



2025 - 2026

STRATEGIC PLAN

PREPARED BY: LM CREATIVE 2025

WMO STRATEGIC PLAN 2025-2026

Prepared by LM Creative, May 2025

ABOUT THIS REPORT

This Strategic Plan outlines the purpose, priorities, and intended actions of the Whiteshell Marketing Organization (WMO). It consolidates the WMO's vision for local tourism growth, outlines the strategic pillars that will guide activities, and prioritizes a set of goals and initiatives. The document is intended to provide a practical roadmap for the WMO board and its members, while also giving community partners and stakeholders a clear understanding of the expected outcomes and resource needs.

PURPOSE AND USE OF THIS REPORT

This plan is intended to:

- Guide day-to-day operations and annual work planning for the Whiteshell Marketing Organization.
- Establish transparent priorities for WMO board consideration.
- Support funding applications and partnership negotiations by clarifying project scope and expected benefits.
- Provide a consistent reference for performance monitoring and public reporting.

Use this plan when preparing budgets, grant applications, partnership agreements, implementation schedules, and progress reports.

DISCLAIMER

This Strategic Plan is an operational and strategic guidance document prepared for the Whiteshell Marketing Organization. It does not replace statutory or regulatory approvals, and individual projects remain subject to available funding, volunteer capacity, and external constraints. Any cost estimates, timeframes, and resource needs are best-effort projections based on available information at the time of drafting and are subject to change as projects progress. The WMO is responsible for final implementation decisions. This document is intended to be reviewed and updated regularly to reflect changes in budget, stakeholder priorities, and grant availability.

PREPARED BY

Cyndie Mitchell, LM Creative, 204-213-0619, cyndie@lmcgrow.com

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INTRODUCTION

The Whiteshell Provincial Park is a premier destination in Manitoba, renowned for its pristine natural landscapes, rich cultural heritage, and diverse range of tourism offerings. As a volunteer-driven, non-profit organization, the Whiteshell Marketing Organization (WMO) stands at the intersection of this natural beauty and a growing tourism economy, working to promote the region and support its business community.

This strategic plan represents the WMO's commitment to a more focused, proactive approach to regional development. It is a strategic framework that moves beyond day-to-day operations to outline a clear roadmap for long-term planning, community collaboration, and sustainable growth. This document reflects the collective vision of the WMO Board of Directors, informed by a SWOT analysis and guided by its core mission to serve its members and visitors.

Rather than relying on top-down solutions, this plan is built around four strategic pillars: Marketing the Whiteshell, Business and Community Collaboration, Organizational Sustainability, and Destination Events and Tourism Experiences. These pillars provide direction for our efforts and are supported by a set of specific, measurable, and achievable goals.

This plan does not address every challenge the region faces. Instead, it offers a guide for steady, meaningful progress, tailored to the realities of a vibrant, volunteer-driven organization. It supports the long-term vision of a destination where businesses thrive and visitors and residents alike can experience a sustainable and prosperous future.

MISSION STATEMENT

Why We Exist

To promote the Whiteshell as Manitoba's premier destination by showcasing its natural beauty, cultural heritage, and tourism opportunities. As a volunteer-driven, non-profit organization, we serve our members and visitors through impactful marketing that increases tourism and supports the region's growth and sustainability.

VISION STATEMENT

What We're Striving to Create

To cultivate a united and prosperous business community within the Whiteshell, where businesses thrive, and visitors from around the world experience a vibrant, sustainable destination renowned for its breathtaking landscapes, cultural richness, and year-round tourism opportunities.

VALUES

Our Guiding Principles for Decisions and Actions

Economic Empowerment: We are dedicated to boosting economic opportunities and supporting the growth of local businesses by focusing on achieving measurable outcomes that contribute to the region's economic growth.

Sustainability: We promote and support sustainable practices that benefit the environment and long-term growth.

Regional Pride: We celebrate the unique character and potential of the Whiteshell region.

Collaboration: We work closely with local businesses, local organizations and stakeholders to drive collective success.

Integrity: We operate with transparency, honesty, and accountability. We are a reliable partner that upholds the best interests of the region and stakeholders.

Visionary Thinking: We look beyond the present to anticipate future growth opportunities for our community.

S.W.O.T ANALYSIS

Examining the Strengths, Weaknesses, Opportunities, and Threats

STRENGTHS

An overview of the WMO's core assets and the Whiteshell's defining advantages.

The Whiteshell Provincial Park is a jewel in Manitoba's landscape, a vast and rugged expanse of Precambrian Shield, boreal forest, and over 200 pristine lakes. Its immense natural appeal is a fundamental strength, offering a highly marketable backdrop for tourism. This stunning landscape has cultivated an established and loyal visitor base, drawn from generations of cottagers, campers, and day-trippers who have long cherished its beauty. The park's proximity to major population centers, particularly Winnipeg, makes it a convenient and highly accessible getaway, ensuring a constant stream of new and returning visitors throughout the year.

The Whiteshell Marketing Organization (WMO) leverages this foundational strength with a deep, personal understanding of the region. The WMO board and team members possess decades of local expertise and a passion for the cause, having lived and worked within the park. This year-round presence provides "boots on the ground" insights, ensuring that marketing efforts are not just creative and innovative but also reflect the lived experiences of the community. This intimate knowledge base enables the organization to establish strong relationships with local business owners and effectively address their challenges.

The strength of the Whiteshell tourism economy is further enhanced by its diverse appeal. It is a four-season playground that caters to a wide range of interests. From summer activities like boating, fishing, and hiking on trails, to winter pursuits such as cross-country skiing, snowshoeing, and ice fishing, the park offers something for everyone. This diversity is complemented by skilled partnerships with local talent, such as photographers, who help capture and showcase the park's allure.

