

Cross Country BC

AGM – May 14, 2016



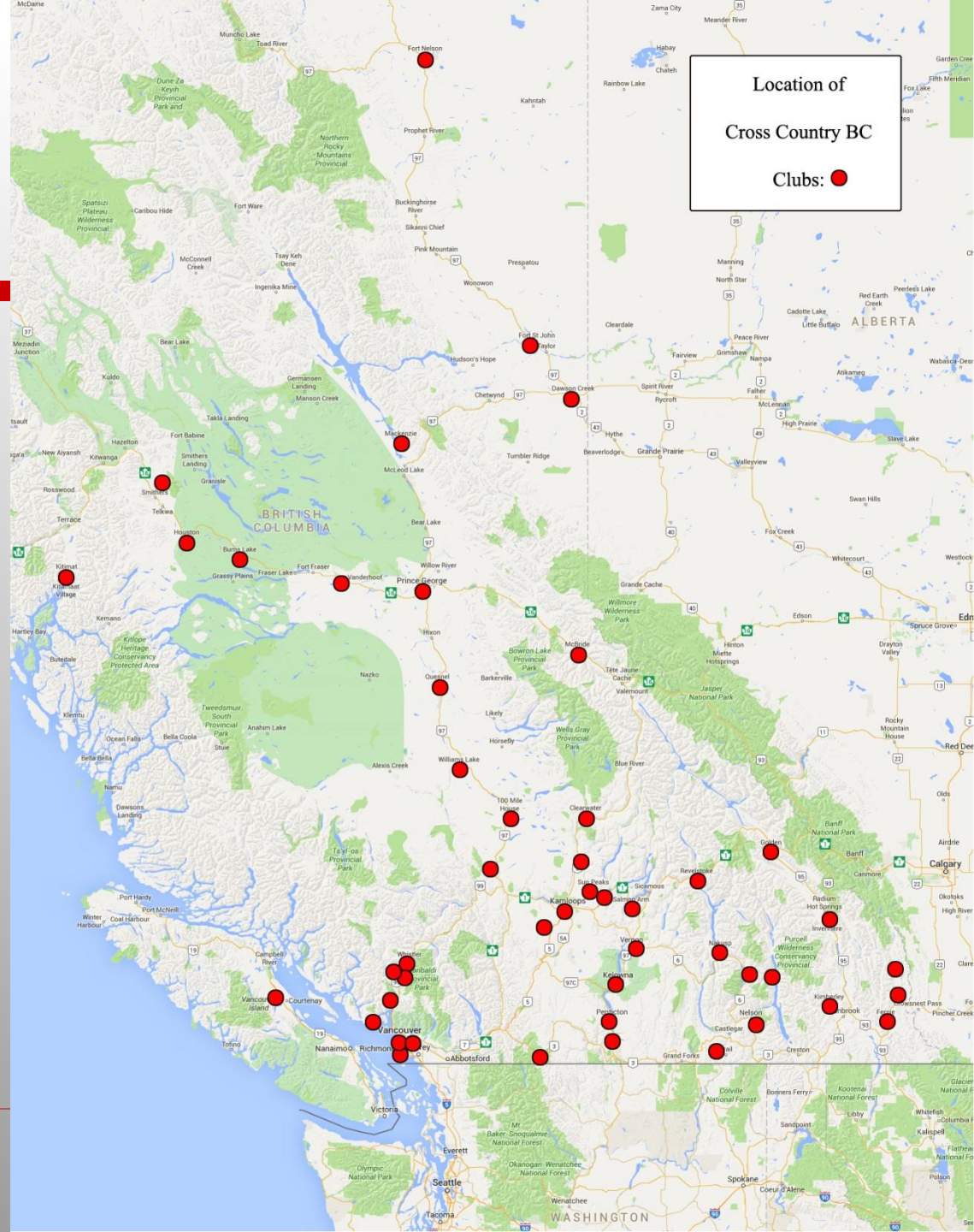
Cross Country Skiing in BC

- ❑ A sport for life
 - Accessible, affordable, sustainable
 - A unique demographic profile
- ❑ A growing sport
 - Bucking a nationwide trend
- ❑ Recent Initiatives
- ❑ 2015-16 Highlights



