



Jackson Hole Ski & Snowboard Club Fact Sheet

Snow King Mountain Stakeholder Group

This fact sheet is to help the group and community understand the use, caliber, economic impact, and potential represented by JHSC and its partnership with SKM, the Town of Jackson, and the community. JHSC is the oldest nonprofit in the Town, and ultimately one of the original user groups of the “Town Hill.” It has served generations of student-athletes at Snow King, some reaching the absolute top levels of skiing and snowboarding such as alumnus Breezy Johnson and Resi Steigler who are competing in the 2018 PyeongChang Olympics, and current coaches Seppi Stiegler who was an NCAA Division I Champion and U.S. Ski Team member competing on the World Cup, Zach Schwartz who was a division I ski team member at Dartmouth, and other [JHSC Hall of Famers](#) that “grew up” on Snow King such as Andy Chambers, Karen Budge Eaton, Rob Kingwill, Dallas Dunlap Robertson, Travis Rice, and Pete Karns to name a few.

Here are some facts and figures that may be pertinent to the SKM Stakeholder discussion:

Mission Statement

To inspire and develop student-athletes through innovative and accessible ski and snowboard programs that provide opportunities to pursue personal excellence in snowsports and life.

The JHSC Vision is...

To develop WORLD-CLASS competitive skiing and snowboarding programs, facilities, and staff that build CHAMPIONS in sport and life.

JHSC Goals

1. Provide student-athletes the opportunity to **achieve athletic excellence** in competitive skiing and snowboarding through **innovative programs** and **character development**
2. Maintain a devotion to, and develop resources to **support community inclusivity and accessibility**
3. Develop **world-class** programs, staff, venues, and facilities
4. Engage and **partner with the community** and help grow the visibility and viability of junior competitive skiing and snowboarding, along with the industry and the JH community
5. Cultivate **organizational excellence** and long-term financial **sustainability**

THE BASICS

- ✳ The Club offers development programs in Alpine ski racing, Nordic ski racing, and competitive Freeskiing and Snowboarding sanctioned by the U.S. Ski and Snowboard and the United States Olympic Committee. We currently serve almost 500 student-athletes annually. About 300 are in the Alpine and Freeride programs which use SKM regularly. Our administrative headquarters are in the Snow King Event Center above the ski lodge, and the Nordic program operates out of here in the summer.
- ✳ The Alpine and Freeride (Freeski and Snowboard) programs use Snow King Mountain as their primary weekly training venue.
- ✳ Our home base, Snow King Mountain, is the oldest operating ski area in WY. This type of accessible training and competition venue is the envy of competitive ski and snowboard programs around the region, nation, and the world.
- ✳ JHSC is a [nationally-certified “Podium Club” with U.S. Ski and Snowboard](#). We received this honor in May 2017 making us one of 35 clubs in the country with a podium certification. We are applying for Silver this season and have Gold certification mapped out in our 5-year plan.
- ✳ We provide over \$100,000 in need-based scholarships annually. Included in our scholarship programs are the Wes Barron Memorial Fund, the Brent Newton Memorial Ski Foundation Scholarship, the Betty Woolsey Olympian Endowment, the Johnny Curtis Scholarship Fund, and the Karen Oatey Scholarship Endowment. 2017-18 scholarships included \$20,000 to Doug Coombs Foundation kids coming into the club, which was 28 this year up from 11 last year.