Beyond its recreational offerings, the Whiteshell is a place of rich cultural and historical significance. The park is home to the ancient Bannock Point Petroforms, sacred sites where stones are arranged to convey teachings and stories. The history of the fur trade and early settlement also adds layers of heritage that provide unique opportunities for cultural tourism. Highlighting these elements helps to attract a broader audience and provides a more meaningful experience for visitors.

The combined power of the Whiteshell's natural beauty, its established tourism market, and the WMO's dedicated, knowledgeable team forms a robust foundation for future growth. It is a community of people deeply committed to promoting a place they love, ensuring its legacy as a premier destination for generations to come.

IDENTIFIED STRENGTHS

The following is a list of strengths identified by the WMO board and strategic planning process.

1. **Natural Appeal:** The Whiteshell's stunning landscapes and natural beauty make it highly marketable.
2. **Established Tourism Base:** The park already attracts a loyal and substantial visitor base.
3. **Business Understanding:** Shared experiences with business members help us address their challenges effectively.
4. **Local Expertise:** Decades of knowledge about the Whiteshell enhance our insights.
5. **Creative Thinking:** We excel in artistic and innovative problem-solving.
6. **Hands-On Skills:** Practical abilities to maintain and enhance privately owned spaces and assets, supporting the overall visitor experience.
7. **Passion for the Cause:** A deep love and commitment to promoting the Whiteshell.
8. **Strong Relationships:** Established connections with governing bodies, Travel Manitoba, and TIAM.
9. **Year-Round Presence:** Team members living in the park provide "boots on the ground" insights.
10. **Skilled Partnerships:** Access to professional talent, such as local photographers, enhances our marketing.
11. **Diverse Audience Appeal:** Activities and attractions cater to a wide range of interests, from nature enthusiasts to adventure seekers.
12. **Proximity to Major Markets:** The park's location is accessible to Winnipeg and surrounding communities, offering a large potential visitor pool.
13. **Rich Cultural and Historical Significance:** Opportunities to highlight Indigenous heritage and local history to attract cultural tourism.

WEAKNESSES

An overview of the internal and external challenges facing the WMO.

Despite its many strengths, the Whiteshell Marketing Organization (WMO) operates within a unique set of challenges inherent to its structure and environment. As a volunteer-driven, non-profit, the WMO's most significant weakness is its limited organizational capacity. The board is a small, dedicated group of individuals who, despite their deep passion for the Whiteshell, are often stretched thin by their committee work and primary business responsibilities. This creates a small volunteer pool, leading to post-COVID fatigue and burnout, which can hinder the momentum of new initiatives.

Financial constraints are another persistent hurdle. Securing consistent and adequate funding for marketing campaigns and organizational initiatives remains a key challenge. This resource disparity puts the WMO at a disadvantage compared to larger, urban-based tourism organizations that have access to more significant resources and professional staff. The lack of administrative infrastructure can make it difficult to manage day-to-day operations and execute ambitious long-term plans effectively.

Beyond internal limitations, the WMO also faces external factors beyond its control. The seasonal nature of tourism in the Whiteshell creates a natural inconsistency in visitor numbers, particularly in the shoulder and winter seasons. While the park is a four-season destination, consistently attracting visitation and generating business revenue throughout the year presents a significant marketing challenge.

The most impactful external weakness is the organization's dependency on government authorities. Operating within a provincial park means the WMO must navigate bureaucratic red tape and regulatory hurdles for any development. The speed of progress and implementation of new initiatives can be stifled by the need to wait for government approvals.

Furthermore, the WMO's promotional efforts are sometimes undermined by Manitoba Parks' inconsistent infrastructure maintenance. When facilities, trails, or essential services are not consistently maintained, it can negatively impact a visitor's experience, creating a disconnect between the WMO's marketing efforts and the on-the-ground reality. These issues, although outside the WMO's control, still pose challenges for a group dedicated to ensuring positive visitor experiences and promoting the region.

IDENTIFIED WEAKNESSES

The following is a list of weaknesses identified by the WMO board and strategic planning process.

1. **Limited Volunteer Base:** A small pool of volunteers for board roles, leading to heavy workloads for members.
2. **Time Constraints:** Board members juggle committee work with their primary business responsibilities.
3. **Funding Limitations:** Securing adequate funding for initiatives remains a key challenge.
4. **Resource Disparity:** As a rural organization, access to resources and opportunities is limited compared to urban counterparts.
5. **Organizational Capacity:** Limited administrative resources and structure to effectively manage operations.
6. **Post-COVID Fatigue:** Board members are experiencing burnout from ongoing demands and responsibilities.
7. **Regulatory Hurdles:** Navigating bureaucratic red tape and regulatory challenges for development within Manitoba Parks.
8. **Seasonal Visitation Inconsistency:** Natural seasonality fluctuations in visitor numbers present a challenge for the WMO in maintaining consistent visitor attraction numbers in the shoulder and winter seasons.
9. **Dependency on Government Authority:** The requirement to seek government approvals and wait for decision-making and infrastructure development can delay or stifle progress and initiatives.
10. **Inconsistent Infrastructure Maintenance by Manitoba Parks:** The lack of timely maintenance, such as unclean facilities, poorly maintained trails, or early shutdowns of services (like water at campgrounds), can negatively impact visitors' experiences. This inconsistency creates challenges for the WMO, as it relies on positive guest experiences to promote the region and attract tourism, especially when such issues are outside the WMO's control.

OPPORTUNITIES

An overview of the emerging opportunities for the WMO and the Whiteshell.

The Whiteshell stands at a pivotal moment, poised to capitalize on several emerging opportunities that can drive its long-term growth and success. The ongoing shift in travel trends, with more people choosing to stay closer to home, particularly from nearby markets like the United States, presents a significant chance to market the Whiteshell as a premier, accessible destination for regional and cross-border tourism. This is further supported by the park's proximity to Winnipeg and a strong, loyal tourist base that serves as a powerful foundation for expanding marketing efforts and encouraging repeat visitation.

