

Notes and Supporting Info from CCBC Club Development Workshop

Kamloops - May 12, 2018

In attendance:

Jeannie MacDonald	Kimberley Nordic Ski Club
Andrea Stapff	Strathcona Nordic Ski Club/CCBC Board
Barry Allen	Telemark Nordic Ski Club/CCBC Board
Berend Henckel	Strathcona Nordic Ski Club
Brent Hobbs	Telemark Nordic Ski Club
Carolyn Buzikievich	Nickel Plate CC Ski Club
Deren Sentesy	Telemark Nordic Ski Club
Eliza Stanford	Whiskey Jack Nordic Ski Club
Ian Ferrie	Kimberley Nordic Ski Club
Jim Burbee	Caledonia Nordic Ski Club/CCBC Board
John Bowes	Caledonia Nordic Ski Club
John Huybers	Caledonia Nordic Ski Club
Karen Johnson	100 Mile Nordic Ski Society
Kristi Iverson	100 Mile Nordic Ski Society
Lisa Young	Williams Lake CC Ski Club/CCBC Board
Maureen Light	Overlander Ski Club
Michelle Tsutsumi	Skmana Ski Club
Mike Thomas	Revelstoke Nordic Ski Club/CCBC Board
Reid Carter	Hollyburn CC Ski Club/CCBC Board
Vesta Giles	Overlander Ski Club
Shane Pearsall	Cross Country Canada CEO
Wannes Luppens	CCBC Executive Director

First off, some immediate deadlines:

- Sovereign Lake is selling a fleet of used classic skis (89 pairs). Details in document below.
- Grant opportunity: Community Sport Program Development Fund - The goal of the funding is to support clubs/organizations in developing opportunities leading to ongoing sport participation, and to activities such as training coaches, instructors and officials, purchasing or refurbishing equipment, or offering/adapting sport opportunities and programs to meet the needs of under-represented populations. Up to \$3,000. **Deadline is May 31.**
- Gaming Capital Project Grants: after a multi-year hiatus, these are available once again (\$20k-\$250k). Note that a club can apply to this in addition to their annual Community Gaming grant. Grant intake is from **June 1 to July 31**. Staff from the Community Gaming Grants Branch will be

doing an **interactive webinar May 23**, 10am – noon PST for folks to learn more about the grant. To register for the webinar visit <https://attendee.gotowebinar.com/register/4996632026373331203>.

Sport Growth:

Despite a nationwide decline in sport & physical activity, xc skiing in BC is growing. We can be very proud! What are clubs doing that is working?

- **Kimberley:**
 - Masters program (80 people). Trying to get the cyclists & triathletes involved.
 - Offered rentals for the first time. Paid off the purchase cost in one season.
 - ~1,200 members, 80% are local, more than 30% of Kimberley residents ski at least once per week.
 - Putting in LED lights.
 - Paid ticket booth attendant is a good investment.
 - Approaching City for support based on such great usage.
- **Overlander (Kamloops):**
 - Want to pursue the cycling clubs, even offer membership deals.
 - Partnered with Tourism Kamloops, e.g. made an amazing video! Lots of new media, and free!
 - Are offering Ski S'kool for free. Are tracking success via coupon/newsletter that is given to every child to bring home, to encourage the whole family to come out and give skiing a try. Coupon offers a discount and free rentals. A lot of effort is put into the newsletter content to make it as effective as possible. (See attached newsletter.)
 - Stuffie Ranger program: Kids get a map/passport to find all the stuffies that are out on the trails. When complete, kids get an official badge. Usually takes at least 2 visits to find them all. Very successful!



- Families are learning how to ski. Have made the sport accessible. Marketing is very recreational-based, “less than the cost of a movie for a family”. Snowshoeing is used as the “gateway drug”, i.e. entice people to try xc skiing next time.
- “Ticket booth attendants are worth their weight in plutonium”, but groomers are volunteers.

