

THUNDER BAY KINGS AAA STRATEGIC PLAN 2024-2028



VISION

A premier AAA hockey organization developing exceptional athletes and well rounded individuals.



MISSION

To provide a high quality hockey program offering on and off ice training, quality coaching, supports and exposure.



VALUES

- ✓ Pursuit of excellence
- ✓ Accountability
- ✓ Discipline
- ✓ Leadership
- ✓ Respect
- ✓ Engagement



STRATEGIC PRIORITIES

1. PREMIER AAA HOCKEY ORGANIZATION
2. HIGH PERFORMANCE PROGRAM
3. COMMUNITY ENGAGEMENT AND COLLABORATION
4. FINANCIAL SUSTAINABILITY