A key opportunity lies in the changing demographics and investment landscape. The influx of new business owners and residents to the region brings fresh ideas, creative energy, and potential for increased involvement in local initiatives. This growing private investment opens doors for new funding models and strategic partnerships, which can help overcome some of the WMO's resource limitations. Additionally, the increasing interest from newcomers to Canada to explore the region offers a chance for the WMO to connect with a broader, more diverse audience through inclusive and targeted marketing.

The WMO can leverage its internal strengths to address external challenges. Its creative and artistic thinking can be applied to developing unique, themed events and campaigns for specific demographics, such as families or adventure seekers. The deep local knowledge and passion for the region can be used to create authentic, compelling digital content, from virtual tours to social media campaigns, that reach a wider audience. This can help address the challenge of seasonal visitation by strategically promoting off-season activities, such as winter tourism or indoor events, to balance out the annual fluctuations in visitor numbers.

In terms of infrastructure and advocacy, the WMO has opportunities to form new partnerships. By collaborating with local businesses and government bodies, the organization can advocate for and secure improvements to infrastructure, addressing maintenance gaps and streamlining bureaucratic processes. Furthermore, a unique advantage exists in the region's waterways. As other highly used waterways in Manitoba face closures or restrictions due to invasive species like zebra mussels, the Whiteshell's pristine, protected waters can be promoted to attract boaters and outdoor enthusiasts seeking clean and uncrowded recreation. This environmental integrity becomes a significant selling point that can differentiate the Whiteshell from competing destinations.

By embracing these opportunities, including capitalizing on market shifts and new demographics, leveraging its own creative capacity, and forging strategic partnerships, the WMO can continue to evolve and strengthen the Whiteshell as a sustainable and prosperous year-round destination.

IDENTIFIED OPPORTUNITIES

The following is a list of opportunities identified by the WMO board and the strategic planning process.

1. **New Business Owners:** The influx of new business owners in the region may bring fresh ideas and potential for increased involvement in local initiatives.
2. **Expanding Activities:** With additional volunteers, the WMO can introduce new events and activities, such as theatre festivals, marathons, and other unique experiences that can attract more visitors.
3. **Increased Private Investment:** Growing private sector investment in the park opens up new possibilities for funding and partnerships to support tourism growth.
4. **Interest from Newcomers to Canada:** New immigrants to Canada are eager to explore the region, creating opportunities for the WMO to connect with a broader audience.
5. **Shift in U.S. Travel Trends:** With more U.S. visitors staying closer to home, there is an opportunity to market the Whiteshell as a prime destination for nearby tourists.
6. **Continuous Learning:** Staying on top of trends and emerging tools ensures that the WMO remains adaptable and effective in promoting the park.
7. **Inclusivity and Diversity:** There is an opportunity to highlight diverse voices and businesses, enhancing the region's appeal and showcasing a variety of experiences through inclusive marketing efforts.
8. **Existing Tourist Base:** The strong, loyal tourist base provides an excellent foundation for expanding marketing efforts and encouraging repeat visitation.
9. **Access to Relationships with Stakeholders:** WMO's relationships with Travel Manitoba, TIAM, and governing bodies provide unique opportunities for collaboration and access to resources, which can be leveraged for growth.
10. **Utilizing Local Knowledge and Love for the Region:** The WMO's deep understanding and passion for the Whiteshell allow for authentic marketing that connects with both visitors and the local community.
11. **Creative and Artistic Thinking:** The WMO's ability to think outside the box can lead to unique marketing campaigns, event ideas, and promotional strategies that differentiate the region from others.
12. **Addressing the Seasonal Tourism Challenge:** With strategic planning, the WMO can focus on promoting off-season activities (like winter tourism or indoor events) to balance out the seasonal fluctuations in visitor numbers.
13. **Optimizing Volunteer Recruitment:** By focusing on attracting more volunteers, the WMO can expand its reach and capability to organize a wider range of events, initiatives, and activities.

14. **Partnerships for Infrastructure Improvements:** The WMO can collaborate with local businesses and government bodies to address maintenance gaps and advocate for better infrastructure and services in the park.
15. **Mitigating Government Dependency:** The WMO could explore ways to advocate for more responsive processes within Manitoba Parks to streamline approvals and make infrastructure projects more efficient.
16. **Digital and Social Media Advertising:** The WMO could expand its digital presence by creating compelling content (e.g., virtual tours, social media campaigns, user-generated content) to reach a broader audience focused on target locations.
17. **Themed Events, Programs, and Advertising Campaigns for Specific Demographics:** The WMO can target specific groups (e.g., families, adventure travellers, wellness seekers) with tailored events and promotions that meet their needs and interests.
18. **Promoting Collaborative Business Opportunities:** The WMO can actively promote and facilitate collaboration opportunities within the local business community. By working to attract partnerships for unique retreats and events, such as writers' workshops, "learn to ski" programs, and specialized gatherings, the WMO can help diversify the region's offerings and attract new visitors. This collective approach strengthens the overall business ecosystem while increasing the appeal of the Whiteshell as a year-round destination.
19. **Creating Collective Solutions for Local Businesses:** The WMO can explore and promote collective solutions for local businesses, such as affiliate membership programs, shared advertising, or advertising partnership opportunities. By fostering these partnerships, the WMO can strengthen business-to-business networks, improve cross-promotion, and create a more cohesive marketing strategy that benefits the entire region.
20. **Environmental Integrity & AIS Advantage:** Some highly used waterways in Manitoba have been closed to boat traffic due to zebra mussels. As zebra mussels are not likely to become an issue for the waterways in the Whiteshell, the opportunity exists to promote these pristine waterways to attract more boaters and outdoor enthusiasts seeking clean and protected waters.
21. **Overcrowding in Nearby Regions:** As restrictions (like VORR) are introduced in nearby regions such as Lac du Bonnet due to overcrowding, the Whiteshell has the opportunity to attract visitors looking for less congested, more accessible water-based activities. This can position the region as a serene, uncrowded alternative for outdoor waterway recreation.

