

Caledonia Nordic Ski Club



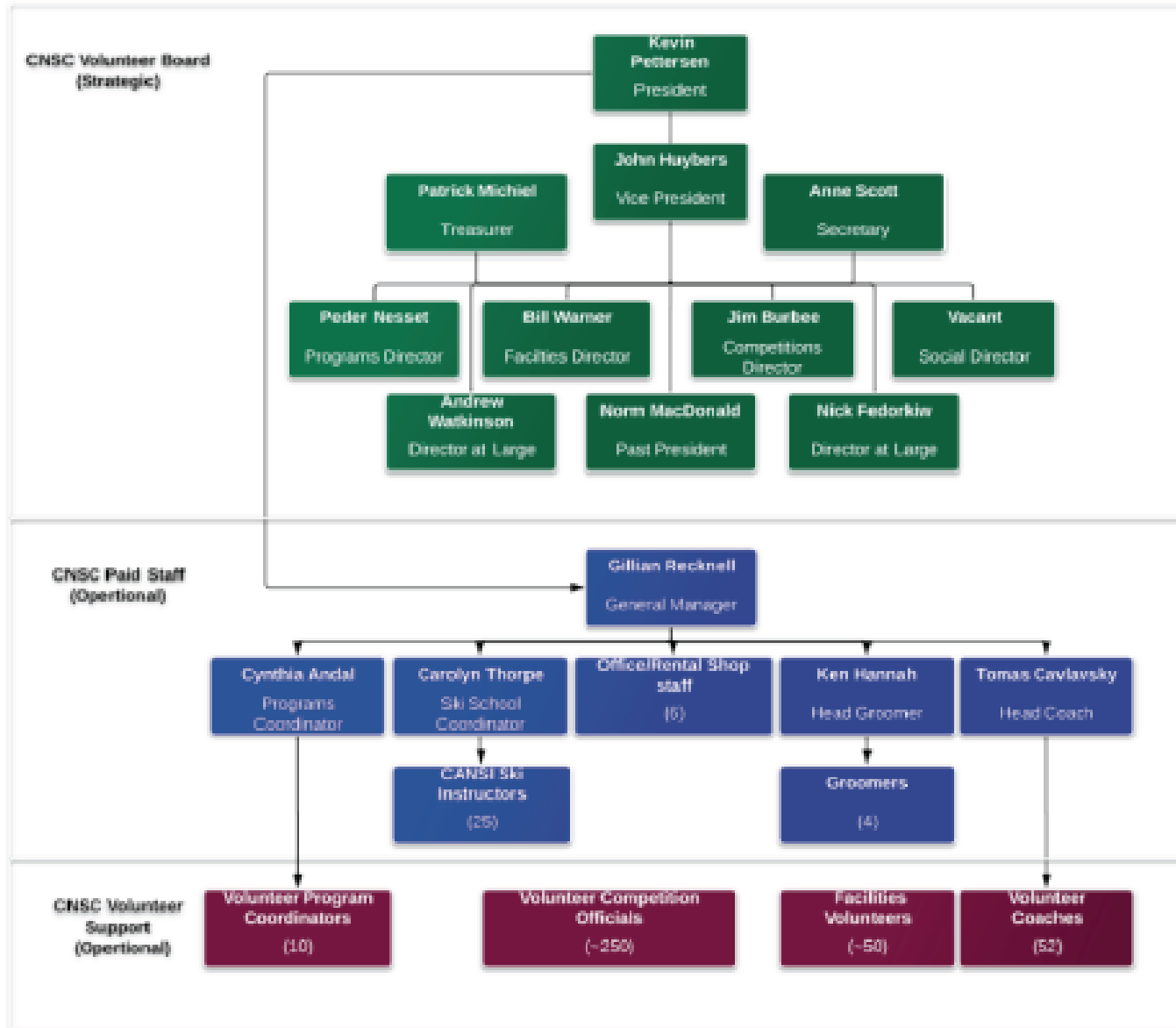
CCBC Workshop/AGM May 2, 2015

2014 – 2015 Season

- Club growth guided by Strategic Plan
 - Developed 2010 (updated annually)
 - Linkages to LTAD, CCC, CCBC, 2015 CWG, Northern Sports Strategy, regional/local interests
- Healthy active lifestyle through Nordic sports
- Focus on providing an outstanding experience



Caledonia Nordic Ski Club Organizational Chart



Highlights – Facilities Upgrades

Completed

- FIS XC Competition trails
- Expanded XC stadium
- IBU 30 Biathlon lane range/stadium
- XC/Biathlon Stadium lighting (LED)
- Nordic playground & terrain park
- Expanded parking (4x)



Highlights – New PB100

- Acquired Jan 2015
- Lease to Purchase agreement
- Added critical capacity for ski club (and CWG)



Highlights – Nordic Legacy Scholarship



- Partnership with UNBC (member initiated)
- Target: \$150K (met & exceeded - \$180K)
- Full tuition (\$20,000) + \$1000 annual scholarship (forever!)