- Great “Evening Culture”: LED lit trails, lodge is open, has resulted in more members.
- Partnership with Thompson Rivers University to get students (especially international students) to come out and try skiing.
- **100 Mile:**
 - Are targeting rowers.
 - free coupon to school kids, young families participating for first time
 - Ski S’kool is free
 - Paid lodge attendant
 - Summer use for facilities (generating rental income and provides extra security)
- **Williams Lake:**
 - family fun day, partnered with local First Nations, one of the most successful days of the year.
 - xc skiing culture in BC is very welcoming
- **Revelstoke:**
 - Free rentals for kids under 16, resulting in many families that wouldn’t have come otherwise.
 - Lodge manager has resulted in increased revenue
 - Dog loop is heavily used!
- **Whiskey Jack (Fort St John):**
 - Honour system
 - “Chicks on Sticks” program, adult lessons. Many beginner adults out there and there is strong demand for learning how to ski.
- **Caledonia (Prince George)**
 - Are seeing more and more visible minorities taking up xc skiing.
 - Are trying to figure out how to reach university/college students (incl. international students)
 - Offer year-round usage and programs: cycling, kids learn-to-bike programs, outdoor education, turning bikers into skiers!
- **Hollyburn (North Van)**
 - Definitely a demand for school programs. Busloads upon busloads of kids.
- **Telemark (West Kelowna)**
 - Are making great linkages with like-minded sports

Marketing:

What are clubs doing to promote themselves, both in traditional and non-traditional ways?

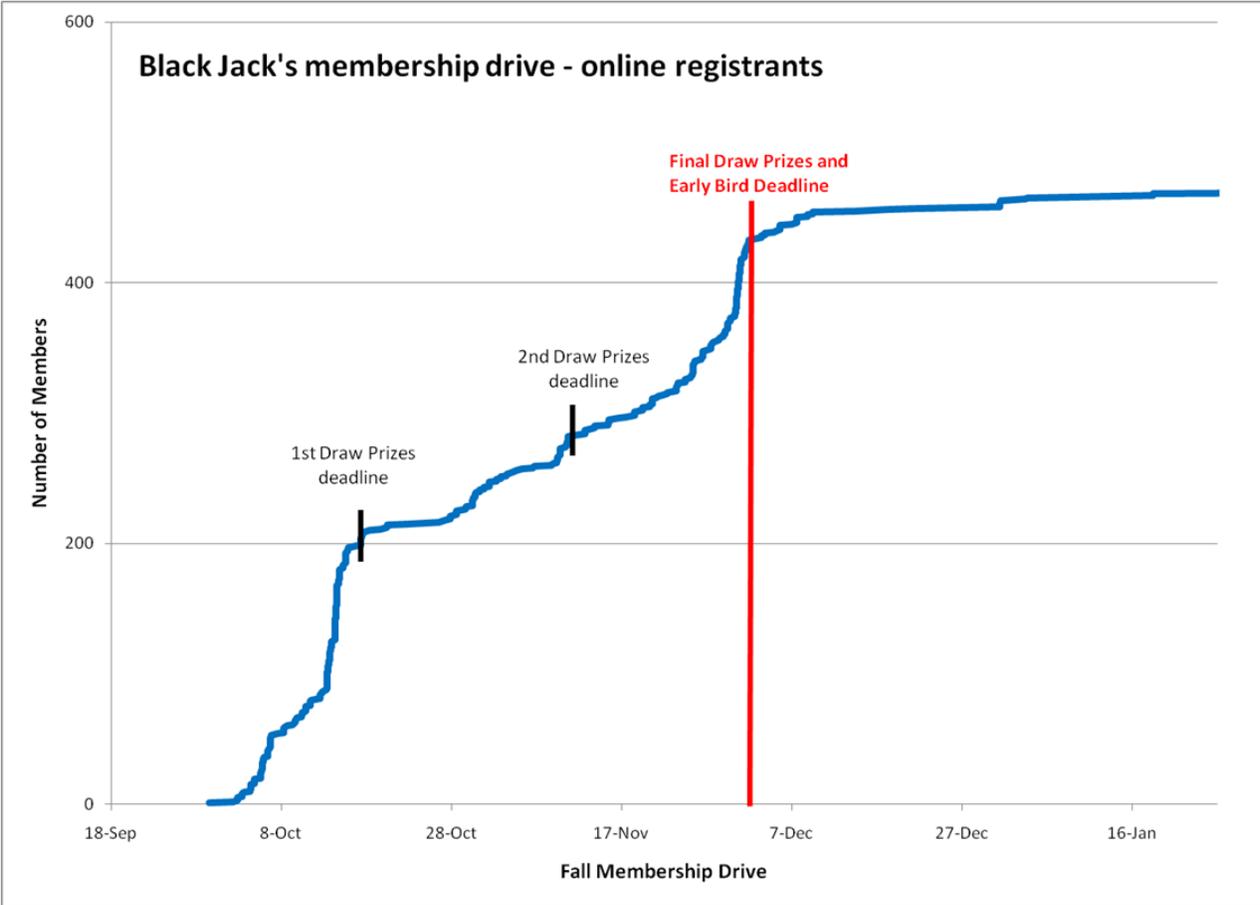
- Trend: More and more clubs are partnering with their local tourism organizations (e.g. Tourism Fernie, Tourism Nelson, Tourism Kamloops, etc). These organizations have access to funds, a mandate to promote, and know-how. What can they do for you? For example, check out some of the promotional videos that have been made, at no cost to the clubs. These are great for

social media and for reaching an audience that may not have a clue about our sport and the amazing nearby trails. (click on links below)

