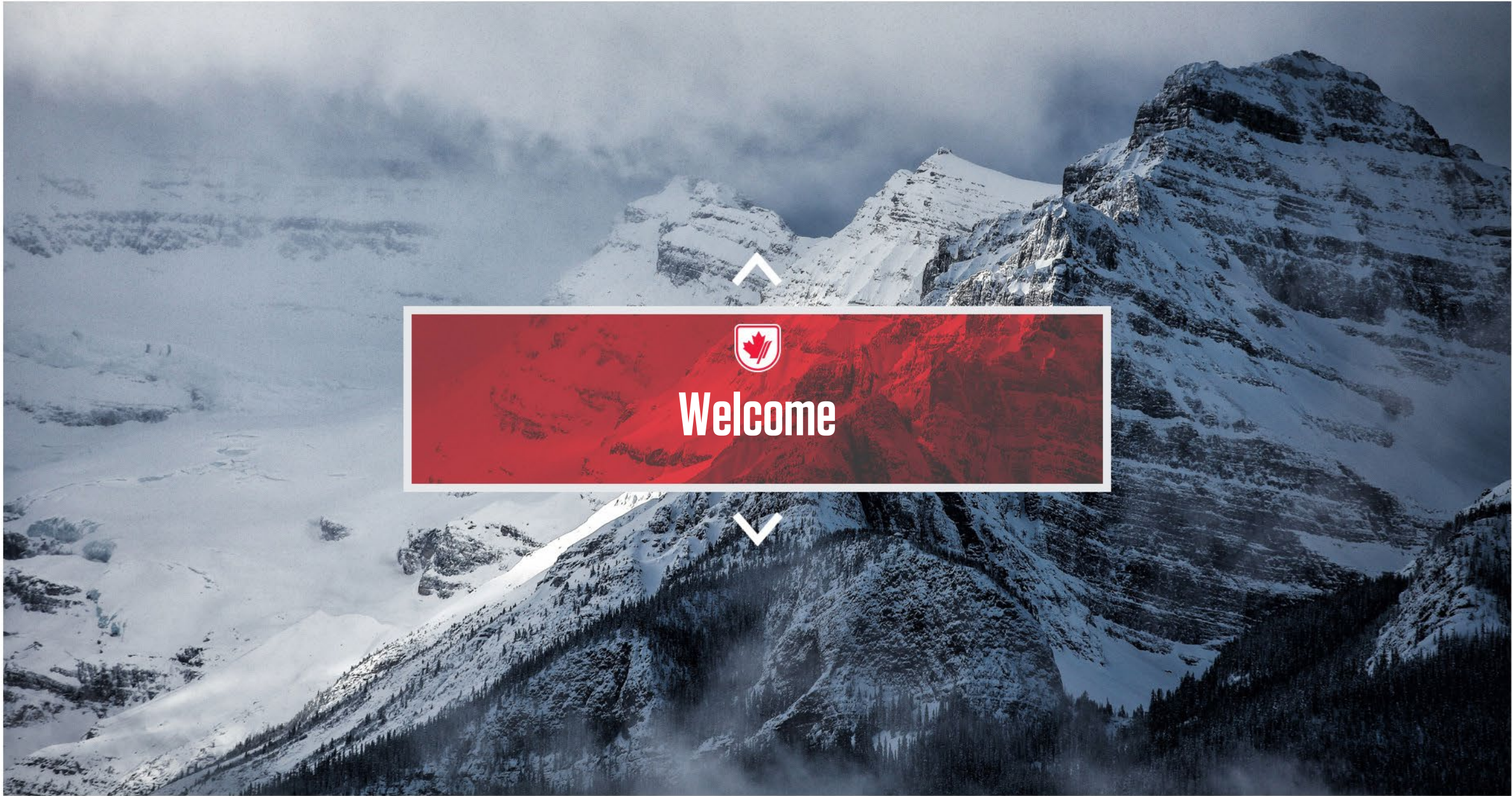


Canadian Ski Summit

June 20th – 22nd, 2022





Welcome



Ski Summit

Day 1 – June 20th



Expectations

- Planned breaks – try to stay off phones
- Be engaged, be constructive
- Meet, re acquaint with colleagues
- Utilize time @ breaks/meals to have PTSO specific discussions



Ski Summit

Day 1 – June 20th



Objectives

Increase awareness of Association key initiatives, successes and continue to identify opportunities for enhanced collaboration

Provide updates on key ACA projects and receive constructive feedback

Discussion on athlete pathway initiatives/projects

Further develop relationships











Ski Summit

Day 1 – June 20th



Agenda

Strategic Plan Pillar	Topics	Time (min)	Session Lead	Target PTSO Audience
Day 1 - June 20th, 12:00 pm -5:00 pm MT				
LUNCH – 12:00 pm – 1:00 pm MT				
	<ol style="list-style-type: none"> 1. ACA progress against Made for Canada Strategic Plan 2. PTSO progress against 2021-22 objectives 3. Hot Plate Items 	60 60 45	Therese PTSO GMs ALL	<ul style="list-style-type: none"> • Board Chairs • All PTSO staff
	<ol style="list-style-type: none"> 4. 2023 Registration 	60	Jeff/Interpodia	<ul style="list-style-type: none"> • GMs/Eds • Admin/Member Svc
Day 2 – June 21st, 8:30-12:15 pm MT and 1:00 – 6:30 MT				
	<ol style="list-style-type: none"> 5. Revenue Generation 	60min	Paul B	<ul style="list-style-type: none"> • GMS/Eds • All PTSO staff
	<ol style="list-style-type: none"> 6. Member Services <ol style="list-style-type: none"> a. Insurance b. 2022/23 Calendar c. Affinity Program 	75min	Brent Brandham Ashlie A Jeff T	<ul style="list-style-type: none"> • Board Chairs • All PTSO staff
	<ol style="list-style-type: none"> 7. National Teams Update <ol style="list-style-type: none"> a. CFAST b. SX c. CAST 	60min	Matt H Dave E Phil M	<ul style="list-style-type: none"> • GMS/Eds • Tech Directors • Head Coaches
LUNCH BREAK 12:15 – 1:00 pm MT				
	<ol style="list-style-type: none"> 8. Closing the Gap to Podium Performance <ol style="list-style-type: none"> a. 2022/23 Excel Program b. Owning the podium @ World Juniors c. Athlete Pathway 	120 min	Jeff & HPDs ALL	<ul style="list-style-type: none"> • GMS/Eds • Tech Directors • Head Coaches
TEAM BUILDING ACTIVITY/DINNER– 4:00 pm – 6:30 pm MT			ALL	
Day 3 – June 22nd, 8:30 -				
	<ol style="list-style-type: none"> 9. Coach Education <ol style="list-style-type: none"> a. Review of Key Metrics b. Action Plan for Registration Platform c. Delivering better service 	90 min	Jenni S Jeff T ALL	<ul style="list-style-type: none"> • GMS/Eds • Tech Directors • Coach Leads
	<ol style="list-style-type: none"> 10. National Awards Program <ol style="list-style-type: none"> a. Explore concept/framework for a National Recognition program for 2023 	60 min	Jeff/All	<ul style="list-style-type: none"> • Board Chairs • All PTSO staff
	<ol style="list-style-type: none"> 11. Closing Remarks/Parking Lot Items 	30min		<ul style="list-style-type: none"> • Board Chairs • All PTSO staff





Progress Against Strategic Plan

WELCOME BIENVENUE

Within these walls where a passionate ski community comes to gather, you are welcomed, accepted, and respected.

Here, no matter who you are or where you are from you are at home, regardless of your race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, or conviction.

All we ask is that you be excellent, respectful, accountable, courageous, and a leader.

Together we are **#CANSkiTeam**

We acknowledge that Alpine Canada's work to inspire and unite people through sport occurs on traditional territories of the peoples of the Treaty 7 Nations in Southern Alberta and the Métis Nation of Alberta, Region 3.

Dans ce lieu où une communauté de skieurs passionnés se rassemble, vous êtes une personne accueillie, acceptée et respectée.

Ici, peu importe qui vous êtes ou d'où vous venez, vous êtes chez vous sans égard à la race, l'origine nationale ou ethnique, la couleur, la religion, l'âge, le sexe, l'orientation sexuelle, l'identité ou l'expression de genre, l'état matrimonial, la situation de famille, les caractéristiques génétiques, les déficiences ou les croyances.

Tout ce que nous demandons, c'est que vous fassiez preuve d'excellence, de respect, de responsabilité, de courage et de leadership.

Ensemble, nous sommes **#CANSkiTeam**

Nous reconnaissons que les activités de Canada Alpin, qui consistent à inspirer et à unir les gens par le sport, se déroulent sur les territoires ancestraux des nations autochtones du Traité no 7 du sud de l'Alberta et de la Métis Nation of Alberta, région 3.





**ALPINE CANADA ALPIN
STRATEGIC PLAN 2021 - 2026**

MADE FOR CANADA
THE FUTURE FOR SKI RACING IN CANADA



Made for Canada: Alpine Canada Strategic Plan 2021-2026

Passion and performance drive our ambitions



Purpose:

Power a nation to **peak performance**



Vision:

To be a **world-leading ski racing nation** inspired by the passion & performance of Canada's ski teams



Winning Aspiration:

#1 in Para (10-12 medals)
#1 in Ski Cross (2-3 medals)
Top 5 in Alpine (2-3 medals)

at WCH & OWG/PWG by 2026



Mission:

Increase **podium performances**



Inspire growth in **participation & fans**



Our Focus Areas & KPIs



1. Lead earlier Next Gen talent ID and HP programs that progress athletes to podium

- **10-12 athletes** on podium pathway depth charts by 4/22
- **4-6 athletes** in top 10 and **1-2 athletes** in top 3 at WJC by 3/23
- **3-4 athletes** in top 3 at WJC by 3/25



2. Build Domestic Capacity in Coaching, Membership Service & Safe Sport

- Participant growth **1.5-2% per year**
- Stakeholder satisfaction **>80%**
- Employee engagement **>80%**
- Safe sport training compliance **=100%**



3. Produce Race Events that Excite Canadians at World Cups, NorAMs, Nationals

- Corporate partners invest **[\$xx]¹**
- Race events **breakeven or better**
- World Cups **grow brand, fans & revenue**



4. Build Brand Strength with a Broader Audience to Drive Revenue Growth

- Partner & donor pipeline **>\$25M & >\$6M**
- Assets to support **>+\$5M revenue**
- Fans & data acquisition **+15%**
- Brand health = **Create unforgettable moments, progressive, proud to be CDN**

Our Big Bets for a better future

1

Develop National pool of Canadian coaches

2

Identify Next Gen talent earlier and provide world-class coaching to achieve WJC podiums

3

Implement hubs for spring/early winter on-snow domestic training at scale

4

Lead National HP programs that progress athletes from WJC to WC podium

5

Rebuild domestic national competition structure

6

Develop world class assets & digital platforms

Values:

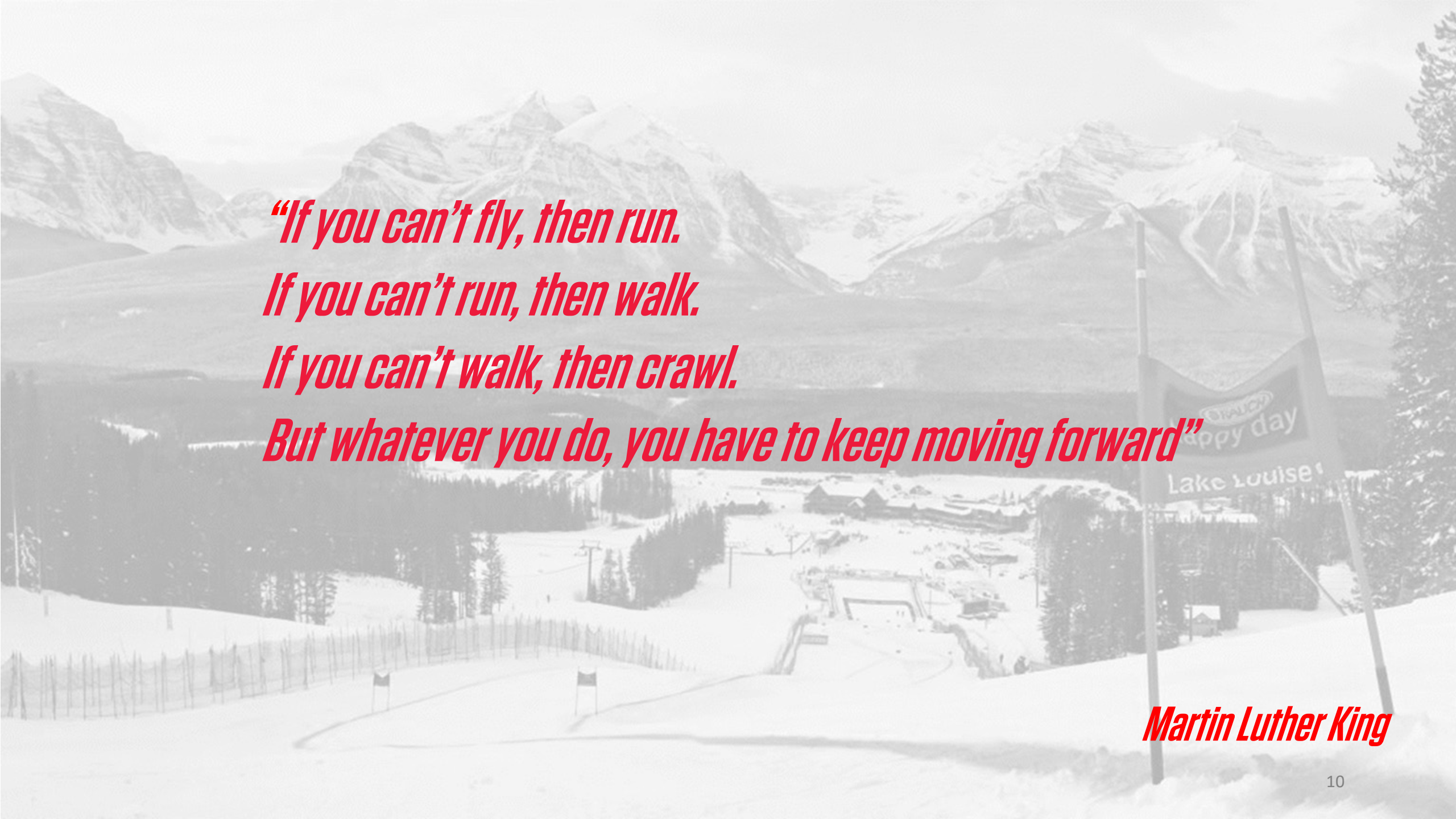
Excellence

Leadership

Accountability

Respect

Courage

A scenic view of a snowy mountain landscape. In the foreground, there's a ski resort with a snow-covered slope and a sign that says "Lake Louise". The middle ground shows a valley with buildings and trees. The background features majestic, snow-capped mountains under a clear sky. The text is overlaid in the center-left area.

***“If you can’t fly, then run.
If you can’t run, then walk.
If you can’t walk, then crawl.
But whatever you do, you have to keep moving forward”***

Martin Luther King



HP PROGRAMS THAT PROGRESS TO PODIUM & NEXT GEN ATHLETE DEVELOPMENT



#CANskiteam: SUCCESS ON THE WORLD CUP



3 World Cup Podiums

- CAM ALEXANDER
- JACK CRAWFORD
- BRODERICK THOMPSON

18 World Cup Podiums

- THOMPSON, MAHLER, HOWDEN
- THOMPSON, PHELAN, LEMAN, HOWDEN, DRURY, GAIRNS, SCHMIDT
- THOMPSON, PHELAN, CHORE, HOWDEN, SCHMIDT

19 World Cup Podiums

- JEPSEN
- JEPSEN, COMBALUZIER, GUIMOND
- JEPSEN, COMBALUZIER, GUIMOND, GOSSELIN, OATWAY

ALPINE

SKI CROSS

PARA-ALPINE



INCREASING PODIUM PERFORMANCE



#CANskiteam: AT THE OLYMPICS



**JACK
CRAWFORD**

ALPINE SKIING
SKI ALPIN
ALPINE COMBINÉ
COMBINÉ ALPIN



**MARIELLE
THOMPSON**

SKI CROSS
WOMEN
FEMMES



IN ADDITION TO THE **TWO OLYMPIC MEDALS** OUR ATHLETES REMAINED COMPETITIVE WITH **12 TOP-10 FINISHES** ACROSS ALPINE AND SKI CROSS EVENTS.



#CANskiteam: AT THE PARALYMPICS



MOLLIE JEPSEN



MOLLIE JEPSEN



MAC MARCOUX



MOLLIE JEPSEN



ALANA RAMSAY



ALANA RAMSAY



ALEXIS GUIMOND



ALPINE CANADA EARNED **6 PARALYMPIC MEDALS**, WITH MOLLIE JEPSEN BEING THE **CANADIAN FLAG-BEARER** FOR THE PARLYMPIC CLOSING CEREMONIES.



#CANskiteam FUTURE: WORLD JUNIORS



LOCATION	PANORAMA, BC
EVENT	MIXED TEAM PARALLEL
OUR ATHLETES	CASSIDY GRAY ETIENNE MAZELLIER JUSTINE LAMONTAGNE RAPHAEL LESSARD
RESULT	CANADA DEF. AUSTRIA



