

# Searchmont Ski Association Inc. - SSAI

**Vision, Values, Pillars**



**August 22, 2016**

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## Vision

With exceptional service, we will promote a healthy, active lifestyle while utilizing our unique natural resources to provide memorable, year-round adventure experiences for all ages & abilities.

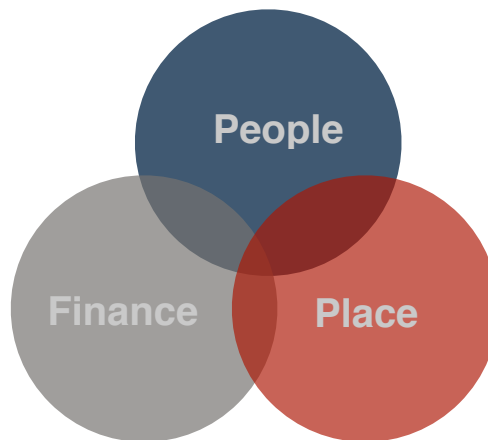


## Values

- **Lead with Enthusiasm** - Have Fun
- **Collaborate** - Teamwork, Partnerships, Community Involvement
- **Inclusive** - Youth, Accessibility, Newcomers, Promote Learning
- **Dependable** - Operations, Hours, Staffing, Messaging
- **Ownership** - Respect for others & Community Hill
- **Integrity** - Environmental Stewardship, Community Respect

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## Pillars of Success



### People

Engaged, Enthusiastic & Passionate Employees - Ambassadors of vision & values  
Excited, Positive & Happy First Time & Returning Guests  
Driven, Supportive & Active Partners - aligned with vision & values

### Place

Make the hill a top of mind, one of a kind “destination” for locals, travellers, businesses & families  
Promote the natural beauty, rawness and wonder of the hill, its first class terrain & its surroundings  
Educate others on the historical significance of Searchmont & share the story  
Promote the hill as a culturally significant part of the Algoma Region

### Finance

Ensure the hill is sustainable & financially supported for the near & long-term  
Seek new, creative & innovative opportunities to enhance our offering  
Continuous year round focus on business development & partnerships