

Cross Country BC AGM

May 3-4 - 2014



2013-14 Highlights

- Increased participation in most areas
- 2014 Teck BC Championships
- Establishing a sponsorship culture within Cross Country BC
- New website



2013-14 Stats

- **Members – 18,103**
(up from 17,214; largest division in Canada)
- 4 clubs over 1000
- CNSC largest in Canada?
- **SDP enrolment** (*Track Attack, Jackrabbit, Bunnyrabbit*) – **2,519**
(new record; 2nd largest division)
- **Ski S’Kool – 19,171+**



2013-14 Stats

- 4 clubs over 1000
 - Caledonia Nordic Ski Club – 1873
 - Sovereign Lake Nordic Club – 1707
 - Telemark Nordic Club – 1071
 - Kimberley Nordic Ski Club – 1059
 - *Larch Hills Nordic Society - 978*

2013-14 Stats

- **10,494** starts in:

- Races (5971)
- Loppets (3050), and
- Racing Rocks activities (1473)

- **BC Cup Series** race start #s increased to **2453** – up from 1625

- Race start #s in Teck sponsored events - **4759** (2453 male/2306 female)

- **BC Championships**

- **New record!** 565 competitors
- **New record!** 162 relay teams

- **34 clubs** were represented – from BC (20), Ontario (3) Alberta (1) and the USA (10 clubs from Washington, Utah, Montana, Idaho and Wyoming)

2013-14 Stats

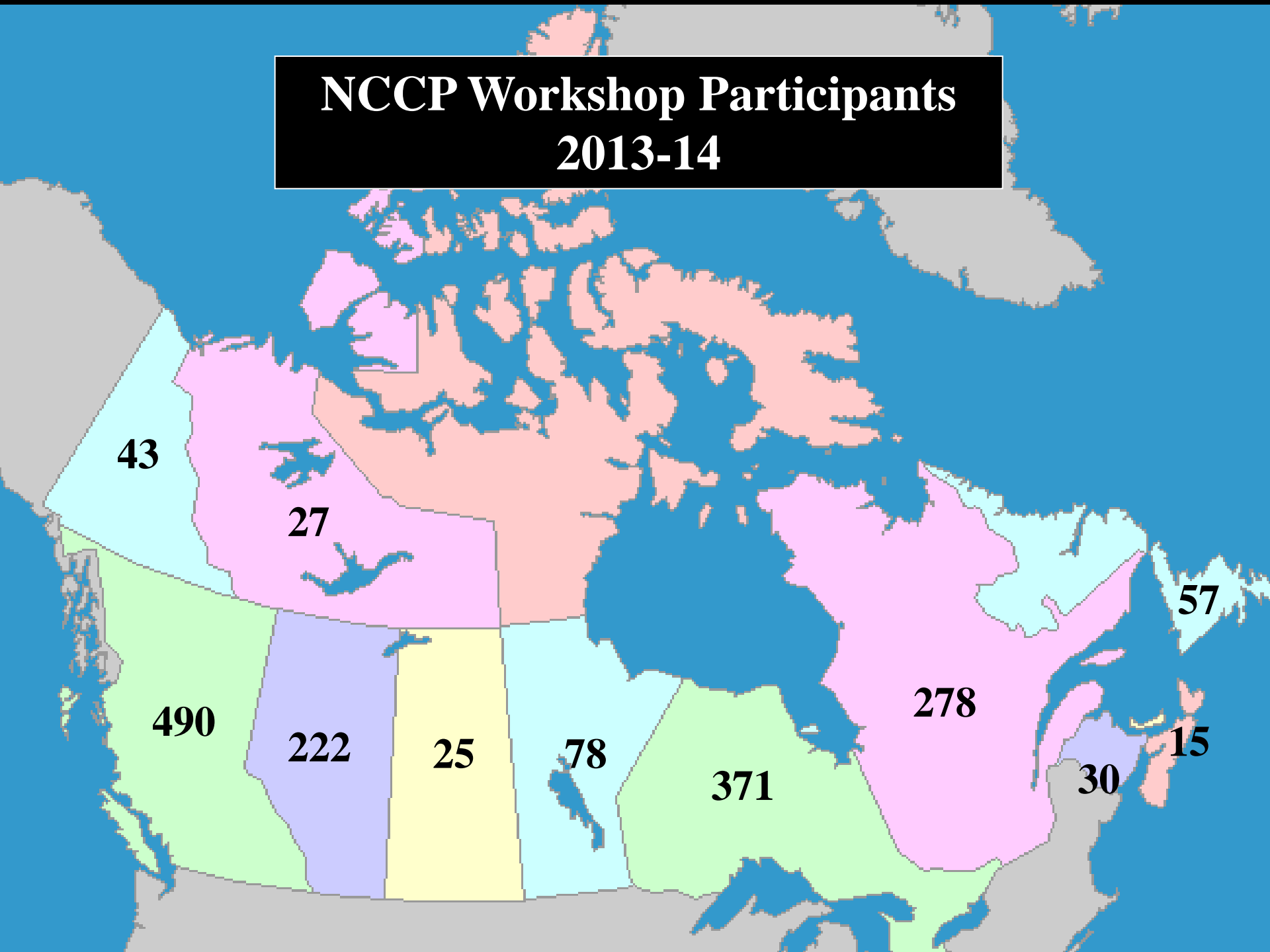
- NCCP – 490 workshop participants (523.....PCE)
- 732 athletes in regional / provincial camps – up from 669
- Male / female ratio is around 50%



