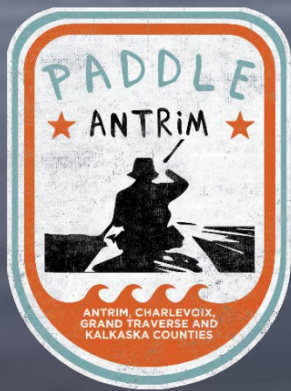


# PADDLE ANTRIM STRATEGIC PLAN

2021-2023



This strategic plan was approved by the Paddle Antrim Board of Directors on January 21, 2021.

**Board of Directors**

Tom Shelder, President  
Megan Olds, Vice President & Treasurer  
Mindy Theis, Secretary  
Mary Faculak, Director At Large  
Cherie Fuss, Director At Large  
Sue Palmisano, Director At Large  
Harry Burkholder, Director At Large

**Staff**

Deana Jerdee, Executive Director  
Ellie Kirkpatrick, Marketing and Outreach

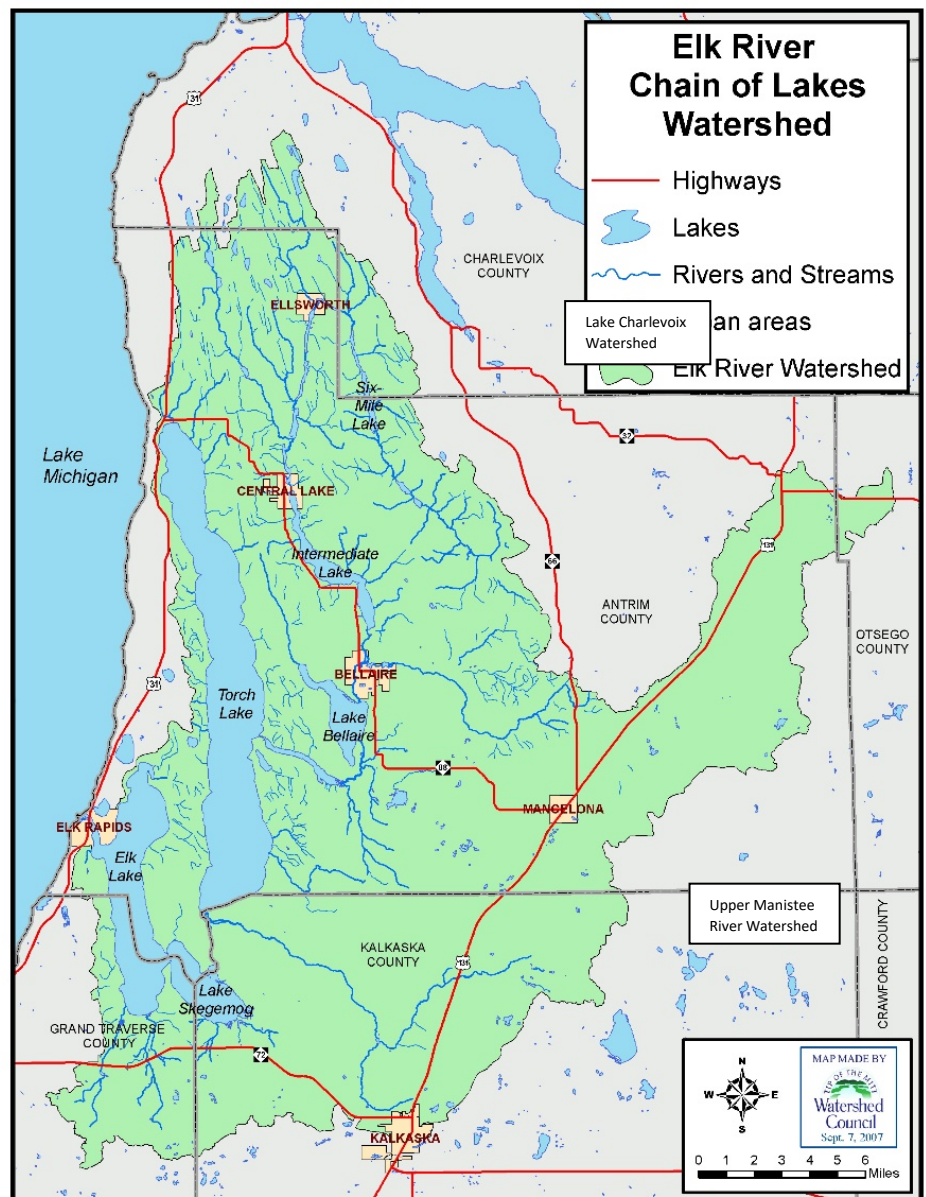
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Paddle Antrim is a 501(c)3 non-profit corporation established in 2014. It is currently governed by a seven-member board of directors. The organization is served by an executive director.

### Service Area Description

Paddle Antrim's service area includes the Elk River Chain of Lakes Watershed and adjacent watersheds that impact Antrim County. The Chain of Lakes is the largest sub-basin in the Grand Travers Bay Watershed, accounting for 60% of the surface flow into the bay (The Watershed Center). Adjacent watersheds served by Paddle Antrim include the Lake Charlevoix Watershed in Northeastern Antrim County where the picturesque Jordan River Valley begins and the Upper Manistee River Watershed which begins in Southeastern Antrim County.

