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# Walden Cross Country Fitness Club Inc.

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Presentation to Priorities Committee,  
City of Greater Sudbury  
May 2, 2007

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# Proposal

- Request financial support from the City of Greater Sudbury to enhance the Club's capacity to hold local, regional and provincial sporting events at the Naughton Trails in Walden:
    - Expand the space in our chalet facility from 1000 ft<sup>2</sup> to 2000-2500 ft<sup>2</sup> at an estimated total cost of \$60 – 70K;
  - Help meet club's liability insurance requirements year round.
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# An Established Community Community-Based Organization

- WCCFC established in c. 1975;
  - Governance:
    - Incorporated as a not-for-profit,
    - Our objective is to develop and promote more outdoor fitness, recreation and leisure opportunities for Lively / Naughton / Sudbury residents
    - Board of Directors elected annually
      - Accountable to 500-600 fee-paying members
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## Linked to Local, Regional, Provincial, National Networks

- One of four major skiing centers in Sudbury area:
    - Capreol, **WCCFC**, Laurentian Nordic, Onaping Falls (Windy Lake)
  - Affiliated with:
    - Northern Ontario Division
    - Cross Country Ontario
    - Cross Country Canada (governing body)
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# Volunteers are Critical to Our Success

- In excess of **2200** hours annually:
  - ❑ Board of Directors
  - ❑ Chalet maintenance
  - ❑ Trail development and maintenance
  - ❑ Construction
  - ❑ Instruction (Youth and Adult)
  - ❑ Events planning



*Volunteers keep operating costs low, so the Club can provide affordable programming to wide range of people throughout the community*

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# Fundraising

- WCCFC operates primarily in winter months (cross country skiing is its main program)
- Self-sufficient (operating costs met by annual revenues)
- Annual revenues through memberships and day pass fees
- *Capital projects – funded from cash reserves supplemented with assistance from local, provincial and federal government on a project-by-project basis*



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# Excellent Leverage on Greater Sudbury Funding since 2000

## Capital Funding :\$400,000

- Millennium Bureau (Federal)
- Trillium Foundation
- NOHFC
- **City of Greater Sudbury approx,\$95K**
- Service Clubs
- Local Businesses
- Private members (donations and loans)

## Projects:

- Lighting for Night Skiing
  - Chalet refurbishment, equipment, furnishings
  - Trail development and upgrading
  - Parking lot upgrading
  - Groomer
  - Ski Rentals for youth instruction
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# Program Achievements

- Prior to 2000, WCCFC was a small club offering 5 km of ski trails with limited grooming
  - Since 2000:
    - Trail system has been expanded to 15 km
    - Lights installed on 3km to offer night skiing (only club in Sudbury area to offer this service)
    - Heated chalet with kitchen washrooms, food services
    - Ski rental operation
    - Instructional programs targeted at youth and adults;
    - High school xc ski and xc running races coordinated with the Sudbury school boards e.g. NOSSA
    - Regional and Provincial level ski competitions (NOD Championships, Ontario Midget Championships)
    - Social events (“Moonlight Ski”, Ski Swaps, yard sales, pot luck dinners, bonfires)
    - Annual Thanksgiving Run/Walk
  - Membership has doubled from 300 to 600 since 2000
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# Our Program Expansion Plans

- Offer more local, regional and provincial competitive events
- Extend programming into non-winter months:
  - Summer time fitness and training for high performance athletes and members / general public;
  - Cross country running events
  - Mountain biking events and day to day usage
- Develop more ski and mountain biking trails; host Ontario Cup mountain bike event in 2008;
- Encourage growth in membership



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## Issue #1: More Space Now Required to Manage Growth

- Have launched another fundraising campaign to expand our chalet facility
  - 1000 ft<sup>2</sup> now; 2000-2500 required in the short term
  - Estimated total project cost - \$60 – 70K for a used portable building
    - Request \$30-\$35K from the City to acquire and refurbish portable; WCCFC will fundraise the balance
  - Other potential partners – WCCFC, Trillium, local business
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## Issue #2: Trail Liability Insurance in Non-Winter Months

- Our insurance is provided through Cross Country Canada for winter months only
  - Most clubs must close their trails to public use in non-winter months;
  - Year round insurance is critical to grow programs in non winter months
  - Currently working with Councilor Barbeau and City officials to ensure provide year round coverage similar to Rainbow Routes trails through Greater Sudbury.
  - Currently negotiating permission with all land owners
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## Benefits to the City of Greater Sudbury

- Health benefits for all ages - XC skiing, trail walking/running, mountain biking
  - Community development and improved quality of life in rural area.
  - City investment leveraged through extensive volunteerism and cash contributions from Club and other sources
  - WCCFC operation is self sustaining; no additional operating support required from the City
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