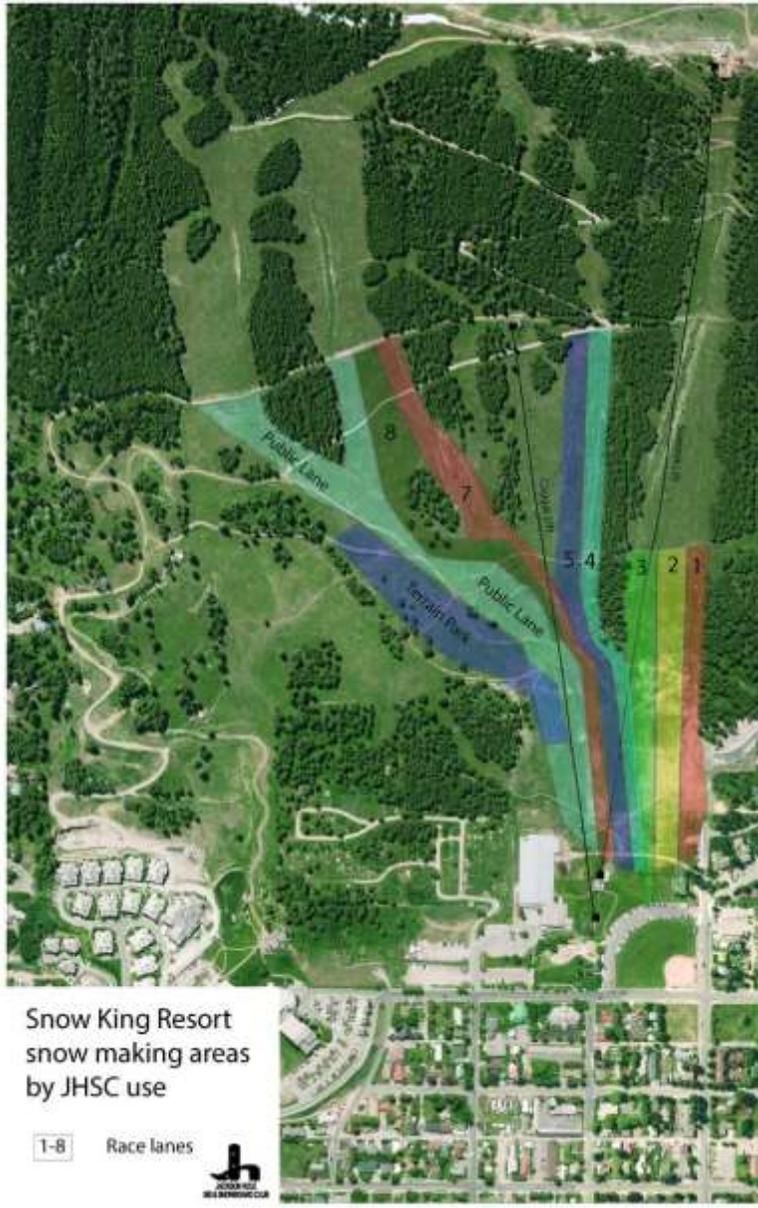
- ✱ The club has grown from an average of operating revenues FY 2008-2012 of \$1,000,000 to our current operating revenues for FY17 of \$2,100,000.
- ✱ The JHSC employs an Academic Coordinator to run academic support programs for all its student-athletes and maintain strong partnerships with all area schools.
- ✱ JHSC offers year-round training opportunities focusing on the winter training and competition season from November – March. In summer months, athletes stay involved with JHSC through dryland training, on-snow ski/snowboard camps, skateboard camps and a skateboard contest series. We are looking to incorporate Mountain Biking and expanded summer programming.

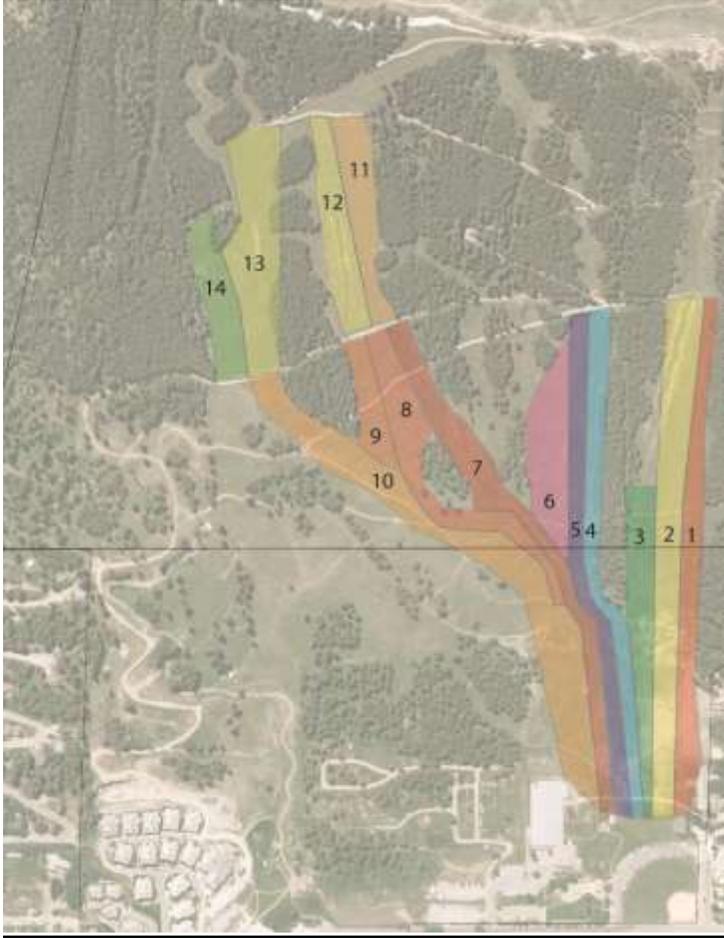
THE STAFF

Our staff is truly national caliber considering both their backgrounds and coaching experience. Here are some facts about the current staff, and why we are focusing on more professional development and support for them.

