



Caledonia Nordic Ski Club

CCBC Workshop/AGM

May 4-5, 2013

2012 – 2013 Season

- Club growth guided by Strategic Plan
 - Developed 2010 (Updated 2012)
 - Linkages to LTAD, CCC, CCBC, 2015 CWG, Northern Sports Strategy, regional/local interests
- Healthy active lifestyle through Nordic sports
- Focus on providing an outstanding experience



Highlights - Coaching

- Fulltime coach (Andrew Casey) hired July 2012
- Formal athlete training programs
- Inspires participation in events
- BC Championships club trophy
- Highly successful racing season



Highlights – Facilities Upgrades

- Construction – July 2012
- 5km FT/5km CL
- Enlarge XC Stadium
- New Biathlon Facilities
- Double dog trail







Highlights – Facilities

- Incredible early season (Oct 30)
- New trails completed for ski season
- Test events on new trails (BC Champs, N. Cup)



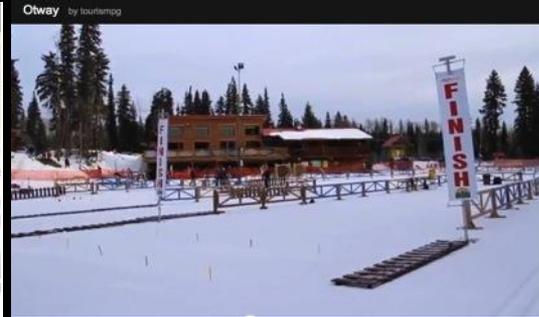
Highlights – other strategic initiatives

- Officials Training
 - 130+ volunteer officials
 - officials development (NORAMS, Westerns, Nationals)
- Capital Planning – Facilities, equipment
- Event Planning – 10 year plan (post CWG)



Highlights – promotion

- Proactive exposure
 - Social media (facebook, twitter)
 - “I heart Otway” campaign/videos
 - Spotlight from media (Radio, TV, Newspaper)
 - Fit with other organizations (Initiatives PG, Tourism PG, UNBC, CCC, etc.)
 - Facilitating/leveraging “passion” for Otway



Successes

- Strategic Growth (putting pieces together)
- Capitalizing on “spotlight” from CWG
- Leveraging passion of active community
- Focus on outstanding experience and culture
- Membership – record breaking
1820 members (+10% growth)



