



TELEMARK

Nordic Club



Agenda

A winter scene with a large, two-story building, snow-covered trees, and skiers on a snowy slope. The building has a balcony and a staircase. The trees are heavily laden with snow. Two skiers are visible on the slope in the foreground.

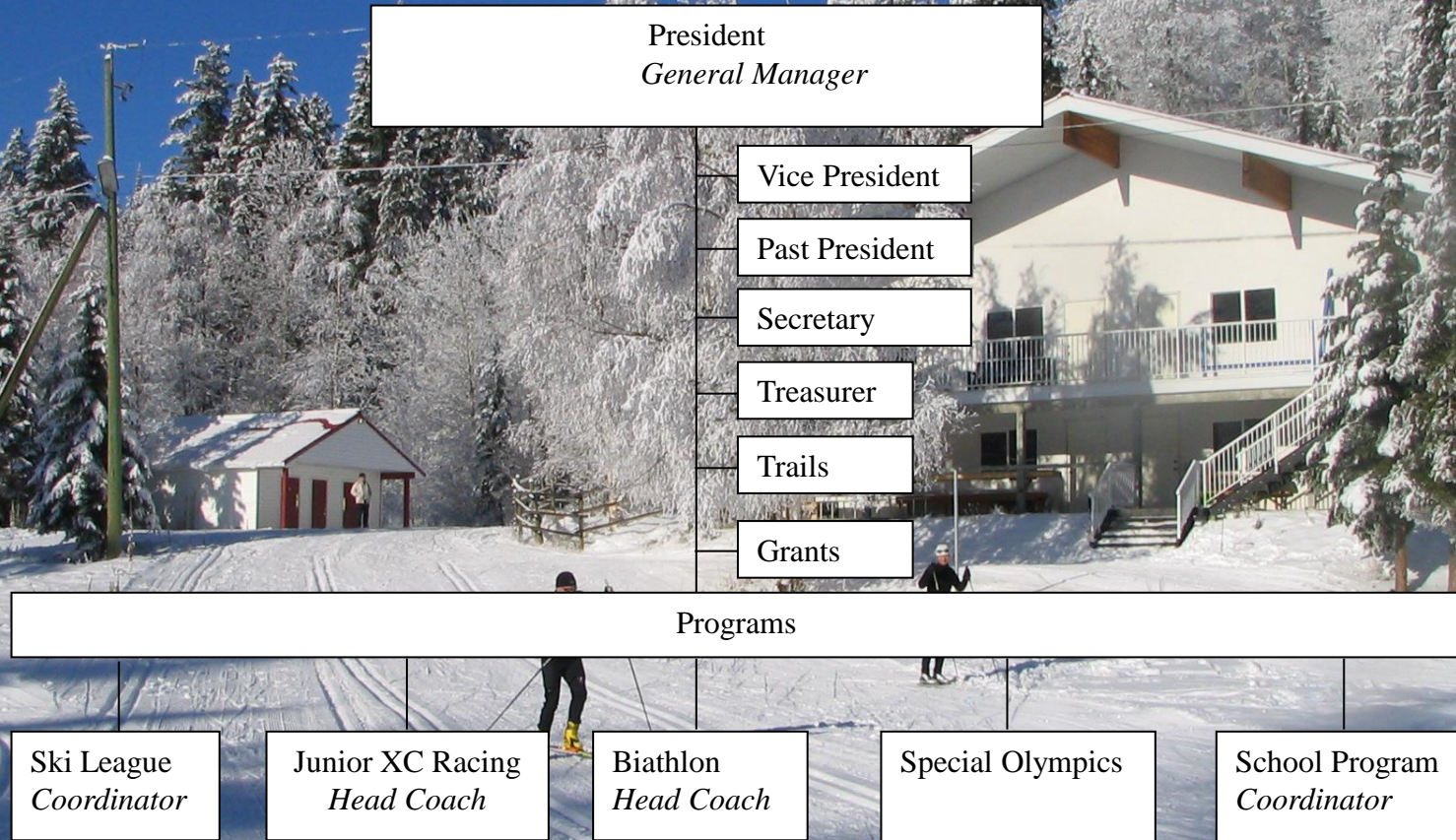
- **Club Overview**
- **Grooming**
- **Long Term Plan**
- **Feedback for CCBC**

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Director, Athletic Development and Race Program
Telemark Nordic Club

Club Overview

- 1,100 members, 25% of which are race affiliated
 - 6,000 day passes (100 per day)
 - 2,500 school visits
 - 150 jackrabbits / bunnyrabbits
 - 40 race athletes
 - Trails
 - 3 beginner
 - 3 intermediate
 - 3 long advanced
 - 3 snowshoe
 - Club revenue \$285,000
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Club Overview



Grooming





Grooming



Long Term Plan

- 1. We serve our members and the public in general.** Without them, there would be no facility and no budget for long term initiatives. Every project must, in general, benefit all users and, in particular, should not have a negative impact on access to or enjoyment of the facility by all users.
- 2. Experience First.** There is a strong message from our facility users that the experience at Telemark is special. They feel welcome and safe, the conditions are always outstanding, the nature experience is wonderful, and the sense of open space and lack of crowds is first rate. A member once captured the emotion when she referred to Telemark as “My cathedral, my personal winter spa retreat”. New initiatives must preserve this.
- 3. “It is about the kids”.** Initiatives that will benefit the children shall have a high priority.
- 4. We shall preserve our financial stability.** Initiatives shall carry, at worst, a modest financial risk.

Long Term Plan

- 5. We are proud of our youth programs and racing teams,** and we wish to provide them with high quality infrastructure and sufficient financing that they can perform at a high level. We do this because our athletes are gaining a wonderful life experience, learning good work ethics, developing a lifelong love for the sport, and acting as role models to hundreds of youngsters just entering the world of Nordic skiing through our ski league and school programs, and, yes, also winning medals while competing under the club's banner. Anyone who has interacted with these young athletes will tell you emphatically that they are special. We know that it takes a community to spawn a cross country / biathlon athlete -- a critical part of the experience is to have great coaching and access to good equipment and infrastructure, and that involves costs and resources beyond the reach of the athletes.
- 6. Snowshoeing is a high growth activity at the club** and we must ensure that the needs of snowshoers are being met.
- 7. Growth and profits just for growth sake is not at all interesting.** We want to support natural intrinsic growth that happens by word of mouth and by delivering good experiences and good memories. Intrinsic growth will deliver us new members whom we can warmly welcome because they found us by their sharing of our values and our love of skiing and snowshoeing.

Working on

➤ **Snowshoe trails**

➤ **More altitude**



For CCBC

- **Most Valuable Service: NCCP Coach Training!**
- **Please purchase a “Race Timing Kit” from Zone4. We will rent it.**

