

## 2019 Club Development Workshop

Notes and Supporting Info

Kamloops - May 11, 2019

(The 2018 Notes are also included further below for reference.)

### Attendance and an exciting update from each person:

Angela LeFebvre	Caledonia Nordic Ski Club (Prince George)
Mobile outreach program into low income schools. Deliver ski lessons at no cost.	
Angela Nadler	Strathcona Nordic Ski Club (Vancouver Island)
Fabulous year. Sufficient snow. On-snow Teck Regional Camp this weekend. Great results by race team. School program for low-income families.	
Barry Allen	Telemark Nordic (Kelowna) and CCBC Board
Amazing performance at Nationals.	
Brent Hobbs	Telemark Nordic (Kelowna)
Spending time in Quebec at Nationals with the BC Ski Team and seeing the results.	
Brian Kennelly	Cariboo Ski Touring Club (Quesnel)
Didn't have to make snow this year.	
Claire Wolff	Telemark (summer co-op student)
First day on the job. Had done a marketing case study for Telemark	
David de Git	Nickel Plate Cross Country (Penticton)
Applying for the club's water license.	
Dirk Rohde	Hollyburn Cross Country Ski Club (North Van)
Very successful Masters program (had a dedicated coach/organizer).	
Eliza Stanford	Whiskey Jack Nordic Ski Club (Fort St John)
Record membership. Built a stadium area. Game changer for programs & events.	
Clark Weber	Kimberley Nordic Club
[Was only able to attend for the afternoon. Highlights for Kimberley include a membership of almost 1,400 this past season, new trails, and an exploding Masters program.]	

Jason Rusu	Nelson Nordic
Masters programs. Overwhelming response and all via word of mouth.	
Jeff Sim	Member of multiple clubs and on CCBC and Nordiq Canada Boards
Entire season. Seeing the energy throughout BC and Canada.	
John Huybers	Caledonia Nordic Ski Club (Prince George)
Survived the 2019 World PN Champs. First year operation of new snowmaking system.	
Lisa Young	Williams Lake Cross Country Ski Club and also on CCBC Board
Spending time in Quebec City at Nationals and also watching Alex Harvey podium in his home province. First year starting a Ski S’Kool program.	
Louise Poole	Nelson Nordic
Great success with Ski S’Kool program. 2500 kid visits per year. Staff loves to engage with the kids. Participated in World Masters in Norway. Next year Italy. Great participation from BC.	
Michael Morris	Revelstoke Nordic Ski Club
Great season despite snow.	
Michelle Tsutsumi	Skmana Ski and Snowshoe Club (Chase)
Started a new Bunnyrabbit program. Liaised with Spirit North.	
Mike Edwards	Telemark Nordic (Kelowna)
Telemark’s commitment to a fulltime GM. Watching 12yr old son thrive in ski programs.	
Mike Thomas	Revelstoke Nordic
11-days spent at Nationals. Kids did amazing. Built new trails. Raced on them at Teck BC Cup #2.	
Paul Inden	Stuart Lake Nordic (Fort St James)
New club for Cross Country BC. Building a new trail behind elementary school.	
Reid Carter	Hollyburn, CCBC Board, and on Division Chair Council for Nordiq Canada
Fantastic season. “Momentum” in many areas.	
Robert Serrouya	Revelstoke Nordic Ski Club
Lowering barriers to entry. Free rentals for U16. 25% increase in membership in one year and big increase in revenue.	
Steve Osborn	Bulkley Valley (Smithers)
New people coming onboard. Funding reorganized. Club doing well.	

Troy Hudson	Sovereign Lake Nordic Club (Vernon)
Hosting Spring Fling this weekend. Great year. Surpassed 2,000 members. Great revenue. Buying a brand new PB snowcat. Hosted Teck BC Midget Championships. Getting ready for 2020 Nationals.	
Vesta Giles	Overlander Ski Club (Kamloops)
Chix on Stix: Incredibly popular program on Tuesday nights. Up to 40 women each night. Run by 2 volunteers. Partnered with Tourism Kamloops for club promotion (e.g. video) [Note that Overlander has increased membership by 65% in 3 years.]	
Wannes Luppens	CCBC ED
Sport & physical activity is on the decline in Canada, but thanks to our amazing community across BC, cross country skiing in BC continues to buck the trend.	

