



United States Bowling Congress

# STRATEGIC PLAN

WHO WE ARE

## OUR VISION

Our vision is to continue to be the leading authority to the sport, servicing the needs of bowling.

## OUR MISSION

The USBC is the National Governing Body for Bowling. Our mission is to provide services, resources and the standards for the sport.

PROMISE

Our promise is to celebrate the past, be mindful of the present and ensure bowling's future through thoughtful research, planning and delivery.

STRATEGIC PRIORITIES

- Athlete Development
- Championship Tournaments
- Education & Training for Associations
- Equipment Certification & Specifications
- Marketing
- Membership Value
- Research & Analysis
- Technology & Data Systems
- Youth Program Development

A **Future** FOR  
THE **Sport**®



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USBC CORE VALUES

- Protect the **integrity** of the sport
- Service bowling's stakeholders
- Promote, support and develop athletes across all levels
- Practice financial prudence
- Thoughtful **planning** through **research**
- Promote bowling as a healthy lifetime sport
- Deliver unparalleled service
- Invest in **A Future for The Sport**<sup>®</sup>

A **Future** FOR  
THE **Sport**<sup>®</sup>