



## **FOR IMMEDIATE RELEASE**

Katie Brewer, Manager of Media Relations and Digital Communications  
Cuyahoga Valley Scenic Railroad  
1-800-468-4070 x 227  
[kbrewer@cvsr.com](mailto:kbrewer@cvsr.com)

### **CUYAHOGA VALLEY SCENIC RAILROAD BOARD OF TRUSTEES ADOPTS THREE-YEAR STRATEGIC PLAN**

PENINSULA, OHIO, March 20, 2019 – The Cuyahoga Valley Scenic Railroad (CVSR) Board of Trustees recently adopted a three-year strategic plan that is designed to provide the organization's leadership and staff with a roadmap for successfully navigating its future.

CVSR Board and executive staff embarked on a strategic planning process in 2018 with the intention of developing a plan that would identify strategic priorities and align the efforts of all those involved in supporting the CVSR mission. This strategic plan sets the overall direction for CVSR for 2019 - 2021.

“The strategic priorities identified in this plan reflect our commitment to growth and improvement—in service excellence, in safety, in visibility and awareness, in leadership capacity, and in financial strength and stability,” said Board Chair Peter Buerling.

In this strategic plan, CVSR is committed to six strategic goals that build on its strengths while challenging it to reach new levels of service quality and operational efficiency. Through the successful achievement of these goals CVSR will:

- Attract new and repeat riders from diverse backgrounds who are seeking unique and memorable rail experiences.
- Ensure that safety continues to be its highest priority.
- Strengthen the partnerships that are vital for bringing riders and resources to CVSR.
- Grow the volunteer corps and enhance the volunteer experience, both of which contribute to providing a high-quality guest experience.
- Ensure the long-term financial sustainability of CVSR; the successful execution of the Powering Ahead campaign will raise funds for equipment purchase and maintenance, facility improvements and other capital projects.
- Position CVSR not only as a premier attraction, but also as a trusted partner in historic preservation and regional economic development.
- Provide visionary, effective leadership and operational excellence through a strong board of directors and a high-performing workforce.

“This plan reflects the passion and commitment of CVSR board members, staff, volunteers and community partners who willingly and generously participated in the planning process,” said CVSR President & CEO Joe Mazur. “We are grateful for their thoughtful contributions.”

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The planning process included the participation of key stakeholders, including: individual interviews with board members, funders, community partners and volunteer leaders; an all-staff retreat, a volunteer survey and a retreat for board members and senior staff.

"Cuyahoga Valley Scenic Railroad is an important partner with Cuyahoga Valley National Park, providing educational, recreational, and heritage railroad experiences along a historic railroad route through the valley," Craig Kenkel, superintendent of Cuyahoga Valley National Park, said. "This strategic plan will ensure a strong partnership for years to come."

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### **About Cuyahoga Valley Scenic Railroad**

Cuyahoga Valley Scenic Railroad is a private sector, not-for-profit 501(c)(3) volunteer supported organization operating in partnership with Cuyahoga Valley National Park (CVNP) and is dedicated to the preservation of passenger rail transportation in Cuyahoga Valley National Park and the historic Ohio & Erie Canalway. CVSR has been providing excursion rail service for 47 years.

## **CUYAHOGA VALLEY SCENIC RAILROAD**

P.O. Box 158 • Peninsula, Ohio 44264-0158 • 330-439-5708 • TOLL FREE 800-468-4070 • Fax: 330-439-5709 • [www.cvsr.com](http://www.cvsr.com)