision: *Duluth DEVO will be the leading Duluth-area organization where any youth can grow and thrive in an inclusive mountain biking community led by skilled and caring coaches.*

Strategic Priorities

1. Provide high quality programs for all riders.

- 1A.** Offer programs that are inclusive of varying riding abilities and multiple riding styles.
- 1B.** Provide coaching and programming to help performance-oriented riders to set and meet their goals.
- 1C.** Provide coaching and programming that offers fun and social experiences with a grounding in skill development.

2. Cultivate a high-performance Duluth DEVO coaching team.

- 2A.** Establish a well-defined leadership structure.
- 2B.** Articulate a coherent and appropriate philosophy.
- 2C.** Develop a comprehensive training program.
- 2D.** Cultivate a greater number of more empowered female coaches.
- 2E.** Establish a consistent, meaningful, and fair compensation system.

3. Lower barriers to participation in Duluth DEVO.

- 3A.** Create a welcoming and inclusive culture.
- 3B.** Formalize and strengthen the scholarship program.
- 3C.** Support the provision of need-based low-cost or no-cost bikes.
- 3D.** Support the development of additional local race events.
- 3E.** Support programs that expose more kids to mountain biking.

4. Develop a high-performance Duluth DEVO board of directors.

- 4A.** Recruit and maintain a minimum nine-member board with an array of relevant skills and expertise.
- 4B.** Establish a well-functioning basic committee structure.
- 4C.** Achieve a high level of leadership engagement from all members.

- 5. Increase Duluth DEVO's organizational capacity to fulfill the mission.**
 - 5A.** Develop a business plan and integrate highlights in strategic plan.
 - 5B.** Develop a fundraising plan to be implemented by a development committee.

- 6. Strengthen the relationship between Duluth DEVO and the community.**
 - 6A.** Cultivate partnerships with schools, colleges, nonprofits, and local governments.
 - 6B.** Cultivate corporate sponsors.
 - 6C.** Engage the team in community service projects.