## Immediate Deadlines:

- [Community Sport Program Development Fund](#) is accepting applications until **May 30**. The following clubs have recently benefited:
  - Caledonia Nordic: “The Mobile Outreach Program provides cross country ski programs and quality equipment to schools and Aboriginal communities.”
  - Toby Creek Nordic: “This grant is being used to expand the ski club’s Junior Development Program so that 200 more children and youth can participate in the upcoming season.”
  - Williams Lake Ski Club: “This pilot program provides coaching sessions and cross country ski equipment to more than 100 elementary students as well as the club’s Jackrabbits program.”
  - Kimberley Nordic: “Kimberley Nordic Masters”
  - Skmana Ski Club: “Ski Skmana Youth Program”
  - Strathcona Nordic: “Youth Learn To Ski”
- the [Gaming Capital Project Grants](#) intake is from **June 1 to July 31** (\$20k-\$250k). Clubs can apply to this in addition to their annual Community Gaming grant. Recent recipients:
  - **Sovereign Lake** (\$230k) - New snowcat.
  - **Caledonia Nordic** (\$175k) - Installation of snowmaking system
  - **Black Jack** (\$30k) – 15 seat passenger van
  - **Golden Nordic** (\$26.4k) – Facility upgrades, parking lot upgrades, new septic tank, drainage work
  - **Strathcona Nordic** (\$25k) – Van
  - **Whiskey Jack Nordic** (\$12.5k) - Accessible outhouse

- The next [Rural Dividend grant](#) intake is from **Jun 15 to Aug 15**. This is the only application window for 2019-20. For larger amounts, this application can be quite onerous, so best to get a head start. Many of our clubs have benefited in previous intakes:
  - 100 Mile Nordic (**\$388k**) – from the special circumstances provision, which was specifically designed to assist communities undergoing economic hardship, such as those impacted by wildfire.
  - Bulkley Valley Club (\$78k)
  - Stuart Lake Nordic (\$72k)
  - Kimberley Nordic (\$55k)
  - Nelson Nordic (\$10k)
  - Cariboo (\$10k)
  - Whiskey Jack (\$10k)
  - Revelstoke (\$8k)
- [Ski-at-School](#) grants (up to \$7500 per program), sponsored by AltaGas, aims to bring cross-country skiing to schools across Canada. Deadline is June 17th, 2019. Last year, the following BC clubs benefitted:
  - Kimberley Nordic
  - Williams Lake
  - Caledonia Nordic
- [Funding for coach education](#): multiple sources. First deadline is June 6.

## Fundraising for a snowcat/snowmobile

(and occasional tangents)

### Sovereign Lake:

- Wanted a NEW snowcat (\$485k). Fundraising campaign launched.
- \$53k from club members in 3 months.
- \$230k from Capital Gaming grant received (up to 50% of project funding)
- Regional District pitched in \$25k
- Highlighted successes in application (wide participation in the community)
- Will be doing a grooming symposium in fall of 2020.
- Wondered about a potential forum/resource page on CCBC or new Nordiq Canada website or a conference call. Could be very valuable.
- If you're in a BC Park, they can issue tax receipts.

### Bulkley Valley:

- Former strategy was to put money aside every year (\$15k) but this impacts Gaming grants in terms of "cash on hand" limit. PB Edge is their desired machine. (But can't buy new.) Doing proactive maintenance in order to keep the machine as long as possible.
- Manage "restricted reserves".

**Cariboo:**

- Buying a utility sled
- The club is generally good with following thru on project commitments, but recently, a water licence hung up the snowmaking project.

**Overlander:**

- Fundraising for new groomer, but also need new sleds.
- "Make friends with your Regional District!" RD covered entire cost of a new sled \$18k on extremely short notice (less than 24hrs).
- Involved in a forum for trail lighting

**Williams Lake:**

- RD Area Directory has discretionary funds.
- Red Cross has provided support for loss in revenue (from fires) and Ski S'Kool. Also provide free first aid courses.
- MEC has provided skis and cash
- Community Futures
- Partnerships with First Nations

**Revy:**

- Recommend to meet with Regional District to understand various funding pots and criteria.

