



## Club Manager Report September 20th, 2020

### **Summary**

I would like to acknowledge that we are skiing and operating on the traditional territory of the Kwanlin Dun First Nation and Ta'an Kwach'an Council.

For the last couple years, our club membership has been over 2100 members each year. We didn't know if this number would go down after the covid years but it didn't. A lot of people joined or rejoined the XC ski family and this is fantastic news. This increase in our membership and daily usage of our trails pushed us to adapt to this new clientele.

For example, a lot of people got into skiing because of our location and ease of access but needed some help getting into it properly.

That's why we hired a senior office assistant manager who was working on weekends, created and developed the adult program, organized more family/beginner events and tried to be better at communicating.

The season 2022/23 has been a real success. The temperatures have been pretty mild all winter long and we haven't canceled many Kids program sessions. We can definitely see an increase in Skate skiing interest with these temperatures which is exciting. Soon we will have the same amount of skate gear as classic gear in the shop.

### **Management/Staff/Office/Administration**

This year the Whitehorse Cross Country Ski Club employed 2 permanent full-time , 2 seasonal full time employees, 6 part-time employees, as well as 3 program coordinators.

Management: (Permanent Full Time Positions)

- Club Manager – Benjamin Poudou
- Operations Manager – Jan Polivka

Management / Program (Seasonal Full Time)

- Office Assistant Manager - Charlotte Kerjean
- Youth Program Coordinator - Marie Emmanuelle Rancourt

Program Coordinator (hourly):

- Brian Horton (Junior Development Program (12/18))

- Christine Prescott (Adult Programming).
- Phil Hoffman (Ski S'Cool)

Part-Time Pro Shop Staff:

- 6 part time employees
- 3 part time PB groomers

For the first time this year the position of Youth program Coordinator (Bunny rabbit, Jackrabbit, Snowshoe Hare, Bobcat and lynx Program) has been offered as a seasonal full time position. With the programs growing, offering that kind of contract made recruitment a bit easier and most importantly compensated the amount of time and energy this person is spending to organize such great programming.

## **Sponsorships**

The club relies on several main sponsors and many smaller sponsors. The total value of sponsorships is close to \$20,000.

- Northwestel – Jackrabbit Program title sponsor
- EDI Environmental Dynamics – Hut to Hut title (canceled)
- Air North – Air North Challenge
- Chieftain Energy - Pisten Bully fuel
- Morrison Hershfield – title sponsor for Lynx Program
- Vector research Ski S'Cool - title sponsor
- Coast Mountain Sports – Free Ski Day, logo on the daypasses
- I Cycle sport – Trail report on CKRW
- Dan Shier-dog parking lot sponsor
- The Wayfarer Oyster House

## **Programs**

During the season 22/23, we offered programs to 892 youth and 321 adults.

- Vector Research Ski S'Cool had a very successful season with most of the schools in Whitehorse participating, and over 594 students.
- The number of participants in the Northwestel Jack Rabbit/Bunny program has been around the same as 21/22 with 186 young athletes from 4 to 8 years old. Unfortunately we haven't been able to accommodate everyone and 5 youth stayed on the waitlist.
- Last year we started a new program called Snowshoe hare. We took over the yellow Squad program from Cross Country Yukon. This program is mainly a Jackrabbit program boosted as kids from 6 to 8 years old ski twice a week for 1.30 each time. That means they ski 3 times more than the jackrabbit athletes. This program is perfect for athletes who see skiing as their main winter sport and have already some ski experience. 31 skiers signed up.
- The Morrison Hershfield Lynx Program had 26 athletes. We saw a big

decrease in this program with most of the participants signing up for the once a week practice option. We still ran the twice a week program but with a small number of athletes.

- The bobcat program, a lesson based program from new to skiing 9 to 12 years old athletes had 14 participants
- The Junior Development Program (JDP) continues to be a real success. This program for youth ages 12-18 is a program where fitness and technique development is the goal. The program had 41 athletes this year.
- The adult program kept growing with more than 300 participants last year. We offered early season tune up before Christmas, Winter session and spring skiing courses. We had 30 volunteers instructors
  
- In parallel to the adult program we also organized CANSI courses for the public. Most of the participants are getting trained to volunteer as instructors in the adult program. In that case, the club is covering the fee for the training in exchange for a certain amount of instruction. With their CANSI certification they can also offer private lessons to individuals or groups. The clubs hired them as well when groups inquired for instructors.
  