Reach

- Province wide
- 200 communities
- 16,000 members
- 50 clubs

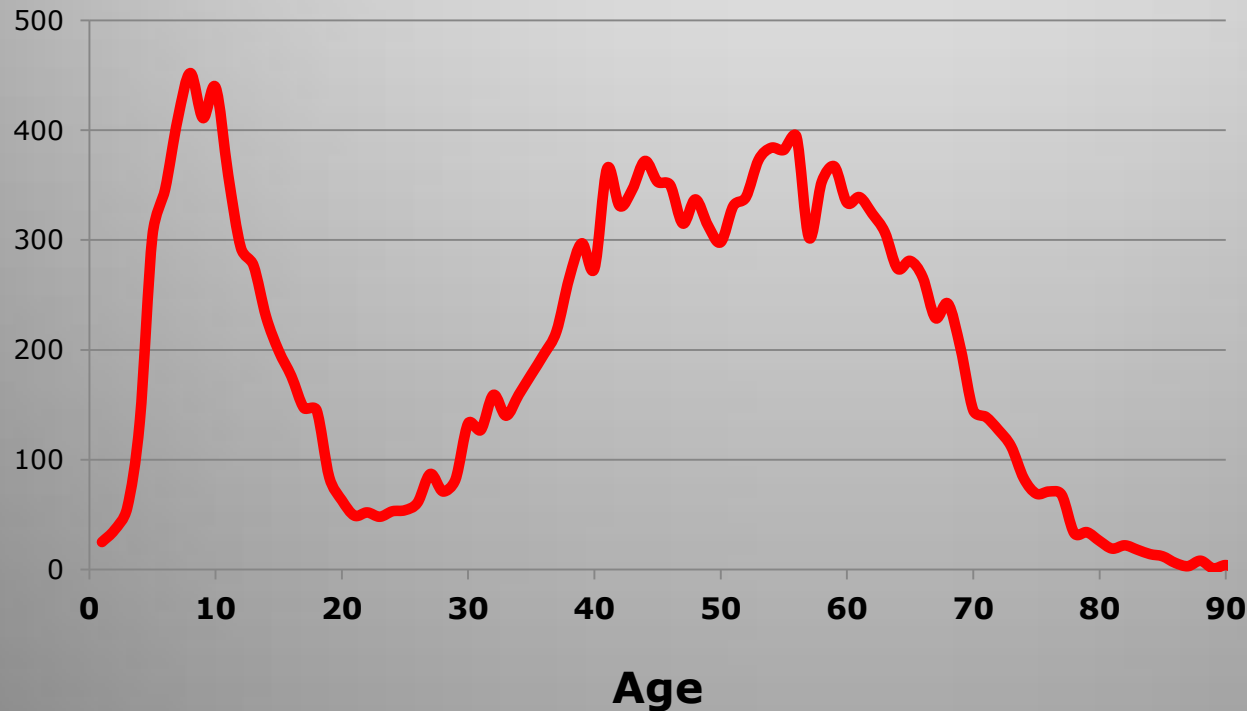


Family, Health, Community



Active for Life, Sustainable

Membership age distribution



A unique demographic profile:

What other sport comes close??