- [Ferne Nordic video](#) (viewed 30,000 times on Facebook)
 - [Overlander video](#) (viewed 48,000 times on Facebook)
 - [Nelson Nordic video](#)
 - [Valhalla Hills video](#) (not made by a tourism org, but still a great video)
 - [Revelstoke Nordic video](#)
 - [regional video for Kootenay Clubs](#) (viewed 46,000 times on YouTube and 38,000 on Facebook).
-
- Nickel Plate: Spirit North program was very successful (First Nations program, led by Becky Scott). Also did a huge festival with Beckie in attendance.
 - Caledonia: Offered 25% discount for first year members. Club bumper stickers for cars. Installed trail cameras.
 - Overlander: putting in 4 more trail cameras
 - Kimberley: Live GPS grooming
 - Events: Lantern Ski (Revelstoke, biggest single day event), Tour de Soup (Black Jack, Nelson, Bulkley Valley), Gourmet Ski (Kimberley), Wednesday Women, Chocolate Ski (Sovereign), Tour de Wine/Appies (Overlander), Ladies High Tea (100 Mile), Women's 55+, etc.
 - Overlander rents pulks/chariots for families.
 - Dog loops are very popular with many clubs (e.g. Williams Lake getting support to build dog trails.)

Membership Growth:

- **9 clubs** broke their all-time membership records in 2016/17: Sea to Sky, Valhalla Hills, Sunset Ridge, Overlander, Telemark, Whiskey Jack, Revelstoke, Golden, Kimberley
- **12 clubs** broke their all-time membership records in 2017/18: Golden, Larch Hills, Snow Valley, Valhalla Hills, Sovereign Lake, Kimberley, Nelson, Fernie, Nickel Plate, Overlander, Black Jack, Sunset Ridge.
- Do incentives and deadlines work? See graph below.



Some friendly competition:



Fundraising:

What are clubs doing that is working? (grants, donations, sponsorships)

- Strathcona: bought a van by selling 5yr van sponsorships (logos) and also received a Gaming grant for this. (On a side note, kids sign up online to reserve van seats for practices/trips. In general, a number of clubs now have vans, and it was mentioned a few times they are very useful and successful.)

- The following organizations have been **VERY** supportive of our clubs (see some examples in the tables below):
 - Northern Development Initiative Trust (NDIT)
 - Southern Interior Development Initiative Trust (SIDIT)
 - Columbia Basin Trust (CBT)
- Rural Dividend Fund: There have been a number of intakes so far, with a number of clubs benefitting. Keep an eye on the website for future intakes.
- **Regional Districts** have been very supporting of our clubs, as most clubs fall within a regional district. There are often multiple sources of funding, and applications are not onerous.
- Local credit unions have also been very supportive and have a mandate to invest locally.
- Sport teams sometimes have foundation funding (e.g. Kamloops Blazers Foundation has been very popular for funding).
- Telemark described how they were successful with getting a local car dealership on board (e.g. gave them very clear objective of the athlete program). Were able to leverage the investment.
- Was mentioned that the CCBC online club fundraiser was appreciated and successful.
- Gaming Capital Project Grants: after a multi-year hiatus, these are available once again (\$20k-\$250k). Note that a club can apply to this in addition to their annual Community Gaming grant. Grant intake is from **June 1 to July 31**. Staff from the Community Gaming Grants Branch will be doing an **interactive webinar May 23**, 10am – noon PST for folks to learn more about the grant. To register for the webinar visit <https://attendee.gotowebinar.com/register/4996632026373331203>.

