



Manager Report AGM September 24th, 2025

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's 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.

We had a fabulous season. We started skiing in late October with fantastic conditions and kept going all the way to April 6th.

The season was a great success for multiple reasons, and here are the highlights

- Record number of season passes sold - 2406
- 5000 daypasses sold (matching the COVID years)
- A lot of events from races to recreational family-friendly events as well as events that gathered new groups of skiers (Glide and Gather women's ski, Solstice DJ party, music at the huts, ...)
- Zero postponements or cancellation of events due to cold weather.

Management/Staff/Office/Administration

This year, the Whitehorse Nordic Centre 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 Coordinators (hourly):

- Brian Horton (Junior Development Program (12/18))
- Christine Prescott (Adult Programming).
- Phil Hoffman (Ski S’Cool)
- Hudson Lucier (master’s program coach)

Part-Time Pro Shop Staff:

- 6 part-time employees
- 5 part-time Pisten Bully groomers

Sponsorships

The Nordic Centre relies on several main sponsors and many smaller sponsors. The total value of sponsorships is over \$40,000.

- Northwestel – Jackrabbit Program title sponsor
- Air North Yukon Airline – Air North Challenge/ Youth jamboree
- Chieftain Energy - Pisten Bully fuel and Youth 9-12 programs
- EDI Environmental Dynamics – Hut to Hut
- Vector Research - Ski S’Cool title sponsor
- Coast Mountain Sports – Free Ski Day, logo on the day passes
- Icycle sport – Trail report on CKRW
- Dan Shier - dog parking lot sponsor
- The Yukon Ski Lodge - space for board orientation session
- Kobayashi and Zedda Architects
- Yukon Dentistry
- The Claim

Programs

Our programs would not be successful without our amazing coordinators. Sarah Richter, Brian Horton, Christine Prescott, Hudson Lucier, 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 24/25, we offered programs to 897 (889 in 23/24) youth and 346 adults (335 in 24/25).

- Vector Research Ski S’Cool remains very successful, with most of the schools in Whitehorse participating with 544 students. The school Emilie Tremblay decided to start its own Ski School program, so we had open spots at the beginning of the year. We offered these spots to some Grade 3 classes, and it’s been popular. We will do this again this year to potentially open a new Ski S’Cool program for Grade 3 and 4 in the future.

- The participants in the Northwestel Jackrabbit/Bunny and Snowshoe Hare programs have been around 200 for the last couple of years. Unfortunately, we had a few young skiers staying on the waitlist this year again, and we will do our best in this upcoming season to accommodate everyone.
These programs rely on volunteer parents, and even if we hire young coaches from the program, it is not always enough.
- We renamed our 9 to 12 program last year. The Chieftain Energy JDP Start to Glide and Track Attack had 27 athletes (A bit less than the previous year).
- 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 are the goals. The program had 39 athletes this year (46 the previous year). The program is slowly building up a real team spirit with returning athletes and coaches all wearing their program' jackets. We lost a big group of the former crew, especially girls' athletes, groups who graduated and started their university. We are slowly rebuilding the team.
We recognized that the life of an 11 to 18-year-old is busy, and we launched a Punch Pass option. It was a popular pick at registration but hard to manage for coaches. We will change this for a FLEX pass this upcoming season to continue accommodating athletes with the activities, but keep it manageable for coaches.
- We had 346 skiers in the adult program. We offered early-season tune-ups 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.
- Again this past year, we supported the Canadian Association of Nordic Ski Instructors (CANSI) and hosted 2 courses during the ski season. A CANSI Refresher, a CANSI Level 1, and 2. These courses helped our Adult program instructors to get back into teaching after the summer months, train more instructors for our program and for the Territory.
- Our new program, the Master's Training program, has been well-received. We offered two program options. A full season option for 10 participants and two 8-week sessions.
We will only be offering a full season option for this coming season, but raised the available spots to 15.
- During the 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 82 young skiers joined the camps.

- We also provided discounted 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 **1592** school day passes this year.

Events

The 24/25 season has been charged with events. Having Juliette as the returning Office Manager, with her ideas and knowledge, has helped provide a great season of activities. We have also been very lucky with the weather and temperature; we haven't postponed or canceled any events last winter.

We kept as is or slightly modified some of the popular events like the Don Sumanik weekend, the Easy Like Sunday, and the now well-established DJ party, but also created new ones. Glide and Gather, which offers night skiing for women, The Claim was back on the trail for some ski and chocolate, and also some acoustic live music in the huts.

We also had a great season of races with the success of the newly created Holiday Heroes and its 161 participants in December.

In February, we hosted the Bill Gairdner Canadian Masters Championships. We were really pleased to see a lot of volunteers stepping up to help with this major event, and we realized how proud we are of our territory and facility. New volunteers and long-time volunteers signed up for various positions.

The event was really well attended with 144 participants (coming from Quebec, Ontario, BC, Alberta, New Brunswick, Saskatchewan, and even one person from Alaska). According to the Canadian Masters president and other long-time participants, our edition has been one of the most attended and the most competitive.

We re-imagined the Yukon Ski Marathon last year. Keeping the same format of a loppet race with a Sport Tourism orientation. To help with this, we hired Fran Nyman as event coordinator (her contract was supported by the Community Development Fund). By trying to attract skiers from out of the Territory, we had to recenter the event around the Mt Mac ski trails and facility. 27 skiers came from out of the Territory (191 participants), and we are hoping to attract more for the 2026 edition. Keeping the race interesting for locals is important to us too, so we are trying to design race courses that are fun and new.

For its third year, the Whitehorse Nordic Festival expanded by adding the Yukon Aboriginal Sport Circle to its existing lineup of local associations and businesses. We

again offered fat biking, kicksledding, biathlon, curling, snowshoeing, as well as food and a beer garden. The soapbox race has been one of the highlights of the festival, with amazing soapboxes and pilots.

Thanks to everyone for being here tonight, and I wish you a great 2025/26 season on the trails.