



Four Year Strategic Plan for the

Lake Charlotte Area Heritage Society

April 2020 to November 2023

Strategic Vision

Every visitor to the “Village” will leave having made a personal, positive connection with a knowledgeable “Villager”.

Note: The term “Villagers” is used broadly to refer to volunteers and staff of the Society. They could be working / volunteering in the Village or the Archives or off-site, during the operational season, or the off-season.

Strategic Goal

To increase, support and sustain Villagers so they can connect personally to visitors in a mutually meaningful way.

Strategic Focus Areas

- Invest in Villagers
- Foster a spirit of generosity
- Diversify institutional knowledge, resources and assets
- Create memorable moments
- Commit to continuous learning
- Connect 1940s values to current environmental trends

Values

- Positive
- Experiential
- Generous
- Knowledgeable
- Sustainable
- Environmentally Conscious