**Hollyburn:**

- "Reserve fund" (from a Gaming perspective) needs to be in the minutes, and must be used within 3 years.

**Nickel Plate:**

- Number 1 priority is new snowcat. Need expertise to find the right machine for the job.

**Nelson:**

- There is a need for snowcat education.
- Have received MEC grants to thank volunteers and have also received skis.
- Have received a regional wage subsidy for 3 months of funding plus training

- School Works Program (for full-time student)

#### **Whiskey Jack:**

- Recommended looking into Investing in Canada Infrastructure Program  
<https://www2.gov.bc.ca/gov/content/transportation/funding-engagement-permits/funding-grants/investing-in-canada-infrastructure-program>

#### **Stuart Lake:**

- Working with First Nations for funding opportunities (e.g. building a new trail)

#### **Caledonia:**

- Suggested Sons of Norway foundation (registered charity). Can issue tax receipts.  
<http://www.sonfic.ca/>

#### List of funding sources and links:

- Gaming Capital Project Grants
  - Sovereign Lake has received \$230k recently and quite a few other clubs have benefited recently. See full list under “Immediate Deadlines” above.
  - Grant intake is from **June 1 to July 31**
- Membership donations campaign
  - Creates publicity, which helps get the larger grantors on board.
  - Often unknown folks/businesses can come out of the woodworks
- Northern Development Initiative Trust (NDIT)
  - See list below of successful clubs/projects and dollar amounts.
- Southern Interior Development Initiative Trust (SIDIT)
  - See list below of successful clubs/projects and dollar amounts.
- Columbia Basin Trust (CBT)
  - Many opportunities!
- Rural Dividend Fund: There have been a number of intakes so far, with a number of clubs benefitting (e.g \$388k for 100 Mile Nordic). The 6<sup>th</sup> intake is opening on June 15, 2019, and this will be the only intake for 2019-20.
- **Regional Districts** have been very supporting of our clubs, as most clubs fall within a regional district. There are often multiple sources of funding (e.g. Gas Tax, recreation, discretionary funds), 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).

- Rec Sites Trails BC
- Look into discounted fuel. Some clubs get this. Troy suggested Co-op gas stations.
- [Vancouver Foundation](#) (\$1.1 billion in assets). There MUST be opportunities for our clubs. If someone finds one, please let me know.
- Many other [community foundations in BC](#).

<b>Southern Interior Development Initiative Trust (SIDIT)</b>	
<b>Black Jack Cross Country Ski Club Society – Snow cat</b>	\$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

<b>Northern Development Initiative Trust (NDIT)</b>				
Whiskey Jack Nordic Ski Club	Beaton 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	<b>Mackenzie Snow Groomer Replacement</b>	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 Beaton 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	<b>Trail Grooming Equipment Purchase</b>	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	<b>Snow Valley Groomer</b>	7/15/2015	Grant	\$12,291
Snow Valley Nordic Ski Club	<b>Snow Valley Groomer</b>	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	<b>Purchase of a Snow Groomer (Pisten Bully 100)</b>	7/18/2012	Loan	\$70,000
Whiskey Jack Nordic Ski Club	Improvements to Beaton 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
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## Lodge/facility/trail improvements and expansions

(and occasional tangents)

