



OUR MISSION

Atlanta Track Club is committed to creating an active and healthy Atlanta. Through running and walking we motivate, inspire and engage communities to enjoy a healthier lifestyle.



STRATEGIC THEMES

EVOLVE EVENTS AND PROGRAMMING

ENRICH THE MEMBER EXPERIENCE

ELEVATE AWARENESS OF MISSION
AND CORE VALUES

STRENGTHEN AND GROW OUR
POSITION IN THE COMMUNITY

CONSTRUCT AND BEGIN TO ACTIVATE
A WORLD CLASS INDOOR CENTER

These themes will strengthen
our position as Atlanta's leading
organization that motivates,
inspires and engages the community
to enjoy a healthier lifestyle
through running and walking
through 2028 and beyond.



EVOLVE EVENTS AND PROGRAMMING

Our events and programming offerings should align with the evolving needs of the communities we serve which will enable the Club to continue to provide world class offerings. All who participate, should feel the focus on excellence that goes into each event, as well as a robust portfolio that serves their individual needs.

Success is when the Club's events and programs are seen as industry leading, delivering memorable experiences that attendees regularly return to.

OBJECTIVES

- Position the Atlanta Marathon as a nationally recognized destination event.
- Improve the geographic diversity of our events by introducing new venues/locations across the region.
- Broaden participation by actively fostering a more inclusive and demographically diverse environment.
- Advance online programming capabilities that broaden our ability to serve the training needs of our members and participants.



ENRICH THE MEMBER EXPERIENCE

The benefits of an Atlanta Track Club membership should be experienced throughout the year and enables engaging connections through events and offerings of the Club. Members should be overwhelmingly satisfied with their decision to join, are aware of the benefits offered, and experience a strong connection to the Club.

Success is improved satisfaction with Club membership which drives retention and accelerates new member growth.

OBJECTIVES

- Restructure membership benefits to provide differentiated offerings and experiences at our events and programming.
- Advance the member digital experience that improves all online interactions with Club.
- Raise overall awareness of Club benefits to potential new and existing members.
- Communicate and demonstrate the value of membership to non-members to capture a growing interest in running/walking.



ELEVATE AWARENESS OF MISSION AND CORE VALUES

The full impact of Atlanta Track Club's efforts should be known beyond participants in signature events, but also to the broader community by experiencing firsthand the Club's philanthropic mission and dedication to community, camaraderie, and competition. Local business and community leaders should view the Club as an effective partner to positively impact health and wellness, and individual participants should understand the philanthropic nature of their contributions.

Success is increased foundation support, membership growth, and increased sponsor/partner involvement.

OBJECTIVES

- Showcase the mission at work locally, regionally, and nationally through compelling storytelling from the broad communities served.
- Create impactful partnerships with healthcare organizations that support and amplify the mission.
- Demonstrate positive impacts to health and wellness through promotion and tracking of measurable results.
- Consistently reinforce the mission and core values at events and programming to create authentic connections.
- Celebrate the inspirational and aspirational benefits of competition at all levels.