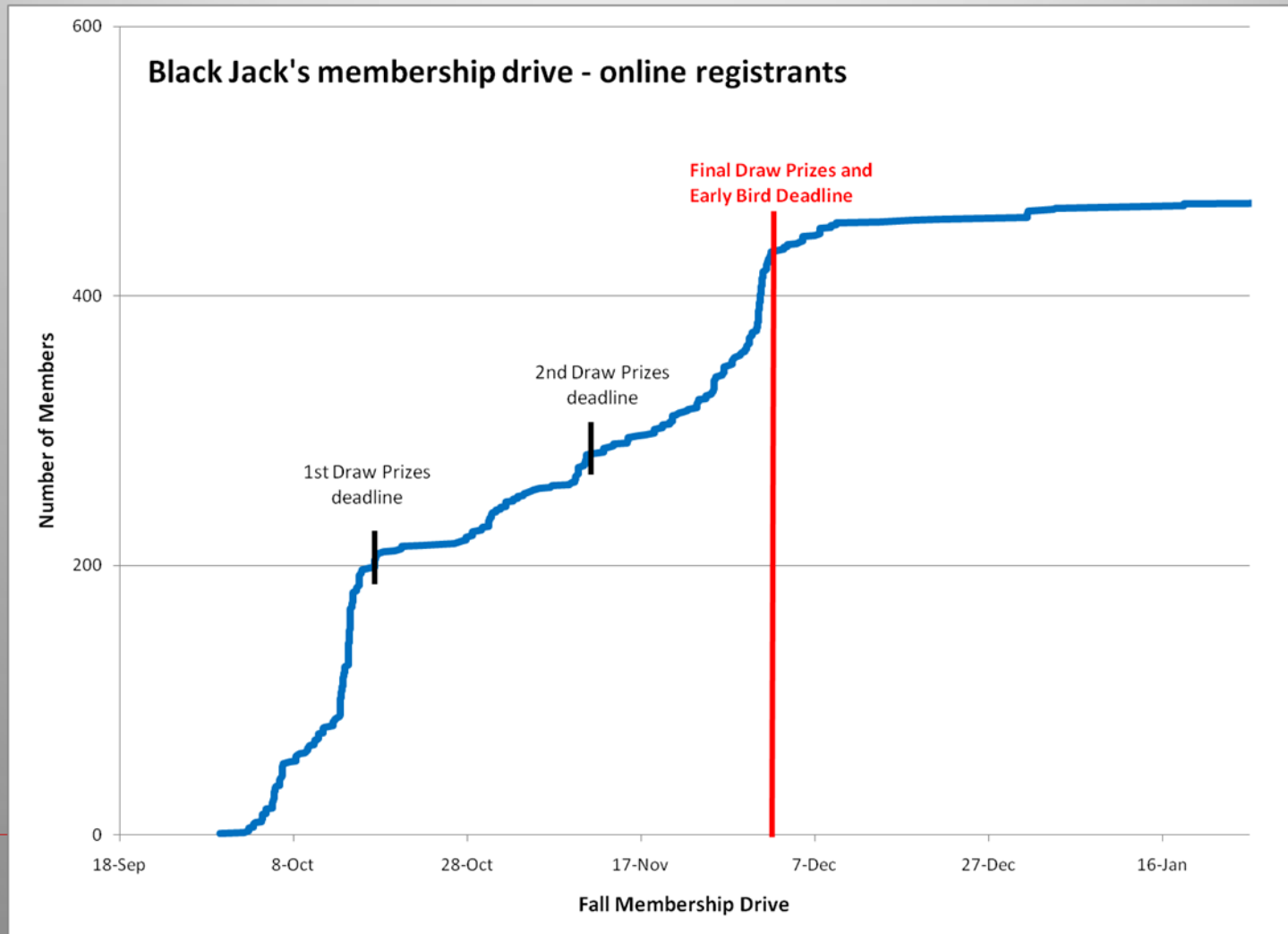
Growth & Sustainability



Initiative: Membership Growth

- Survey to collect & share best practices
- 18 clubs responded and shared what they do.
- Great info!
 - Key dates
 - Cost structures (membership, Early-Bird, day passes)
 - Kiosk or not
 - Online registration
 - Early-Bird rates/incentives
 - Marketing/publicity tools
 - Outreach
 - Etc...

Case study: Do incentives work?



Club membership success stories

- 5 clubs over 1,000 members this year, first time ever:
 - Sovereign (1,612), Caledonia (1,437), Kimberley (1,054), Larch Hills (1,041), Telemark (1,038)

- New records set this year:
 - **Fernie:** 751 members
 - 30% increase over last year. 400% increase in last 5 years
 - now BC's 6th largest club
 - **Revelstoke:** 685
 - double from 7 years ago
 - **Larch Hills:** 1,041
 - first time over 1,000
 - **Whiskey Jack** (Fort St. John): 116
 - **Sunset Ridge** (Sparwood): 72
 - **Vancouver Skiers:** 240 (modern day record)
 - **Manning Nordic:** 26 (new club)

Club membership success, cont.

□ *Almost* new club records set this year:

- **Kimberley:** 1,054 members – within 6 members of a new all-time record
 - tripled from 7 years ago
- **Golden:** 592 members – within 13
 - tripled from 10 years ago
- **Black Jack:** 722 members – within 6
- **Spud Valley:** 117 members – within 4
- **Telemark:** 1,038 members – within 40
- **McKinney (Oliver):** 47 members – within 3
- **Williams Lake:** 214 members – within 11

Membership Growth – going forward

- ❑ Let's challenge ourselves to keep growing club membership
- ❑ Ideas for this coming year:
 - "Club Membership Challenge": Fun exciting prizes for clubs that have the largest % increases.
 - Prizes likely to include skis, poles, and gear from suppliers and more.
 - Winning clubs can then use these prizes as raffle prizes, volunteer draw prizes, for a family in need, etc...
 - To be fair, clubs divided into groups of similar sized clubs, with prizes for each group.
 - Let's build excitement and encourage clubs to start early.
- ❑ Other??

