

Fernie Nordic Society



CCBC Workshop and AGM: 108 Mile, May 4 2013

Photo Credit: Jamie Hide



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Fernie Nordic Society: Growth and Development

- Society formed in 2006; First winter of programming in 2007
- Bunnyrabbit and Jackrabbit Program: 10 → 73 kids since the first year
- Coaches: 16 qualified coaches, trained through national program
- 341 members this year

Nordic in an Alpine Community

- Heavy marketing of Fernie for downhill skiing: historically the main recreation for the community
- Addressing perceptions: “gnarly terrain” and “sick powder” vs “nerdic skiing”
- Lack of understanding around nordic trail development



photos: by Fernie Alpine Resort.



Nordic Skiing on the rise

- Increasing excitement and involvement in the sport
- Close to 30 dedicated volunteers involved in events, kids programs, grooming, Board of Directors, etc.
- Local funding partners: 33 partners
- Identified need for a “home base” in order to facilitate growth

Photo Credit: Jamie Hide



Nordic Opportunities

- Affordable opportunity
- Diversify recreation options
- Active community, young families
- Local sponsor opportunities (Teck sports funding for employees)
- Legacy of '87 BC Winter Games



Photo Credit: Jamie Hide

Our Dream

- Host races of Regional, Provincial and National scale
- Expand our kids program
- Expand membership: reach out to other groups in town
- Create a world class amenity for tourists and residents
- Support all-season family recreation opportunities



Two Components:

- Expansion of sport and recreation in the community
- Tourism and economic development
- *Balancing the values of the club: high level training and racing vs recreation and love of sport*



Developing a Nordic Centre

- Commitment to a professional and informed process
- Completion of competitive RFP process to identify a trail designer
- Defined scope of work to guide the assessment process
- Selection of **Reidar Zapf-Gilje**



Bringing in expertise

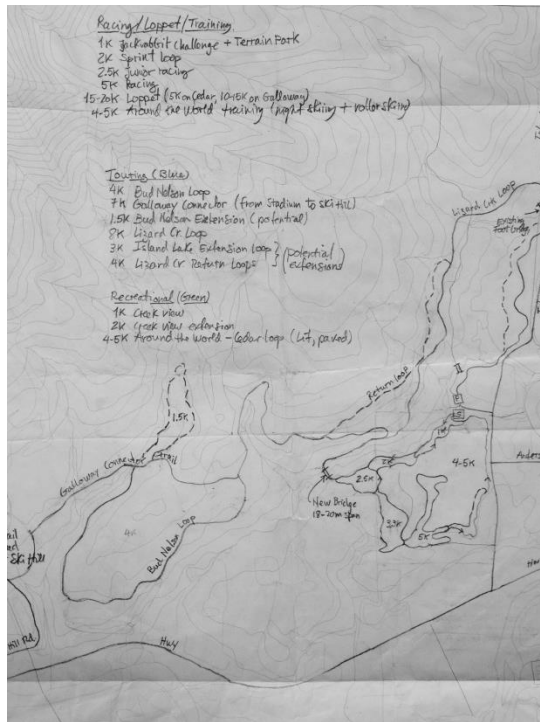
- Reidar has designed over a dozen club ski trails in British Columbia
- Notable experience:
 - Involved in the development of recreational trails at Olympic Park
 - Design of the Paralympic Cross Country trails for the 2010 Olympic bid package
 - Review of the 2010 Olympic Centre nordic trails



Phase 1: Desired Outcomes

- Identify land for trail development
- Identification of any land, drainage, hazard, risk or environmental concerns
- Compliance with trail standard guidelines for races of national scale
- Budget for build-out

Building Trails



- Ministry of Community, Sport and Development – Planning funds
- Resort Municipality Initiative: trail building funds
- Teck: trail building
- Private land owners: partners



Goal: Core trail system for 2014



Next steps: Keeping Momentum

- Ramp up fundraising and grant writing activities
- Engage and learn from other local clubs and their experiences
- Grow membership, volunteers and exposure to visitors to the community

Challenges..HELP!

- Coaches: honorariums vs volunteer
- Admin: paid position?
- Biathlon – adding complexity?
- Fundraisers – off-season engagement and participation
- Parents as volunteers – challenges with year-round commitments
- Aggregation of fundraising with other clubs and organizations (Trails Alliance)



Key Sponsors (+ many more small businesses)



Renting In Fernie



Fernie Central Reservations

Teck

fern
blueprint



Stay fit. Play for life.

ROCKIES LAW
CORPORATION



ISOSCELES
BUSINESS SYSTEMS



Overwaitea
B.C.'s very own food people.



Resort Municipality Initiative

Investing in B.C. Resort Communities