THREATS

An overview of the emerging threats and challenges for the Whiteshell and the WMO.

While the Whiteshell holds significant potential for growth, it is not immune to several external threats that could impact its long-term viability as a tourism destination. These threats are largely beyond the direct control of the WMO, but a proactive and strategic approach is necessary to mitigate their effects.

The most significant threats are environmental and can be catastrophic in nature. The region is prone to natural disasters, including wildfires and floods, which can cause extensive and long-term damage to the park's natural environment. As evidenced by recent wildfire activity, these events can disrupt tourism and business operations, lead to evacuations, and diminish the quality of the visitor experience. Water quality is another critical concern. Algae blooms, which can be exacerbated by warm, calm weather and high nutrient loads, pose a direct threat to the region's reputation as a pristine, safe destination. They can harm water quality, hinder recreational activities, and, in severe cases, pose a danger to people and pets.

Beyond environmental factors, the Whiteshell's operational stability is closely tied to its relationship with the government. Shifts in government priorities, funding allocations, or regulations can directly impact the WMO's ability to market the region and create new business opportunities. Furthermore, businesses within the park face their own set of regulatory challenges. New or changing provincial policies, such as those related to short-term rentals, fuel tanks, and water treatment, can create significant financial burdens for business owners. Without provincial support, these regulations can make it difficult for businesses to remain competitive and viable, which in turn weakens the entire tourism ecosystem that the WMO seeks to promote.

The region's dependence on government-owned infrastructure is also a persistent threat. The WMO's efforts to attract visitors are reliant on the quality and maintenance of public assets, such as trails, campgrounds, and roads. If maintenance is delayed or neglected, as has been an issue in the past, it can limit the region's capacity to meet visitor expectations and negatively affect their experience.

Finally, the success of the Whiteshell itself could become a double-edged sword. While the WMO works to attract more visitors, the risk of over-promotion and overcrowding looms. An influx of tourism could place undue stress on the region's limited infrastructure, leading to environmental degradation and ultimately diminishing the quality of the visitor experience, while threatening the park's long-term sustainability.

Compounding this, the Whiteshell faces strong competition from other tourism regions in Manitoba and neighbouring provinces. These competitors may have better-funded marketing campaigns, superior infrastructure, or new attractions, making it a constant challenge for the WMO to keep the Whiteshell at the forefront of potential visitors' minds.

In conclusion, the threats facing the Whiteshell are multifaceted, ranging from natural disasters to government policies and the potential consequences of its own success. Acknowledging and strategically addressing these challenges is paramount for the WMO to ensure the sustained growth and prosperity of the region.

IDENTIFIED THREATS

The following is a list of threats identified by the WMO board and strategic planning process.

1. **Environmental Disasters:** Events such as wildfires and floods can cause long-term damage to the park's natural environment, disrupting tourism and business activities.
2. **Government Policy Changes:** Shifts in government priorities, funding allocations, or regulations may impact the WMO's ability to effectively market the region or create new opportunities for businesses.
3. **Algae Blooms:** Algae blooms can damage water quality, hinder recreational activities, and harm the region's reputation as a clean, safe, and attractive destination for visitors.
4. **Regulatory Challenges for Businesses:** New or changing provincial regulations (e.g., short-term rental policies, fuel tank regulations, and water treatment requirements) create financial burdens on businesses, making it difficult for them to remain competitive and viable without financial support from the province.
5. **Overcrowding and Environmental Degradation:** Increased tourism and the risk of over-promotion could lead to overcrowding, placing stress on the region's infrastructure and the environment. This could diminish the quality of visitors' experiences and affect long-term sustainability.
6. **Dependence on Limited Infrastructure:** The WMO's reliance on government-owned infrastructure, such as trails and campgrounds, poses a risk if maintenance or upgrades are delayed or neglected, limiting the region's ability to meet visitor expectations.
7. **Competition from Other Regions:** Other tourism regions in Manitoba or neighbouring provinces with better-funded marketing campaigns, infrastructure, or attractions could pose competition, making it difficult for the Whiteshell to remain top of mind for potential visitors.

STRATEGIC GOALS

A strategy for success and a plan for growth

STRATEGIC GOALS

The Whiteshell Marketing Organization's (WMO) strategic goals translate the foundational pillars of the strategic plan into specific, measurable, and time-bound priorities. These goals are designed to deliver tangible outcomes within the WMO's capacity as a volunteer-based organization, while simultaneously building a robust foundation for future growth.

The goals for this planning period were carefully developed to ensure they are feasible for the volunteer board to complete or significantly advance, are high-impact, and have the potential to strengthen the region's economic and community resilience, directly aligning with the WMO's long-term vision.

Each goal is accompanied by a clear set of actions and performance measures to track progress and ensure accountability.

The strategic plan is organized into four key pillars: Marketing the Whiteshell, Business and Community Collaboration, Organizational Sustainability, and Destination Events and Tourism Experiences.

The goals outlined in this section provide a clear roadmap for the WMO to direct its efforts and resources over the coming months and years. They reflect a balanced approach to promoting the region, supporting its business community, and strengthening the organization from within. The following pages detail the specific goals under each pillar.

PILLARS OF THE STRATEGIC PLAN

The pillars serve as the foundational structure of the strategic plan, providing a clear framework for all of the Whiteshell Marketing Organization's initiatives. They organize the goals into four key areas, ensuring that efforts are focused, coordinated, and aligned with the mission and vision. Together, these four pillars are the backbone of the strategic plan, guiding the WMO's actions and ensuring every effort contributes to a shared vision of a thriving Whiteshell region.

1. MARKETING THE WHITESHELL

Promoting the Whiteshell's unique natural beauty, attractions, and tourism assets through strategic marketing campaigns. This pillar focuses on raising awareness, increasing visibility, and positioning the Whiteshell as a top destination for local, national, and international visitors. Efforts include content creation, social media growth, and marketing initiatives to showcase the region's charm.