Initiative: Club Fundraising

- ❑ Survey to collect & share best practices – in progress
- ❑ Some fantastic info received! For example:
 - Snow Valley Nordic - Terrace/Kitimat
 - ❑ ~\$300,000 raised in past few years. This year have purchased a new snowcat and snowmobile .
 - Cariboo Ski Touring Club - Quesnel
 - ❑ ~\$300,000 raised in past few years, for new a snowcat, snowmobile, ginzu, a new “low mobility” trail, skis for Ski S’Kool and rental shop, and trail lighting upgrades (converting to LEDs and underground wiring).
- ❑ The document includes projects, grant sources & amounts, sales pitches, and other tips.
 - “Very exciting tips here! We do a bit of grant writing to support one program, but this opens up a whole new set of opportunities for us!” – Nelson Nordic
- ❑ Excellent example of Snow Valley and Cariboo helping Williams Lake.
- ❑ Additional fundraising idea in the works.

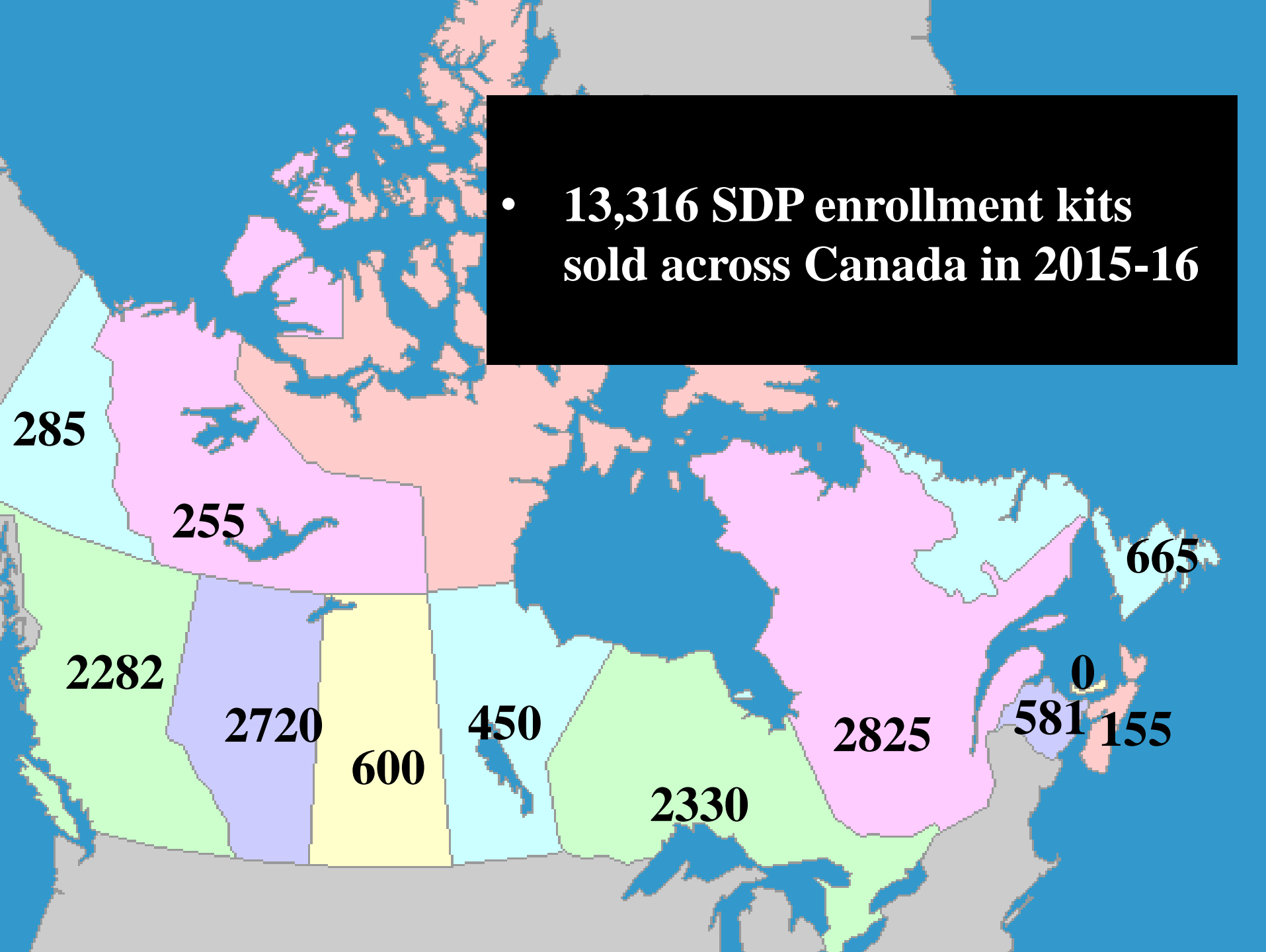
The Numbers – 2015/16

Skill Development Program (Bunnyrabbit, Jackrabbit, Track Attack)	2,282 kids
Ski S'Kool (150 schools)	23,689 student visits
Teck Regional Camp Program	482 participants
Provincial Camp Program	260 participants
60 race days (Races & Loppets)	9,165 participants
45 multiday coaching courses	353 coaches
4 officials courses	28 officials
48 clubs (200 communities)	15,927 members