NEXT GEN TALENT



NEW ADDITIONS - ALPINE TEAM



Sarah Bennett

Stoneham, Que/ Québec Ski Team



Kiki (Kiara) Alexander

Sunshine Village, Alta/ Alberta Ski Team

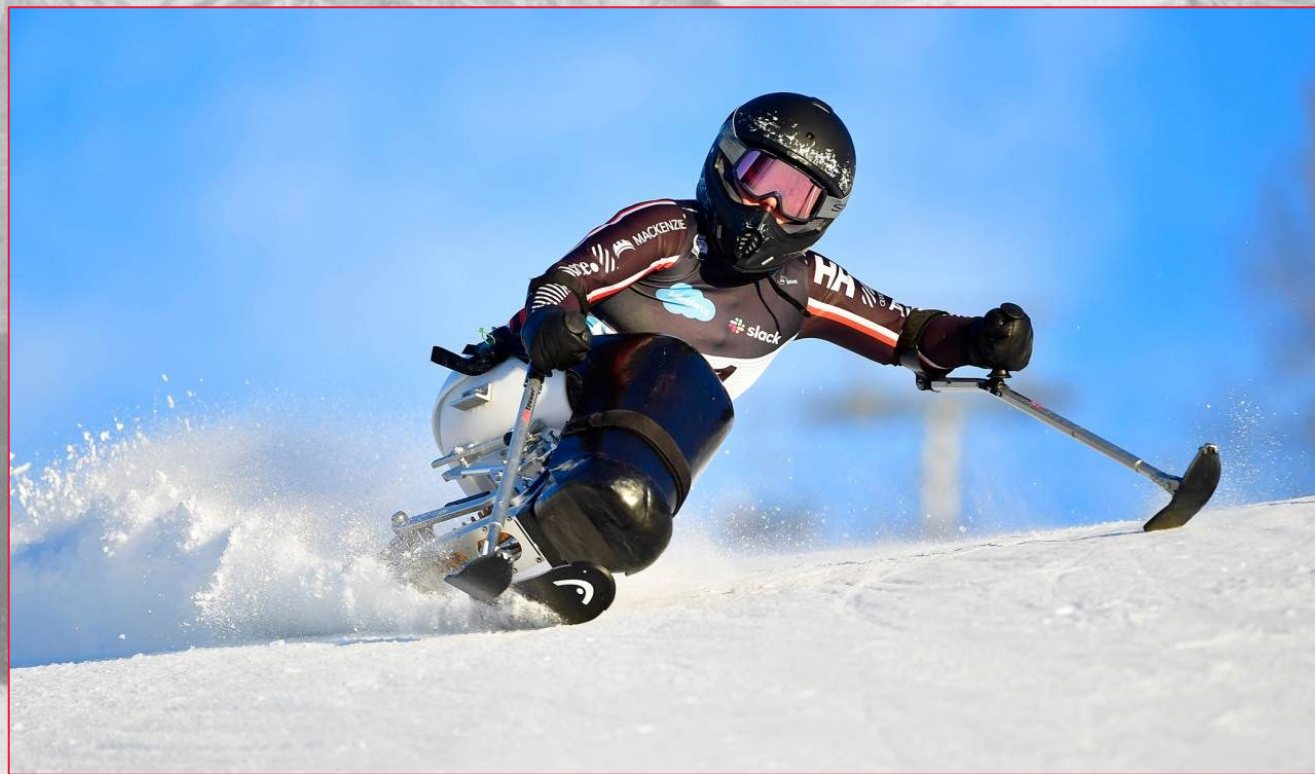


Welcome back Simon Fournier & Asher Jordan

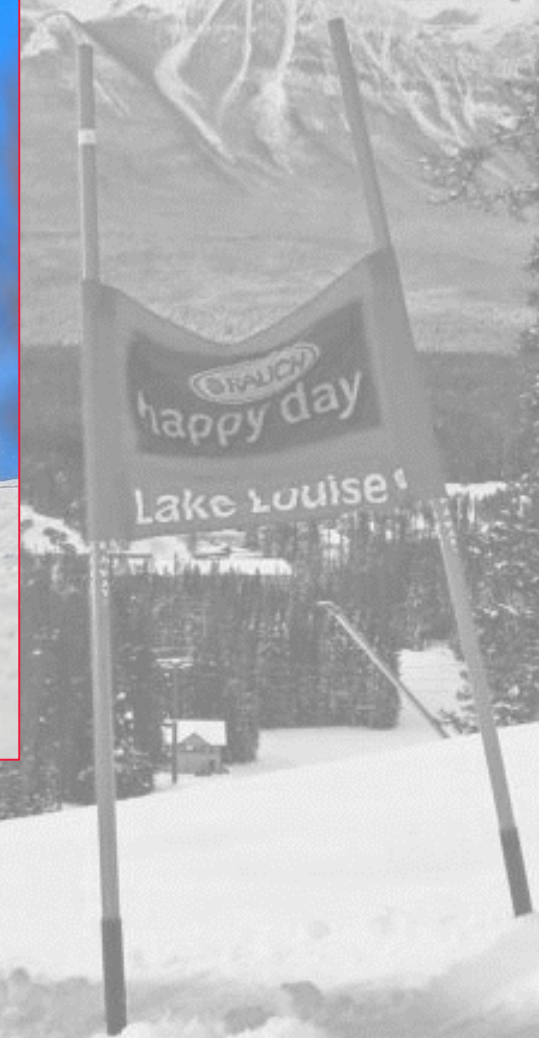





NEW ADDITIONS – PARA-ALPINE TEAM



Katie Combaluzier
Toronto, ON, Craigeleith Ski Club

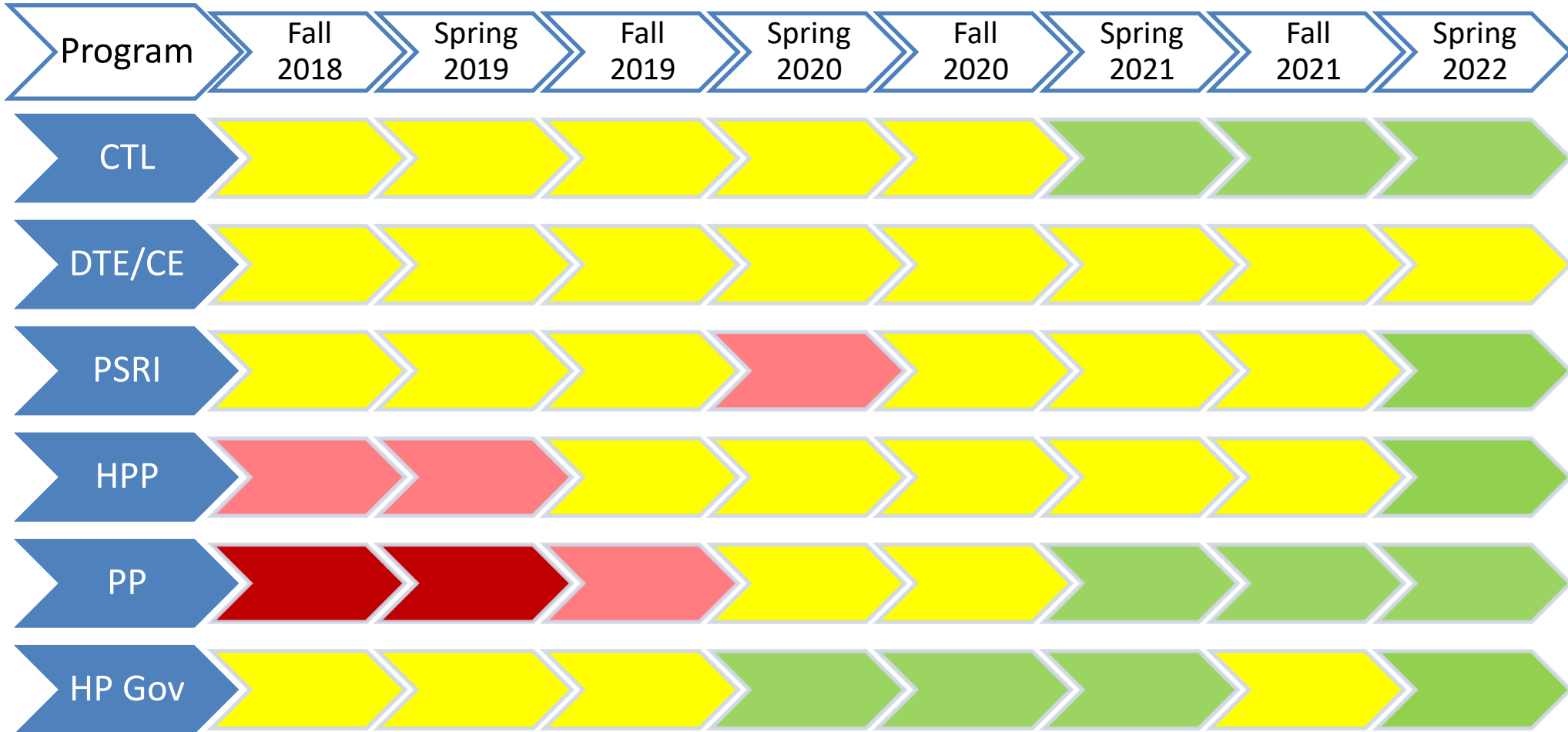


2022 Olympic Winter Games / Quad over Quad

2022 Team Canada Performance		Top 5	Top 8	Compared to 2018		
Snowboarding ★	6	7	11	4	4	5
Long Track Speed Skating ★	5	8	11	2	5	9
Freestyle Skiing	4	6	9	4	8	12
Short Track Speed Skating	4	6	7	5	7	9
Bobsleigh	2	3	6	2	2	6
Alpine ★	1	3	5	0	0	1
Ski Cross	1	2	5	3	4	5
Curling	1	3	3	1	2	3
Ice Hockey	1	1	2	2	2	2
Ski Jumping	1	1	1	0	0	0
Skeleton	0	1	1	0	0	0
Figure Skating	0	1	2	4	4	6
Biathlon	0	1	2	0	0	0
Cross Country Skiing	0	1	1	0	1	6
Luge	0	0	2	2	4	5
TOTAL	26	43	69	29	43	68



Alpine



#CANskiteam 2021-2022 SEASON: BY THE NUMBERS

51 #CANSKITEAM
NATIONAL TEAM ATHLETES 

18  + **12**  + **21** 

150 TOP 10'S

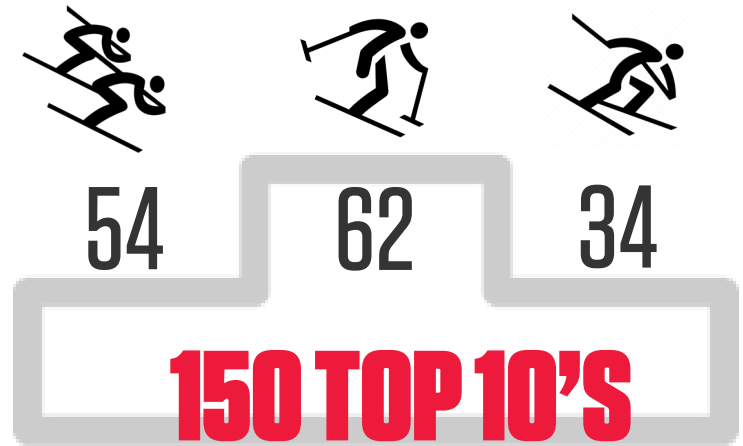
39 WORLD CUP PODIUMS 

17  + **19**  + **3** 

 **5 FIRST-PLACE FINISHES**

1 WORLD JUNIOR PODIUM 

11 TOP 10'S 





ERIN MIELZYNSKI

.....

WORLD CHAMPS & WORLD CUP HIGHLIGHTS

- FIS World Championships – 2nd Place, Team Event, Beaver Creek, USA, 2016
- FIS WORLD CUP – 1st Place, Slalom, Ofterschwang, GER, 2012
- FIS WORLD CUP – 3RD Place, Slalom, Zagreb, CRO, 2013
- FIS WORLD CUP – 4TH Place, Slalom, Aspen, USA, 2016
- FIS WORLD CUP – 5TH Place, Slalom, Are, SWR, 2012
- FIS World CUP – 9th Place, Slalom, Kranjska Gora, SLO, 2022

CANADIAN HIGHLIGHTS

- Canadian Championships – 1st Place, Mont Sainte Anne, QC, 2015
- Canadian Championships – 1st Place, Tremblant, QC, 2017
- Canadian Championships – 1st Place, Red Mountain, BC, 2018





ALPINE CANADA: NEW COACH LEADERSHIP

WOMENS - ALPINE



Karin Harjo

“I’m very excited to join the Canadian Ski Team and its promising and dedicated group of athletes,” says Harjo, whose career highlights include coaching American ski legend Lindsey Vonn to a bronze medal in downhill at the 2018 PyeongChang Olympics and a bronze medal at the 2019 World Ski Championships in Sweden, as well as supporting Mikaela Shiffrin and her gold medal at the 2021 World Ski Championships in Cortina, Italy.

PARA-ALPINE



Will Marshall

“It means a lot to be chosen for this opportunity and I’m excited to build on the incredible momentum that’s been fostered over the past 16 years with JS’s leadership,” says Marshall. “We’re so fortunate to retain most our staff from the past four years and we’re all hungry to continue to grow, debrief and continually search for improvement in all areas.”

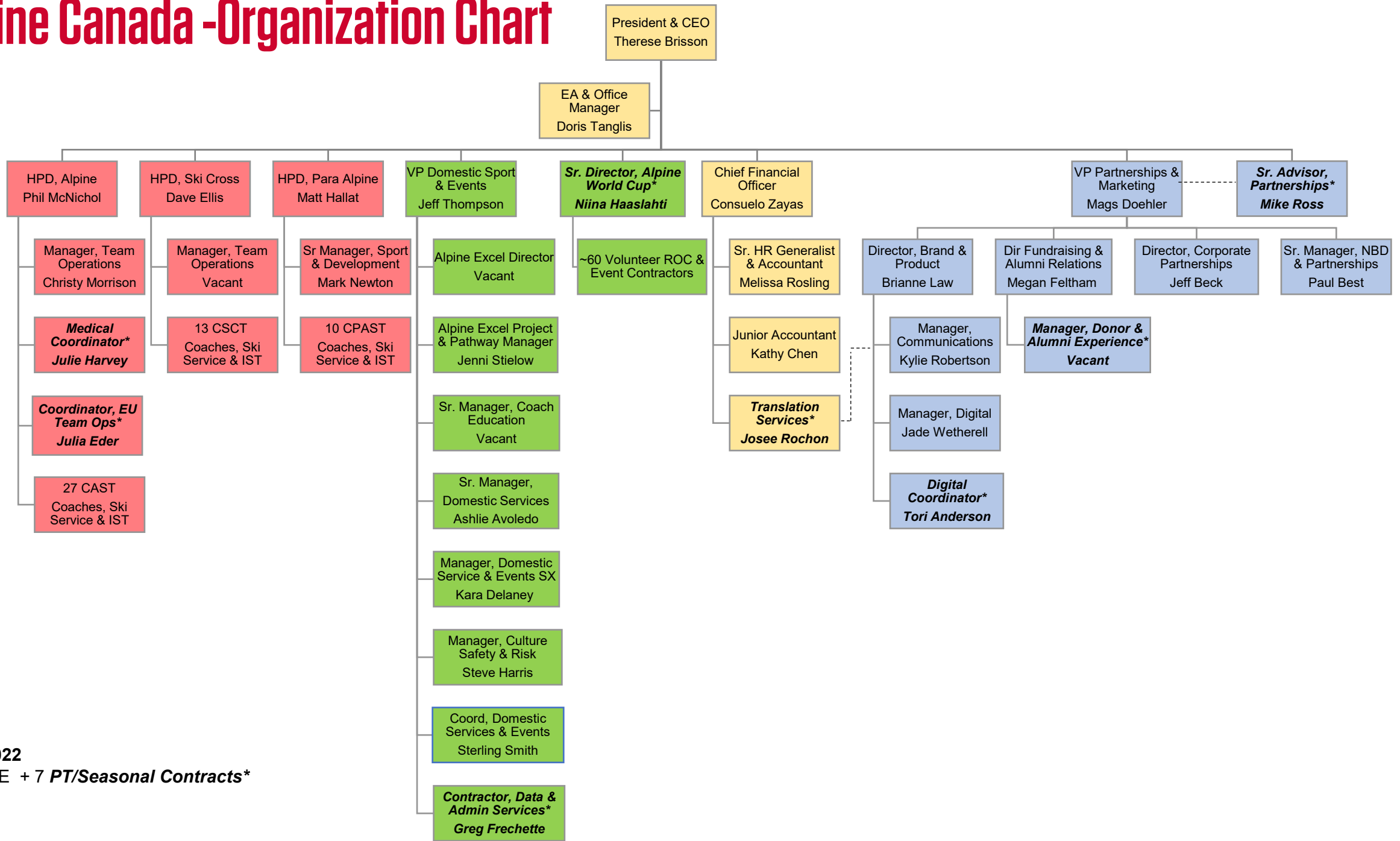
Building Domestic Capacity for Ski Racing Excellence