2. BUSINESS AND COMMUNITY COLLABORATION

Fostering unity among businesses, residents, and stakeholders by creating opportunities for collaboration and shared success. This pillar emphasizes strengthening relationships within the community, hosting networking events, and collaborating to create a cohesive and prosperous business environment in Whiteshell Provincial Park.

3. ORGANIZATIONAL SUSTAINABILITY

Building a strong foundation for the organization through sustainable operations, financial stability, and a thriving membership base. This pillar focuses on recruiting and retaining dedicated volunteers, securing funding, and growing membership while providing meaningful support and value to members. By developing strong member relationships, the organization ensures its actions align with the needs and priorities of its stakeholders, reinforcing its purpose and long-term viability.

4. DESTINATION EVENTS AND TOURISM EXPERIENCES

Organizing and supporting events that draw tourists to the Whiteshell while engaging residents and encouraging a sense of community pride. This pillar focuses on creating and supporting memorable experiences, celebrating the region's culture, natural beauty, and vibrant community. By promoting events that attract visitors and unite locals, this pillar supports local businesses and strengthens Whiteshell's reputation as a must-visit destination. Securing partnerships, funding, and sponsorships remains a key focus in ensuring the success and sustainability of these initiatives.

PILLAR 1: STRATEGIC GOALS FOR MARKETING THE WHITESHELL

This pillar focuses on promoting the Whiteshell's unique natural beauty, attractions, and tourism assets through strategic marketing campaigns. The goals aim to raise awareness, increase visibility, and position the Whiteshell as a top destination for visitors.

GOAL 1: INCREASE INSTAGRAM FOLLOWERS

SMART Goal: Increase Instagram followers by 25%, from 5,350 to 6,687, by December 31, 2026, to expand audience reach and visibility for the Whiteshell region.

Actions:

- Develop a monthly content calendar focused on visually appealing posts.
- Collaborate with influencers and local photographers for cross-promotion and user-generated content.
- Allocate a portion of the ad budget for Instagram follower growth campaigns.

Measurement and Tracking: Record monthly net gain of Instagram followers.

Timeframe: January 1, 2025, to December 31, 2026; update the goal for 2027

GOAL 2: ATTAIN A COMBINED SOCIAL MEDIA REACH OF 1 MILLION

SMART Goal: Increase combined social media reach across all platforms to 1 million by December 31, 2025, up from 142,263 in 2024.

Actions:

- Develop a monthly content calendar focused on visually appealing posts.
- Boost high-performing posts with targeted ads for broader reach.
- Partner with local businesses for shared social campaigns.
- Leverage collaboration posts with the member businesses to get into their feeds (Instagram).
- Allocate a portion of the marketing budget to paid advertising campaigns on Meta.

Measurement and Tracking: Record the monthly reach on Facebook and Instagram, and track the numbers.

Timeframe: January 1, 2025, to December 31, 2025; update the goal for 2026

GOAL 3: ATTAIN 1.5 MILLION SOCIAL MEDIA IMPRESSIONS

SMART Goal:	Reach a combined 1.5 million social media impressions across all platforms by December 31, 2025, up from 211,976 in 2024.
Actions:	<ul style="list-style-type: none"> • Launch seasonal ad campaigns focusing on seasonal activities, attractions, etc. • Develop a monthly content calendar focused on visually appealing posts. • Partner with local businesses for shared social campaigns. • Leverage collaboration posts with the member businesses to get into their feeds (Instagram). • Allocate a portion of the marketing budget to paid advertising campaigns on Meta.
Measurement and Tracking:	Record monthly impressions on Facebook and Instagram, and record the numbers.
Timeframe:	January 1, 2025, to December 31, 2025; update the goal for 2026

GOAL 4: INCREASE SOCIAL MEDIA ENGAGEMENTS TO 50,000

SMART Goal:	Achieve 50,000 social media engagements (likes, comments, shares) across all platforms by December 31, 2025, up from 12,044 in 2024.
Actions:	<ul style="list-style-type: none"> • Encourage user-generated content. • Feature community stories and testimonials to encourage sharing. • Test the effectiveness of weekly polls and interactive posts and implement them regularly if results are favourable. • Allocate a portion of the marketing budget to paid advertising campaigns on Meta.
Measurement and Tracking:	Record monthly engagements on Facebook and Instagram, and record the numbers.
Timeframe:	January 1, 2025, to December 31, 2025; update the goal for 2026

GOAL 5: GENERATE 20,000 WEBSITE VISITS AND ESTABLISH A BASELINE

SMART Goal: Generate a minimum of 20,000 website visits from June 1, 2025, to December 31, 2026 and establish a baseline for website traffic analytics.

Actions:

- Set up Google Analytics by January 2025.
- Launch a series of blog posts optimized for SEO.
- Allocate a portion of the budget to a Google Ad campaign focusing on regional searches.
- Promote website content regularly on social media.

Measurement and Tracking: Record monthly engagements on Facebook and Instagram, and record the numbers.

Timeframe: June 1, 2025, to December 31, 2026

GOAL 6: RELAUNCH COMMUNITY EVENTS CALENDAR

SMART Goal: Relaunch the community events calendar on explorethewhiteshell.com by March 31, 2025, to increase visibility for local events and enhance the community's engagement.

Actions:

- Implement a system for community members to submit events.
- Regularly promote upcoming events using social media with a link to the website event page, where applicable.
- Collaborate with local event organizers to populate the calendar.

Measurement and Tracking: The events calendar has been reactivated, and events are regularly added.

