

Whaleback Nordic Ski Club

Year End Membership Report 2020

Annual General Meeting - ?????, 2020

**Membership data:**

- 129 (169 last year) members registered during the pre-Christmas period from Nov. 8<sup>th</sup> to Dec. 23<sup>rd</sup>, 2019
- 93 (82 last year) members registered from Dec. 24<sup>th</sup> , 2019 to Feb. 29<sup>th</sup> , 2020
- The March Special attracted 5 memberships: 1 snowshoe membership and 4 adult ski memberships. These March Special memberships are not included in this year's total. We will not pay CCNL fees for them until the 2020/2021 season.
- Total membership as of March 31<sup>st</sup> , 2020 = 222; previous years:252, 248, 298, 331, 441
- 2020 membership by category:  
  
Family Ski = 119  
Family Snowshoe = 8  
Individual Ski = 72  
Junior = 3  
Youth = 17  
Individual Snowshoe = 2  
Post-secondary Student = 1
- Gender data: 114 F &108 M
- CCC/CCNL fees paid = \$3620.00
- The Beginner Ski Program attracted 4 adult memberships and 2 family memberships (5 individuals) .

**Zone4 statistics:**

- 70% of membership fees were paid online with credit card (75% last year)
- 30% of membership fees were paid by cheque/cash at Debbie's Video or the chalet (25% last year)
- Total online registration was approximately 75% (82 % last year)
- Zone4 fees = \$981.61

- Zone4 remittances to club = \$15,962.44

### **2020 Provincial Marathon and Festival of Skiers:**

- 120 registrants ( 47F & 73M)
- 112 participants
- Total registration fees = \$3075.00
- banquet tickets = \$1385.00
- 51 Whaleback members registered for the event; that's 23% of our total membership.

### **Recommendations:**

- Review the Regular Membership, Junior Development and rental fee structures for the next ski season. Group membership and Family Snowshoe are particular concerns. Given the uncertainty caused by the pandemic, next year may not be a propitious time for fee increases, but the review needs to be done in preparation for the new normal...whatever that will be.
- Have a committee, led by an executive member, develop strategies to increase our Family Memberships. Over the past 3 years, Family Memberships have seen the most significant decline from 52 in 2018 to 42 this year. In terms of revenue, that's a drop of over \$4000.
- Continue to pay the applicable fees for online registrations.
- Make online registration mandatory. (Airport, Aurora, Clarendville, Avalon, Menihek, Exploits Valley)
- Continue with the Beginner Ski Program provided our qualified ski instructors, Graham and Neil, are willing to volunteer again and continue with the 50% membership fee discount for participants who complete the program.
- Have an executive member, other than me , take responsibility for the Beginner Ski Program. I will develop terms of reference for the program.
- Give consideration to dropping the 11:30 a.m. to 12:45 p.m. chalet attendant slot. There appears to be very little trail pass/rental business before 1:00 p.m.
- Continue the seasonal internet package with Xplornet. Many members commented on the convenience of having wifi at the chalet. It was useful to complete online registrations at the chalet. And, wifi allowed for more efficient timing at the Provincial Marathon and Festival of Skiers which we hosted in March.