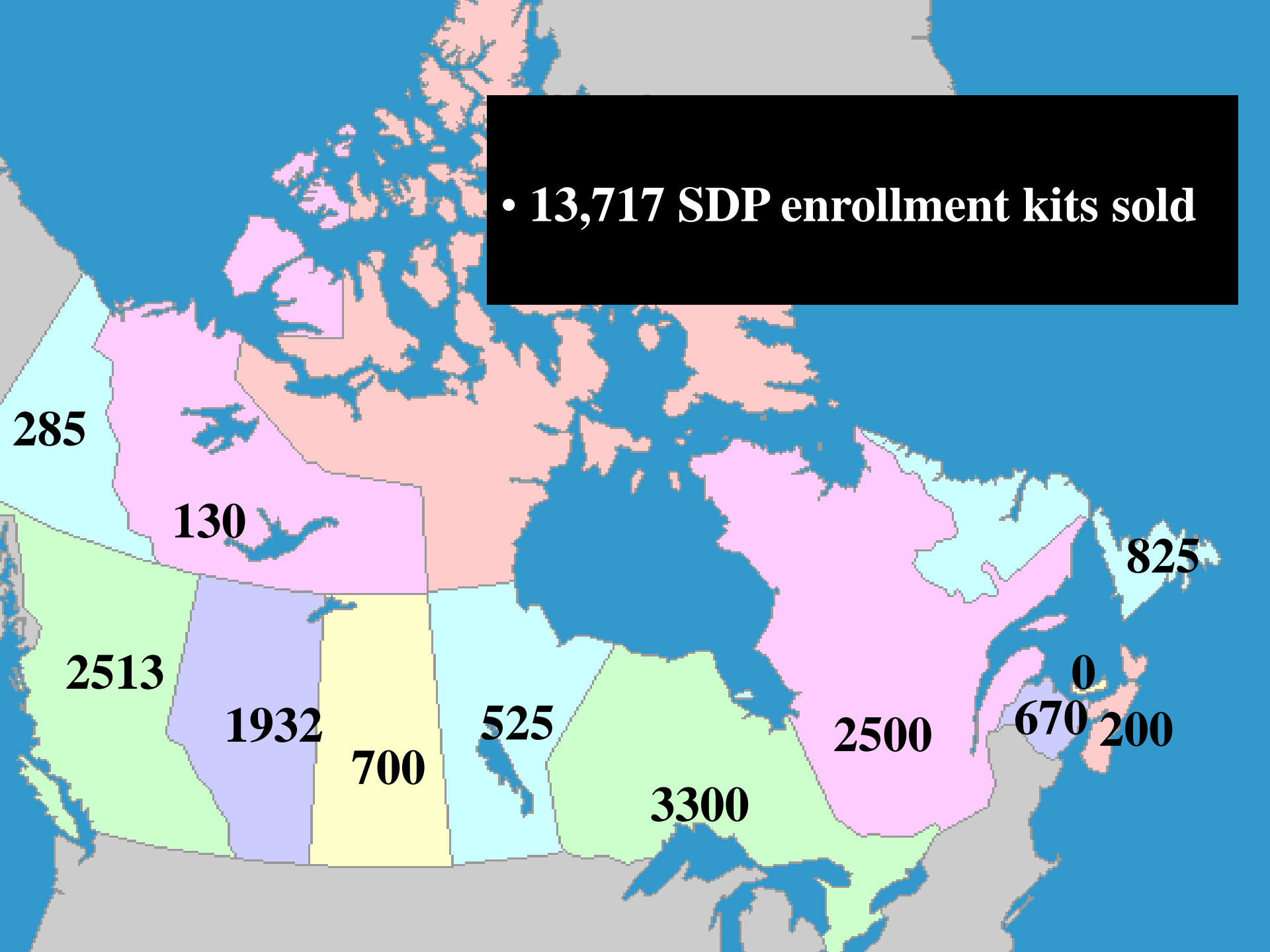
NCCP Report: 2013-14 - Participation #s

	<u>ICC</u>	<u>CC</u>	<u>L2T</u>	<u>T2T</u>	<u>L2C</u>	
2005:	811	210				= 1021
2006:	592	508				= 1100
2007:	744	399	54			= 1197
2008:	727	426	184			= 1340
2009:	741	452	167	38		= 1398
2010:	577	329	157	44		= 1107
2011:	632	423	159	12		= 1226
2012:	680	415	257	76		= 1428
2013:	755	450	189	82		= 1476
2014:	827	497	216	73	54	= 1667
.....	7086	4109	1383	325	54	=12957...

NCCCP Workshop Participants 2013-14



• 13,717 SDP enrollment kits sold



TECK – what can we learn from this opportunity

- Funding level
- Teck objectives
 - New focus - from HP to community level sport
 - Big success with BC Alpine Kinder Program
 - Target 9-14 years (L2T + T2T1)
 - To see us develop a sponsorship culture within CCBC - with the objective of increasing the Association's revenue base for the purpose of advancing the sport to a new performance level
- Proposal – 2 parts
- Reporting - quarterly

TECK – what can we learn from this opportunity

- Huge time investment on our part

- Our achievements
 - Race starts in sponsored events & signage/branding opportunities
 - Camp participation and regional branding opportunities
 - New website, news releases, photo gallery
 - Newspaper advertising

- Are we developing a sponsorship culture?

TECK – what can we learn from this opportunity

- Lessons learned
 - CCC
 - Others in cc community accessing Teck funding
- Next – Marketing Department