- Very similar funding sources as for snowcats (above)
- How did Larch Hills do their Chalet Expansion? See pg 18 of the 2018 CCBC Magazine: [https://issuu.com/crosscountrybc/docs/scc\\_2018v10](https://issuu.com/crosscountrybc/docs/scc_2018v10)
- Larch Hills also asked for donations as part of the Teck BC Cup registration
- It was mentioned that there can sometimes be difficulties with landowners to make changes/improvements. Someone mentioned they thought that landowners can receive a tax receipt for improvements to the land. Further to the meeting, the following info was obtained about the Viking Ski Club in Quebec (that was partially on private land):
  - “The club however worked with a local land trust, the municipality and the [land-owning] family. The result was that land was donated (charitable tax deduction) to the land trust, including a right of passage in perpetuity for the Club’s trails. The Club wins and the donor family gains a huge tax advantage.  
[http://vikingskiclub.ca/en/skip\\_sheldon\\_obituary.php](http://vikingskiclub.ca/en/skip_sheldon_obituary.php)”
- Revy: BC Rec Sites & CBT each kicked in \$60k. Received logging revenue from BC Timber Sales (high wood prices). Plus the logging resulted in better trails and culverts.
- Williams Lake has logging partnership with West Fraser.
- Overlander receives logging funds as well. Work with the companies to make it look good, as well as make new trails.
- Caledonia has a woodlot, and generated \$500k in profit last year. Relationships with First Nations are very important.
- Telemark has built a relationship with First Nations, an important relationship.
- Bulkley Valley has a very good relationship with the community forest. Needed logging to deal with the beetle kill (problem with falling trees). Trying to be proactive on lodge maintenance. Spirit North is working with First Nations.
- Caledonia: working with Spirit North on mobile outreach program.
- Telemark: Receive ~\$30k/yr from Gaming for operating funds (program based). Within, can also apply for small capital expenses.

## Maintaining/growing the Skill Development Program (SDP)

(and occasional tangents)

Whiskey Jack:

- interest from home-schooled families. Promoting it as an affordable option. Have ski rentals for the kids.
- Older kids are awesome coaches

#### Williams Lake:

- tapping into the French Immersion programs.
- Limiting factor can be coaching

#### Hollyburn:

- provides free skate skis for older Jackrabbits.
- Do an early registration for coaches and their kids to guarantee that you get in. (Cypress Mt. limits number of skiers.) Instituted a non-volunteer fee. Incentives to get parents to coach.
- Paid student coaches (16 & up). Gets them leadership skills. Very positive.
- Jeff: Quebec has a strong paid-coach culture, often student coaches. Kids have a great connection with these younger coaches.
- Race program organizes a fun day. Young kids really look up to the student coaches.
- Make a point of getting the families together and make them feel part of something bigger.

#### Nelson:

- provides free skate skis for older Jackrabbits.
- Coaches get free program fee for their kids
- "Track It Forward" app: A way for clubs to easily log volunteer hours.
- Some parents don't want kids to race. Doing an Adventure Program to keep these kids skiing. Sovereign does "Winter Fit" (9-12 and also for teenagers). Includes winter-camping and really cool adventures. Strathcona does "Strathcona Nordic Adventure Program: SNAP". Revelstoke has "Trailblazers". Telemark has a similar program too. Hollyburn too, but can be difficult to "market" as not racing oriented.

#### Revy:

- all coaches are volunteer except for head coach. Almost all are parents.
- Club doesn't pay for gas, hotels, etc, for trips. Parents fundraise.
- Junior development program is year-round (45 weeks).

#### Bulkley Valley:

- Are now emphasizing that Jackrabbits (and their families) are the core of the club (e.g. result in the 20yr volunteers).

#### Sovereign Lake:

- Head coach is investing into younger coaches (e.g. Track Attack)
- SDP is volunteer-driven. Volunteers get jackets.
- Ski S'Kool program has paid instructors.
- New families in the program are super keen.

Skmana:

- got skis for kids from viaSport grant
- <https://www.viasport.ca/grant/bc-sport-participation-program-community-sport-program-development-fund>

Strathcona:

- considering student coaches as well

Overlander:

- teenagers that coach get a Visa gift card and gas is covered
- have a “parent pass” membership rate, but kid must be in program

Revy:

- older racers get paid for helping out with school program

Telemark:

- having athletes as coaches is keeping them in the sport
- paying former athletes to coach... great role models

Caledonia:

- provide a jacket to volunteers

## Promotion & marketing (website, social media, videos, etc)

- Marketing:
  - More and more clubs are partnering with their local tourism association. They have a mandate, know-how, and a budget to promote their local attractions.
- Overlander:
  - in the early process of a marketing strategy
    - what you’re going to do
    - who you want to engage
    - google “sport market plan”
    - use Canva.com
  - social media engagement

