



Founded in 1994 to support youth competition climbing, USA Climbing has grown into the recognized National Governing Body of the sport. In 2018, we relocated from Boulder, Colorado to Salt Lake City, Utah, and opened the first USA Climbing Training Center—a national hub welcoming climbers from across the country.

Sport Climbing made its debut at the Tokyo 2020 Olympic Games (held in 2021), completing the development pipeline and igniting a surge in participation. Athletes competed in a single combined format, with American Nathaniel Coleman winning the sport's first Olympic silver medal. Paris 2024 doubled medal opportunities with two events: Boulder & Lead combined, and Speed. Team USA made history again with Brooke Raboutou winning silver and Sam Watson earning bronze in their respective disciplines. Looking ahead to LA28, all three disciplines—Boulder, Lead, and Speed—will be contested separately for the first time. LA28 will also mark Sport Climbing's Paralympic debut, a historic milestone in the sport's evolution.

While Olympic and Paralympic pathways push performance limits and inspire new generations, USA Climbing remains committed to grassroots growth. From expanding youth participation to introducing collegiate intermediate and recreational competitions, our sport is broadening in reach, diversity, and opportunity. Across four competition series—Youth, Collegiate, Para Climbing, and Elite—we build pathways for climbers of all abilities to discover the sport, pursue their potential, and find community.

A new era of competition climbing is on the horizon. Over the next four years, USA Climbing is committed to advancing the sport and supporting climbers at every level. Our pillars include:

- Growing the sport and succeeding internationally by supporting climbers at all levels and elevating American athletes on the global stage,
- Building strategic partnerships that strengthen our ecosystem and expand opportunities across the sport,
- Delivering a world-class National Training Center and permanent headquarters that supports our long-term vision, and
- Demonstrating organizational excellence through trusted governance, financial sustainability, and respected leadership within the Olympic and Paralympic movement.

Together, these priorities will shape a stronger future for USA Climbing and ensure lasting momentum for generations to come.



OUR MISSION

USA Climbing supports the well-being, development, and competitive excellence of our athletes as we advance the accessibility and growth of the climbing community nationwide.



OUR CORE VALUES

Athletes First. Support the well-being and development of climbers at all levels, abilities and ages – from beginner to elite, including youth, collegiate, adult, and para climbing.

Diversity & Inclusiveness. Promote diversity and inclusion as critical to our success, continuously champion these principles throughout the climbing community, and do not tolerate discrimination in any form.

Integrity & Teamwork. Promote climbing's culture and ethos of camaraderie and sportsmanship to enrich lives and maximize the full potential of all participants.

Environmental Stewardship. Encourage responsible use and the protection and preservation of the natural environment.

Inspiration & Excellence. Be the very best at what we do as an organization, continuously challenge our model, identify and adjust if we fall short, and celebrate our successes.

OUR PILLARS OF SUCCESS



1. GROW THE SPORT & SUCCEED INTERNATIONALLY

Cultivate the competition climbing community through our four competition series and strengthen the high-performance pipeline that drives sustained international success.

- > WE FUEL GROWTH AT EVERY LEVEL OF OUR SPORT AND EMPOWER PODIUM PERFORMANCES.



2. BUILD STRATEGIC PARTNERSHIPS

Strengthen collaboration and deepen relationships across our ecosystem of partners to reinforce the foundation of our sport, and expand USA Climbing's reach, impact, and capacity to lead the sport forward.

- > WE GROW STRONGER THROUGH MEANINGFUL COLLABORATION.



3. NATIONAL TRAINING CENTER & HEADQUARTERS

Deliver a best-in-the-world National Training Center in Salt Lake City that accelerates athlete development, anchors USA Climbing operations, showcases premier competition climbing events, enriches the community, and sets a new global standard as the world's first fully accessible climbing facility.

- > WE CREATE A HOME THAT INSPIRES, UNITES, AND POWERS THE FUTURE OF CLIMBING IN THE UNITED STATES.



4. ORGANIZATIONAL EXCELLENCE

Demonstrate excellence in governance, financial sustainability, member engagement, and strategic relations—positioning USA Climbing as a respected and values-driven leader within the Olympic and Paralympic Movement.

- > WE ENSURE USA CLIMBING'S GROWTH AND IMPACT THROUGH PRINCIPLED GOVERNANCE, FINANCIAL RESPONSIBILITY, AND VISIONARY LEADERSHIP.

WE FUEL GROWTH AT EVERY LEVEL OF OUR SPORT AND EMPOWER PODIUM PERFORMANCES.

Climbing attracts nearly seven million Americans and continues to grow, with participants of all ages drawn to the sport for fitness, wellbeing, and community. A small but growing number of climbers are turning to competition climbing to deepen their engagement with the sport.

Supporting this community—from first-time competitors to world-class athletes—is USA Climbing's core focus, delivered through four competition series (Youth, Collegiate, Para Climbing, and Elite) and dedicated support of our National Teams.

As the National Governing Body, we are committed to making competition climbing safe, fair, and fulfilling—while building the strongest development pipeline in the world and empowering elite athletes to reach their full potential on the world stage.

