



## Request for Decision

### Ski Hills - Post Season Operating Report

Presented To:	Community Services Committee
Presented:	Monday, May 06, 2013
Report Date	Wednesday, Apr 17, 2013
Type:	Managers' Reports

### Recommendation

WHEREAS the ski hills post season report provides an analysis of the 2012-2013 operating season of the Adanac, Capreol and Lively ski hills, and;

WHEREAS as a result of the findings, goals and objectives have been established for the upcoming 2013-2014 season which are designed to increase participation and improve the experience for users of the ski hills, and;

WHEREAS as part of the evaluation, research was conducted on cold weather policies which have been developed to assist ski hill operators making decisions on operating facilities during extreme cold temperatures.

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury approve the Ontario Snow Resorts Association (OSRA) policy for the operation of ski hill facilities during extreme cold temperatures which would result in closing facilities when temperatures are colder than -35°C. The policy would be implemented for the upcoming 2013 - 2014 ski season.

#### Signed By

##### **Report Prepared By**

Jeff Pafford  
Community Development Coordinator  
*Digitally Signed Apr 17, 13*

##### **Division Review**

Real Carre  
Director of Leisure Services  
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##### **Recommended by the Department**

Catherine Matheson  
General Manager of Community Development  
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##### **Recommended by the C.A.O.**

Doug Nadorozny  
Chief Administrative Officer  
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## Overview

The City of Greater Sudbury Leisure Services Division operates the Adanac, Capreol and Lively Ski Hills. The 2012-2013 ski hill season saw over 16,000 visitors at the three locations combined. This report will provide highlights of the 2012-2013 ski season and will outline goals for the following season as per the Leisure Services Division Strategic Plan 2011-2015.

## 2012-2013 Participant Statistics

The Adanac Ski Hill continues to attract a significant number of users. The following are statistics for 2012-2013 ski season: 68 operating days/25 evenings, season pass holders (293), 5 day pass sales (215), program participants (219), private lessons (1,231), student visits (510) and day visits (14,300). Average

visits per opening shift is 153.8.

In 2012-2013, the Capreol Ski Hill had 36 operating days (average of 9.3 visits per day) and total visits (334). The Lively Ski Hill had 38 operating days (average of 51.8 visits per day) and total visits (1,968).

### 3 Year Comparison

<b>Adanac Ski Hill</b>							
<b>Season</b>	<b>Operating Days</b>	<b>Season Passes</b>	<b>5 Day Passes</b>	<b>Program Participants</b>	<b>Private Lessons</b>	<b>Student Visits</b>	<b>Day Visits</b>
2010-2011	71 days / 31 evenings	393	100	182	1000	569	14,850
2011-2012	62 days / 27 evenings	222	124	183	1100	616	14,200
2012-2013	68 days / 25 evenings	293	215	219	1231	510	14,300

<b>Capreol Ski Hill</b>			
<b>Season</b>	<b>Operating Days</b>	<b>Season Passes</b>	<b>Total Visits</b>
2010-2011	22	9	433
2011-2012	31	8	416
2012-2013	36	4	334

<b>Lively Ski Hill</b>			
<b>Season</b>	<b>Operating Days</b>	<b>Season Passes</b>	<b>Total Visits</b>
2010-2011	39	70	2343
2011-2012	35	73	2171
2012-2013	38	85	1968

## **2012-2013 Highlights and Activities**

### Canadian Ski Patrol Services

Canadian Ski Patrol Services (CSPS) volunteers contributed numerous volunteer hours promoting safe skiing and boarding and providing first aid coverage at Adanac and Lively Ski Hills. Leisure Services staff have worked with CSPS to develop a Joint Statement of Understanding which clearly recognizes the important functions that CSPS provides to CGS ski hills and the volunteer contributions of individual CSPS members.

### Adanac Concession Services

Prior to the 2012-2013 ski season, a Request for Proposal was issued for the operation of the Adanac concession and awarded to 1876296 Ontario Limited. Initial feedback from Adanac patrons was positive, noting the improved food quality and variety. Having a private operator run concession operations has also allowed Adanac staff to devote attention to ski programming and other ski operations.

### Adanac Ski Club

The Adanac Ski Club continues to make use of the Adanac Ski Hill for practices and events. The club has grown to over 100 members recently, up from 60 just a few years ago.

### Improved Marketing and Website

A dedicated URL ([www.greatersudbury.ca/ski](http://www.greatersudbury.ca/ski)) was used to promote all three ski hill facilities where residents could find information about ski hill conditions, runs open, pass and membership rates and general ski information such as the Alpine Code of Conduct.

Leisure Services staff also used email to directly keep those season pass holders up to date regarding ski hill closures, upcoming events, etc.

### Races Hosted at Adanac

The Adanac Ski Hill was home to the Sudbury District Secondary School Athletic Association (SDSSAA) and Northern Ontario Secondary School Association (NOSSA) alpine ski championships. Additionally the Adanac Ski Club hosted a Northern Ontario Division Race, a provincial/national points race, at Adanac.

