



National Training Centre for Freestyle Skiing- *update 2019**

NTC Board:

Julia Smart, Scott Cordell, Marie-Claire Gravel, , Mick Gannon, Peter Judge (Freestyle Canada rep), Valerie Linton (Freestyle BC rep)

NTC Fundraising:

Julia Smart, Jennifer Dunn, Marie-Claire Gravel

Summary of Project:

2013 - A group of freestyle parents envisioned a complete 'centre' for freestyle skiing for all disciplines of freestyle with use by young Freestylerz up to world cup level athletes. The centre would allow athletes to train and compete in one area and give freestyle skiing the legacy on Whistler Blackcomb that unfortunately did not happen for the 2010 Olympics. They approached Freestyle Whistler for money for site surveys and early discussions started with Whistler Blackcomb to determine a site.

2014 - A detailed business plan was written, budgets confirmed and promotional video created. The ideal site was identified as the 'Catskiner' run on Blackcomb and approval gained from Whistler Blackcomb.

2015 - A detailed MOU was written between Whistler Blackcomb, Freestyle Canada and Freestyle Whistler, which took over a year and was finally signed by Whistler Blackcomb in Dec 2015.

After a successful presentation to Whistler Blackcomb Foundation in December 2015, the project was awarded a \$300k donation, provisional on funds being matched.

Fundraising Strategy:

2016 - Fundraising discussions got underway with a series of meetings, parent communications, a detailed target list of possible sponsors was created, a Sponsorship Summary was written and distributed to interested parents and

progress summary was updated for each meeting. The fundraising team took the 'Big Fish' approach first to try to sell the whole package for 10 Year Naming Rights and a number of high net worth individuals and businesses were approached. We are limited in who we can approach by Whistler Blackcomb's stringent sponsorship policies and have to run each one by their sponsorship manager.

2017- It was decided to split out the fundraising into smaller phases and start with the airbag area of the centre. Purchasing the airbag would also enable us to continue fundraising from it through user fees and advertising. A fundraising agency that works with small non profits was engaged, Fawkes and Holly, and came up with the Family and Friends of Freestyle Campaign. The campaign raised over \$27k (through individual donations and \$10k from Freestyle Whistler – full list of donors are posted on Freestyle Whistler website). *This campaign is ongoing – anyone can still donate via the website.*

A viking themed gala was held at Audain Art Museum at the end of November raising over \$35k.

Grants applications 2016-date:

Spring 2016: Canada 150 Grant for \$50K

Winter 2016: American Friends Of Whistler – \$10k

Spring 2017: Association of Whistler Realtors- \$8400

Fall 2017: BC Gaming Grant Capital Projects-\$250k

We will continue to research and apply/re-apply for grants; at this time we have not been successful applicants.

2018- The airbag was purchased in February 2018 (50' x 50' Revolution from Bigairbag). Unfortunately the container was held up at customs so did not arrive in time for Freestyle Whistler's spring camps. The airbag is currently rented by Momentum Ski Camps and up and running on the glacier for the summer.

A trailer was also purchased to store and move the airbag when off hill.

Ullr Gala 2018 date set for Saturday, December 1, 2018- Audain Art Museum

The NTC Fundraising Committee wishes to continue to engage more parents from both Freestyle Whistler and Freestyle Development Programme to take an active role in reaching out to their network of contacts for potential sponsorship of the centre. We are looking for volunteers to help with fundraising – specifically with a team for the upcoming gala. *Please sign up!*

***2019-**

Fundraising:

Airbag income was part of the strategy for breaking up fundraising and the NTC earned \$3000 from Momentum Camp rental summer 2018. Momentum will be renting again summer 2019 for \$3000. No funds came from Freestyle Whistler airbag rental as the programme did not make any profit.

Grant applications:

Summer 2018: BC Gaming Grant Capital Projects- \$225,000. We were not successful — just received an email with links to apply again for 2019.

Spring 2019: American Friends of Whistler -\$7700 for airbag storage and winch system designed by Mick Gannon— their board will meet in December to determine if we are successful.

Ullr Gala 2018 was held December 1st with \$21,000 raised.

Ullr Gala 2019- save the date Saturday, November 30th (first day of club), theme: Disco Viking, venue: tbd, intent is to lower ticket costs so less upscale venue with on site catering. This will require a large dedicated volunteer base to make happen.

Total fundraising to date for NTC —\$92,000

Location update:

Catskiner run was taken off the table due to the new chair lift and WB wanting a marquis run next to the new chair. We were given the area near the old solar coaster chair lift and Mick Gannon designed a new plan with mogul course, roller tank, airbag site, and judges stand. There is power in this location and it has excellent exposure to the new gondola however it is quite a bit lower than Catskiner so can often be in a fog band as well as different snow conditions— snow making will be crucial here for early season training. We are currently waiting for WB approval on our new plans before repricing the project in the new location.

Sponsorship update:

Meetings were held with WB/Vail sponsorship group and determined that the only way to secure a sponsor is to work with them and their existing sponsors. They are willing to help with this and pitch to existing contracts once we have an updated package with updated location and pricing.

Sarah McCullough, Director of Government and Community Relations for WB/Vail is working with us to re pitch the revised project to Whistler Blackcomb Foundation with the goal of unlocking the \$300,000 prior to a full match so we can build summer 2019.