



Telemark Nordic Strategic Priorities Timeline (2021-2025)

Strategic Initiative	Action	2021	2022	2023	2024	2025
Programs:						
Integration/Planning	Hire a program director/coordinator					
Integration/Planning	Integrate Masters Biathlon and Ski programs					
Beginner Programs	Build Beginner "Learn to" Programs/Packages					
Beginner Programs	Create Youth/School Academy Programs					
Infrastructure:						
Trail Enhancements	Trail Signage Upgrade					
Trail Enhancements	Trail Maps Upgrade					
Trail Enhancements	Trail Diversity					
Trail Enhancements	Trail Expansion					
Parking	Expand Parking					
Parking	Manage Parking Safety					
Facilities	Build Cabins/Warming Huts					
Facilities	Expand Chalet					
Facilities	Expand Race Center					
Guest & Member Experience:						
Social Activities	Social Skiing Programs					
Social Activities	Hire Guest/member Services Liason					
Marketing/Communications	Contract/Hire a Social Media Consultant					
Marketing/Communications	Strategic Partnerships					
Beginner Support	Hire Guest/member Services Liason					
Beginner Support	Upgrade Online Information					