

Mission and Goals REVISION ADOPTED June 5 08

Mission

1. **THE PURPOSE OF THE SHUSWAP TRAIL ALLIANCE IS** to develop, operate, maintain, and promote a network of non-motorized trails, waterway and hut-to-hut routes throughout the Shuswap watershed region in the Province of British Columbia for educational, recreational, economic, and environmental benefit to the public, and to do so collaboratively through community partnerships.

Strategic Goals

The **strategic goals** of the Shuswap Hut and Trail Alliance Society are:

1. To build an alliance of partner stakeholders committed to the sustainable development and management of trail, waterway and hut-to-hut routes in the Shuswap watershed region
2. To promote extended overnight self-propelled/non-motorized backcountry travel opportunities through the creation of hut-to-hut and camping facilities
3. To model and promote ecological integrity and environmental stewardship as a guiding principle throughout the system
4. To plan for long-term management and maintenance of trail routes and huts based on sound business practices, identifiable revenue sources, and the calculation of natural capital¹ assets in the bottom-line of sustainable operations
5. To accept, acquire, and raise resources (financial, material and labour) for trail, waterway and hut development and management projects throughout the region
6. To promote nature-based recreational, cultural, and educational opportunities throughout the hut-to-hut trail and waterway system
7. To promote safety, courtesy and environmental awareness while using the trails, waterways and huts throughout the Shuswap region

¹ Natural Capital refers to an emerging approach in business that includes "ecosystem services" on the economic balance sheet. It is a concept gaining recognition as companies discover that making resources more productive not only increases ecological protection but can also improve profitability and competitiveness. See *A Road Map for Natural Capitalism*, by Amory Lovins, L. Hunter Lovins, and Paul Hawken. The Harvard Business Review, May-June 1999.

8. To promote long-term community economic development opportunities related to nature based travel and the hut-to-hut trail system – measurable in stable local employment and the retention of regionally based business operations
9. To create a forum for local trail proponents to share resources, knowledge and planning solutions, addressing issues that include:
 - a. Sound trail planning practices
 - b. Environmental impact assessment
 - c. Working within existing land resource plans
 - d. Liability and risk management planning
 - e. Multi-use recreational practices
 - f. Developing cooperative standards with existing user groups
 - g. Joint educational opportunities
 - h. Economic sustainability
10. To provide a common meeting point for liaison with other organizations including Provincial land resource ministries and planning agencies, industry, business operators, other recreational interest groups, search and rescue, tenure and private land owners
11. To liaise with regional and provincial tourism marketing organizations (DMO's) promoting a shared marketing and promotion strategy for self-propelled/non-motorized trail and waterway routes as they are developed throughout the region
12. To work toward creating a formally delegated regional trail council endorsed by local government, First Nations and the Province responsible for management, development, education, recreation, environmental stewardship, and economic development of the trail and waterway routes
13. To promote the creation of an inter-regional alliance of trail councils linking a hut-to-hut trail route spanning the Okanagan/Shuswap mountain trench (The Southern Interior Trail Council Alliance and the 5 Rings Trail Strategy²)

² See *5 Rings Trail Initiative* as proposed by Adventure Okanagan Cooperative/Bearfoot Canada.