Cultivate the competition climbing community through our four competition series and strengthen the high-performance pipeline that drives sustained international success.



OUR APPROACH

STRATEGIC INITIATIVES

REIMAGINE THE YOUTH SERIES

Implement changes that reduce burdens on gyms, volunteers, and officials, while expanding access and opportunity for youth competitors and supporting future growth.

ADVANCE THE COLLEGIATE, PARA CLIMBING, AND ELITE SERIES

Support growth, visibility, and progression within each series and strengthen their respective athlete development pipeline.

GROW GRASSROOTS OPPORTUNITIES

Introduce new entry points and programming to expand the base of the sport.

ENHANCE HIGH PERFORMANCE SUPPORT

Deliver a world-class system of support for our elite athletes built on a foundation of athlete health and wellbeing.

VIEW FROM THE TOP

INTENDED OUTCOMES BY 2028

- Youth membership and the number of sanctioned Youth competitions have grown significantly, expanding access and opportunity nationwide.
- A vibrant Recreational Series is thriving, with increasing participation from both youth and adults.
- New generations of youth are entering the sport through established climbing infrastructure and programming outside of climbing gyms.
- Regional Training Sites are established in partnership with gyms in multiple locations throughout the country and recognized as centers of developmental excellence.
- U.S. athletes are consistently performing at the highest level, achieving sustained international success across all disciplines.
- Athletes are benefiting from expanded and improved support systems, including direct financial assistance, mental and physical health resources, and meaningful prize purses.

MEASURES TO TRACK OUR SUCCESS

Participation Growth | Membership Growth | Athlete Satisfaction | Medals | Team USA Rankings



PILLAR 2 - BUILD STRATEGIC PARTNERSHIPS

WE GROW STRONGER THROUGH MEANINGFUL COLLABORATION.

USA Climbing's ability to achieve its mission depends on effective collaboration with and support from various strategic partners, including climbing gyms, corporate sponsors, routesetters, coaches, officials and volunteers.

Strengthen collaboration and deepen relationships across our ecosystem of partners to reinforce the foundation of our sport, and expand USA Climbing's reach, impact, and capacity to lead the sport forward.



PILLAR 2 - BUILD STRATEGIC PARTNERSHIPS

OUR APPROACH

STRATEGIC INITIATIVES

STRENGTHEN GYM PARTNERSHIPS

Recognize climbing gyms as critical to our success and collaborate closely to advance shared priorities in areas such as innovation in competition formats, event safety, and financial sustainability of events.

SUPPORT OFFICIALS AND VOLUNTEERS

Implement innovative tools, meaningful recognition programs, and operational efficiencies to better support and sustain officials and volunteers.

ELEVATE COACHING AND ROUTESETTING

Coaches and routesetters have access to meaningful professional development that is recognized and respected across the industry.

GROW CORPORATE PARTNERSHIPS

Position USA Climbing as a compelling and values-aligned partner for corporate sponsors—including non-endemic brands—to drive increased and sustained financial support.

VIEW FROM THE TOP

INTENDED OUTCOMES BY 2028

- Climbing gyms and USA Climbing share a relationship of mutual trust, alignment, and increasing collaboration
- Our competition series are well-supported, sustainably delivered, and offer a rewarding experience for officials and volunteers.
- Coaches and routesetters have access to meaningful professional development that is recognized and respected across the industry.
- Corporate partnerships provide a reliable revenue stream for the organization, with increasing levels of investment from both endemic and non-endemic brands.

MEASURES TO TRACK OUR SUCCESS

Partner Retention & Satisfaction | Coaching & Routesetting Growth | Sponsorship Revenue



WE CREATE A HOME THAT INSPIRES, UNITES, AND POWERS THE FUTURE OF CLIMBING IN THE UNITED STATES.

Climbing in the United States is reaching new heights—and with Olympic and Paralympic inclusion, growing youth participation, and rising global expectations, the need for a new, world-class, integrated training and event facility has never been greater.

USA Climbing athletes deserve a home that reflects the excellence they pursue, one that supports their development with purpose-built terrain, high-performance resources, and inclusive design.

Our sport needs a venue capable of hosting premier competitions with significantly increased spectator capacity. At the same time, the facility can serve as an asset to the broader community. The National Training Center will fill this critical gap—advancing our athletes, elevating our events, and opening additional doors for all who seek to be part of the climbing movement.

Deliver a best-in-the-world National Training Center in Salt Lake City that accelerates athlete development, anchors USA Climbing operations, showcases premier competition climbing events, enriches the community, and sets a new global standard as the world's first fully accessible climbing facility.



OUR APPROACH

STRATEGIC INITIATIVES

ENGAGE THE COMMUNITY

Engage athletes and the broader competition climbing community to share information, gather perspectives, and foster support for the vision of the facility.

DELIVER THE CAPITAL CAMPAIGN

Successfully execute a comprehensive capital campaign and funding strategy.

ESTABLISH THE LEGAL AND OPERATIONAL MODEL

Analyze and implement an effective legal structure and operational model for the facility, in collaboration with the Salt Lake City Community Reinvestment Agency and our facility partner, Momentum Climbing.

