



Inspiring the future.

Inspiration 2024-2026

Strategic Plan



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Inspiration 2024-26 Strategic Plan

As an inclusive storyteller deeply respectful of diversity, equity and representation in all forms, the BC Sports Hall of Fame celebrates extraordinary achievement in British Columbian sport.

Mission

Building outstanding community legacies by honouring the past and inspiring the future in the most inclusive fashion possible.

Vision

Future champions making their dreams come true.



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Strategic Pillars

- **Celebrating Honoured Members**
- **Cultivating Sustainable Partnerships**
- **Sparking Inspirational Experiences**



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Celebrating Honoured Members

- **Inclusive & representative induction process** (*Highly-regularized annual Nomination, Selection and Announcement timelines culminating in Induction Event*)
- **Increased year-round engagement** (*i.e. Hero in You, BC Sports Hall Network, Annual Summit & dedicated annual event/reunion*)
- **Enhanced content production** (*i.e. audio, video, digital and new media content including On This Day in BC Sports History, This Week in BC Sports History, Curators Corner, podcasts, etc.*)
- **Heightened cross-promotion** (*i.e. expanded web portal serving Honoured Members across the BC Sports Hall Network*)
- **Expanded services & support**



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Cultivating Sustainable Partnerships

- **Expanded footprint & provincial reach**
(Club 1966 membership platform, Annual Summit, BC Sports Hall Network, Council of Chairs, Council of Trustees)
- **Ongoing asset development to increase value & commercial capacity** *(including digital footprint & media value)*
- **Government, Community & Foundations**
- **Corporate sponsorships** *(annual partnerships and packages, including digital assets, provincial properties and gallery naming)*
- **New revenue streams** *(Summit events, new special events, NFTs, and technologies related to Virtual Reality/Adapted Reality/Modified Reality, etc.)*



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Sparking Inspirational Experiences

- **Annual Induction Event Extensions** (*digital & streaming, promoted social, VIP events, golf/tennis and after-parties*)
- **Youth Education/School Curricula** (*most notably associated with Indigenous Sport Gallery*)
- **Modernization of galleries, exhibits and displays, plus new opportunities** (*i.e. Terry Fox Centre, Canada Basketball, Vancouver Canucks, Greg Moore & other upgrades*)
- **Digitalization, Immersive Technology & Other Innovation** (*i.e. NFTs, and technologies related to Virtual Reality/Augmented Reality/Modified Reality, etc.*)
- **Special events** (*i.e. Defining Moments Luncheon, Council of Chairs Dinner*)



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Supporting the Strategic Directions

- **Optimize Foundation partnership** (*planned giving and endowment growth*)
- **Prioritize enhancing the visitor experience at the Hall** (*protecting it as a cornerstone imperative to ensure that appropriate upgrades are taken each year as part of the Operating Plan and, where required, the Capital Plan*)
- **Ensure alignment between the strategic plan and our annual operating plans** (*implement ongoing monitoring and reporting of Hall performance in the areas of the three main strategic pillars and against the related goals and objectives*)



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Supporting the Strategic Directions

- **Establish digitalization as a core priority** (*by mandating some form of digitized or virtual elements in any gallery, exhibit or display we develop and construct at the BC Sports Hall of Fame*)
- **Create sub-committee to oversee performance and compensation reviews** (*measuring performance the overall strategy of the Sports Hall and annual operating/business plans*)
- **Enhance profile and prestige of Honoured Members by funding robust digital and social media campaigns** (*building on initiatives such as Curator's Corner, On This Day in BC Sport History, This Week in BC Sport History, DEFINING MOMENTS, Hero in You, pin ceremonies*)



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Supporting the Strategic Directions

- **Upgrade database** (*comprehensive lists and categories, ensuring optimal and timely communications with Honoured Members, Trustees and Committee Members, Foundation Board, Council of Chairs, Council of Trustees, BC Sports Hall Network and other key stakeholders*)
- **Maintain Professional & Targeted Communications** (*Briefings, Monthly E-news, media relations, Club 1966, etc.*)
- **Promote technology & modernization** (*incl. management tool updates to Rules & Regulations/By-Laws*)



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