- Facebook posts show up on homepage (e.g. for those that don't have social media)
- Make the posts FUN
- Free on Family Day (500 people come out)
- Telemark:
  - has hired a marketing co-op student as a partnership with UBCO
  - willing to share their work
  - Overlander and co-op student will come up with a template that other clubs can use.
- Nelson: does \$5 Wednesdays (\$5 for trail pass, \$5 for rentals, \$5 for social event, etc)
- Website
  - Need new website? National Ski Team's Julien Locke <http://www.julienlocke.com/> from Nelson BC has created the following webpages (among others):
    - <https://www.sovereignlake.com/>
    - <https://www.williamslakecrosscountryskiclub.ca/>
  - Please contact Julien (or Wannas) for a detailed brochure.
- Events
  - What is the low hanging fruit? E.g. Chix on Stix, Tour de Soup, Lantern Ski, etc.
- Videos (mostly created in partnership with local tourism association):
  - [Fernie 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).

## Recruiting, managing, and recognizing volunteers

(started to run out of time on the agenda, so less discussion on this topic)

- Many clubs pay for volunteers' coaching and/or officiating development
- Clubs provide continued opportunity and training of volunteers so that they develop and remain interested
- pay for gas
- Bulkley Valley: has a volunteer director and a small volunteer appreciation budget
- Thank you cards/postcards/emails from the kids go a LONG way
- Nelson: uses Volunteersignup.org. Very helpful.
- Bulkley Valley: looking for a new head-coach (paid position)
- Question was asked, "how to measure success?" when it comes to volunteer success.
- Clubs do a membership survey. "How would you like to be recruited as a volunteer?"

## How to delegate work away from club President and/or Board

(started to run out of time on the agenda, so less discussion on this topic)

- Telemark: have hired a GM (evolution was 100% volunteer, to PT seasonal, to FT seasonal, to FT year-round)

- Hollyburn: has a club administrator
- Overlander: ticket booth guy is exceptional (e.g. website work, manages Ski S’Kool staff, registration, and hiring, calls in groomers, writes policies & procedures, did the water certification, \$25/hr, Oct-April)
- Revy:
  - added ED work to coaching role for the summer (including trail building). This may transition to FT ED.
  - Happy to share the job description.
  - Groomers are volunteers.
- How does Larch Hills run on 100% volunteer?: great community, but also delegating well
- Nelson: CBT has funding for non-profits in order to work “on the business” (e.g. org structure)
- Cariboo: volunteer grant writers

## 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 on Zone4:

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### Updated Membership Prices: (just an example)

- Child \$70
- Adult \$180
- Family \$400

### 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.

## Club Membership Size (2018/19)

2017	Sovereign Lake
1668	Caledonia
1385	Kimberley
1230	Telemark
1074	Larch Hills
981	Fernie
903	Overlander
881	Revelstoke
880	Nelson
753	Black Jack
660	Nickel Plate
643	Golden
611	Bulkley Valley
573	Hollyburn
452	Strathcona
425	Snow Valley
309	Cariboo
287	Toby Creek
268	Nordic Racers
231	Morice Mountain
227	Vancouver Skiers
223	Omineca
209	100 Mile
205	Whistler
187	Williams Lake
155	Whiskey Jack
153	Tetrahedron
122	Sea to Sky
116	Sunset Ridge
105	Wells Gray
101	Mackenzie
93	Bear Mountain
81	Sun Peaks
72	Valhalla Hills
64	Nechako
63	Kaslo
58	Spud Valley
57	Skmana
47	Arrow Lakes
46	Fort Nelson
42	McKinney
41	Elkford

- 27 Yellowhead
- 22 Manning
- 16 Highland Valley
- 15 North Thompson
- 12 Chetwynd
- 11 Clinton

