

Corinthian

Goals for 2010

(1) Make progress towards a club of choice, with emphasis on fostering a club environment that retains our treasured members while encouraging others to join.

(2) Increase our members' feelings of well being, especially through leadership and program execution

(3) Enhance the club's value proposition through better financial management planning

Corinthian - A Member Managed Yacht Club

VISION: To be the world's best member run yacht club committed to serving its current and future members.

MISSION: To promote our members' boating enjoyment of the river, the bay and our club facilities in respectful consideration of the diversity of our membership and the informality of our activities.

CYC VISION / MISSION



CYC STRATEGY



- Achieve top tier financial planning
- Protect, preserve and improve our infrastructure
- Leverage capabilities to expand into new membership opportunities
- Focus on innovation to remain competitive
- Relentlessly pursue a more effective and agile organization
- Be a club of choice in providing "fun" services

PROSPERITY THROUGH MEMBERSHIP GROWTH AND FINANCIAL PLANNING

Corinthian 2010 GOALS

Focus on Members



Focus on People



Enhance Value



Corinthian 2010 OBJECTIVES

Turn our members into raving fans who promote CYC at every opportunity

Improve CYC image in the eyes of our members and potential members

Set and achieve membership drive goals

Increase membership penetration in Southern Maryland

Expand our membership base with new member classifications

Promote club membership through targeted media

Leverage CYC web site for increased communication / awareness

Grow member pride and overall satisfaction

Promote clean marina and safety around the grounds and on the water

Sponsor mutually supportive communication with and between members

Foster an environment conducive to member inclusiveness, participation and growth

Win the hearts and avid support from all visitors

Achieve greater event participation while promoting connectivity and access to other club's activities

Position CYC for managed growth with a financial plan

Meet our financial commitments

Improve club capital position

Stabilize cash positions

Develop strategy to grow our club's activities and member participation

Incentivize active membership recruitment

Encourage potential member guest discounts at all future events