

# ARSENAL COLORADO

## ATTRACT, RETAIN, AND DEVELOP PLAYERS, COACHES, STAFF, AND REFEREES

Sustain focused plans to attract, retain, and develop competitive, recreational, and adult players

Invest in coaching excellence through education, mentoring, and professional development pathways

Provide meaningful staff growth opportunities and leadership development

Identify, support, and empower volunteers as essential ambassadors of the club

Partner with and support the referee community to ensure a healthy, respectful game-day experience

Promote a culture of continuous quality improvement across all programs

## ENSURE SOUND FISCAL MANAGEMENT AND LONG-TERM STABILITY

Provide sound fiscal oversight and financial management

Identify and evaluate cost efficiencies, while protecting program quality

Align financial planning with long-term strategic and facility goals

## PROVIDE SUPERB CUSTOMER SERVICE & DELIVER AN EXCEPTIONAL CLUB EXPERIENCE

Provide outstanding service and responsive communication

Proactively address feedback and concerns

Host engaging events to foster club pride

## DEVELOP & MAINTAIN THE SOCCER COMPLEX

Implement and update the long-term Fort Collins Soccer Complex master plan

Enhance amenities to elevate member experience

Engage in fundraising campaign for restrooms, parking lot, and lighted turf fields

Position the complex as a premier community asset

## STRENGTHEN COMMUNITY & GROW RESOURCES

Create and expand strategic community partnerships

Establish and expand diversified, sustainable revenue streams

Maintain a comprehensive branding and marketing strategy

Enhance community awareness of Arsenal programs and impact

