



Toby Creek Nordic Ski Club
Box 892
Invermere, BC
V0A 1K0

January 3, 2020

TO: Regional District of East Kootenay
RE: Letter of Request – Renewed Support for Whiteway

We are in the final season of our agreement with the RDEK for the Toby Creek Nordic Ski Club to maintain the Lake Windermere Whiteway (expires Sept 30, 2020). Director Clovechok suggested that the timing was good to submit a request for renewal.

Please find attached a summary of our activities over the past 5 years. As you'll see, as a result of your contributions we have been able to improve the quality of service provided to over 25,000 users during this period. In fact, just in this holiday season alone, we have already had over 5000 users which will make this year a record-breaking year! The Whiteway has truly become a mainstay of the winter recreation options in the Columbia Valley. We are excited for the season ahead, and we couldn't operate it at this level without the RDEK's support.

In order to continue to maintain and improve this facility we would like to request a renewal of this agreement to support the Whiteway operations for the next 5 years. If possible, we would like to request increase from \$7,500/year to \$10,000/year. This would go towards bringing on a second operator who could provide an increased level of service so that we aren't relying on just one operator to maintain this entire winter trail system. Please find attached a draft budget which includes this expense.

Please let us know if you have any questions or would like any more information. We would be happy to come in and make a presentation if that would be valuable.

Sincerely,

Mark Rievaj
Whiteway Committee Co-Chair

Duncan Whittick
Whiteway Committee Co-Chair

WHITEWAY 2016-2020

5 years of winter paradise

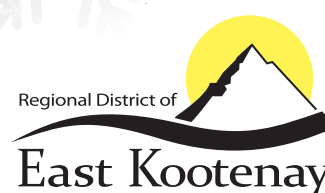


Skate Skiing * Classic Skiing * Ice Skating * Biking * Walking * Running



THEWHITEWAY.ORG

A partnership between





Whiteway 2020 - 2021 Budget

REVENUE			
	District of Invermere	5000	
	Regional District of East Kootenay	10000	
	Day-use Fees / Donations	12500	
	Capital Grants	25000	
	Sponsorships	1000	
	Memberships / Season Passes	7000	
	Film Fest Fundraising Event	2500	
TOTAL		63000	
EXPENSES			
	Administration	2500	For committee, coordination, website, fees, etc
	Insurance	1000	Liability plus events
	Whiteway Operator & Assistant Operator	17500	\$30/hour (includes truck & fuel)
	Whiteway Ambassador	6500	10 weeks x 20 hours / week
	Machine Maintenance	2500	
	Machine Purchase	25000	For early season operations
	Operator Equipment Materials & Supplies	1000	
	Whiteway Materials & Supplies	1000	Punch cards, passes, outreach
	Communications & Signage	2500	Posters, whiteway app, large signage
	Events	3500	Multi-sport event (\$2500) other small events (\$1000)
TOTAL		63000	



2019 Whiteway Report



Submitted by Toby Creek Nordic Ski Club



**Submitted to the Regional District
of East Kootenay (RDEK)**

2019 Whiteway Report



This year can be described as short, but sweet! While the season was relatively brief this year, the season extended beyond what is typical, and provided excellent conditions into March. As a result, the overall impression that users were left with was very positive.

This year we had nearly 400 Whiteway Season Pass Holders, and over 4000 users. As shown in the financial report, we were able to generate enough funds to break even when supplemented with the District of Invermere and Regional District of East Kootenay funding. In addition to our operational funding, we also secured funding from Columbia Basin Trust to allow us to purchase a new snowmobile and grooming parts, which we supplemented with funding from the Best of Banff Mountain Film Festival.