Some race participation details

	Race Starts
Teck Regional Cup Series	2,424
Teck Midget Championships	424
Teck BC Cup Series	2,154
Total Teck races	5,002
Racing Rocks activities	1,406
Loppets	2,633

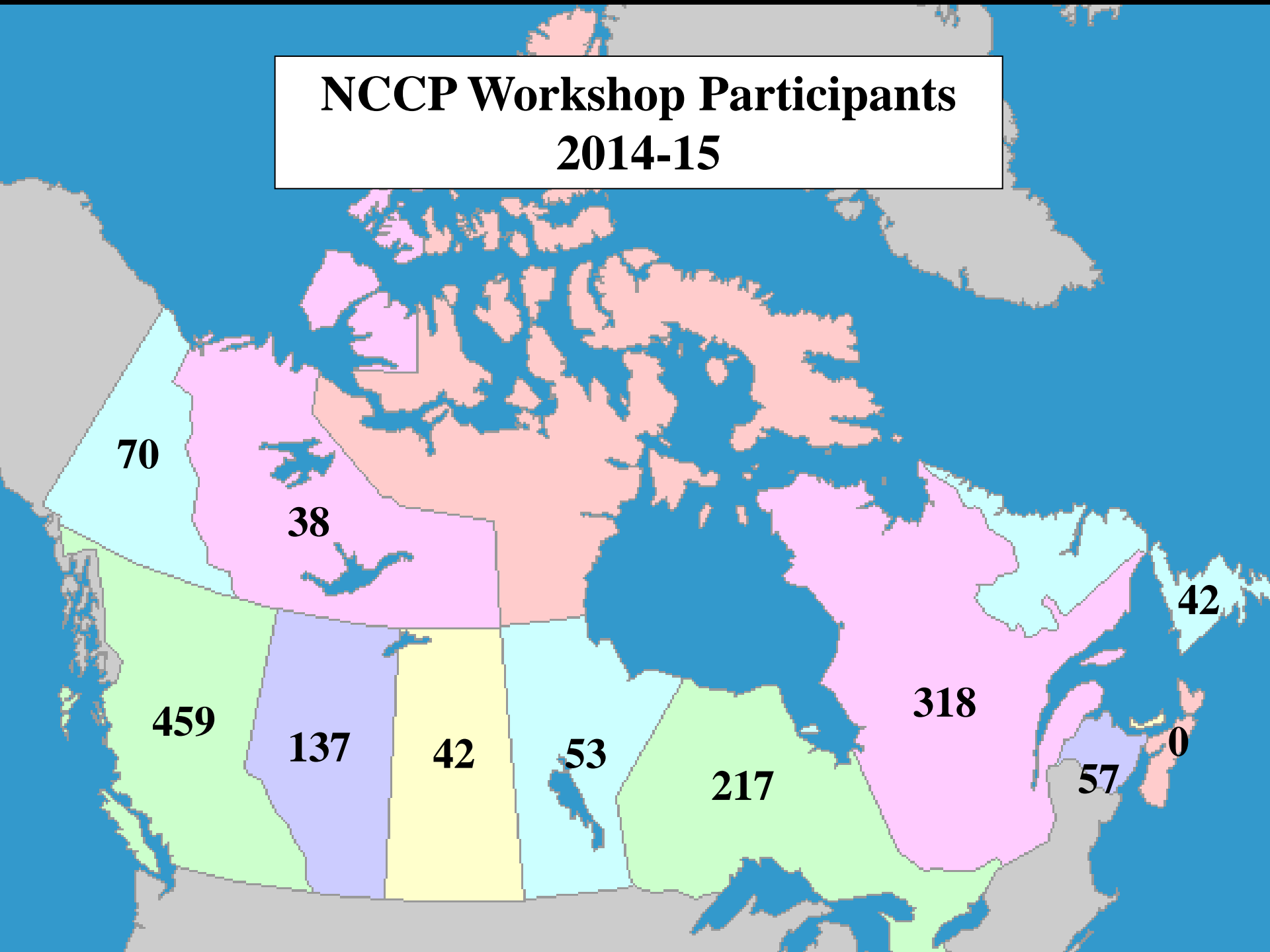
- **13,316 SDP enrollment kits sold across Canada in 2015-16**



NCCP Report: 2014-15 - 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
2015:	737	469	216	63	21	= 1506
....	7823	4578	1599	388	75	=14,463...