### Walden Winter Carnival Opening Ceremonies

The Walden Winter Carnival Organizing Committee made use of the Lively Ski Hill as a fireworks launch point as part of their 2013 Winter Carnival Opening Ceremonies.

### Ecole secondaire Hanmer use of Capreol Ski Hill

Ecole secondaire Hanmer continued its tradition of hosting their school winter carnival at Capreol Ski Hill providing students with the opportunity to downhill ski, slide and make use of the neighbouring Capreol Cross Country ski trails.

### Great Cardboard Toboggan Event

Big Brothers Big Sisters hosted their annual Great Cardboard Toboggan Event at Adanac Ski Hill, providing those non-skiers and non-snowboarders an opportunity to enjoy the winter facility while raising funds for a great cause.

## **Ski Hill User Fee Comparison**

The following charts detail the user fees associated with use of Adanac, Capreol and Lively Ski Hills in comparison with lift fees from other similar sized facilities in Northeastern Ontario.

Pass rates at Capreol and Lively Ski Hills are based on a 3.5 hour (weekdays) or 4.5 hour (weekend) opening therefore when comparing rates at Capreol and Lively to other ski hills, it is best to compare with half day rates.

Fees shown do not include applicable taxes.

City of Greater Sudbury Ski Hills			
Ski Facility	Adult Full Day Pass	Adult Half Day Pass	Adult Season Pass
Adanac Ski Hill	\$25.66	\$20.35	\$376.11
Capreol Ski Hill	\$9.29	-	\$119.47
Lively Ski Hill	\$9.29	-	\$119.47

Non CGS Ski Hills			
Ski Facility	Adult Full Day Pass	Adult Half Day Pass	Adult Season Pass
Onaping Ski Hill	\$28.00*	-	-
Laurentian Ski Hill (North Bay)	\$33.62	\$28.31	\$464.60
Kamiskotia Snow Resort (Timmins)	\$38.00	\$28.00	\$529.00
Boogie Mountain (Espanola)	\$31.00	\$24.00	\$319.00
Tri Town Ski Village (New Liskeard)	\$25.00	\$15.00	-
Mt. Dufour (Elliot Lake)	\$34.51	\$28.32	\$352.21
<i>*2011-2012 rate</i>			

## Cold Weather Policy

During the 2012-2013 ski hill season, there were 6 days which temperatures were below -25°C before wind chill. Staff have contacted the Ontario Snow Resorts Association (OSRA) regarding policies for the operation of ski hill facilities during extreme cold temperatures.

OSRA has developed a scale that will enable the public to accurately reflect the level of comfort they may expect while engaged in winter recreation. This scale has been named Comfort Tips and specifically relates wind chill to a set of parameters the public can use to enable them to enjoy winter activities.

### Temperatures Above -5°C

- Enjoy outdoor winter activities
- Consider wearing a hat and gloves

### Temperature -5°C to -20°C

- Enjoy outdoor winter activities
- Dress in layers
- Exposed skin will be cold: consider wearing a hat, scarf, gloves/mittens and a wind-resistant layer

### Temperature -20°C to -35°C

- Keep active while outdoors
- Dress in warm layers
- Limit amount of exposed skin
- Wear a hat, scarf, gloves/mittens and wind-resistant outer layer

### **Temperature Below -35°C**

- Minimize outdoor activity
- Wear all essential winter clothing and layers
- Cover all exposed skin

Staff are recommending that the OSRA Comfort Tips be adopted and that language be included in ski hill promotions noting that the City of Greater Sudbury would close ski hill facilities when temperatures are colder than -35C. In instances when facilities are closed due to cold temperatures, the City will strive to reschedule during alternate dates and times to make up for hours missed.

## **Goals and Objectives for 2013-2014 Ski Season**

The following are examples of how staff will work with the Leisure Services Strategic Plan 2011-2015 to increase participation and improve the experience at City of Greater Sudbury ski hills.

### Continued effort in the infrastructure renewal of both small and large scale projects

- Develop life cycle analysis for ski hill assets including buildings and lift devices and identify capital and replacement needs
- Work with stakeholders on the replacement of the Lively Ski Hill chalet and development of the Lively Ski Hill venue as a four season recreation centre

### Advance Communication with Citizens, User Groups and Partners

- Implement an annual user satisfaction survey for CGS Ski Hill membership holders
- Expand use of traditional and social marketing to better promote and communicate CGS ski hill information to new and existing users
- Examine a 'Ski All Three' pass and other similar promotions to encourage the use of all three CGS ski hills
- Implement a more modern pass sales system to increase customer service and allow online registrations and sales

### Promote Sports Tourism and Special Events

- Promote CGS ski hills as opportunities for sporting events in partnership with local ski clubs, etc.
- Promote use of CGS ski hills as potential venues for year round special events (walkathons, fitness challenges, etc.)

### Further develop inclusive, dynamic and fiscally responsible leisure and recreation programming under the Healthy Community Human Health and Well-Being Pillar

- Examine the operations of Capreol Ski Hill and explore opportunities for alternate use including tubing and off-season activities with stakeholders
- Work with Ontario Track 3 Association and local volunteers to re-introduce skiing and snowboarding lessons for children and youth with disabilities at CGS ski hills.