Southern Interior Development Initiative Trust (SIDIT)	
Black Jack Cross Country Ski Club Society	\$50,000
Black Jack Cross Country Ski Club Society	\$10,000
Golden Nordic Ski Club Society	\$50,000
Golden Nordic Ski Club Society	\$50,000
Golden Nordic Ski Club Society	\$3,000
Larch Hills Nordic Society	\$25,000
Revelstoke Nordic Ski Club	\$50,000

Northern Development Initiative Trust (NDIT)				
Whiskey Jack Nordic Ski Club	Beatton Park Stadium Construction	3/27/2018	Grant	\$26,043
Mackenzie Nordiques	Mackenzie Ski Trails Storage Facility	3/9/2018	Grant	\$30,000
Caledonia Nordic Ski Club	Lodge Accessibility Improvements	1/15/2018	Grant	\$30,000
100 Mile Nordic Ski Society	Nordic Ski Lodge Upgrade	1/9/2018	Grant	\$15,127
Cariboo Ski Touring Club	Hallis Lake Snowmaking System Installation	7/19/2017	Grant	\$30,000
Cariboo Ski Touring Club	Hallis Lake Snowmaking System Installation	7/19/2017	Grant	\$24,635
Mackenzie Nordiques	Mackenzie Snow Groomer Replacement	6/9/2017	Grant	\$23,418

Caledonia Nordic Ski Club	LED Trail Lighting and Paved Trails Enhancement	10/21/2016	Grant	\$30,000
Caledonia Nordic Ski Club	LED Trail Lighting and Paved Trails Enhancement	10/21/2016	Grant	\$30,000
Whiskey Jack Nordic Ski Club	New Storage Shed for Beatton Park Ski Trails	9/16/2016	Grant	\$30,000
Caledonia Nordic Ski Club	Storage Building for Otway Nordic Centre	9/16/2016	Grant	\$30,000
100 Mile Nordic Ski Society	99 Mile Ski and Snowshoe Trails Improvement	6/14/2016	Grant	\$27,158
Cariboo Ski Touring Club	Hallis Lake Lighted Trail Modernization	4/20/2016	Grant	\$30,000
Clinton Snow Jockey Club	Trail Grooming Equipment Purchase	1/12/2016	Grant	\$6,356
Cariboo Ski Touring Club	Hallis Lake Lighted Trail Modernization	9/15/2015	Grant	\$30,000
Snow Valley Nordic Ski Club	Snow Valley Groomer	7/15/2015	Grant	\$12,291
Snow Valley Nordic Ski Club	Snow Valley Groomer	7/15/2015	Loan	\$32,709
Bulkley Valley Ski Club	Bulkley Valley Nordic Centre Underpass	6/6/2014	Grant	\$7,000
Caledonia Nordic Ski Club	Otway Technical Building	6/14/2013	Grant	\$30,000
Morice Mountain Nordic Ski	Morice Mountain Nordic Ski Facility Upgrade	9/14/2012	Grant	\$30,000
Cariboo Ski Touring Club	Purchase of a Snow Groomer (Pisten Bully 100)	7/18/2012	Loan	\$70,000
Whiskey Jack Nordic Ski Club	Improvements to Beatton Park Ski Trails	1/23/2012	Grant	\$15,890
Bear Mountain Nordic Ski	Bear Mountain Recreation Facility Renovations	7/5/2010	Grant	\$30,000
Snow Valley Nordic Ski Club	2010 BC Winter Games Ski Trails Development	8/31/2009	Grant	\$20,000
Snow Valley Nordic Ski Club	2010 BC Winter Games Ski Trails Development	8/31/2009	Loan	\$40,000

Club Ski Fleet opportunity: (contact Troy for more info)

Rossignol XTour Escape Classic (Waxless base with NIS plates) Adult Ski Fleet

89 Pairs of Skis (will not break up the set) Full fleet sale only. (178-203cm)

-Ship waxed and base repaired if necessary. They are extremely durable skis and in Good condition.

-Can be delivered regionally.

-Will provide extra Touring bindings for Free.

\$6000 + tax (\$67.40 per pair)



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**Sovereign
Lake**
NORDIC CENTRE

Added topic: Athlete retention

- A few people mentioned that comradery (e.g. developed at regional and provincial camps), good enthusiastic coaching, and athlete success have all contributed to athlete retention.
- Telemark highlighted their agreements with local colleges (e.g. course/exam flexibility, access to sport science/medicine).
- Sport academies and online learning opportunities
- Overlander: Older athletes are role models for younger kids. As such, they contribute in their own way, have a “place”, and are proud to be involved.

Para Nordic:

What are clubs doing for accessibility and programs?

- Was noted that we should leverage the current success.
- Para Nordic inclusion should be incorporate into planning (e.g. accessible facilities).
- Was mentioned that clubs can do an accessibility survey (e.g. color for steps).

Volunteers:

How to recruit, maintain, and recognize?