- Approximately 80 coaches and 90 total employees
- Three full-time, year-round program directors (Alpine, Nordic, Freeride)
- Several coaches with National Team experience as coaches and athletes
- Stacked with former Olympic, U.S. Team, NCAA National Champion, NCAA and USCSA competitors
- 100's of years of experience as former competitors and coaching at every level
- All are committed to the JSHC core values: Fun, Teamwork, Commitment, Sportsmanship, Competition

ON HILL FACILITIES





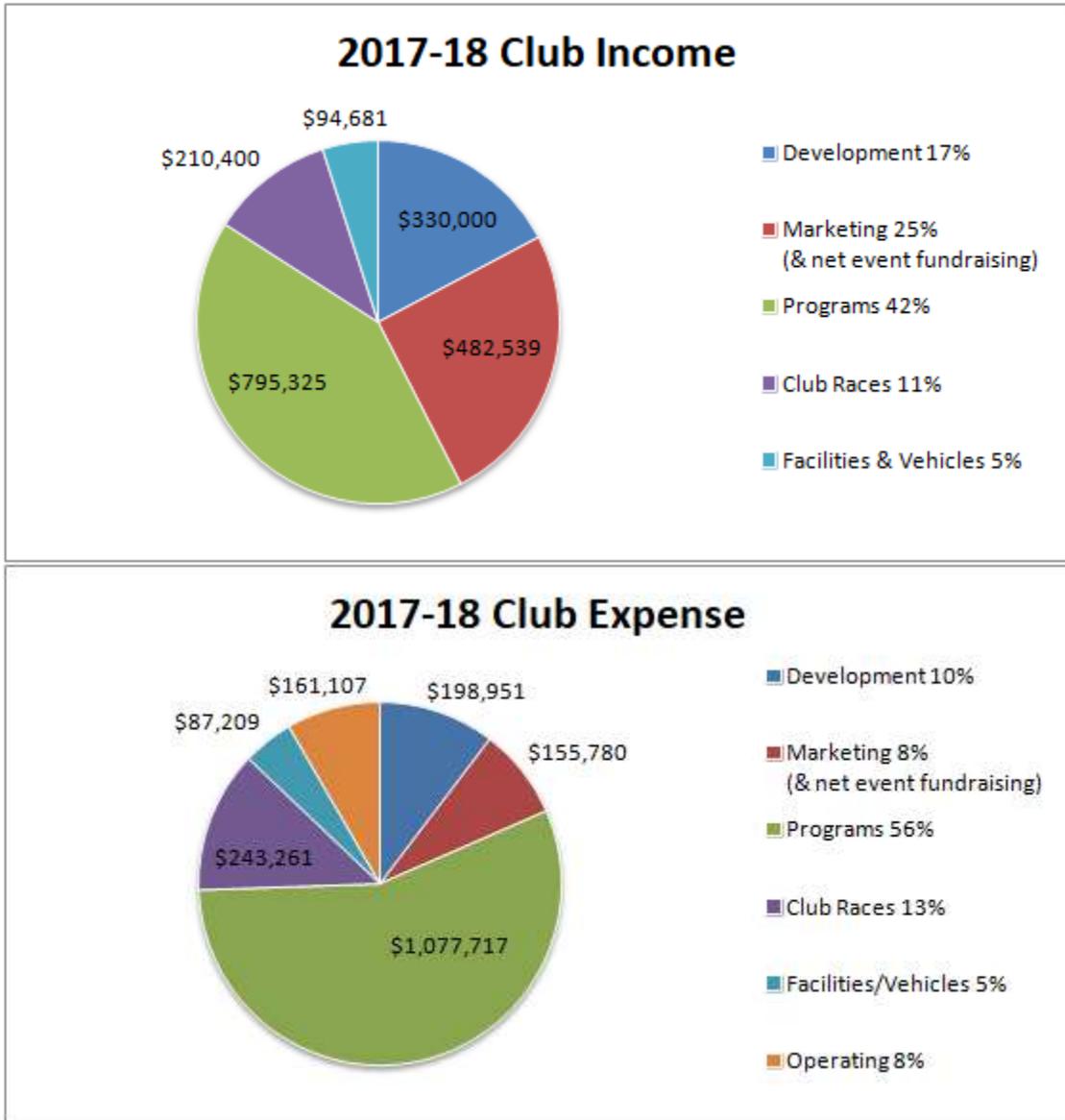
- ✳️ Lanes 4 and 7 are the primary JHSC daily training lanes and primary Slalom (lane 4) and Giant Slalom (lane 7) venues.
- ✳️ Lane 4 (Cougar) is “homologated” (meaning registered/certified) as a FIS (international) level SLALOM competition venue.
- ✳️ Lane 7/8 (going up 11 a bit depending on level of competition) is “homologated” (meaning registered/certified) as a FIS (international) level GIANT SLALOM competition venue.
- ✳️ Lane 7/8 (Elk) is “homologated” (meaning registered/certified) as a FIS (international) level GIANT SLALOM competition venue.
- ✳️ Lane 13/10 (Grizzly) is “homologated” (meaning registered/certified) as a FIS (international) level SUPER GIANT SLALOM competition venue, and is the “[Town Downhill](#)” course.