STRENGTHEN AND GROW THE COMMUNITY

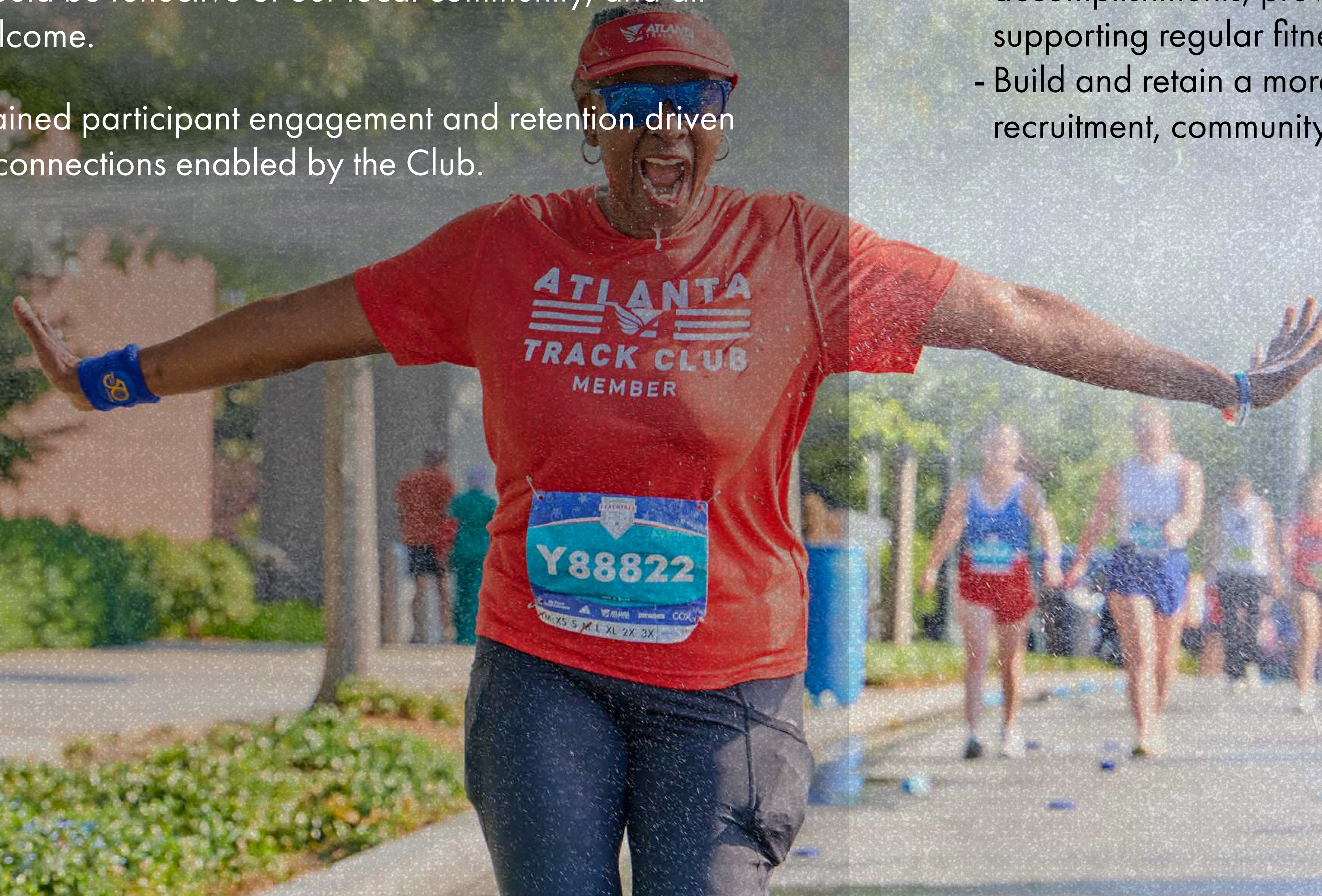
Members, participants, and volunteers should view the Club as a community to which they belong and gain a sense of identity through involvement. The Club should foster a strong sense of camaraderie and a place to develop lasting connections.

Participants should be reflective of our local community, and all groups feel welcome.

Success is sustained participant engagement and retention driven from personal connections enabled by the Club.

OBJECTIVES

- Develop online engagement opportunities that create meaningful touchpoints for community connection.
- Create opportunities to engage and support group participation that fosters a strong sense of belonging.
- Strengthen individual connections by recognizing accomplishments, providing personalized offerings, and supporting regular fitness routines.
- Build and retain a more robust volunteer base through targeted recruitment, community engagement, and recognition strategies.



CONSTRUCT AND BEGIN TO ACTIVATE A WORLD CLASS INDOOR CENTER

Bringing a World Class Indoor Center to our community will be a defining moment to make Atlanta healthier through a programmable indoor track and field facility.

Success is the construction of the Center, a foundational investment in the growth of running and walking as a community activity and Atlanta's reputation as the premier destination.

OBJECTIVES

- Secure land and execute a successful capital campaign for a community-centric, state-of-the-art indoor track and field center
- Deepen current and expand new public and private partnerships designed to increase the Club's impact in underrepresented communities
- Construct and open indoor center with retail, nutrition, health-care and non-profit partner support
- Develop effective programming that welcomes all of Atlanta to a Track Club curated fitness journey. From grassroots track and field participants to Olympic level athletes, the Club will provide running and walking opportunities for all.
- Recruit and employ a workforce that is reflective of the neighborhood in which the indoor center sits
- Bid on local, national and international track and field events with measurable economic impact on Atlanta while developing a new season for Georgia high school student-athletes.





OUR VISION