NCCCP Workshop Participants 2014-15

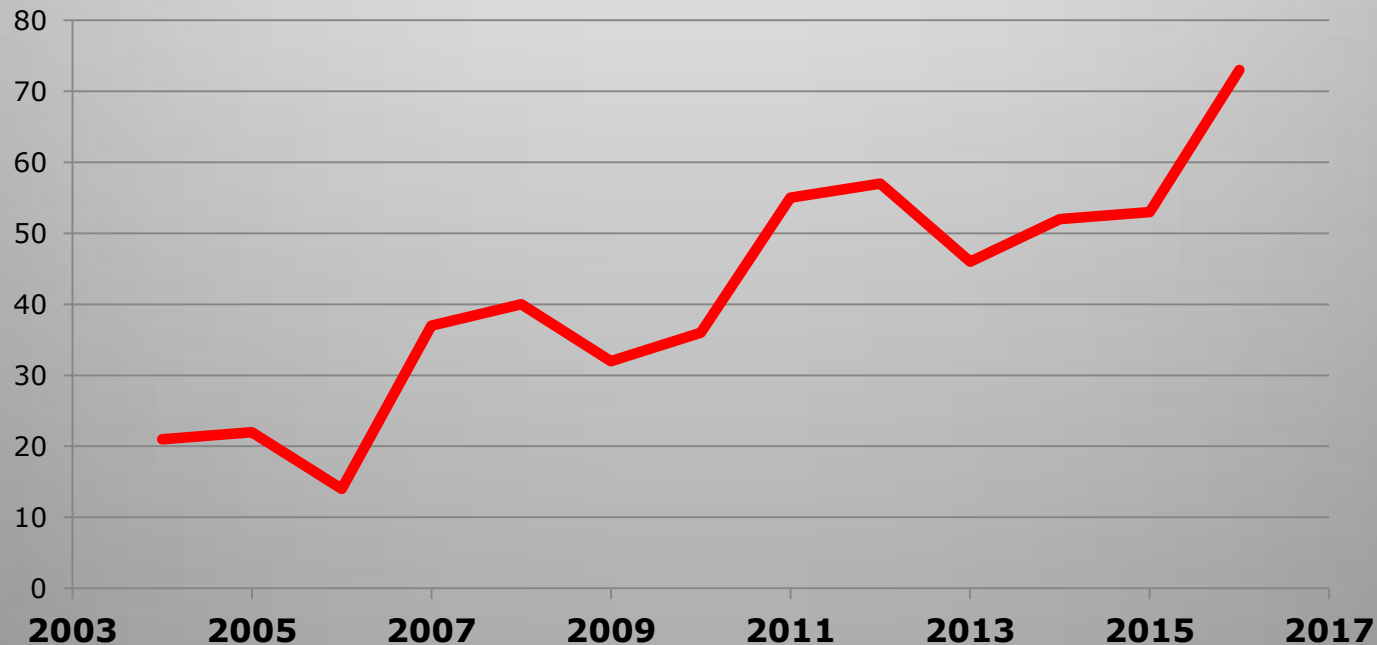


Standout results

- ❑ BC was tops at 2015 Canada Winter Games, the first time ever!
- ❑ 6 of our athletes were selected by Cross Country Canada to compete in prestigious European races this past winter
- ❑ BC won the most medals at the 2016 National Champs, the first time ever!
- ❑ 6 of our athletes have just been selected to the National Team