Timeframe: March 31, 2025

GOAL 7: RELEASE CORNERSTONE BLOG CONTENT

SMART Goal:	Release a minimum of six cornerstone blog pieces during 2025 to support digital campaigns and boost SEO.
Actions:	<ul style="list-style-type: none"> • Identify key content themes aligned with the Whiteshell's attractions. • Develop a publishing schedule for consistent blog updates. • Collaborate with local writers and photographers for authentic content.
Measurement and Tracking:	Track the publication of six new blog articles and their individual performance. Use Google Analytics to monitor key metrics, such as unique page views, average time on page, and keyword rankings, to measure the SEO impact.
Timeframe:	December 31, 2025

GOAL 8: ATTEND TRADE SHOWS

SMART Goal:	Attend a minimum of two trade shows annually to position the Whiteshell as a must-visit destination and increase brand visibility.
Actions:	<ul style="list-style-type: none"> • Research and identify high-impact trade shows. • Develop branded materials for event promotion.
Measurement and Tracking:	Track attendance at two trade shows, as well as key outcomes, including the number of new contacts made, leads generated, and branded materials distributed.
Timeframe:	June 1, 2025, to December 31, 2026

GOAL 9: CREATE A DIVERSIFIED MARKETING PLAN

SMART Goal:	Develop a well-balanced marketing plan that diversifies the methods used by WMO to promote the region while achieving a high return on investment for generated awareness by February 2025.
Actions:	<ul style="list-style-type: none"> • Assess current marketing channels and performance. • Allocate resources across multiple platforms. • Regularly review and adjust the plan based on performance data. • Update the WMO Strategic Plan, Marketing the Whiteshell section, to reflect any marketing goals identified in the marketing plan.
Measurement and Tracking:	Track the development of a marketing plan. Set up additional monitoring tools to manage the advertising budget and track key advertising metrics, including click-through rate, impressions, and reach.
Timeframe:	February 28, 2025

GOAL 10: BUILD AND MAINTAIN A MEDIA BANK

SMART Goal:	Build and maintain a media bank of images and videos for use by the WMO, aiming to have 200 high-quality photos, 26 short video clips (10-15 seconds), and 5 promotional videos (30 seconds) by December 2025.
Actions:	<ul style="list-style-type: none"> • Host a seasonal photo contest to gather diverse content. • Develop a structured media storage and catalogue system for easy access and sharing. • Hire summer students through Green Team or other grants for the purpose of generating marketing media • Reach out to local businesses to obtain photos and videos of their business and the area
Measurement and Tracking:	Track the number of images and videos added to the media bank by type. Note the source of the content (e.g., photo contest, local businesses, summer students) for future reference.
Timeframe:	June 1, 2025, to December 31, 2025

GOAL 11: PROMOTE OFF-SEASON TOURISM

SMART Goal: Develop and launch a seasonal marketing strategy by December 2025 to promote winter and shoulder season activities.

- Actions:**
- Identify and promote winter activities like snowshoeing and ice fishing.
 - Develop a “Winter in the Whiteshell” campaign with dedicated content.
 - Partner with local businesses for off-season package deals.
 - Promote businesses through seasonal holidays (i.e. Valentine’s Day, spring break, Thanksgiving, etc.)

Measurement and Tracking: Track the development and launch of the seasonal marketing strategy. Key performance indicators will include social media engagement with off-season content and website traffic to related pages.

Timeframe: June 1, 2025, to March 31, 2026

PILLAR 2: STRATEGIC GOALS FOR BUSINESS AND COMMUNITY COLLABORATION

This pillar focuses on fostering unity among businesses, residents, and stakeholders by creating opportunities for collaboration and shared success. The goals outlined in this section emphasize strengthening relationships within the community, hosting networking events, and collaborating to create a cohesive and prosperous business environment in Whiteshell Provincial Park.

GOAL 12: UPDATE BUSINESS INFORMATION ON WEBSITE

SMART Goal: Ensure all business information on the WMO website is updated and accurate by April 30, 2026.

Actions:

- Conduct a full audit of existing business listings.
- Reach out to member businesses for updated details.
- Assign a team member to maintain ongoing updates quarterly

Measurement and Tracking: Track the completion of the complete audit of all business listings on the website. A key metric will be the percentage of business listings that have been confirmed as accurate and updated by April 30, 2026.

Timeframe: June 1, 2026 to April 30, 2026

GOAL 13: INCREASE AGM ATTENDANCE

SMART Goal: Have at least 10 members attend the Annual General Meeting (AGM) in 2025.

Actions:

- Send targeted AGM invitations via email.
- Highlight AGM importance and benefits in newsletters.
- Provide incentives for attendance, such as prize draws or recognition.

Measurement and Tracking: Track the number of members who attend the AGM and measure it against the goal of at least 10 attendees. Note the total number of members invited to calculate the percentage of attendance.

Timeframe: November 2025; update the goal for 2026

GOAL 14: HOST A BUSINESS MIXER EVENT

SMART Goal:	Collaborate with local Chambers of Commerce to host a business mixer event by October 2026 to foster community collaboration.
Actions:	<ul style="list-style-type: none"> • Coordinate planning meetings with local chambers. • Secure a venue and date. • Develop promotional materials and distribute invitations.
Measurement and Tracking:	Track the successful execution of the business mixer event by October 2025. Key metrics will include the number of attendees from the WMO and local Chambers of Commerce, as well as feedback from participants on the event's success.
Timeframe:	October 2026

GOAL 15: ENGAGE THE BUSINESS COMMUNITY VIA EMAIL MARKETING

SMART Goal:	Launch a monthly email campaign to engage the local business community and keep them informed about WMO activities, successes, and partnership opportunities starting in January 2026.
Actions:	<ul style="list-style-type: none"> • Develop an email content calendar. • Create an email template reflecting WMO branding. • Monitor engagement metrics to adjust content strategies.
Measurement and Tracking:	Track the launch and ongoing performance of the monthly email campaign. Key metrics will include the email open rate, click-through rate, and unsubscribe rate.
Timeframe:	January 15, 2026, with tracking until December 31, 2026

GOAL 16: CREATE A WMO PARTNERSHIP OPPORTUNITY

SMART Goal: Develop and launch a WMO partnership opportunity program for members by June 2026, providing access to marketing assets and advertising opportunities.