We continued on with our successful partnership with the Lake Windermere Ambassadors, working with them to enhance our outreach and communication efforts. Through our shared efforts, we kept users aware of trail conditions through both our website and social media, as well as on a board at the Kinsmen Beach trailhead. Social media posts typically reached 500-1000 people, with some getting over 5000 views! And we continue to draw media attention from across BC, Alberta, and beyond. An example is the recent story posted by 'Vancouver is Awesome':

<https://www.vancouverisawesome.com/2019/01/11/lake-windermere-whiteway-bc/>

This year we provided additional trails specifically for biking and walking, which was received very well, and helped to preserve the skate ski tracks which were previously walked and biked one. We were able to install interpretive signs along the trail to share more information on the Lake Windermere Whiteway, Lake Windermere, and the natural and cultural history of the area.

Next year we will develop signage to better indicate these trails so all users are aware and confident while using the Whiteway. We will also be installing better signage so users are aware of the trail conditions, and the sections of the trail that were open. Despite only being able to open 14km of trail this year, we still maintained the longest skating trail in the world!

This year we struck a larger committee to help support both our Whiteway Maintenance Technician and Whiteway Ambassador, while further enhancing the enjoyment and safety on this trail. Some of the activities this committee is looking forward to pursuing includes hosting a multi-sport event and providing access to a trail app.

We also look forward to working in partnership with the Lake Windermere Ambassadors to help users collect their dog poop, and to host a year-end clean-up event.



2018-2019 Whiteway Financial Report

REVENUE	AMOUNT
District of Invermere	\$4,000.00
Regional District of East Kootenay	\$7,500.00
Day-use Fees/donations	\$12,873.59
Columbia Basin Trust	\$10,060
Club Fundraising - Film Fest	\$2,401.33
TOTAL	\$36,834.92

EXPENSE	AMOUNT
Operations & Maintenance	\$15,212.53
Administration	\$296.73
New Snowmobile	\$14,698.25
Communications & Outreach	\$6,627.41
TOTAL	\$36,834.92



Whiteway Artwork by the students of JA Laird Elementary



Whiteway Artwork by Youth Nordic Skier, Kate Hale







2018 Whiteway Report



Submitted by Toby Creek Nordic Ski Club



Submitted to Regional District of East Kootenay

2018 Whiteway Report

This year surpassed last as the busiest year yet for the Lake Windermere Whiteway! Thousands of users enjoyed this recreational winter paradise, skiing, skating, running, walking and pedalling around this world-class trail. In addition to the weather being in our favour, we also greatly improved our communications with much more regular, timely and informative website and social media updates.

We also enhanced our partnership with the Lake Windermere Ambassadors to provide a a regular friendly face at the entrance to the Whiteway at Kinsmen Beach during the weekends. Complete with music, a fire and information on the lake, this outreach booth provided users with a place to stop, chat, and ask questions. With this success we plan on expanding this 'Whiteway Ambassador' program in 2019.





WINTER WHITEWAY WEEKENDS

Free family events

Every Saturday the Whiteway is open
1:00 - 3:00 pm @ Kinsmen Beach*

Fire * Music * Games * Lessons * Demos



Remember to pay your \$5 day
use fee or purchase your annual
Whiteway pass!

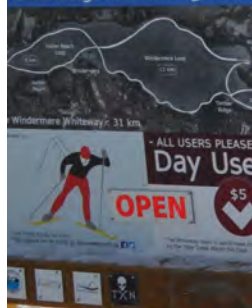
tobycreeknordic.ca/whiteway



Check the Toby
Creek Nordic FB
page for regular
Whiteway
updates



to the Lake Windermere
WHITEWAY
World's Longest Skating Trail



The Whiteway Ambassador will be out every weekend, and holidays, to greet guests to the Whiteway, share updates, collect day-use fees and check season passes.

