

Short-term goals	Status to Date	Next Steps
1. Lakefront Facilities	CIBCTF Has formed a waterfront team to evaluate all Lakefront Facilities.	They will complete survey this fall
2. Strategic Financial & Fundraising Plans	<p>We have started looking at funding opportunities beyond the gates, including tax credits, grants, sponsorships, and additional fundraising and friend-raising initiatives.</p> <p>Evaluating the business plan for extending the season and developing strategies for financial growth.</p>	<p>Research bonds, USDA Funding, and other Financing opportunities.</p> <p>Hire a grant writer on the development team. 2025</p> <p>Prep for the feasibility study.</p>
3. Marketing & Communications Plan	<p>Completed communication Plan</p> <p>Completed enhanced phases of new website.</p>	<p>Work with a consultant on Mission Branding. Nov</p> <p>Research App. 2025</p> <p>Research new markets.</p>
4. Guest Friendly Technology	<p>Update ticket purchase process and online purchasing.</p> <p>Create online class registration.</p>	<p>Improve current processes. Ongoing</p>
5. Family & Youth Programming	Our focus for 2024 & 2025 season will be to enhance the multigenerational family experience. We will offer more programs geared toward younger families and youth.	Evaluate current programming. Ongoing
6. Historic Preservation Standards	<p>The Historic Property Inventory Survey was launched on 7/15/2021 with MKSK/Schooley Caldwell.</p> <p>HP-DRB will continue enhancing the resident’s experience with building and remodeling.</p>	Complete
7. 150th Celebration	Complete the 150th Season (see final committee report).	Publish the report and create memorable annual report. Aug. 2024
8. Gate Experience	<p>Upgrade scanners</p> <p>Reduce cash at gate ticket purchasing.</p> <p>Create a fast lane gate experience.</p>	Completed, with Continuous improvements



Lakeside's Mission: To enrich the quality of life for all people, to foster traditional Christian values, and to nurture relationships through opportunities for renewal and growth – spiritually, intellectually, culturally and physically – while preserving Lakeside’s heritage.

Long-Term Goals	Status to Date	Next Steps
1. Lakefront Restoration & Programming	West Shoreline Construction is 100% complete.	Form an advisory committee to expand programming and funding. Ongoing
2. Guest Housing Facilities	The LM&DTF completed their work. All ongoing projects are now under CIBCTF for completion	Campground extension. Fall 2025 Create a strategy to build family cabins/ Lakeside Village.
3. Upgrade Facilities & Infrastructure	We have completed phases one and two of the building audit.	Operationalize maintenance plans. Fall 2025
Year-round Family Destination	Expanded to a 14-week season. Fall Weekend, Christmas, New Year’s Eve, Spring event Online and vertical program experiences in winter/spring.	Complete market assessment and business plans for Hoover & Orchestra Hall Identify the target audience for shoulder season retreats Feb. 2026
5. Revenue-Generating Opportunities	In research	Submit the draft plan to BOD Nov. 2025