- ✦ Terrain Park has been built where pictured to host USASA level competitions
- ✦ Over the last several seasons we and SKM have hosted the following on these venues (primarily lanes 7 and 4).
 - Club teams from around the country for early season training. Including U.S. National Team members
 - 5 Margarita cup races (public town league races) each season
 - 20-30 USSA and/or FIS sanctioned race days
 - Club Series (entry level races with other “local” mountains)
 - Annual [Town Downhill](#)
 - In 2016-17 season a USASA sanctioned slopestyle competition on terrain park
- ✦ We are bidding to host the United States Collegiate Ski and Snowboard Association’s (USCSA) 2019 Nationals. This would include Alpine, Snowboard, Freeride and Nordic competitions.

SNOW KING CETNER FACILITIES

- ✦ We occupy and utilize a total of approximately 3,500 square feet in the Snow King Event Center building which includes the following uses:
 - Administration
 - Coaches offices and lockers
 - Athlete Lockers
 - Bathrooms
 - Video review
 - Tuning
 - Storage
- ✦ Some comparable clubs’ space would be Sun Valley Ski Education Foundation which has approximately 13,700 square feet for the same uses, or Ski and Snowboard Club Vail which has approximately 9,400 square feet for the same uses
- ✦ JHSC pays SKM approximately \$650/month for our sub-lease (rent and utilities) of these spaces. Our use of this space is required by the terms of the master lease between SKM and the Town of Jackson.

THE NUMBERS



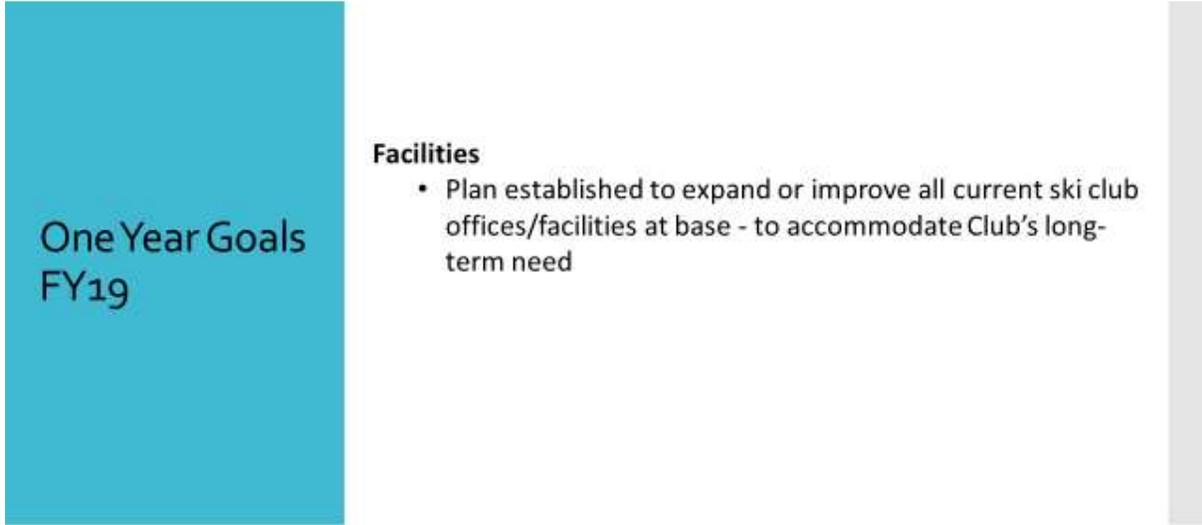
- * The Alpine Race Budget for the races described above represents a \$34,000 net loss
- * Potential revenue for Early Season Training space to SKM \$20,000 - \$100,000
- * Lift ticket revenue generated by JHSC events to SKM \$80,000 - \$100,000
- * JHSC staff and athlete SKM passes approximately \$43,000 annually
- * JHSC and the Town of Jackson contributed roughly 50/50 toward a \$3.2M capital campaign to improve snowmaking infrastructure and equipment. This campaign concluded in 2015.

