



CORE PRINCIPLES



CORE FOCUS / MISSION

To honor God in all that we do and be faithful stewards of what He has entrusted to us - striving to create a place of enjoyment, connection, and retreat where people can unplug, reconnect, and make unforgettable memories. And to exceed expectations and create memorable interaction.

CORE VALUES

God and People First

Put people first. Serve with love. Entertain always.

Help Others

Act with compassion. Keep an open heart.

Build Community

Bring people together. Create belonging.

Integrity

Do the right thing - especially when it's difficult.

Boldness

Take smart risks. Be authentic. Be brave.

Respect

Treat everyone with dignity - always.

Passion

Hold a deep enthusiasm and commitment.

Honesty

Transparency in all our actions and decisions.

Determination

The quality that drives us to overcome obstacles and achieve our goals.

NICHE

Providing a premier outdoor sporting and entertainment experience that fosters community, celebrates, and introduces new generations to the joy and responsibility of shooting sports, with a **FANS FIRST AND ENTERTAIN ALWAYS** mindset.

TEAM

At Deep River, how we work together matters just as much as what we do.

We lead with kindness, service, and excellence in every detail - honoring our mission and one another.

We grow together. We have fun. We create joy and celebrate every win - big or small.

**DEEP RIVER
SPORTING CLAYS**