1. Registered participant recovery ~98%
2. National expansion ON Reg Pilot
3. Coach licencing / certification
4. People & Capacity
5. EDI / Women in Ski Racing
6. Culture & Safety
7. Enabling Athlete Voices



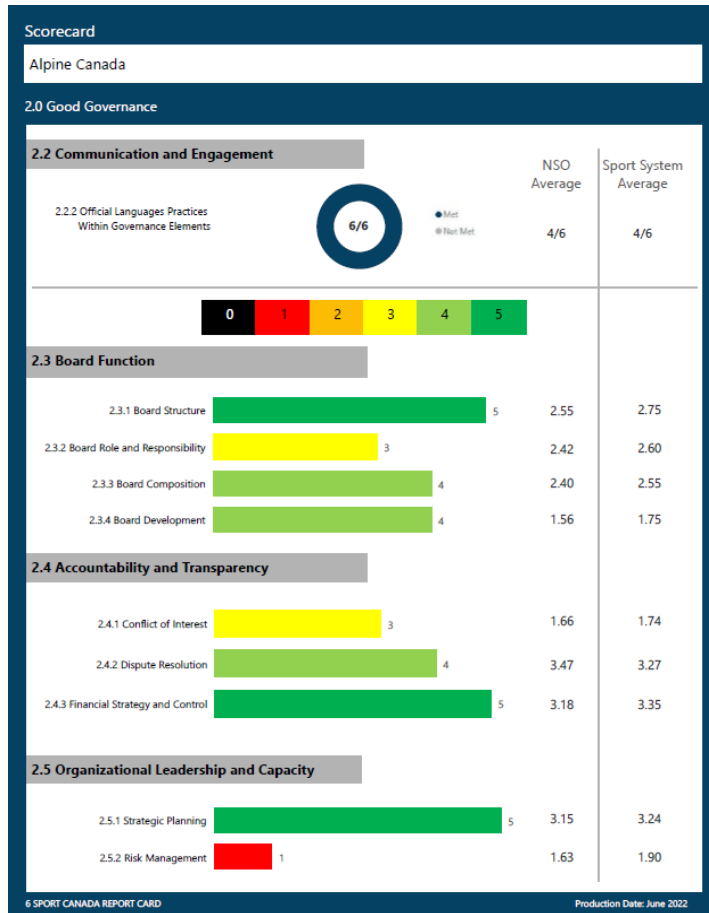
Alpine Canada - Organization Chart



Jul 2022
26 FTE + 7 PT/Seasonal Contracts*

GOVERNANCE, ACCOUNTABILITY & FEDERAL GOVERNMENT FUNDING

Best in Class Governance



Top Funded NSO by > \$1MM

NSO	SSP	AAP	Hosting
Alpine	\$8,269,750	\$1,460,498	\$0
Swimming	\$7,168,482	\$2,204,167	\$0
Athletics	\$7,088,968	\$2,348,425	\$0
Cycling	\$6,428,253	\$1,652,730	\$199,044
Rowing	\$6,380,500	\$1,487,542	\$0
Basketball	\$5,927,705	\$877,791	\$0
Freestyle Skiing	\$5,858,875	\$1,085,411	\$0
Hockey	\$5,153,641	\$1,705,666	\$490,000
Curling	\$4,214,875	\$1,051,542	\$402,800
Speed Skating	\$4,028,135	\$1,315,739	\$50,000
Diving	\$3,897,234	\$564,972	\$71,250
Canoe Kayak	\$3,886,875	\$1,112,866	\$610,000
Soccer	\$3,747,043	\$1,307,445	\$0
Rugby	\$3,490,076	\$1,183,244	\$100,000
Wheelchair Basketball	\$3,378,225	\$737,582	\$0
Figure Skating	\$3,334,157	\$795,498	\$14,340
Cross Country Skiing	\$2,995,625	\$745,730	\$0
Snowboard	\$2,947,925	\$926,519	\$140,000
Bobsleigh/Skeleton	\$2,945,590	\$766,260.43	\$0
Volleyball	\$2,793,864	\$1,922,662	\$32,496
Gymnastics	\$2,294,218	\$821,916	\$0
Water Polo	\$2,242,956	\$831,505	\$0

Building Domestic Capacity – Financial Performance

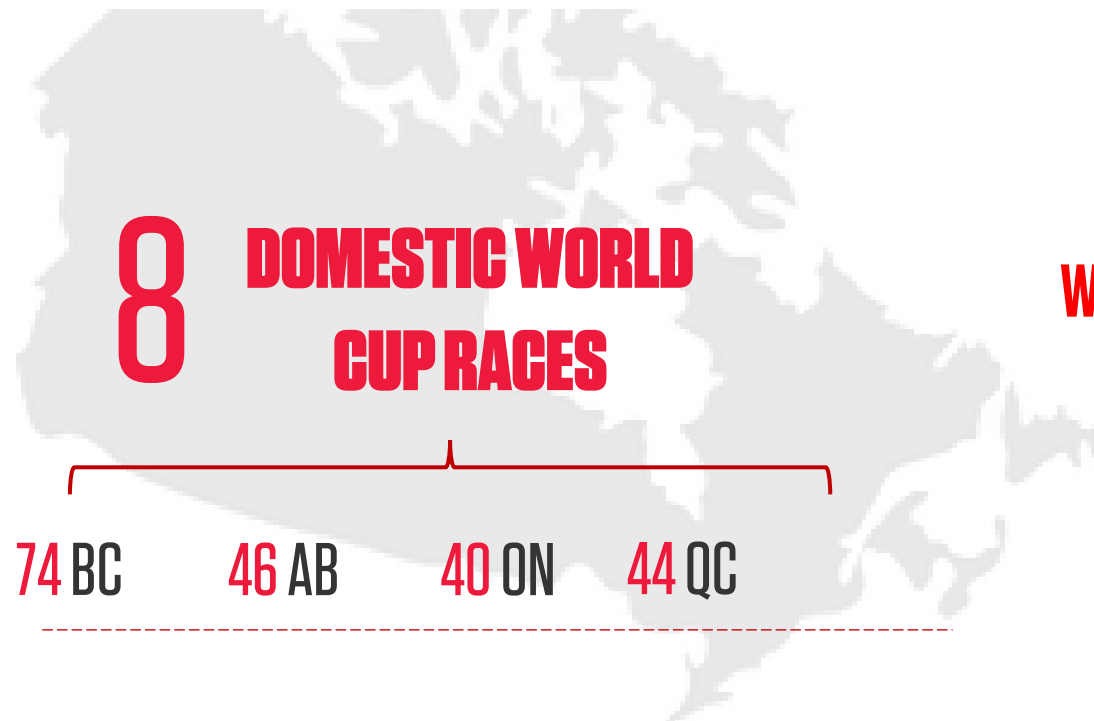


In '\$ MM	2022 Budget	2022 Actual	Variance Act vs Budget
Revenue	\$16.629	\$18.259	\$1.630
Expense	\$16.629	\$17.922	\$(1.293)
Excess Revenue over Expense	\$0	\$0.337	\$0.337
Opening Operating Balance	\$0.359	\$0.359	
Closing Operating Balance	\$0.359	\$0.719	\$0.337

2021-2022 SEASON RACE EVENTS **BY THE NUMBERS**

Thanks to many clubs, LOCs, resorts, PTSOs , sport & funding partners, and hundreds of volunteers...

- ✓ Championships Manual
- ✓ Host Grants
- ✓ Host Agreements
- ✓ **COVID protocols**
- ✓ **Vaccine Policy**



- Alpine World Cups (M&W) @ LL**
- SX World Cup @ Nakiska**
- World Junior Champs @ Panorama**
- NorAms – Alpine & SX**
- National Champs – Alpine & SX**
- U16 Alpine National Champs**



204 DOMESTIC FIS EVENTS

FUTURE WORLD CUPS IN CANADA







OPPORTUNITY OF A BC HOSTED 2030 OLYMPIC AND PARALYMPIC WINTER GAMES



OLYMPIC & PARALYMPIC MASTER PLAN CONCEPT

MAP LEGEND



- | | | | |
|--|----------------------------------|--|--|
| | Olympic Ceremonies | | Paralympic Ceremonies |
| | Mountain Broadcast Centre | | International Broadcast Centre / Main Press Centre |
| | Medals Plaza | | Airport |
| | Olympic Village | | Paralympic Village |
| | Alpine Skiing | | Ice Hockey |
| | Biathlon | | Curling |
| | Cross Country Skiing | | Figure Skating |
| | Ski Jumping | | Speed Skating |
| | Freestyle Skiing | | Short Track |
| | Nordic Combined | | Bobsleigh |
| | Snowboard | | Luge |
| | Skeleton | | Para Snowboard (Paralympics) |
| | Para Nordic Skiing (Paralympics) | | Para Ice Hockey (Paralympics) |
| | Para Alpine Skiing (Paralympics) | | Wheelchair Curling (Paralympics) |



