

Mission Statement:

Snow Valley is a not for profit organization, committed to promoting wellness through fun, friendly safe year round family recreation and sport for the Edmonton community

Vision:

- Financially responsible and successful
- Promote year round wellness
- Make our guests want to come here and to keep returning.
- Appreciate and empower staff.
- Believe our staff are an integral component of our success
- Exceed our guests' expectations.
- Provide excellent service at a reasonable price.
- Positive impact on the Edmonton Community.
- Encourage our guests to become involved with Snow Valley.

Strategy to Achieving Mission & Guiding Principles:

- Be price sensitive
- Create programs to make Snow Valley accessible - to encourage involvement and well being.
- Focus on "off-winter" activities.
- Collaborate with partners for health, we;-being and enjoyment of our guests and staff.
- Encourage and facilitate guest feedback.
- Illustrate and educate visitors to the history, success and spirit of Snow Valley.
- Encourage and recognize volunteerism.
- Encourage and provide an environment and opportunity for our staff to grow. I.E. best in class, excellence, excel in personal/professional growth, develop.

Core Values:

Passion, Safety, Affordable, Honest, Inclusive, Family Fun, Excellence, Commitment, Customer Focused, and Personal Development

MAKE WINTER FUN!