- During the 2 breaks (Christmas and Spring) we offered Ski camps for 4 to 12 year olds. We opened the registration for the Christmas camps a bit late and didn't get a lot of registrations but the Spring camps have been well attended. Definitely something we will plan again this upcoming season.

## Events

- The free ski day has been a real success this year again.
- In December, we hold an event to present and test the sit skis we ordered in 2021. 4 people showed up and tested the equipment as well as gave feedback on how to give access and safely handle them.
- Early in the season we organized a few facility and trail welcome tours for new members of the club.
- During the EDI Hut to Hut, we welcomed the Kwanlin Koyote Ski Club chalet and crew as a new hut. I also changed the way we will be attributing hut to the host. For Harvey's and valley ridge memorial huts, an organization will not be able to attend 2 years in a row and a certain standard of snacks and activity will be set. That's to make the event change from one year to another for the participants and push the management team to be proactive at creating new events or bringing new things to the club. Also just non-profit organizations will be allowed to host at these 2 huts for now. A good way to share the multiculturalism and diversity of organization we have in the Yukon.
- On top of our other popular events, we organized for the first time the Nordic Spring Festival. The goal of the event is to promote winter active living by giving access to a majority of non motorized winter sports available in whitehorse. We joined forces with Icycle sport, Coast mountain sport, Biathlon Yukon, RPAY,

Kicksled revolution, Athletic Yukon and more in offering free workshops, clinics and try it out. The weather was fantastic and the beer garden in the stadium was full most of the afternoon. We are looking at making this event, the Spring event at the cross country ski club.

## **Others**

As one of our main guiding values, we have been hard working at “embrace diversity and inclusivity...”

- As mentioned above we organized a few events to welcome and introduce skiing to people. We organized the free ski day and offered free rental, free drop in lessons and daypasses in November, we introduced sit skiing through an event in december, we offered a free ski tour to new members for them to feel comfortable in the chalet and on the trails.
- For another year, we offered 22% off the daypasses and ski rental over the christmas holidays
- We offered free rental to under 18 over the spring break.
- We worked with the city on the installation of a temporary Chariot/baby glider user parking spot on the Mt MAC PArking lot. We also installed some temporary signs for handicap parking close to the Ski Stadium on the CGC parking lot to offer better access to the Sit Ski skiers. The City with Bylaws are working on the permanent installation of these handicap parking spots for this upcoming season.
- As in the ski chalet pretty much every day of the winter, I can see that the club is becoming more diverse. We decided last year to share a picture and story of various trail users throughout the season. It's been a great success and are looking at doing it again.
- After some comments from club members we realized that we could do a better job at recognizing the skiers who competed at the highest level. That's why we have started the Yukon Skiers Hall of Fame project. For this upcoming season, a plaque will present the names, competition date and location and competition title of any athletes who competed in an international competition in XC skiing or Biathlon. Plus for the senior athletes in XC skiing and bib will be displayed in the ski chalet as well.
- To have a good experience when learning how to ski (by yourself or through a program) is key to make sure you get hooked up with the activity. That's why we accelerated and increased our Ski rental gear rotation to make sure we always have good boots and skis to rent.
  
- Last Year we applied for some funding to replace all intersection and trail head ski trail maps. The news sign should be installed for this upcoming season.

- We recognize that dogs are a big part of the ski club as  $\frac{1}{3}$  of the membership ski with their friend on 4 legs. Last year, a member and professional dog trainer held some online clinics to talk and answer questions regarding skiing with dogs.
- We have been consulted by the City about the McIntyre Recreation Center major renovation. We created a survey to get feedback from the facility users and make sure the renovation project aligns with our needs.
- We collected again this year approximately \$2000 during Christmas Break for the food bank.

I would like to thank everyone involved in the club operation. Our funders, every board member and my colleague.

Thanks also to every volunteer who contributed their own way to keep this organization such a nice place and most importantly all skiers for helping growing the sport in our beautiful northern city.