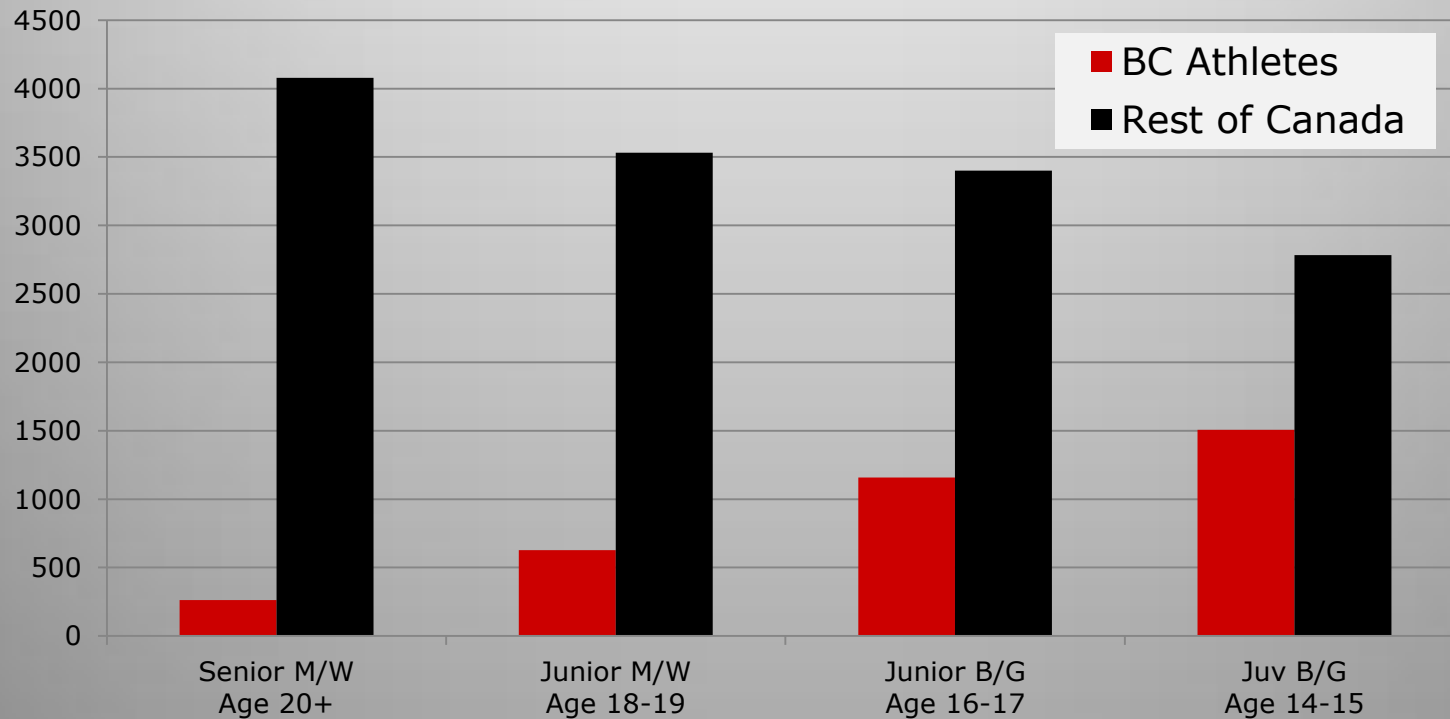
More results

**Top-10 Finishes by BC skiers
at National Championships**

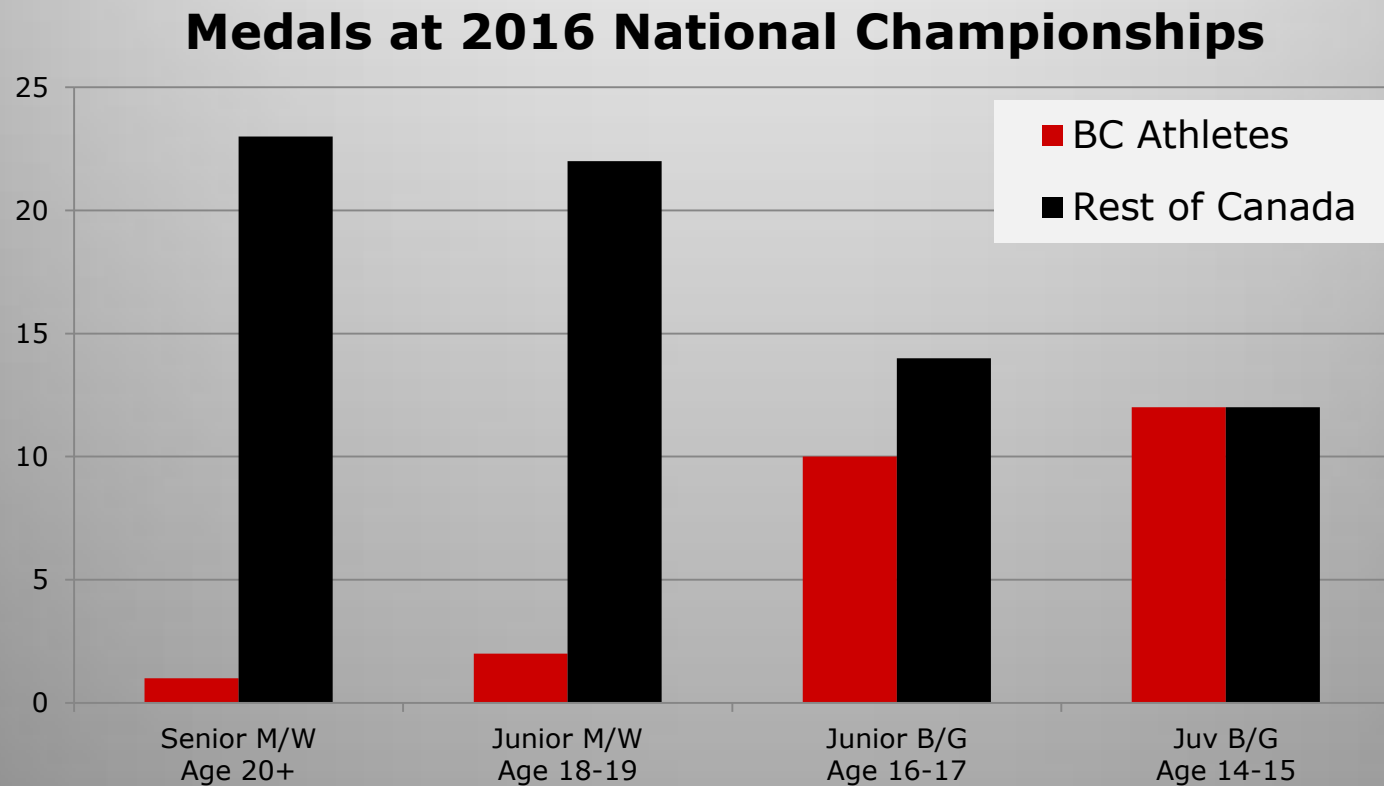


Most potential in the pipeline

Points at 2016 National Championships



Most potential, cont.



Strong base of up & coming BC clubs

Club Ranking - By age category points at 2016 National Champs	Senior M/W Age 20+	Junior M/W Age 18-19	Junior B/G Age 16-17	Juv B/G Age 14-15
# of BC Clubs in Top 5	0	0	1	3
# of BC Clubs in Top 10	0	1	3	5
# of BC Clubs in Top 20	1	3	5	8

(Note: 61 clubs obtained points at Nationals)

Club Ranking (By age category points at 2016 National Champs)	Senior M/W Age 20+	Junior M/W Age 18-19	Junior B/G Age 16-17	Juv B/G Age 14-15
1	Whitehorse	Team Hardwood	Hollyburn	Big Thunder
2	Nakkertok	Skibec	Nakkertok	Kimberley
3	Team Hardwood	Nakkertok	Whitehorse	Revelstoke
4	M.S.A.	Big Thunder	Canmore Nordic	Whistler
5	Fondeurs-Lauren	M.S.A.	Skibec	Georgian
6	Foothills	Canmore Nordic	Montréal	M.S.A.
7	Lappe	Highland Trailblazers	Sovereign Lake	Black Jack
8	Rocky Mountain Racers	Telemark	Larch Hills	Nakkertok
9	Canmore Nordic	Whitehorse	Orford	Larch Hills
10	Ptarmigan	Chelsea	Skinouk	Skibec
