



## Sport Development

### Accomplishments:

**Speed Week:** Planned to reintroduce "Speed Week," which aligns with several strategic plans developed in the previous year, however did not proceed due to lack of funding.

**Operational Planning:** Identified opportunities for promotions and retention with planning committee.

### Operational Challenges & Review:

**Committee Consistency & Execution:** While the SDC has significant potential to lean into and develop the "Builder" pillar, the committee experienced challenges with regular meeting attendance this past year.

**Champion:** The SDC has the capacity to champion numerous initiatives under this pillar; however, maximizing committee effectiveness remains an area requiring focused structural improvement.

### Future Opportunities

**Member engagement, promotion, and retention** should remain priorities to develop speed skating.

**Revenue Generation:** Exploring and implementing fundraising initiatives at provincial competitions, including silent auctions, 50/50s, and related event-based activations

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