IMPACT & LEGACY BENEFIT AREAS AND OBJECTIVES

MEANINGFUL RECONCILIATION – UNDRIP, DRIPA, TRC CALLS TO ACTION*

Take meaningful steps towards reconciliation

*Embedded through each benefit area and objective

Social Inclusion and Accessibility	Economic Prosperity	Environmental Stewardship and Action	Community Resilience and Affordability	Sport Participation and Development	Cultural Enrichment
Reduce barriers and improve access to community facilities and programs	Use local businesses and expertise where possible to supply Games products and services	Invest in clean transportation and renewable energy solutions in delivering the Games	Create affordable, accessible housing legacies from Games accommodation	Get more Canadians moving and increase people's understanding about healthy living	Position Indigenous culture at the forefront of the Games
Increase understanding about reconciliation between Indigenous and non-Indigenous peoples in Canada	Strengthen tourism in BC, including Indigenous tourism	Enable the sport sector across Canada to take action on climate change	Align with community climate action plans in delivering the Games	Expand sport participation among people who face barriers in accessing sport	Celebrate Canada's rich culture throughout the Games
Work with community-based social agencies to provide inclusive Games experiences	Provide training, skills and experience for youth and under-employed people	Restore important natural areas to increase the environment's capacity to absorb carbon	Strengthen community food supply and security in providing Games catering services	Support Canada's more diverse Olympic and Paralympic teams to achieve best-ever medal total Create sport legacies from upgraded Games facilities and equipment, and increased expertise and experience	Connect communities through cultural exchanges, including between Indigenous and non-Indigenous peoples

DEC 2021
MOU
SIGNING

1

2

FEB 2022
COLLABORATION
AGREEMENT

3

JAN-JUN 2022
FEASIBILITY
PHASE

4

JUN-NOV 2022
**ENGAGEMENT
PHASE**

TENTATIVE
DEC 2022 - APR 2023
BIDDING
PHASE

5

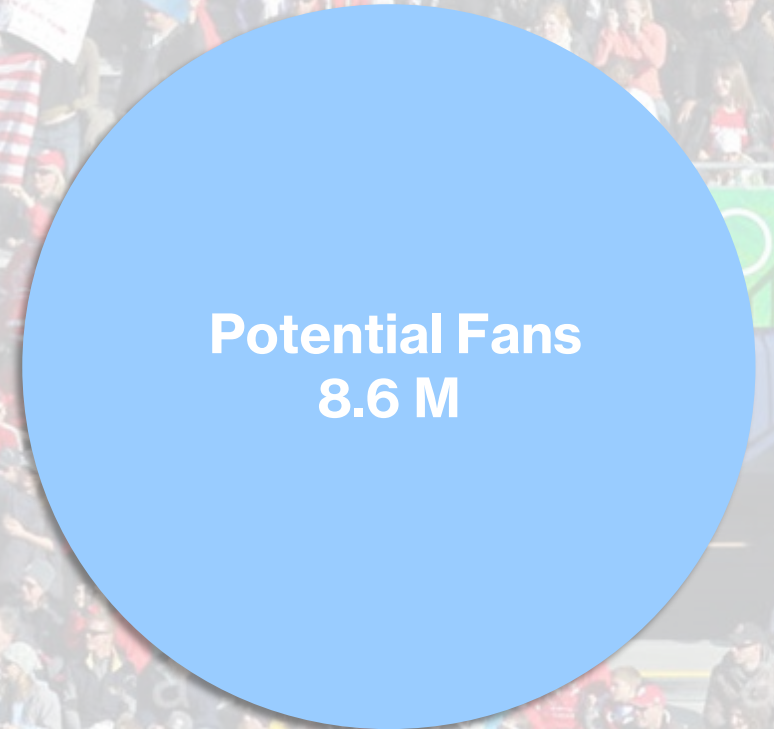
TENTATIVE
MAY 2023
SELECTION
OF HOST CITY

6



WE ARE FOCUSED ON GROWING OUR AUDIENCE

Grow Fans by **6x** by converting potential fans, mostly around OLYMPIC WINTER GAMES to be CORE and AVID FANS

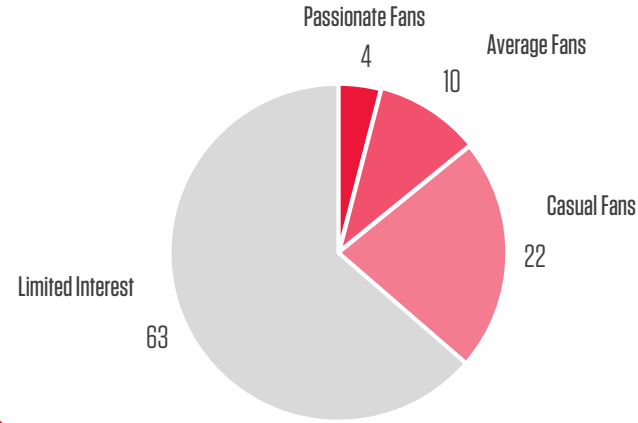




WHO ARE OUR FANS?

Canadian Sport Fans report interest in Alpine Ski, offering sponsors a potential audience of 8.6 million Sport Fans aged 12-70.

4/10



36%

Canadians are interested in Canada's Ski Teams.



1/3

Canadians typically follow at least one of the alpine ski events including the Olympics.



Audi FIS Ski World Cup



Audi FIS Ski Cross World Cup

Canadian Sport Fans say either they themselves or their kids participate in skiing, which is in the upper half of sports participation.



1/10

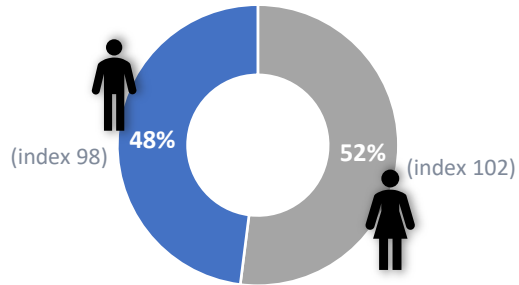


CORE ALPINE FANS

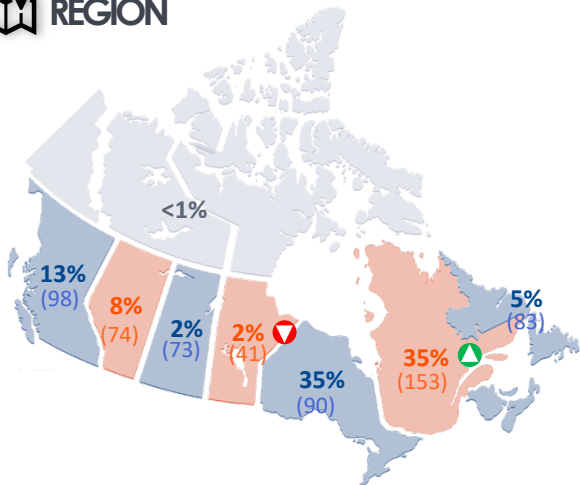


Core Alpine Fans: Who They Are

GENDER



REGION



EDUCATION

High School Graduate	19%	▼
Post Secondary Graduate	59%	
Post Graduate Degree	16%	▲

ETHNICITY

Caucasian	82%	▲
Non-Caucasian	20%	▼

BORN IN CANADA

Yes	88%	
No	12%	

EMPLOYMENT

Full Time	29%	
Part Time	12%	
Retired	36%	▲
Other	23%	▼

LANGUAGES SPOKEN

English	85%	
French	44%	▲
Spanish	6%	
German	5%	▲

HOUSEHOLD INCOME

Under \$50K	32%	
\$50K to \$99K	31%	
\$100K or more	24%	▲

MARITAL STATUS

Single	19%	▼
Married/Common Law	49%	▲
Divorced/Separated/Widowed	20%	

CHILDREN UNDER 18

Yes	26%	▼
No	73%	▲

▲ ▼ = statistically higher/lower vs. gen. pop.

Source: YouGov Canada Profiles+ 2021-04-11 Dataset

“Core Alpine Fans” defined as “watching/following on a regular basis (not necessarily during the Winter Olympics), by reading, about, watching live broadcasts/highlights online or on TV, or attending events in person”



CANADIAN SKIERS





WHO ARE CANADIAN SKIERS?



3.4 MILLION

SKIERS IN CANADA



Skiers are **AFFLUENT**

62%

have a household income over \$87,000

Skiers are **DECISION MAKERS**

60%

are owners, managers and professionals



Skiers are **SOCIABLE**

63%

ski with friends and/or relatives

Skiers are **FAMILY ORIENTED**

32%

ski with their kids



WHAT DO WE STAND FOR IN HEARTS AND MINDS?

Brand Purpose

Power a Nation to Peak Performance – *Inspire people to personal peaks*

Brand Promise

Creating unforgettable moments

Strategic Target

Core Alpine Ski Fans (1.2MM) + Skiers (3.4MM) + Torchbearers (9.0MM)

Functional Promise

Excitement of living life at full speed on an edge

Emotional Promise

Makes me proud to be Canadian and express my national identity

Support

Performance

Building on our rich history and tradition of ski racing excellence

- #1 Ski Cross nation
- World-leading Para-Alpine team changing perceptions about people with disabilities
- Alpine underdog with the will to win on the world stage
- Love to thrive in winter