11	Black Jack	Hollyburn	Foothills	Highland Trailblazers
12	Skinouk	Georgian Bay	Georgian	Foothills
13	Skibec	Revelstoke	Caledonia	Canmore Nordic
14	Walden	Red Deer	Downtown	Fondeurs-Laurentides
15	Université Laval	Camrose	Avalon	Whitehorse
16	Opticité	Montréal	Bulkley Valley	Telemark
17	Soo Finnish	Fondeurs-Laurentides	Edmonton	Strathcona
18	Big Thunder	Edmonton	Rocky Mountain Racers	Rocky Mountain Racers
19	Camrose	Ptarmigan	Red River	Orford
20	Rouge et Or	Skinouk	Chelsea	Sovereign Lake

Effect on Club Development

- ❑ Athlete development and competitions have played a fundamental role in the creation, upgrading, and operation of ski clubs across BC, benefiting recreational members and communities at large. Examples:
 - ❑ Callaghan Valley (Whistler): Winter Olympics
 - ❑ Sovereign Lake (Vernon): World Cup
 - ❑ Caledonia (Prince George): Canada Winter Games
 - ❑ Burns Lake, Smithers: National Championships
 - ❑ Telemark (Kelowna): Western Canadians, NorAms
 - ❑ Black Jack (Rossland): NorAms
 - ❑ And many more, such as BC Winter Games.

- ❑ Our young athletes will be the future caretakers of our clubs.

Grow with us!

- Thank you.