Actions:

- Research existing models like Travel Manitoba's partnership program.
- Design partnership packages with tiered benefits.
- Announce the program via a member webinar or email and follow-up communications.

Measurement and Tracking: Track the development and launch of the partnership program by June 2025. Success will be measured by the number of members who sign up for the program and their engagement with the provided marketing assets and advertising opportunities.

Timeframe: June 30, 2026

GOAL 17: PROMOTE BOARD POSITION AVAILABILITY

SMART Goal: Continue promoting available board positions and provide resources for effective board representation by December 2026.

Actions:

- Develop a resource kit for new and potential board members.
- Highlight open positions regularly in newsletters.
- Conduct regular head-hunting to communicate directly with individuals identified as potential board members.

Measurement and Tracking: Track the number of times open board positions are highlighted in newsletters and on social media. A key metric will be the number of applications received for the open positions.

Timeframe: December 31, 2026

GOAL 18: DEVELOP A LOCAL BUSINESS RESOURCE HUB

SMART Goal: Create a dedicated online resource hub for member businesses on the WMO website, to be launched at the 2026 AGM, offering toolkits, marketing guides, funding opportunities, and other relevant information for the business community.

Actions:

- Identify and compile key resources tailored for local businesses.
- Develop and launch a dedicated webpage on the WMO website.
- Promote the resource hub through monthly newsletters and social media channels.
- Incorporate into the membership benefits package.

Measurement and Tracking: Track the launch of the dedicated webpage and the resources compiled on it. Success will be measured by the number of member businesses that access and use the hub, which can be tracked through Google Analytics.

Timeframe: November 30, 2026

GOAL 19: FACILITATE PEER-LEARNING WORKSHOPS

SMART Goal: Host two peer-learning workshops annually, starting in 2026, where businesses can share best practices and collaborate on joint initiatives.

Actions:

- Survey members to identify key topics of interest.
- Secure guest speakers and facilitators for each session.
- Promote workshops through the event calendar and direct invitations.

Measurement and Tracking: Track the hosting of two peer-learning workshops annually. Key metrics will include the number of attendees, their feedback on the content, and the number of joint initiatives that result from the workshops.

Timeframe: December 31, 2026

GOAL 20: STRENGTHEN COLLABORATION WITH INDIGENOUS COMMUNITIES

SMART Goal:	By December 2026, establish at least one collaborative project with local Indigenous communities to celebrate their cultural heritage and promote shared tourism experiences.
Actions:	<ul style="list-style-type: none"> • Initiate meetings with local Indigenous leaders and groups. • Explore cultural events or storytelling collaborations. • Highlight collaborative initiatives on social media and through press releases.
Measurement and Tracking:	Track the establishment of at least one collaborative project by December 2025. Success will be measured by the formal agreement of a joint project and its subsequent promotion through press releases and social media.
Timeframe:	December 31, 2026

GOAL 21: JOINT MARKETING CAMPAIGNS BASED ON COMMON GOALS

SMART Goal:	Develop and launch at least one joint marketing campaign by December 31, 2025. If successful, expand the initiative to include additional campaigns in 2026.
Actions:	<ul style="list-style-type: none"> • Identify clusters of businesses that can collaborate on joint promotional efforts. • Develop a campaign package including digital ads, social posts, website features, traditional advertising, and niche or unique trade show participation. • Set pricing tiers for participation and outline deliverables. • Pilot one joint marketing campaign during 2025.
Measurement and Tracking:	Track the development and launch of at least one joint marketing campaign by December 31, 2025. Key metrics will include the number of participating businesses, the campaign's reach and impressions, and any resulting business leads or sales.
Timeframe:	December 31, 2025

PILLAR 3: ORGANIZATIONAL SUSTAINABILITY SMART GOALS

This pillar is dedicated to building a strong and resilient foundation for the Whiteshell Marketing Organization. The goals within this section are focused on ensuring the WMO's long-term viability through sustainable operations, financial stability, and a thriving membership and volunteer base.

GOAL 22: RAISE \$20,000 FOR ORGANIZATIONAL SUSTAINABILITY

SMART Goal: Raise \$20,000 for the WMO by December 31, 2026, through diverse revenue-generating initiatives such as raffles, calendars, and a colouring book campaign.

Actions:

- Develop a detailed fundraising campaign plan.
- Launch the colouring book sales in early 2025.
- Launch the Calendar sales in 2026
- Organize a community raffle with local business partnerships.

Measurement and Tracking: Track the revenue generated from each fundraising initiative (e.g., colouring book sales, calendar sales, raffle ticket sales). Record all revenue and expenses to calculate the net amount raised against the \$20,000 goal.

Timeframe: December 31, 2026

GOAL 23: OBTAIN 10 NEW BUSINESS MEMBERSHIPS

SMART Goal: Obtain 10 additional business memberships by December 31, 2026, expanding WMO's network and support base from 26 businesses in 22/23 year to 36 businesses in 25/26.

Actions:

- Develop a membership outreach strategy, including personalized invitations.
- Create an informational membership benefits flyer.
- Include WMO progress and success stories in the business newsletter.

Measurement and Tracking: Track the number of new business memberships obtained by the end of each quarter. The final count of new members will be measured against the target of 10 to reach a total of 36 business members.

Timeframe: December 31, 2026

GOAL 24: STREAMLINE INTERNAL PLANNING DOCUMENTS

SMART Goal: Organize and streamline WMO's internal planning documents, including strategic plans, marketing plans, bylaws, and policies, by October 31, 2025.

Actions:

- Conduct a full audit of existing documents.
- Centralize all documents in a secure, accessible location.
- Assign a team member to oversee ongoing document management.

Measurement and Tracking: Track the completion of the document audit and the centralization of all internal documents by the June 30, 2025, deadline. The development of a finalized, accessible system for all WMO planning documents will measure the success of this goal.