- Use volunteer checkboxes on your Zone4 membership registration page.... **but follow up with them!!** Many instances of willing volunteers not being contacted.
 - Checkbox examples: trail maintenance, grooming, publicity, kiosk booth, race volunteer (make sure they all have assigned tasks), coaching (“you can learn to ski for free”)
- Show appreciation with a volunteer dinner?
- Use volunteer coordinators?
- Try for decentralized “social” groups? (e.g. “the timing team”, “the grooming team”, coaching team, etc)
- Face to face “asks”
- Start with asking for “assistant” coaches so people are less intimidated.
- Fernie highlights their volunteers on Facebook, as per following:



Fernie Nordic Society

December 17, 2017 · Instagram · 🌐



MEET YOUR VOLUNTEERS

Virginia Robinson

Chief of Competition, Jack Rabbits Coach, closet trail buffer

I grew up classic skiing in the Gatineau Hills before the advent of spandex. I started coaching 6 years ago when the kids took to nordic skiing, and have been riding the wave of momentum created by the amazing people that make up Jack Rabbits and Fernie Nordic Racing ever since. This will be our third year racing as a family and my first stab at running our local Kootenay Cup. I volunteer for the FNS because it is gratifying to be a part of an initiative that has seen so many improvements in such a short period of time; and I do so love the chance to sport a race suit.



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Ferne Nordic Society

Page Liked · December 10, 2017 via Instagram ·

MEET YOUR VOLUNTEERS

Meet Samantha Sedlowsky

Where are you from? Edmonton with a long stint in Calgary

How long have you lived in Fernie? We just had our 5 year Ferniversary in November.

Where do you work? I'm the Program Coordinator at Nonstop Ski & Snowboard

What is your volunteer role within the FNS? I take care of events & memberships, I'm the den mom for the Jackrabbit program, I coach the Tuesday program, and do whatever else is needed!

Why do you choose to volunteer your time for the FNS? I didn't grow up in a cross country family - but after my son was in lessons when he was 3, and I saw the community that was built by this life long sport, I knew it was something I wanted to be a part of.

Anything you want people to know about you? My favourite part of the week is on Saturdays after lessons when families go for a ski together, pull out lunch and have a weiner roast on the outside fire pit. It's relaxed and social and I appreciate how everything seems to slow down and I can be truly present.



Ferne Nordic Society

November 26, 2017 · Instagram ·

MEET YOUR VOLUNTEERS

Trail Ambassadors Helmut and Janice Kron

Helmut and Jan left their professional careers in Ontario to move permanently to Fernie in 2004. They had previously bought a townhouse on the mountain in 1995 and it was time to make the leap to pursue their passion of travel and outdoor sports. It helped that their two children Johann and Sachia had led the way West enjoying very envious lifestyles. Having already taken two, one-year periods away from work i... See More



Trail Grooming:

- Overlander: volunteer groomers are all skiers too (and the trails have signs with yellow up/down arrows for when to start/stop classic track)
- Revy: mentioned it was good to have maps & policies on where/how/when to groom from your best groomer(s)
- Caledonia: made a plan to make things more efficient

Snowmaking:

- Caledonia gave an update on their snowmaking project. They've raised ~\$0.5M so far, which will cover Phase 1 of the project: 5km of trails, the stadium, and the biathlon range.

Trail Lighting:

- Many clubs now have LED trail lighting (cheaper, less maintenance, brighter, more distance between lights, less power)
- Overlander: LED lights have been an absolute game-changer ("looks like daylight") and has contributed greatly to the "evening culture".
- There is a trail lighting conference call (Canada-wide) coming up. Details tba.
- Shane mentioned a current/upcoming national infrastructure grant program?

Membership “Discount” – crazy idea?

Background: For semi-regular to regular skiers, membership prices are a heck of a deal, and often a steal. And yet for some, prices are about right or even a little pricy. There is often a lot of pressure on the club executive not to raise prices.

Instead of keeping pass prices “artificially” low right across the board in order to keep every last person happy, what if you raise prices “fairly” (e.g. by \$20), but offer an optional discount (e.g. \$20) for those that need it?

EXAMPLE:

Updated Membership Prices: (just an example)

- Child \$70
- Adult \$200
- Family \$480

Optional Discount:

The above prices are heavily subsidized, thanks to thousands of donated hours by our wonderful volunteers to keep our non-profit club operating smoothly for all to enjoy. (For comparison, a regular adult season pass at commercial Nordic venues in BC costs as much as \$350 - \$450. No kidding!)

However, in the interest of keeping our sport as inclusive as possible, if you feel you need an additional discount in order to enjoy a membership, please check the discount box. Honour system please.

\$20 discount

The above could be done in a small way to test the waters (e.g \$10 instead).

This idea could also be a one-time way of raising money for a special project.