BUILD AND OPEN A WORLD-CLASS FACILITY

Successfully oversee the construction and opening of the building.

VIEW FROM THE TOP

INTENDED OUTCOMES BY 2028

- Engage athletes and the broader competition climbing community to share information, gather perspectives, identify changes, and foster support for the vision of the facility.
- The facility sets a new benchmark for full accessibility.
- Environmental sustainability certifications are achieved.
- Capital campaign and funding targets are successfully met.
- The NTC is delivered on time and on budget to positively impact athlete preparation ahead of the LA28 Olympic and Paralympic Games.

MEASURES TO TRACK OUR SUCCESS

Fundraising Performance | Building Completion & Recognition | Budget Performance | Accessibility



WE ENSURE USA CLIMBING'S GROWTH AND IMPACT THROUGH PRINCIPLED GOVERNANCE, FINANCIAL RESPONSIBILITY, AND VISIONARY LEADERSHIP.

As climbing continues to grow on the global stage, USA Climbing must lead with integrity, sustainability, and vision. Achieving our outcomes requires a strong operational and financial foundation. To that end, we champion financial sustainability and resource growth by maintaining sound financial practices, expanding diversified revenue streams, and cultivating philanthropy through the USA Climbing Foundation and our capital campaign to advance access, athlete support, and community programming while ensuring long-term organizational strength.

Like many National Governing Bodies, USA Climbing faces the challenge of generating sufficient revenue to meet the evolving expectations of its diverse stakeholders, while also fulfilling its obligations to the IFSC, USOPC, and the broader Olympic and Paralympic Movement.

To fulfill our mission, we must continue to foster confidence, strengthen our influence, and operate with excellence across every aspect of our organization.

Demonstrate excellence in governance, financial sustainability, member engagement, and strategic relations—positioning USA Climbing as a respected and values-driven leader within the Olympic and Paralympic Movement.



OUR APPROACH

STRATEGIC INITIATIVES

MAINTAIN EXCEPTIONAL GOVERNANCE AND COMPLIANCE

Uphold the highest standards of governance, integrity, and alignment with the USOPC and U.S. Center for SafeSport.

ESTABLISH ROBUST COMMUNICATION AND ENGAGEMENT

Strengthen community trust and transparency through consistent, meaningful communications and engagement tools.

ELEVATE THE USA CLIMBING BRAND

Increase awareness, visibility, and national recognition through broadcast, digital, and other public-facing initiatives.

CULTIVATE NATIONAL AND INTERNATIONAL RELATIONS

Sustain strong, collaborative relationships with the IFSC and USOPC to advance climbing within the Olympic and Paralympic ecosystem.

VIEW FROM THE TOP

INTENDED OUTCOMES BY 2028

- USA Climbing and the USA Climbing Foundation experience steady revenue growth, strengthening delivery of our mission.
- USA Climbing is recognized as a leader in governance and compliance by the USOPC and U.S. Center for SafeSport.
- USA Climbing gains visibility and credibility through increased brand exposure and media reach.
- USA Climbing experiences high levels of community trust, stakeholder engagement, and positive perception of the sport.
- USA Climbing holds Executive Board and key Commission representation within the IFSC, contributing to global sport leadership.

MEASURES TO TRACK OUR SUCCESS

Revenue | Compliance | Brand Exposure | Community Perception | International Presence



THANK YOU

USA Climbing extends its sincere appreciation to the many individuals and organizations who contributed to the development of this Strategic Plan. This document reflects the insights and commitment of our Board of Directors, staff, Strategic Planning Task Force and other key stakeholders.

We are grateful to all who participated in surveys, listening sessions, and feedback opportunities throughout this process. Your input has been invaluable in shaping a clear, actionable plan that reflects the needs and aspirations of the climbing community.

Thank you for your partnership and support as we work together to advance the sport and strengthen USA Climbing for the future.

WANT TO LEARN MORE ABOUT USA CLIMBING?

Climbing satisfies a basic human instinct to strive as an individual and as part of a community. The practice of climbing builds problem-solving skills, physical and mental resilience, and confidence for participants at all levels and has the power to transform one's outlook about what is possible. USA Climbing seeks to bring this transformative power to as many participants as possible while nurturing the greatness within our athletes, organization, and community.

FIND YOUR PLACE IN OUR COMMUNITY

There are many ways to get involved with the USA Climbing community! Whether you're a climber, gym operator, coach, routesetter, official, or volunteer, or new to the sport, we're here to support your journey—on and off the wall. Visit usaclimbing.org to learn more.

MAKE AN IMPACT

Leave a lasting impact on the sport you love by supporting the USA Climbing Foundation. Your generosity helps create opportunities for climbers of all levels—expanding youth access, championing inclusion, and supporting athlete development from local competitions to the world stage.

TOGETHER, WE FUEL TRANSFORMATION THROUGH CLIMBING
AND INSPIRE MOMENTS OF TRIUMPH — ON THE WALL AND IN
LIFE. JOIN US IN ELEVATING LIVES THROUGH CLIMBING.



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