



Manager Report
AGM September 25th, 2024

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.

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 to keep this organization such a nice place and most importantly all skiers for helping grow the sport in our beautiful Territory.

For the last couple years, our membership has been around 2100 members each year. The numbers went down from close to 2300 during the COVID but seems to be stabilizing now.

The season 23/24 started late and we are grateful to have been able to use the artificial snow made by Cross Country Yukon in the stadium to kick off our programming season.

The temperatures were pretty mild all winter long and we did not need to cancel many program sessions.

Even with a shorter spring skiing season this year, overall the 23/24 winter was a success. Our programs were full and events were well attended.

Management/Staff/Office/Administration

This year the Whitehorse Nordic Ski Society employed 2 permanent full-time employees, 3 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 - Juliette Romain
- Youth Program Coordinator - Sarah Richter
- Shop senior staff and Ski S'Cool instructor - Dayna Harder

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
- 5 part-time Pisten Bully groomers

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
- Air North Yukon Airline – Air North Challenge/ Youth jamboree
- Chieftain Energy - Pisten Bully fuel
- EDI Environmental Dynamics – Hut to Hut title (canceled)
- Vector Research - Ski S’Cool title sponsor
- Coast Mountain Sports – Free Ski Day, logo on the daypasses
- Icycle sport – Trail report on CKRW
- Dan Shier - dog parking lot sponsor
- The Wayfarer Oyster House
- The Yukon Ski Lodge - space for board orientation session

Programs

Our programs would not be successful without our amazing coordinators. Sarah Richter, Brian Horton, Christine Prescott and Phil Hoffman. They are on the ground making sure the sessions run smoothly, participants have fun and develop their skills in the best environment possible.

During the season 23/24, we offered programs to 889 youth and 335 adults.

- Vector Research Ski S’Cool remains very successful with most of the schools in Whitehorse participating with 580 students.
- The number of participants in the Northwestel Jackrabbit/Bunny program has been around the same for the last couple of years with 183 young athletes from 4 to 8 years old. Unfortunately we weren’t able to accommodate everyone and 5 youth stayed on the waitlist.
- The Snowshoe hare program had a fantastic second season. This program is a Jackrabbit program boosted as kids from 6 to 8 years old ski twice a week for 1.5 hours each time. This program is perfect for athletes who see skiing as their main winter sport and already have some ski experience. 29 skiers signed up for the 23/24 season.
- The Chieftain Energy Lynx and Bobcat programs had 34 athletes. Lynx is a once or twice a week program but there weren’t enough participants in the two days a week option to run it. The Bobcat program, learn to ski program for 9-12 year olds remains small with fewer than 15 participants but is essential in

- providing an option for the 9 to 12 year olds new to the sport.
- 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 46 athletes this year. We ordered jackets for coaches and athletes and everyone started the season wearing the same turquoise blue outfits.
 - The adult program kept growing with more than 300 participants last year. We offered early season tune-up before Christmas, Winter sessions and spring skiing courses. We had more than 30 volunteer instructors. You may have seen all our amazing instructors wearing the beautiful ski jackets with the yellow sleeve.
 - 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. The club covers the training fee in exchange for a certain amount of instruction. With their CANSI certification, those with training 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 - a half-day option for 4 and 5 year olds and a full day option for ages 6 to 12. We hired youth coaches to support the camps. We offered 2 camps during Christmas break and 2 camps over spring break. A total of 108 young skiers joined the camps.
 - We also provide a discount day pass fees for schools coming to the Centre on their own at \$2 per student. Some schools have their own ski equipment but we also provide them with a \$5 per student rental if needed. We sold 1048 school day passes this year which means that 1048 students/chaperons and teachers enjoyed the trails as well.

Coming up this year

This year we are launching a new program. The masters training program has 2 options. A full season training option that includes dryland, on snow and in the gym session and also a 8 weeks program only on skis. Hudson Lucier will be leading this program.

We also renamed some of our programs to make sure there is continuity in our programming. This year, our program for 9 to 12 year olds will be part of the **Junior Development Program** with a Start to Glide option (previously Bobcat) and a Track Attack (previously Lynx). The JDP program has been renamed JDP 11 to 18.

Events

We offered another great season of events.

On top of the popular events like the Don Sumanik Memorial Race, Air North Challenge and Yukon Ski Marathon, we organized and tried new things this year, like the DJ event from 5 to 7pm at Harvey's Hut. This event was a real success as we saw a lot of new faces that we don't usually see at other events we organize. A good reminder that there are a lot of people using our facility that we don't encounter as much. We are looking to keep bringing art and music to the trails this coming winter.

For its second year, the Whitehorse Spring Nordic Festival grew by adding the Yukon Orienteering Association, the Whitehorse Curling Club, and the Adventure Smart Program to our existing amazing crowd of local associations and businesses. We again offered fat biking, kicksledding, biathlon, free ski lessons, snowshoeing as well as food from Grand'ma TreeSaw and a beer garden. The highlights of the festival were probably the multisport relay race which had 20 teams of 2 to 4 participants and the amazing soap box race.

For the first time in a long time, we also organized a volunteer recognition party in the Grey Mountain Room in spring. We used this opportunity to celebrate the amazing seasons of Sonjaa Schmidt, Derek Deuling and Sasha Masson, representing our organization, territory and country on the international stage.