* Our 2016 follow up report to the Jackson Hole Travel and Tourism Board grant represent the following estimates generated from our early season training and NorAm event, junior-level competitions, and Triple Crown events. The vast majority of these events are hosted at Snow King Mountain.

- Total visitors to JHSC events **2,500**
- Total revenues to Jackson Hole **\$2,074,420**

THE FUTURE

The following slides represent elements of the JHSC 5-year strategic plan with SKM.



One Year Goals FY19

Facilities

- Plan established to expand or improve all current ski club offices/facilities at base - to accommodate Club's long-term need

One Year Goals FY19

On-snow venues/operations

- Improve lighting for night training
- Establish terrain park and x course for training and competitions with mutually beneficial business plan including enhanced terrain based learning for SK Mountain Sports
- Investigate purchase and utilization of air bag with mutually beneficial business plan including public use for fee
- Redo all wiring and timing infrastructure
- Establish venue and event management plans with shared responsibilities
- Successfully host USASA Western Alpine Regionals ('18) and Nationals ('19), opening a new market
- Establish long-term mutually beneficial snowmaking model and fee for training (early season and beyond)
- Support planning for SK Phase II including JHSC summer programming and operations (mountain biking)

One Year Goals FY19

Marketing/financial

- Define a financial model and partnership agreement for training and events that is mutually beneficial and long-term
- Establish dialogue at top-level of both organizations to develop a common vision where partnership with JHSC is a major part of SK plan and vice versa
- Improve representation and support of SK and our common vision with community
- Review asset ownership, risk management and operations models to establish optimal shared revenues and expenses
- Further establish Snow King as a destination for high-quality training and competitive events in Alpine Ski Racing, Slopestyle, and Boarder/Skier Cross with new and realistic models
- Establish potential relations, plans and funding with National Winter Sports Education Foundation (NWSEF)

One Year Goals FY19

JHSC Benefits to partner

- Establish official board-level SK liaison post as defined in JHSC bylaws
- Revenue
 - Bring audience base - students, masters, external clubs
 - Share costs & generate revenue (activities generate approx. \$200k-\$250k, grow revenue sources)
- Co-Marketing
- Community Engagement -support for master plans, public endorsement
- Professional Knowledge Transfer -- research and expertise, professional development, best practices in industry, training and competition venue development

3-5 Year Goals FY21-23

Facilities

- Expanded offices, locker rooms, video review/classroom, and storage coordinated with SK Phase 2 developments
- Established terrain park and X course that can host events and training while enhancing terrain-based learning (in partnership with SK Mountain Sports School)
- Locations established for permanent start houses at all homologated courses

3-5 Year Goals FY21-23

On-snow venues/operations

- Lighting adequate to host night events
- Long-term operations plan for terrain park, airbag, and other “gravity” venues (ie. trampoline, skate ramp, etc.)
- Long-term operations plan for USASA series, USCSA and destination for X course and terrain park that is mutually beneficial
- Permanent start houses and infrastructure at primary homologated starts
- Execute optimal snowmaking model with increased capacity and revenues
- Shared staffing for event and venue management
- Coordinated multi-leveling programming for optimal youth participation (Middle/High School organized non-competitive program--community ski and snowboard pipeline)

3-5 Year Goals FY21-23

Marketing/financial

- Execute partnership agreement that is mutually beneficial such that JHSC is at break even with SK venues and events, and SK realizes a profit with potential profit sharing considered
- Coordinate all capital improvements (expenses) to venue and facilities
- Communicate a common vision for JHSC and SK that fully supports both JHSC and SK long-term plans
- Agreements represent shared event/venue staff, ownership of all assets, and shared revenue/expense
- Pursue and establish event and venue sponsorships
- Coordinate grant funding (potentially with NWSEF) to support mutual goals

3-5 Year Goals FY21-23

JHSC Benefits to partner

- **Revenue**
 - Bring audience base - students, masters, external clubs & groups
 - Share costs & generate revenue (activities generate approx. \$350k on average annually)
- Marketing
- Community Engagement -support for master plans, public endorsement
- Professional Knowledge Transfer -- research and expertise, professional development, best practices in industry