The 321,000 acre Elk River Chain of Lakes Watershed begins near East Jordan and empties into East Grand Traverse Bay at Elk Rapids. The winding chain first flows north from Beals Lake to Scotts Lake, through Six-Mile Lake and into Lake St. Clair. Near the Village of Ellsworth, the chain heads south through Ellsworth Lake, Wilson Lake, Ben-way Lake, and Hanley Lake. It then passes by the Village of Central Lake as it continues through Intermediate Lake to the Village of Bellaire. The lakes become larger as the chain continues through Lake Bellaire, Clam Lake, and Torch Lake, the largest lake in the Chain. It then heads to Lake Skegemog and Elk Lake before emptying into the Grand Traverse Bay of Lake Michigan in the Village of Elk Rapids.



### Our Mission

Paddle Antrim's mission is to protect our water resources by using paddle sports to connect people to our waterways. Through stewardship, education, improved water trail access, and promotion of our waterways, we will increase water resources protection and enhance the economic vitality the region.

### Our Vision

Thriving communities in Antrim's County's watersheds connected by pristine and well-maintained waterways.

### Our Values

- We value stewardship of our waterways and protect them through on the ground projects and education.
- We value access to the waterways and work to promote and improve access points for universal access to all.
- We value celebrating our waterways and enjoy our water resources through all types of paddling sports.
- We value a strong local economy in Northern Michigan and support our local businesses and communities.
- We value partnerships and act as a conduit to help provide important information about our resources to our residents and visitors.
- We value our board members, staff, volunteers, and friends in our communities and work to build stronger relationships to do great things.





## Build a community around paddling while encouraging active lifestyles to inspire lifelong paddlers and demonstrating care for the economic health of our communities.

Paddle Antrim is working to build a community around paddling. Paddling provides a way for individuals go be active in nature which helps both physical and mental health. By engaging paddlers on the water, we can raise awareness of our waterways and educate the community and visitors about how to protect our water resources. People's activities play a major role in protection of our water resources and our goal is for people to connect with nature and understand the importance of protecting these precious resources. Paddle Antrim has been building this community of paddling through the Chain of Lakes Water Trail and offering classes and events throughout the paddling season. Building this community will lead more local individuals and visitors using our waterways. Through this community building, we inspire active lifestyles, protection of our waterways, and increased economic vitality to the region.

### GOALS

- *Develop a major access site project which address accessibility by 2023 to continue to improve quality paddling experiences*
- *Collaborate with chambers and businesses to continue to promote the water trail*
- *Evaluate water trail gaps and assess site owner interest to prioritize improvements*
- *Determine water trail use to understand impacts*
- *Engage and inspire paddlers by hosting five water trail events annually*



## Build a community that cherishes our water resources through education and engagement in water resource protection

Paddle Antrim is working to protect and preserve our water resources. Our water resources are finite and play a major role in our quality of life, local beauty, recreational activities, and the local economy. We need to protect our resources today and for future generations from water quality concerns, invasive species, habitat loss, and other issues which may impact the water resources.

### ***GOALS***

- *Invest up to 1/3 of earned income into Ripple Effect Mini-Grant Program to support projects which align with our mission.*
- *Build awareness of resource stewardship and protection to preserve our water quality.*

## Actively work to sustain our financial and organizational abilities to continue to meet our mission.

Paddle Antrim is focusing on expanding our financial and organizational capacity to continue to achieve our mission to protect our waterways and connect paddlers to our waterways.

### **GOALS**

- *Recruit two additional board members by 2022 to increase diversity and support increased growth.*
- *Develop committees to increase depth and grow organization.*
- *Develop fundraising plan which also addresses additional fundraising capacity needs.*
- *Increase individual giving to ensure sustainability of the organization.*

## Paddle Antrim Strategic Plan 2021-2023 Summary

Focus Area	Build a community around paddling while encouraging active lifestyles to inspire lifelong paddlers and demonstrating care for the economic health of our communities	Build a community that cherishes our water resources through education and engagement in water resource protection	Actively work to sustain our financial and organizational abilities to continue to meet our mission.
Goals	Develop a major access site project which address accessibility by 2023 to continue to improve quality paddling experiences	Invest up to 1/3 of earned income into Ripple Effect Mini-Grant Program to support projects which align with our mission.	Recruit two additional board members by 2022 to increase diversity and support increased growth
	Collaborate with chambers and businesses to continue to promote the water trail	Build awareness of resource stewardship and protection to preserve our water quality	Develop committees to increase depth and grow organization
	Evaluate water trail gaps and assess site owner interest to prioritize improvements		Develop fundraising plan which also addresses additional fundraising capacity needs
	Determine water trail use to understand impacts		Increase individual giving to ensure sustainability of the organization
	Engage and inspire paddlers by hosting five water trail events annually		
Measurement	# of improvement projects completed	Annual Ripple Effect Award totals	% increase in individual giving totals
	# of rack cards distributed, # of social posts & reach, website hits	X of Stewardship related posts/articles	Board retention and annual peer assessment
	Updated water trail plan with prioritized list of improvements	X of events (clean ups or AIS training)	# of active committees
	Water Trail usage report		Staff retention and annual performance evaluation
	# of paddle events & # of participants		% increase giving from Water Trail Champion & Wavemaker Programs