

Williams Lake Cross Country Ski Club

5 year plan: 2016-2020

This Plan was developed by the 5 year plan committee using information from membership surveys as well as input from the Executive. The plan consists of 5 focus areas and each action item is listed as a priority A (high), B (medium) or C (low).

Membership

The Club has a healthy annual membership of about 200-225. With only 9 executive members, all with full-time jobs, the executive needs support from the membership to keep the ski area functioning. With more club activities, this membership would become more involved in volunteer work needed to help the club, such as fundraising, and would be more invested in the club.

Action Items	Who	When	Comments	Budget/costs	Priority
Communications to existing membership/skier base	Executive	Ongoing	Currently done by one executive member.	negligible	A
Social Events	Membership + Social Director	4x/season	Need larger executive to shoulder responsibilities; need funding to reimburse people for food and marketing.	\$1,000 annually	B
Grow membership/marketing/Early Bird Membership Drive	Communications Director	217	Ongoing ads in newspaper, radio, posters, pamphlets.	\$500 - \$1000/yr	A
Enhance communications from membership to executive	Communications Director	By 2016-17 season and ongoing	Suggestion box in warming hut; periodic survey.	negligible	A
New website/Sponsor Wall	Executive	Summer 2016	Hire Website Creator to build user friendly website enabling minor alterations done during season by executive members. Establish a "sponsor wall" on our website.	\$2000	A
Fundraising	Fundraising Director	Ongoing	Applying for grants; approaching local Businesses and Associations; researching funding sources.	\$200 annually	A
Open House	Executive	Annually	Build on the success of previous Open Houses – include food, door prizes to encourage attendance.	\$300 annually	B
Create member category for snowshoeing	Executive	2016-17	Investigate CCBC insurance.	negligible	A

Recreational Skiing and Snowshoeing

Providing an enjoyable ski or snowshoe experience for members and guests of all ages.

Action Items	Who	When	Comments	Budget/costs	Priority
Rental ski and snowshoe equipment available on-site		2018 or 2019	Require space for storing rental equipment; acquire equipment; find attendant.	\$20,000	C
Increase club sponsored adult lessons	Executive	Ongoing	Increase frequency; offer classic and skate; honorarium for instructors (free or reduced membership?)	\$500 /yr	B
Ticket Sale Booth On site		2020	Could be integrated with a lodge or standalone structure in the parking lot.	20,000	B

Trails

Our trail system includes 28 km of trails used both for skiing (classic and skate) and snowshoeing, which includes 3.5 km of lit trails and 3 km of dog trails. In addition, there are 4.3 km of snowshoe trails. The grooming team, which is composed of volunteers, is responsible to groom these trails with a variable amount of snow.

Action Items	Who	When	Comments	Budget/costs	Priority
Upgrade trails: graveling; drainage; brushing; trail widening	Trails Committee	Ongoing	Hire contractors – Requires grant applications and cost sharing with government agencies	\$80,000	A
Expand dog trails; separate parking lot for dogs	Trails Committee	2017-18 Season	Add 4 km trail	\$20,000	C
Hire a operations coordinator	Executive	For 2016-17 season and ongoing	Person would be responsible for day to day activities of the club, organizing volunteer groomers, maintenance, etc. Need annual grant	\$15000/yr	A
New snowshoe trail	Trails Committee	2017	Connect Lasso and Horseshoe loops		B
Update signage	Trails Committee	For 2016-17 season	Look at possibilities with Recreation BC for funding with signage.	\$1,000	A
Expand lit trail system	Trails Committee	2018?	Additional 4 km trail. Look at removing Kiwanis trail and replacing with a new loop for multi use.	\$300,000	C

Facilities and Equipment

Provide quality facilities to accommodate a variety of trail users and to store equipment.

Action Items	Who	When	Comments	Budget/costs	Priority
New lodge		2021	A welcoming environment for all.	\$500,000	A
Secure storage building to house grooming equipment	Executive	2016-17	Hire contractors to build it.	\$50,000	A
New snowmobile	Grooming Coordinator	2019		\$25,000	B
Create upper parking lot to access upper trails and extend ski season.	Executive		Hire contractors		C
Upgrade Mike's Maison	Facilities Committee		Ensure structurally sound building for overnight stays.	Get estimate.	C
Outhouses – stadium, upgrade road to 2nd parking lot	Facilities Committee	2016-2020	Requires right of way widening and fencing. Outhouses to be located in the upper parking lot as well as kiosk with applicable signage.		A
Brush cutter/ mower with Quad	Trails Committee	2020	To be used to cut grass and trees on trails requires a level trail surface. Will enable us to open trails with less snow on them.	\$15,000	B
Create reserve fund for ongoing replacement of grooming equipment	Executive	Ongoing		Up to \$10,000 annually	A
First Aid equipment	Executive	2016	Inventory and purchase new equipment	\$1000	A
Web Cam at hill showing temperature	Executive	2017	Project needs to be costed and will require internet connection.	?	A
Access management plan		On going	Converting the FSR to public road, requires letters to be written to MOTI, and letters of support from CRD, FLNRO. May have to find funding for survey costs	?	B
Piston Bully		2021		\$200,000	B

Youth and Skier Development

Promote recreational and athletic competitive skiing for all ages through various youth Development Programs Such as Jackrabbit, racing, adult lessons and other youth development programs.

Action Items	Who	When	Comments	Budget/costs	Priority
Continue/grow the Jackrabbit program for ages	YD Coord inator	Ongoing	Train Volunteer Coaches and instructors as per the NCCP training and the CCC guidelines; Issues with retain the volunteer coaches long term. Look into officials courses to get people trained up for races.	1000 per year in costs	A
Develop a XC racing program	YDP	2016-2017	Need develop the team through, ski suites – promotional and attend BC Cup, Northern Cup and Midgets, BC Games, Ski Camps	Currently User paid, look into fundraising	A
Hire a paid coach and coordinator	Executive and YDP	Long term	Secure funding through Grants and user fees	\$10,000 to 40,000	C
Develop a ski school program for kids	New committee	2018	Through grants or proposals will require a supply of rentals and daytime coaches target grades 2 to 5. Need a school day coaches, rental shop.	20000	B
Stage a loppet	New Race Committee	2016-17	A large event will attract out of town skiers, need explore these details on large events	\$2,000	A
Kids adventure trail fix up	membership	2016 summer	Need to clear trail, possibly adjust rout to make it sled and roller packable, fix signs	\$50-\$500	A
Build a sledding/tubing hill	Trails maintenance	2018	Would like a safe sledding hill for younger kids close to lodge or stadium are (Arrow head area).	\$2000	C

Ski Playground	YDC and trails maintenance	Long term	Upgrade the playground to include the pump track and other (like Callaghan) or build a new playground near the lodge allows easier access for younger kids, put in an outhouse near the park.	\$1000-\$15000	C
Biathlon range	New Committee	Long- term	Look into costs and potential locations for building a biathlon range, Look at developing it for the 2021 Games.	\$75,000	C
Develop a Masters Ski Club/Group and fun teenagers group	Club member	2016-17	Have a organized ski program for master with formal or informal training and group ski		A
Wax Clinic and other social events	Club members	2016-17	Need an organized event calendar and events page: breakfast, wax clinic, fun race, ladies night, couples ski, snowshoe event ect..	User paid	A