## 2018 Club Development Workshop

Notes and Supporting Info

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

### 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

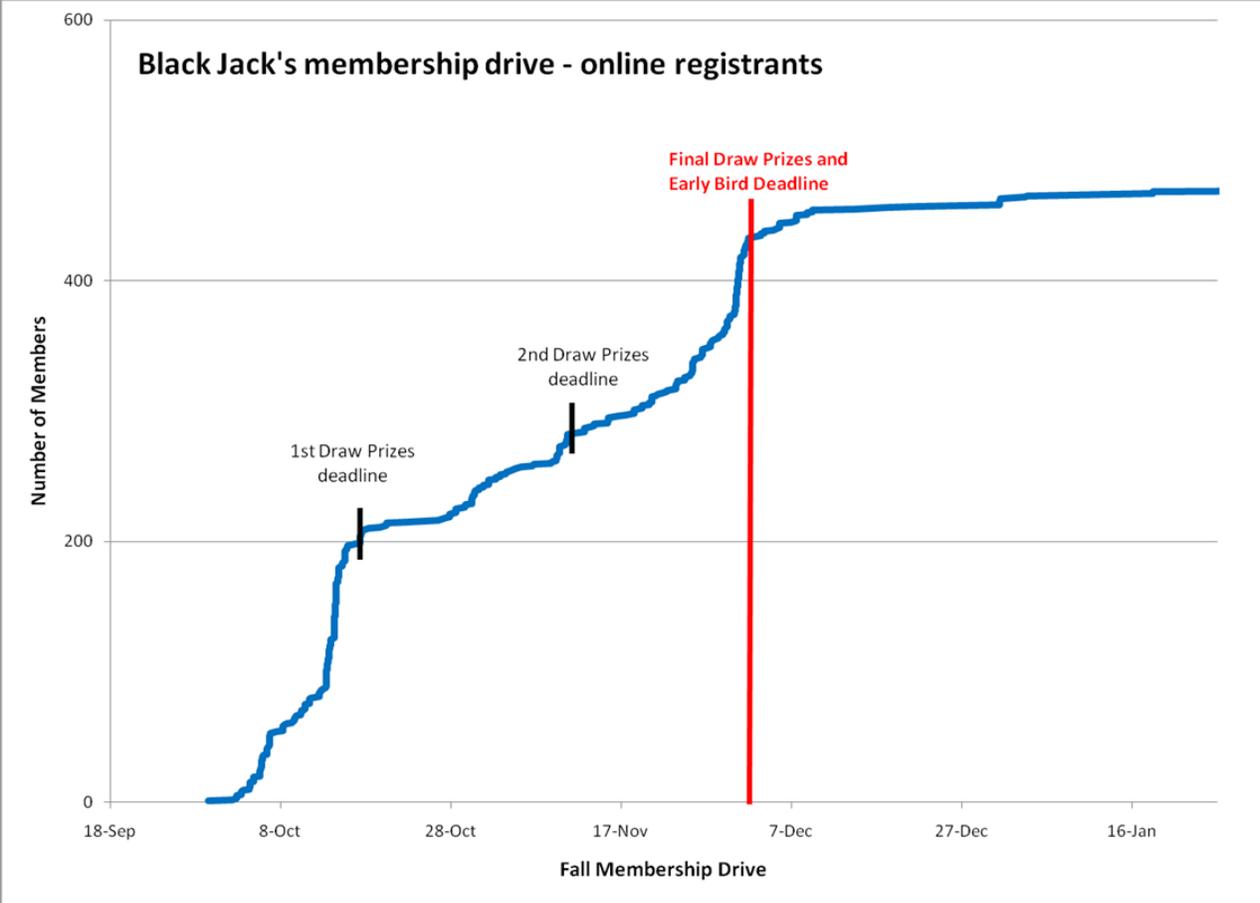
What are clubs doing to promote themselves, both in traditional and non-traditional ways?

- 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)
  - [Fernie 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 Beckie 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>.

<b>Southern Interior Development Initiative Trust (SIDIT)</b>	
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

<b>Northern Development Initiative Trust (NDIT)</b>				
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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General Manager  
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## 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.



👍 Like

💬 Comment

➦ Share



👍👍 25



**Fernie 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.

**Fernie 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 on Zone4:

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### Updated Membership Prices: (just an example)

- Child \$70
- Adult \$180
- Family \$400

### 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.