Character

- Progressive
- Uplifting
- Sustainable
- Unifies Canadians
- Servant Leader

Symbols & Associations



 **CANskiteam**



ALPINE CANADA ALPIN



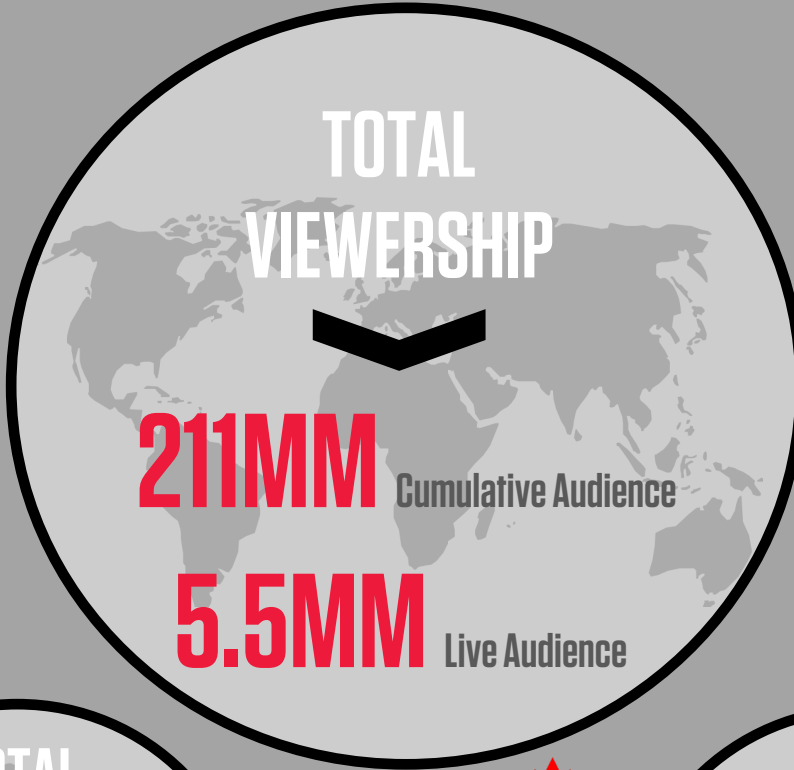


GLOBAL LIVE VIEWERSHIP: 2021-2022 RESULTS

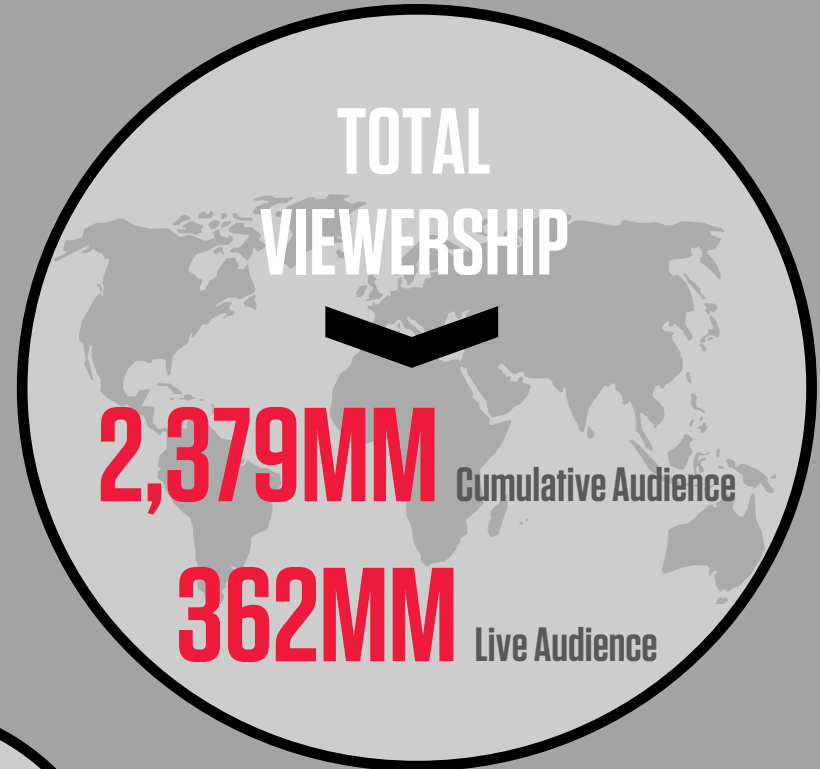
GLOBAL VIEWERSHIP



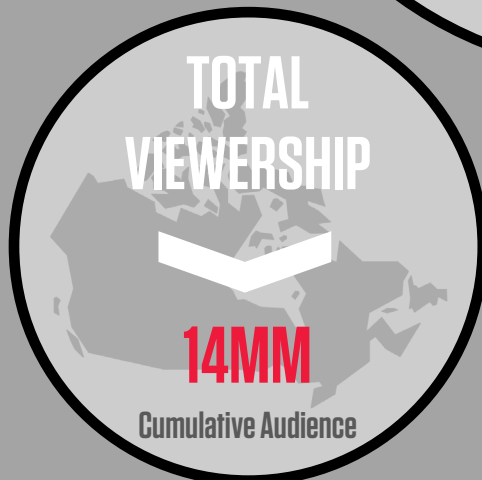
SKI CROSS



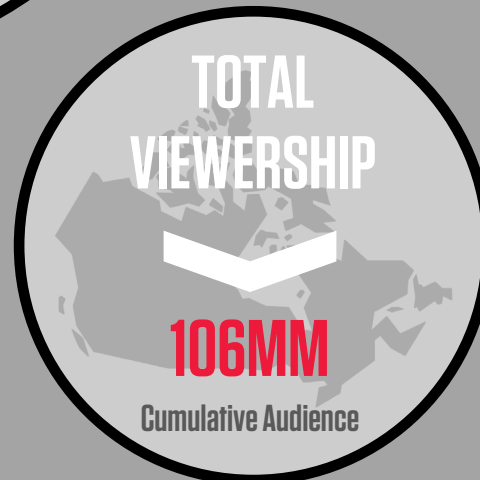
ALPINE



NAKISKA SX



LAKE LOUISE



TOTAL GLOBAL SKI VIEWERSHIP

2.5 BILLION

* Nielsen: FIS Freestyle Ski World Cup 2021/22 & Audi FIS Ski World Cup 2021/22 Report



#CANSKITEAM: DIGITAL & SOCIAL RESULTS



+8MM

SOCIAL PLATFORMS
REACH



12%

GROWTH ACROSS
SOCIAL PLATFORMS



15,8MM

TOTAL MEDIA
REACH



185.5%

MEDIA GROWTH
2021/22 SEASON



330,364

WEBSITE VISITS
+34% VYA



INCREASED FAN ENGAGEMENT



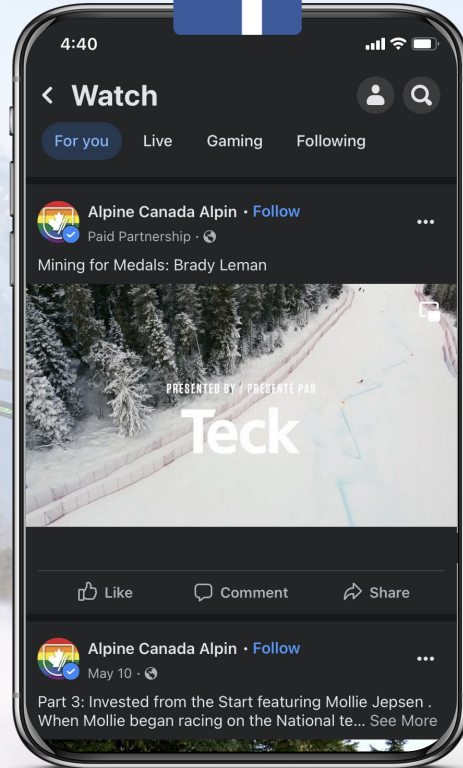
#CANskiteam: TOP PERFORMING SOCIAL POSTS



REACH **ENGAGEMENT**

34,313

2,680



REACH **ENGAGEMENT**

10,716

3,409



IMPRESSIONS **ENGAGEMENT**

12,350

282 46



TOP STORIES: EARNED MEDIA COVERAGE

Canada adds bronze medals in Alpine super-G, cross country at Beijing Paralympics

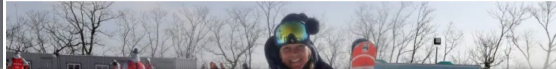


Karin Harjo becomes 1st female head coach in World Cup ski racing with new Alpine Canada job



American coach comes to Canadian team after working with Olympic champions Mikaela Shiffrin, Lindsey Vonn

Ben Steiner · CBC Sports · Posted: Mar 30, 2022 10:32 AM ET | Last Updated: March 30



Ali Nullmeyer 6th in women's slalom for top Canadian honours at World Cup Finals



Fellow 2022 Olympian Amelia Smart 9th; Slokar a surprise winner over Vihova, Shiffrin

CBC Sports · Posted: Mar 19, 2022 12:00 PM ET | Last Updated: March 19



16,242

Total Stories + Mentions

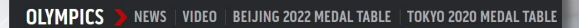


Canada's Reece Howden successfully defends Red Bull SuperSkiCross title



Fellow Canadian Marielle Thompson finishes 3rd in women's event in Switzerland

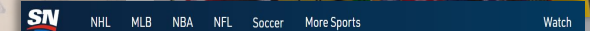
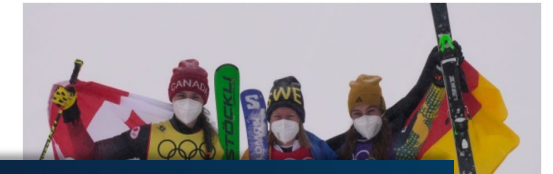
Yuri Coghe · CBC Sports · Posted: Mar 26, 2022 2:41 PM ET | Last Updated: March 26



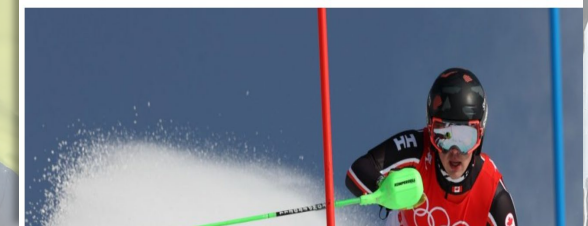
OLYMPICS SKIING Feb 17, 2022

Thompson wins silver in women's ski cross

The Canadian Press



Canada's Jack Crawford captures Olympic bronze in alpine combined





ACTIVATION



**CLIENT
HOSTING**



**OOH MEDIA
SIGNAGE**

PARTNER ACTIVITIES



PROMOTION



**BRAND
AFFILIATION**



**PRODUCT
SAMPLING**

+\$1.1 MM AAR

FY 2022 PARTNERS

PREMIER PARTNERS



Teck

NATIONAL PARTNERS



InvestAlberta.ca

SPORTING life

SUPPORTERS



POINTSBET



TELUS

SPORT & MEDIA PARTNERS



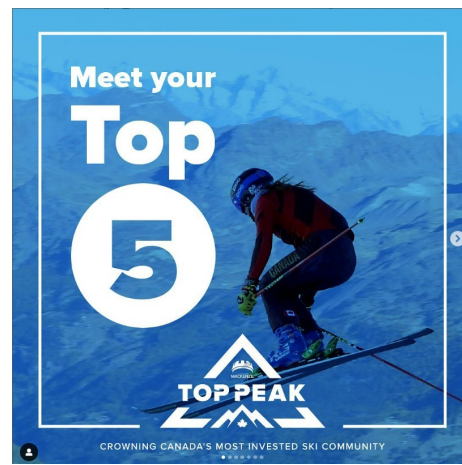
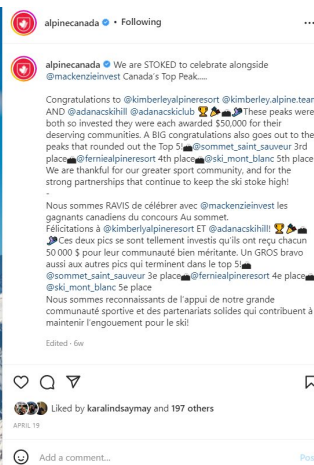
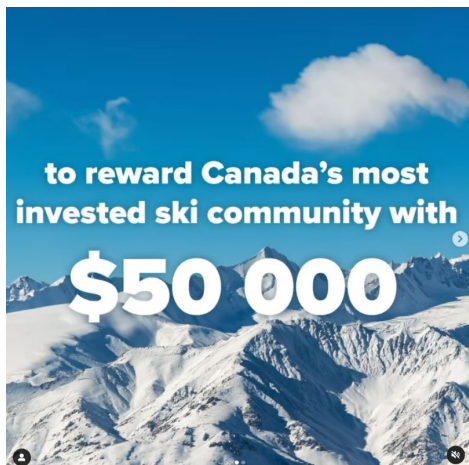


MACKENZIE INVESTMENTS POWER OF THE PARTNERSHIP



Partnership Overview

To find Canada's top peak, Mackenzie launched a national competition with the winning community being rewarded with a \$50,000 investment into their community. Mackenzie Investments leveraged ACA's social/digital platforms and affiliation to directly engage with their target audience, driving entries and awareness.





SPORTING LIFE DRIVE TO RETAIL MESSAGING



Partnership Overview



Alpine Canada and Sporting Life have developed natural content and storytelling via digital channels through ACA events, athletes and coaches that connect the Sporting Life brand authentically to their target audiences/consumers (sport fans, skiers, families) in the winter season to build association driving conversion (sales) to Sporting Life locations by establishing them as a premier sports retailer in Canada.