TECK – what can we learn from this opportunity

- Changing the way we do business – increasing resources and thereby improving our capacity
 - Developing a sponsorship culture within CCBC



Legacy - 2010 OWGs/PWGs

- Why the Canadian Sport System wants to host OWGs
 - Why legacy from 2010 matters
 - **Current efforts to ensure a legacy**
 - Venues, athlete centre, HP Gym, townhouses, CSI, OTP, WSL, GM meal plan, athlete lodge on top of hiking, running and roller skiing
 - Legacy & Cross Country
 - Skier visits
 - Athlete development pathway – Ski S’Kool to National Champs to Olympics
 - National training centre
 - High level event hosting
 - Whistler State of Sport

Legacy - 2010 OWGs/PWGs

■ Whistler Athlete Centre

- Olympic-legacy High Performance Centre with a 4,000 sqft strength/conditioning gym, human performance testing lab, meeting room, contrast bath and regeneration room and the CVTC office.
- Athlete Lodge
- Subsidized townhouses units

■ Whistler Olympic Park

- Approx. 15 mins from the Athlete Centre. This includes a 100+km network of ski trails
- 5km of roller ski trails plus many km of access roads suitable for roller skiing
- 5km of lit trails
- Permanent buildings with meeting rooms, food service and showers
- 42km of paved trails suitable for roller skiing within the nearby Municipality



GRANTS

- **One stop go-to site:**

- Viasport - <http://viasport.ca/node/4>

GRANTS

- **Channeled through CCBC:**
 - **BCSPP**
 - **IPS Regional Coach**