

Club Workshop – Roundtable Discussion Notes on increasing club membership – May 13, 2017

Background:

- Many clubs were able to significantly increase membership in the 2016/17 season. E.g. Telemark 13%, Overlander 34%, Strathcona 38%, Sea to Sky 89%
- One third of clubs increased their membership by double digit % over last year.
- 9 new club records: Sea to Sky, Valhalla Hills, Sunset Ridge, Overlander, Telemark, Whiskey Jack, Revelstoke, Golden, Kimberley
- New SDP record (2,555 kids). This means more kids than ever before are learning how to ski.

Overlander

- Worked on the “brand”.
- All members get a tuque.
- New “Parent Pass”, snowshoe pass,
- early-bird rate
- Facebook membership drive promotion. E.g. “snow in the forecast”
- Put expiry date on 6-day passes
- Gas tax money for more trail lights (LED lights are unbelievable!) 13km in total.
- Social night skiing.
- Increased night pass from \$5 to \$10, leading to more season passes.
- Are Geo-referencing trails

Hollyburn

- Extended the program deadlines.
- How to get more cyclists as club members?

Williams Lake

- Focusing on SDP.
- Family fun days.
- Promotion thru social media and working with sport store to get gear on site.
- First year with a facility manager
- Ski swap

Revelstoke

- Increase in tourism and change in demographic
- Put up a lodge, new groomer, trail lights,
- Want to target families, reduce barriers to entries,
- More Nordic kids than hockey kids
- Free rental skis for u16 to introduce them to the sport?
- School district bought the ski fleet for the club
- “Club days” for club signup. Answer questions, e.g. regarding gear.
- Transportation to trails (7km)?
- Articles in newspapers every week. Lots of photographers.

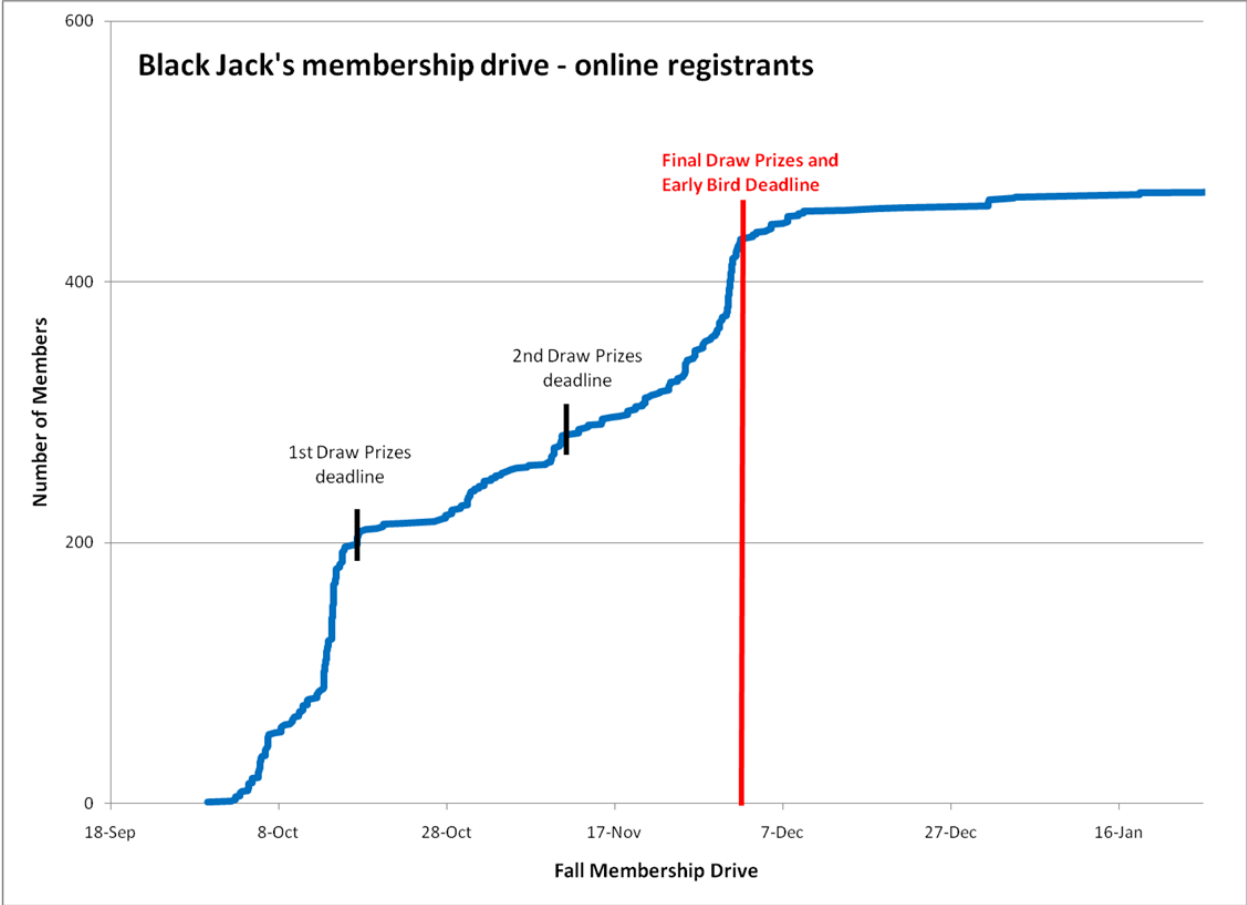
Golden

- Focus on quality/consistency of grooming and having a good time.
- 6km of free trail on golf course for first ski experience
- Facebook
- Good signage
- “Club sign-up night”... Cheaper than choir!
- Club greeter
- Women’s 55+ group.... Oversubscribed.

Caledonia

- Include advertising in their annual budget
- Early-bird draw
- No transit yet. Run a bus?
- Web cameras (6)... showing the good skiing
- Sell bumper stickers
- Kids to “help” market

Case study: Do incentives and deadlines work?



Example template for a “Gold Star pass upgrade” to include on Zone4 membership registration:

Gold Star pass upgrade

(when buying your membership on Zone4)

NEW OPTION: (in support of our ___ program)

- > For \$49, upgrade your pass to a Gold Star Pass and receive more than \$150 worth of perks.
- > Or for \$99, upgrade to a Platinum Star Pass and receive more than \$300 worth of perks.

Gold Star perks:

- Free **drip coffee all winter** at the Alpine Grind when you flash your Gold Star pass. Après ski anyone?? Thanks John!
- Attend a free **ski waxing clinic**. Thanks Gerald! (\$20 value)
- Attend a free **classic** and a free **skate workshop** with our club coach. All abilities welcome. Thanks Dave! (2 x \$40 value)
- 1 free **Day Pass** (rentals included). (\$15 + \$35 value)
- Get 15% off **wax & accessories all winter** at Gerick Sports when you flash your Gold Star pass. Thanks Erik and Jason!

Platinum Star perks:

- All of the above, plus:
- Get your **skis waxed** for free by the Junior Racers at the ski swap (\$20 value)
- ?
- ?