Business Objectives & Outcomes



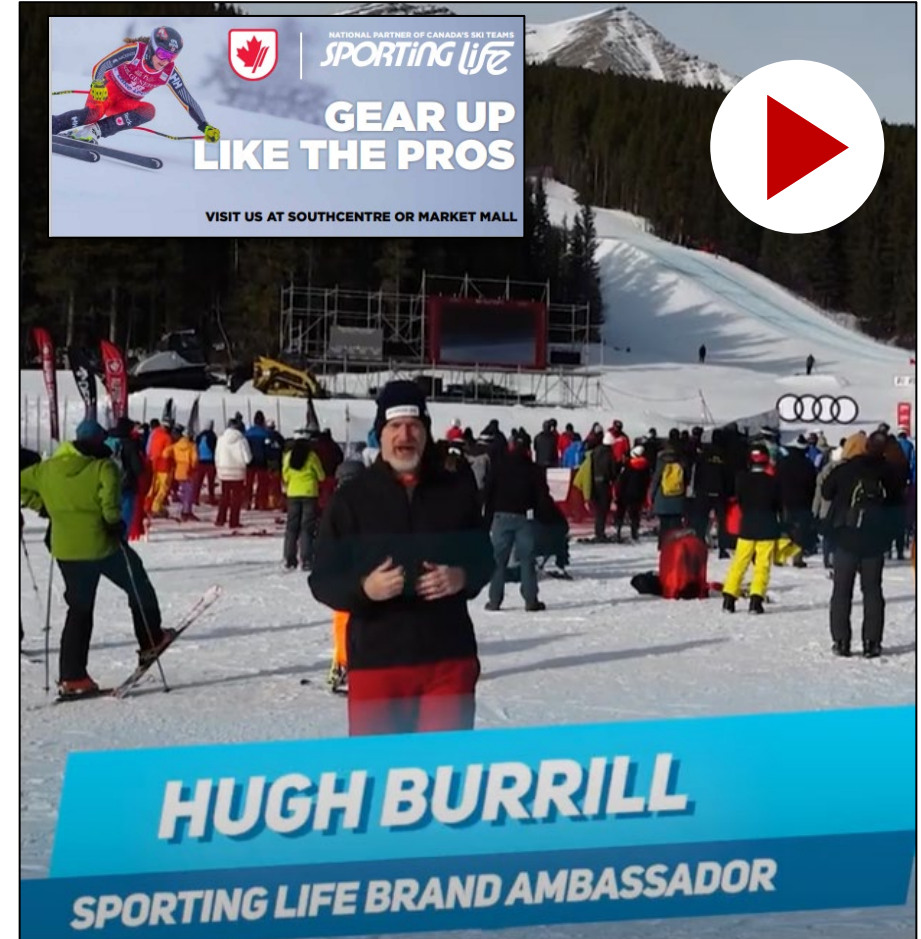
BRAND AWARENESS & AFFINITY



BRAND CONVERSATION & SALES CONVERSION



ATHLETE, COACH & SPORT SYSTEM STORYTELLING





COLD-FX: PRODUCT SHOWCASING



Partnership Overview ALPINE CANADA ALPIN presents

Alpine Canada and Cold-FX created a unique 4-part content series leveraging ACA's athlete ambassadors across all teams to authentically story tell around Cold-FX business objectives. The 4-part series focuses on the pre-season highlighting the product, sales and brand where Cold & Flu season is at it's peak building consumer engagement with Cold-FX's target audience.

Business Objectives & Outcomes



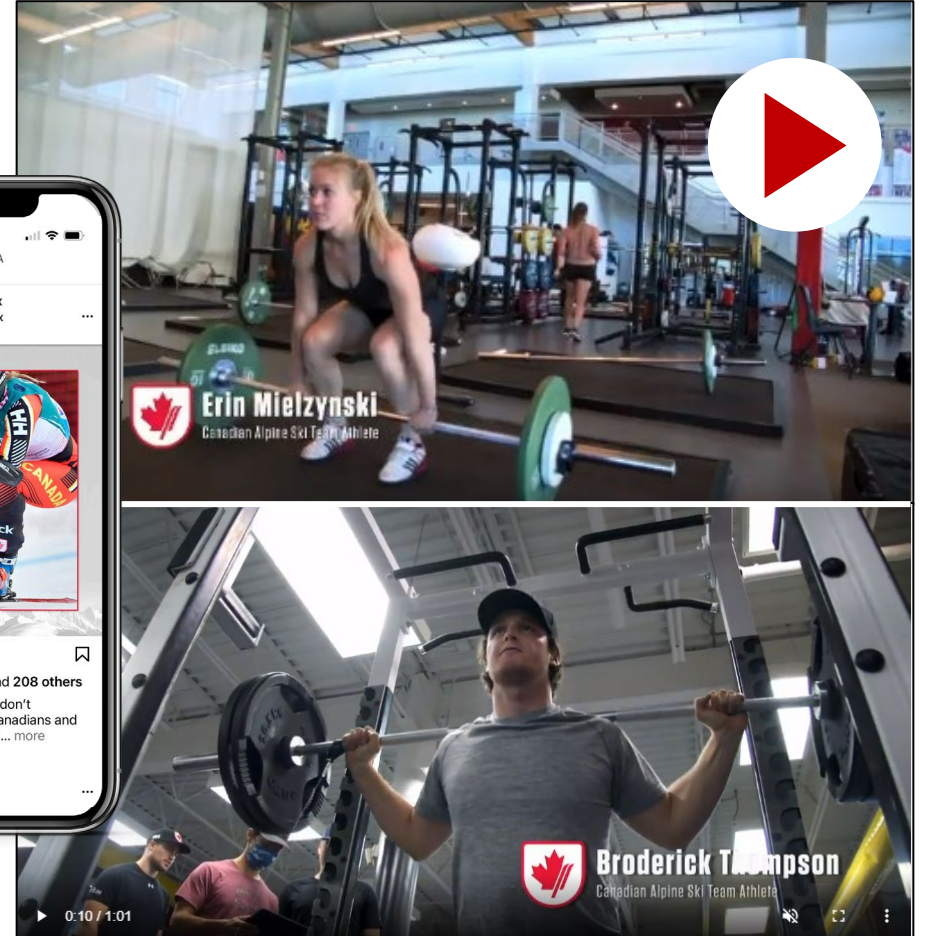
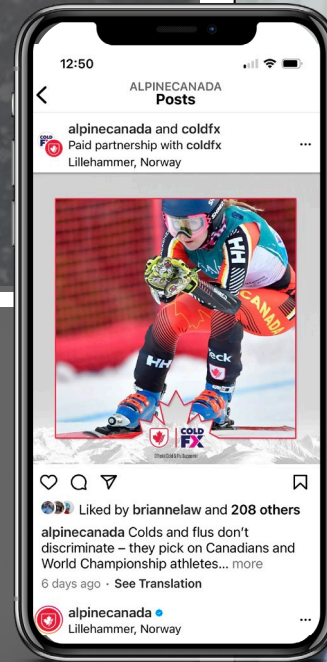
BRAND INTEGRATION & AWARENESS



AUTHENTIC ATHLETE STORYTELLING & HIGHLIGHTING OF PRODUCTS



DIRECT CONSUMER & FAN ENGAGEMENT



What's Next?

***“The possible is done.
The impossible is in progress.
Miracles are going to take a bit more time”***

FOUNDATIONAL PRINCIPLES & DRIVERS FOR 2022-23

Foundational Principles

- Provide Leadership to Thrive in a VUCA World
- Protect & Generate Revenue from existing and New sources
- Increase investment in BIG BETS consistent w/ Strategic Plan

1. Excel – WJC/U21 & U16
2. Nat Teams sub-WC
3. Reduce “Team Fees”

1. Snow Reg Nat Expansion
2. Member Affinity Program
3. People & Culture

1. Alpine WC strategy
2. Ski Cross WC model
3. Games Bid/Legacy

1. Partner Servicing
2. Web re-launch
3. Fundraising beyond PC

- Be WCH ready to Perform on Demand
- Lead with Purpose to deepen our impact – execute strategically on 2nd pillar of our Mission to inspire growth in participation & fans

Drivers

- Tight operational focus – Focus on key priorities that deliver results with a scarcity mindset, drive simplification and efficiencies
- Deliver positive operating balance – begin to build reserve
- Build organization capacity/capability – investment in People to resource and drive our strategic plan