* Will move to Lake Lillian Whiteway if Lake Windermere Whiteway is closed but Lake Lillian is open





2017-2018 Whiteway Financial Report

REVENUE	AMOUNT
District of Invermere	\$4,000.00
Regional District of East Kootenay	\$7,500.00
Day-use Fees/donations	\$2,531.97
Programs	\$105.30
TOTAL	\$14,137.27

REVENUE	AMOUNT
Operations & Maintenance	\$11,017.56
Administration	\$254.50
Program Costs	\$738.75
Equipment/supplies - Safety, etc.	\$1,394.67
Communications	\$89.79
Insurance	\$642.00
TOTAL	\$14,137.27



2017 Whiteway Report



Submitted by Toby Creek Nordic Ski Club



Submitted to Regional District of East Kootenay

2017 Whiteway Report



With a pre-Christmas opening, this year was the busiest year yet for the Lake Windermere Whiteway. Thousands of users enjoyed this recreational winter paradise, skiing, skating, running, walking and pedalling around this world-class trail. In addition to the weather being in our favour, we also greatly improved our communications with much more regular, timely and informative website and social media updates. These were regularly shared by many followers, and were seen by thousands of users.

And in an effort to make our users feel right at home, we partnered with the Lake Windermere Ambassadors to provide a welcome table at Kinsmen Beach during the weekends. Complete with music, a fire and information on the lake, this outreach booth provided users with a place to stop, chat, and ask questions. With this success we plan on expanding this 'Whiteway Ambassador' program in 2017-18.







2016-2017 Whiteway Financial Report

REVENUE	AMOUNT
District of Invermere	\$4,000.00
Regional District of East Kootenay	\$7,500.00
Day-use Fees/donations	\$2,531.97
Programs	\$105.30
TOTAL	\$14,137.27

REVENUE	AMOUNT
Operations & Maintenance	\$11,017.56
Administration	\$254.50
Program Costs	\$738.75
Equipment/supplies - Safety, etc.	\$1,394.67
Communications	\$89.79
Insurance	\$642.00
TOTAL	\$14,137.27



2016 Whiteway Report



Submitted by Toby Creek Nordic Ski Club



Submitted to Regional District of East Kootenay

File Khn 126 001



Welcome to the Lake Windermere

WHITEWAY

The World's Longest Skating Trail



In 2014 the Lake Windermere Whiteway was awarded the world record for the longest skating trail boasting over 30 KM of ice-skating as well as groomed skate and classic cross country ski trails. The Whiteway offers winter sports enthusiasts an incredible facility, adding to the already abundant list of winter activities available in the stunning Columbia Valley. The Whiteway was created

in 2006 by the Toby Creek Nordic Ski Club. The initial intention of the Whiteway was to connect the communities along Lake Windermere during the winter months. It offers 2 access points: one at Kinsmen beach in Invermere and one at Windermere Beach.

The Whiteway stays in world-class shape through each season thanks to maintenance

performed by the Toby Creek Nordic Ski Club. The club asks for a small donation fee of \$5 per use which can be deposited in the drop boxes at the information kiosks along the trail.

Annual memberships allow for unlimited use of the Whiteway and are available at the kiosks or online at tobycreeknordic.ca.