Timeframe: October 31, 2025

GOAL 25: CREATE AND SHOWCASE A MEMBERSHIP BENEFITS PACKAGE

SMART Goal: Develop and launch a comprehensive membership benefits package by September 30, 2025, to clearly showcase the value of WMO membership.

Actions:

- Identify and outline all current membership benefits.
- Design a visually appealing membership benefits brochure.
- Promote the package through the WMO website and the business newsletter.

Measurement and Tracking: Track the development and launch of the comprehensive membership benefits package by September 30, 2025. Key metrics will include the completion of the brochure and its promotion through the WMO's website and business newsletter.

Timeframe: September 30, 2025

GOAL 26: EXPAND VOLUNTEER RECRUITMENT AND RETENTION EFFORTS

SMART Goal: Recruit five new active volunteers and implement a retention strategy by December 2026 to reduce the workload on existing board members.

Actions:

- Develop a volunteer onboarding guide.
- Launch a volunteer appreciation day.
- Promote volunteer opportunities through social media.

Measurement and Tracking: Track the number of new active volunteers recruited against the target of five. Measure the success of the retention strategy by monitoring volunteer engagement and the rate of volunteer turnover.

Timeframe: December 31, 2026

GOAL 27: ESTABLISH A LONG-TERM FUNDING STRATEGY

SMART Goal: Develop and implement a funding strategy by December 2025 to diversify income streams and reduce dependency on single sources.

Actions:

- Research grant opportunities.
- Explore sponsorship opportunities with local businesses.
- Implement a recurring membership dues structure with flexible options.
- Generate products and fundraisers to generate revenue from the general population.

Measurement and Tracking: Track the development of a completed funding strategy document by December 2025. This will include identifying and outlining potential grant opportunities, sponsorship opportunities, and other revenue-generating initiatives.

Timeframe: December 31, 2025

GOAL 28: BUILD STRATEGIC PARTNERSHIPS FOR RESOURCE SHARING

SMART Goal:

Form at least three strategic partnerships with regional organizations (e.g., local tourism groups) by December 2025 to facilitate resource sharing and collaborative projects.

Actions:

- Identify potential partner organizations.
- Develop a partnership proposal template.

Measurement and Tracking:

Track the number of strategic partnerships formed with regional organizations. The success of this goal will be measured by the completion of partnership agreements and the initiation of collaborative projects with at least three organizations.

Timeframe:

December 31, 2026

PILLAR 4: DESTINATION EVENTS AND TOURISM EXPERIENCES

SMART GOALS

This pillar focuses on organizing and supporting events that draw tourists to the Whiteshell while engaging residents and encouraging a sense of community pride. By creating and supporting memorable experiences, these goals will celebrate the region's culture, natural beauty, and vibrant community.

GOAL 29: IDENTIFY PARTNERSHIP OPPORTUNITIES FOR SMALLER EVENTS

SMART Goal: Identify and establish partnerships with at least three trainers, guides, or experiential tourism providers by June 2026 to create smaller events throughout the Whiteshell.

Actions:

- Research and reach out to local trainers and experience providers.
- Develop collaborative event packages with accommodations and restaurants.
- Launch a pilot event series with selected partners.

Measurement and Tracking: Track the number of partnerships established with trainers, guides, or experiential tourism providers. Measure success by the launch of at least one pilot event series and the number of attendees at these events.

Timeframe: June 30, 2026

GOAL 30: PROMOTE THE REGION'S RETREAT POTENTIAL

SMART Goal: Develop a collaborative campaign with local businesses to promote the Whiteshell's retreat potential by December 2025.

Actions:

- Identify retreat-friendly accommodations and service providers.
- Develop a marketing campaign targeting wellness and corporate retreats.
- Launch a digital campaign with retreat package offers.

Measurement and Tracking: Track the development and launch of the collaborative campaign by September 2025. Measure the campaign's success by monitoring key metrics such as social media engagement with retreat-related content, website traffic to dedicated pages, and inquiries from potential groups.

Timeframe: December 31, 2025

GOAL 31: SUPPORT COMMUNITY-BASED EVENTS

SMART Goal:	Work with businesses and community members to support the creation of at least one annual community-based event by December 2026.
Actions:	<ul style="list-style-type: none"> • Identify businesses and individuals interested in hosting events. • Provide guidance on navigating Parks regulations. • Assist with volunteer recruitment for event support.
Measurement and Tracking:	Track the successful creation of at least one annual community-based event. Success will be measured by the event's execution, the number of businesses and community members involved, and the level of volunteer support provided by the WMO.
Timeframe:	December 31, 2026

GOAL 32: DEVELOP A LIST OF WMO-SPEARHEADED EVENTS

SMART Goal:	Establish a list of at least five potential WMO-spearheaded events by December 2026 to increase visitation and visitor engagement throughout the park.
Actions:	<ul style="list-style-type: none"> • Brainstorm event ideas with board and community input. • Evaluate each event idea for feasibility and impact. • Develop event concepts and preliminary planning documents.
Measurement and Tracking:	Track the completion of a list of at least five potential WMO-spearheaded events by December 2026. The creation of event concepts and preliminary planning documents for each event on the list will serve as a measure of this.
Timeframe:	December 31, 2026

LOOKING AHEAD

The strategic goals and actions outlined in this document are the foundation of a new era of growth for the Whiteshell Marketing Organization. As we move forward, we will be guided by these pillars, measuring our progress and celebrating our successes along the way. Our commitment to collaboration, sustainability, and innovative marketing will ensure that we not only meet but exceed the expectations of our members and visitors, solidifying the Whiteshell's place as a top-tier destination for years to come.

The success of this plan relies on the involvement and support of our entire community. We invite all members to participate actively in these initiatives. Please watch for our email communications, respond to upcoming surveys, and provide new and relevant information about your businesses. Your engagement is critical to our shared success.

Updates will be provided via email, and further reports will be issued at the Annual General Meeting. If you have any questions, ideas, or feedback, please feel free to contact the WMO board at info@explorethewhiteshell.com.