PTSO HIGHLIGHTS

PTSO HIGHLIGHTS



Objective

Provide an opportunity to share success/challenges with partner associations

Hear from you

Identify opportunities for improved collaboration with ACA



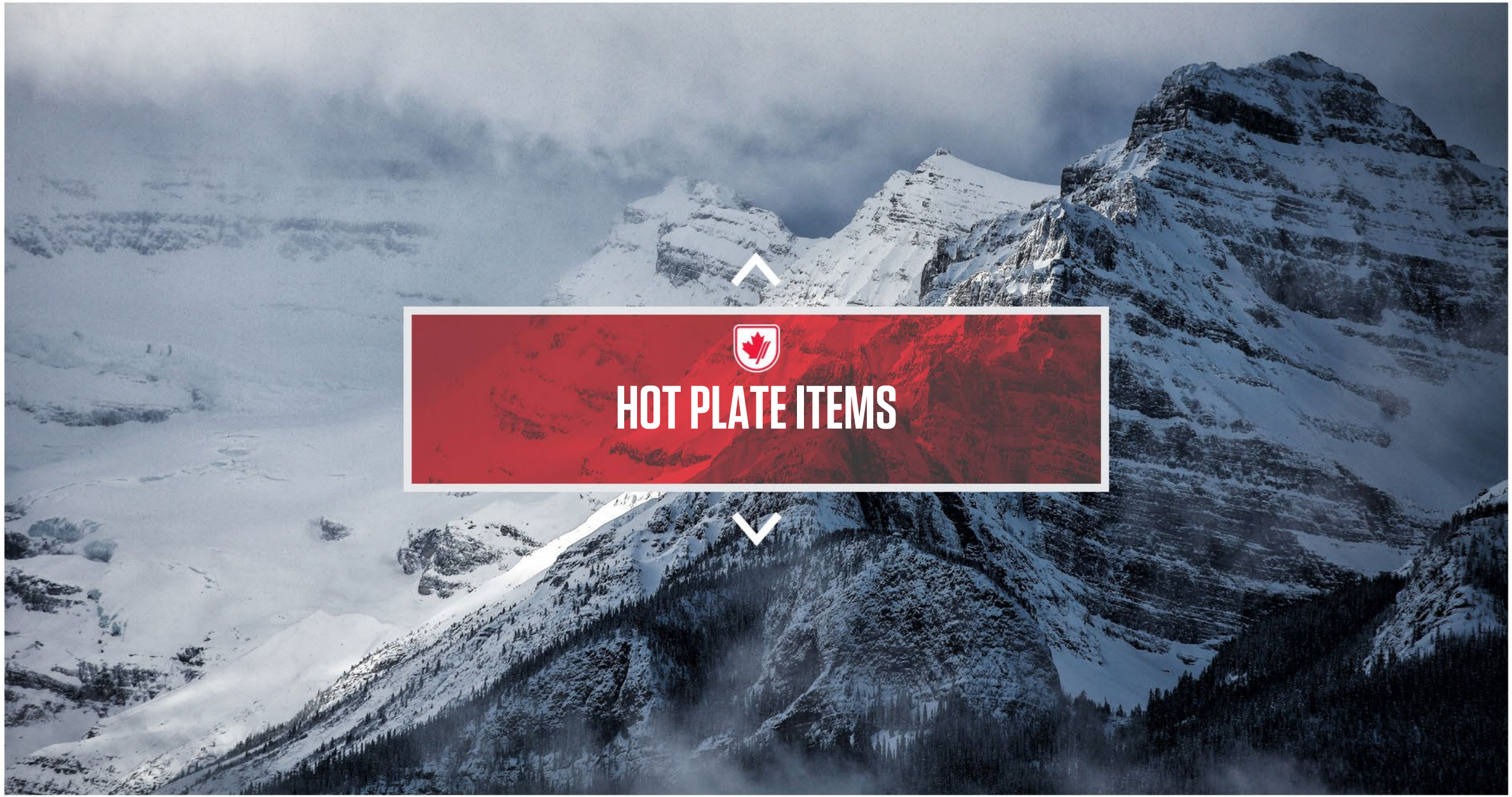
BIGGEST WINS

- Hired Coach Education Director – NS
- Ran 6 EL Courses – NS
- Largest Membership Ever – NS
- Added 1 member Club – NS
- Achieved Financial Stability – ONT
- Operated Full Programs and Competitions – ON
- High Integrated ISSM into HP programs – ON
- Delivered Full Calendar – MAN
- Membership Stable – MAN
- Out of Province Racing & Prov Gov't support – MAN
- Solid Membership Numbers – ALB
- Performance of AST – ALB
- Highest Membership #'s Ever – BC
- Marketing/Communication Plan – develop/deliver - BC
- Strengthened Financial Position vs. Prev Plan – BC
- 50% Increase in SnowStars Registration – YK



OPPORTUNITIES FOR COLLABORATION

- Opportunity for pre/post season training – Mt Sima – YK
- Financial Services – NS
- Enhanced Collaboration Surrounding HP Programming/Delivery- ALB/ONT
- National Marketing Tools/ Sponsorship – MAN
- "GAP" Programming – ALB
- Podium Club in BC - BC



HOT PLATE ITEMS



Hot Plate Items



Objective

Provide time on the agenda to table and "briefly" discuss items that didn't get this agenda for discussion

Ask people who tabled the items to speak to them – 10min discussion limit



ITEMS

National Marketing Plan/ Tools - MAN

Impact of Inflation on PTSO Programming - ONT



ITEMS

Provincial Team role and mission in the pathway – mission and criteria alignment - BC





2023 REGISTRATION SYSTEM



2023 REGISTRATION



Objective

Meet our partners at Interpodia

Share plans regarding a new registration and records system

Provide opportunity for people to ask questions



Alpine Canada

National registration and records system

June, 2022

interpodia.com

Agenda

1. **Intro & Overview**
2. **Objectives**
3. **Solution summary and process flows**
4. **Costs**
5. **Timeline**
6. **Q&A Discussion**

Who is Interpodia?

Since 2009 we have been providing modern, configurable sport management web technology in collaborative relationships with 30 NSOs, 250+ PTSOs and thousands of affiliated clubs and events.

Interpodia's modular technology is cloud based and hosted in Montreal and includes hundreds of features built by listening to the needs of PTSOs, Clubs and NSOs across all provinces.

Our systems and services are supported by a bilingual team of 24 and growing.

National registration and records system - Objectives

- Improve processes for collecting and managing records
- Simple registrant experiences that result in data and funds instantaneously distributed to the proper party.
- Integration with ACA Points to streamline the assignment
- Embrace the differing needs, sizes of PTSOs with options to suit preferences
- A system and partner relationship that evolves with the organizations

National registration and records system - Solution summary

- **A national data structure**
 - Fed by the unique data models of PTSOs and integrated with ACA points.
 - Providing ACA with mechanisms for financial and accounting to reconcile and collect registration fees.
- **Providing two distinct pathways for PTSOs to choose from:**
 - An opportunity to utilize a freestanding PTSO membership management system that is integrated with ACA
 - A mechanism to bulk submit national athlete records for ACA billing and ACA points

Freestanding PTSO membership management system

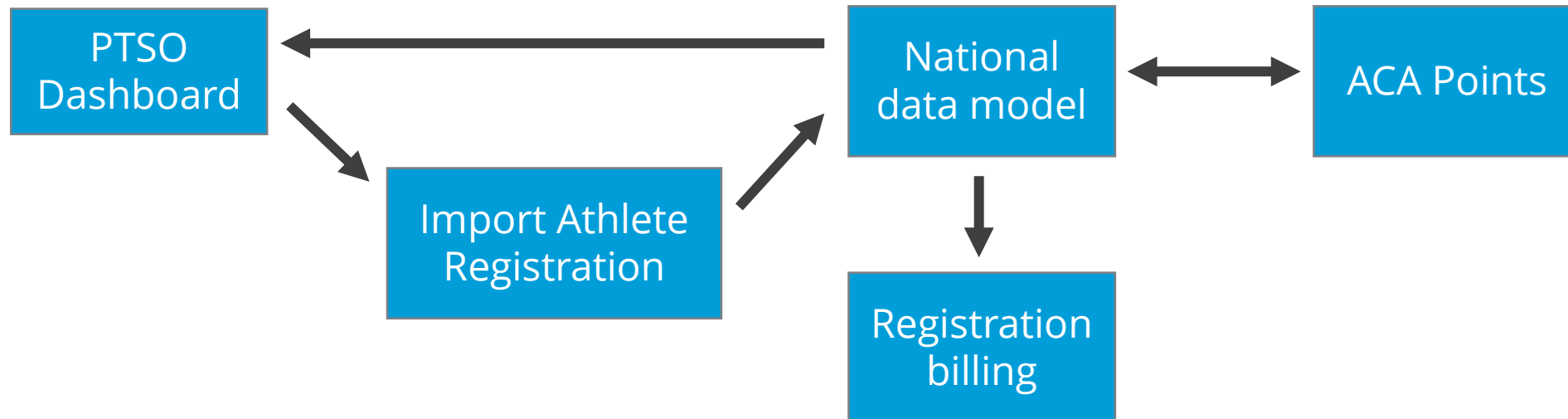
Alpine Ontario Alpin – Example and case study

- What was the approach?
- Solutions included:
 - Revised membership flow structure and fees
 - AOA Clubs and Divisions
 - Records management, reporting and financial and accounting
 - Club affiliation applications/ renewal and approval
 - Digital agreement handling
 - Program or event registration, Donation processing and add on options

Option #1

PTSO's continue with their existing registration processes

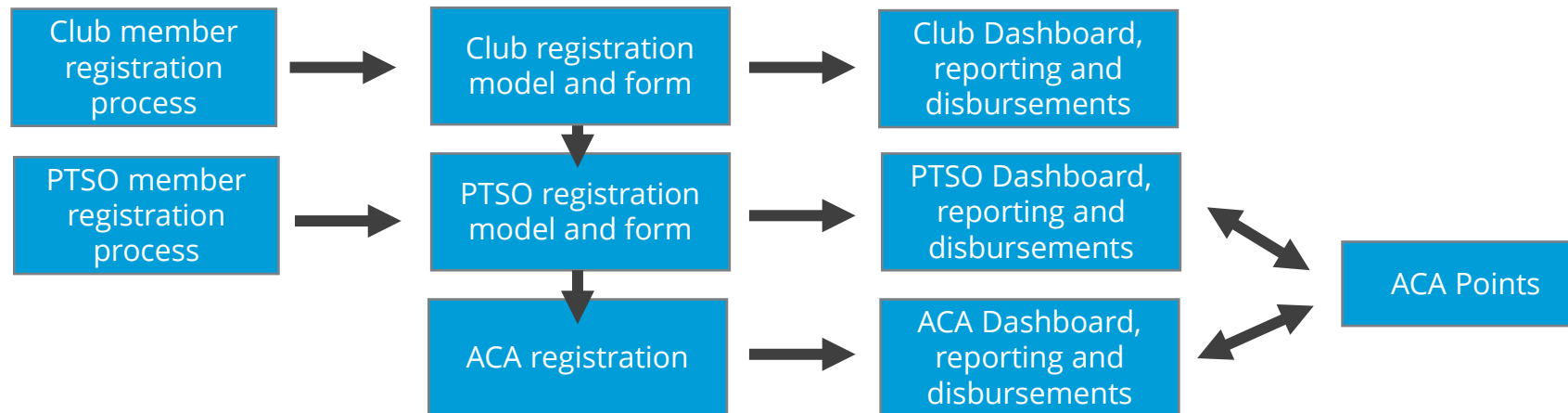
- A process to support the PTSOs who do not continue with their existing registration systems and processes.
- Access to a PTSO dashboard for the primary purposes of importing a CSV file to submit athlete registration data
- A integration with ACA points.



Option #2

PTSO's choose integrated membership registration

- Customized registration flow and process for the PTSO membership model and collecting ACA registration fees
- Direct connection to ACA national data model and real-time integration with ACA points.
- Options for direct disbursements to clubs, divisions, PTSOs and ACA



Option costs compared

<p>Option 1:</p> <p>ACA Dashboard for PTSOs to perform data import with ACA points integration</p>	<ul style="list-style-type: none">• ACA have covered all costs• No PTSO costs applicable
<p>Option 2:</p> <p>Club, PTSO integrated management system integrated ACA points integration</p>	<ul style="list-style-type: none">• ACA have covered all costs• ACA are subsidizing PTSO specific costs

Pricing and costs for Option 2

The pricing model has been established to suite the varying size of the organizations using a combination of fixed and variable costs.

Smaller PTSOs	Costs	PTSO Portion	ACA Subsidy
Design, implementation, onboarding (one time)	\$2500	\$1500	\$1000
Annual system, service and support (discounted)	\$1850	\$0	\$1850

BC, Alberta, Ontario, Quebec	Costs	PTSO Portion	ACA Subsidy
Design, implementation, onboarding (one time)	\$4500	\$1500	\$3000
Annual system, service and support (discounted)	\$2400	\$0	\$1850

Order Value	Processing fees
\$1- \$500	2% + \$0.75
\$501-\$1000	1.5% + \$0.75
\$1001 -2000	1.25% + \$0.75
\$2000 +	\$20.00
Payment processing	
	2.9% + \$0.40

Timeline

Implementation and integration with ACA points	In progress
Testing and Review & Data migration	July
PTSO Implementation and onboarding	July & August
ACA and PTSO training	August

Action items

For PTSO's who are interested to explore the membership registration system opportunities:

- Contact Interpodia and arrange a meeting to:
 - Perform a needs analysis and discuss pricing and options.
 - Review and test a demo environment or a prototype of the proposed solution



Q&A Discussion





**END OF DAY 1 – FINAL COMMENTS/
HOUSE KEEPING**