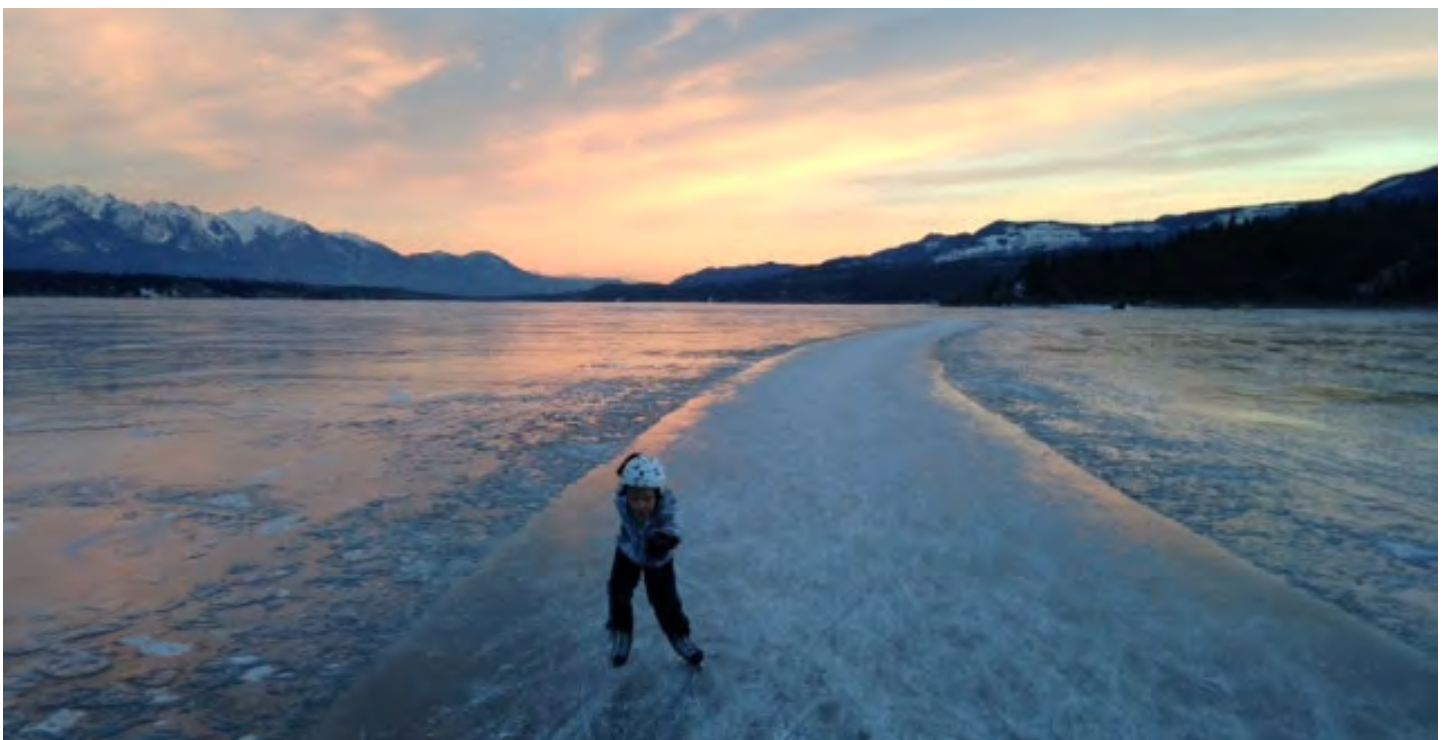




The 2016 Lake Windermere Whiteway season lasted nearly 2 months, with an official opening date of December 31 and a closing date of February 25. During this time, hundreds of users skated, skied, biked, ran, walked and rolled around this world-class track.

Media coverage, including social media, was widespread, most notably with a feature story in the Calgary Herald sharing that “And then there’s the impressive Whiteway, a 30-kilometre-long ice-skating and cross-country ski track that circles Lake Windermere and holds the Guinness record as the world’s longest skating trail. In fact, several winter events revolve around the Whiteway including the annual Snowflake Festival, Bonspiel on the Lake and Family Fish Day (Feb. 2). They’re all part of Winter in Motion, a campaign to get locals and visitors outdoors in the valley during the snowy months.”

We also had some positive feedback written to us by a resident of Windermere, “Thank you so much for the Whiteway! Where else could I skate—commute to work? Ending my day gliding along Lake Windermere cannot be beat.”





Lake Windermere Whiteway

2015-2016 Income Statement

Income

4100 · Grants/Donations

4110 · RDEK	7,500.00
4120 · DOI	4,000.00
4180 · Lake Lillian Drop Box	211.45
4183 · Kinsmen Drop box	563.38

Total Income	12,274.83
---------------------	------------------

Expense

54100 · Worker's Comp Premiums - Labour	81.82
60000 · Advertising and Promotion	1,162.33
60200 · Equipment Expenses	2,060.57
60400 · Bank Service Charges	6.59
63300 · Insurance Expense	1,436.00
64900 · Office Supplies	160.36
66700 · Professional Fees	296.30
67200 · Repairs and Maintenance	6,872.63

Total Expense	12,076.60
----------------------	------------------

198.23