Highlights – Charitable Donations

- Partnership with Sons of Norway Foundation in Canada
- Donor directed donation
- Initiated donation of shares
- Win-win-win



Highlights – Lighting Project

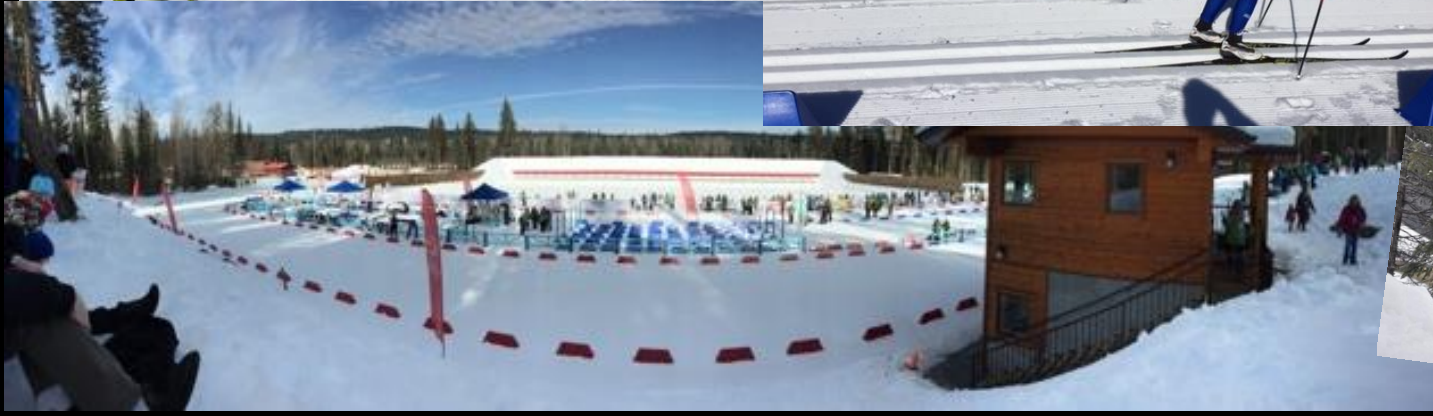
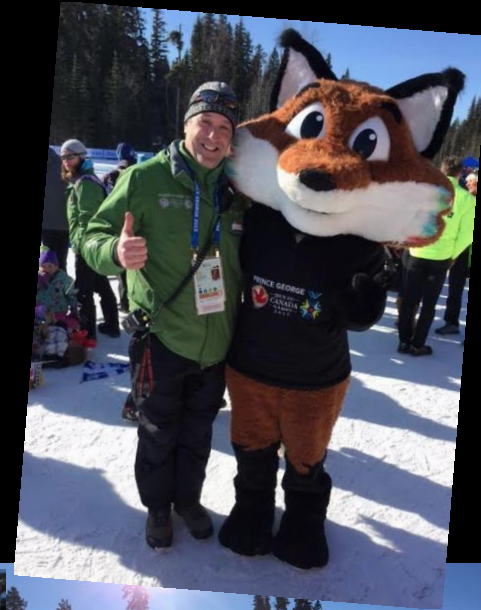
- Large private donation (\$143K)
- Lighting of FIS competition trails
- Complements fully lit biathlon range (also donated)
- Night training/competitions





Highlights – Events

- BC Cup
- 2015 Canada Winter Games
- Spirit of the Rivers Loppet



Highlights – current initiatives

- Coach recruitment (xc & biathlon)
- University/College Nordic Teams
- Para Nordic program (Accessible Sports)
- Facilities development
- Program expansion (year round)



Highlights – other strategic initiatives

- Formal corporate sponsorship campaign
- LTAD leaders development
- Collaborative Regional Nordic Training Centre



Successes

- Strategic growth (putting pieces together)
- Capitalizing on “spotlight” from CWG
- Multi-medal performance of athletes at CWG
- Huge growth in trained officials (250)
- Leveraging passion of active community
- Focus on outstanding experience and culture



