



SKI CHALLENGE



2021-22 Review



THE SKI CHALLENGE

PO BOX 70 ~ SAVAGE, MN 55378

952-894-9220~info@skichallenge.com~www.skichallenge.com



HISTORY

1985 to 2022

THE SKI CHALLENGE completed its 37th season this past winter. With the pandemic lingering, we were still able to have a pretty normal season with racing and indoor awards.

The Ski Challenge began in 1985 as a Twin Cities Metro Area recreational ski racing program allowing adults to ski on teams in leagues, similar to softball or bowling leagues. Approximately 35 members raced in the first year of the program. Today close to 1,000 racers of all ages participate in the leagues and as guests throughout the season. The Ski Challenge has evolved into the finest and largest team oriented recreational ski racing experience anywhere! As far as we can tell it is the largest league of its type anywhere in the world! Ski Challenge's size and long time commitment of its members are testimony to the exciting racing and quality experience that it provides.

THE SKI CHALLENGE has close to 100 events planned for the 2022-23 season. Eleven ski leagues will be offered at Buck Hill and Wild Mountain for the upcoming season. Each league consists of anywhere from 6 to 16 teams, with 10 racers per team. The regular season starts in January with races being held once a week for seven weeks. Other various non-league events will also be made available at both Buck Hill and Wild Mountain. All of our leagues welcome both adults and participants under 18. The season culminates with a championship race weekend at Giants Ridge which includes both team racing and individual racing.

SERIOUS FUN! Members ski through dual timed modified giant slalom race courses during each event to earn a handicap, medal, and score team points. A standardized handicap system is used to determine the handicap. That handicap is plugged into a Ski Challenge specific chart based on gender and age to determine medals and team scoring. The teams meet for socializing, awards, and door prizes after each event. No racing experience is necessary to participate in and enjoy the Ski Challenge.

Weekly printed results show team and individual standings along with news and information, sponsor information and advertising. This information can also be found on the web site. Individual scores are sent into NASTAR for each participant to gain a national ranking. The seven week League series is followed by a series of Championship events in which every member is eligible to participate as an individual and with a team.

The Ski Challenge leagues are fun for the beginner, yet challenging for those seeking serious competition. The emphasis is on enjoying the sport and the camaraderie of fellow skiers. Most members join to have a reason to ski more, to meet with friends, and enjoy a healthy winter activity.

Ski Challenge sponsors and areas enjoy the benefits of high exposure to a direct target market through their association with a program that has a proven track record and outstanding reputation.



WHAT IS THE SKI CHALLENGE?

MEMBERSHIP - 2022

Teams Regular Season Buck	79
Teams Regular Season Wild	27
Total Teams - Regular-season	106
Leagues - Regular season	12
Ski Areas	3
Total Registered Regular Season Racers	938
Buck Hill Registrations	75%
Wild Mountain Registrations	25%
E-mail List (households)	1,889

EVENTS - 2022

Events

League Events	84
NASTAR Open Races	7
Championships at Giants	8

Total Events	99
--------------	----

Leagues for 2021-22

Buck Hill - Regular Season	7
Wild Mountain - Regular Season	5



NASTAR Regional Rankings by number of Starts

Mid-West

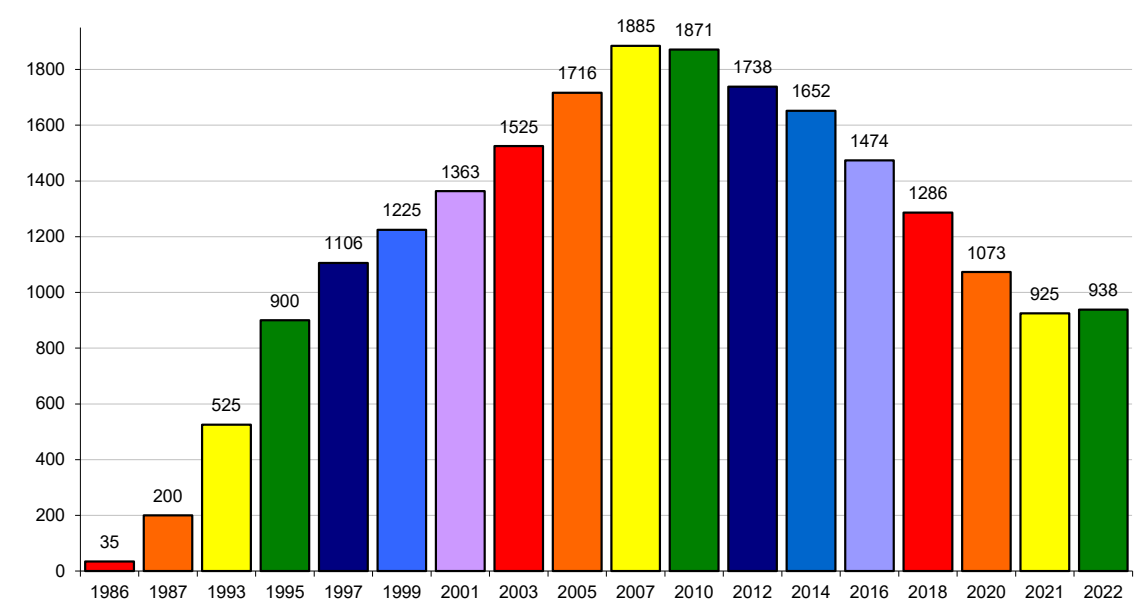
1. Ski Challenge, MN 14,880
2. Pine Nob, MI 12,287
3. Nub's Nob, MI 9,363
4. Crystal Mountain, MI 9,075
5. Mt. Holly, MI 8,742

NASTAR National Rankings by number of Starts

1. Wachusett Mountain 17,200
2. Aspen Mountain 16,691
3. The Ski Challenge 14,880
4. Snowmass Ski Area 13,132
5. Pine Knob Ski Resort 12,287

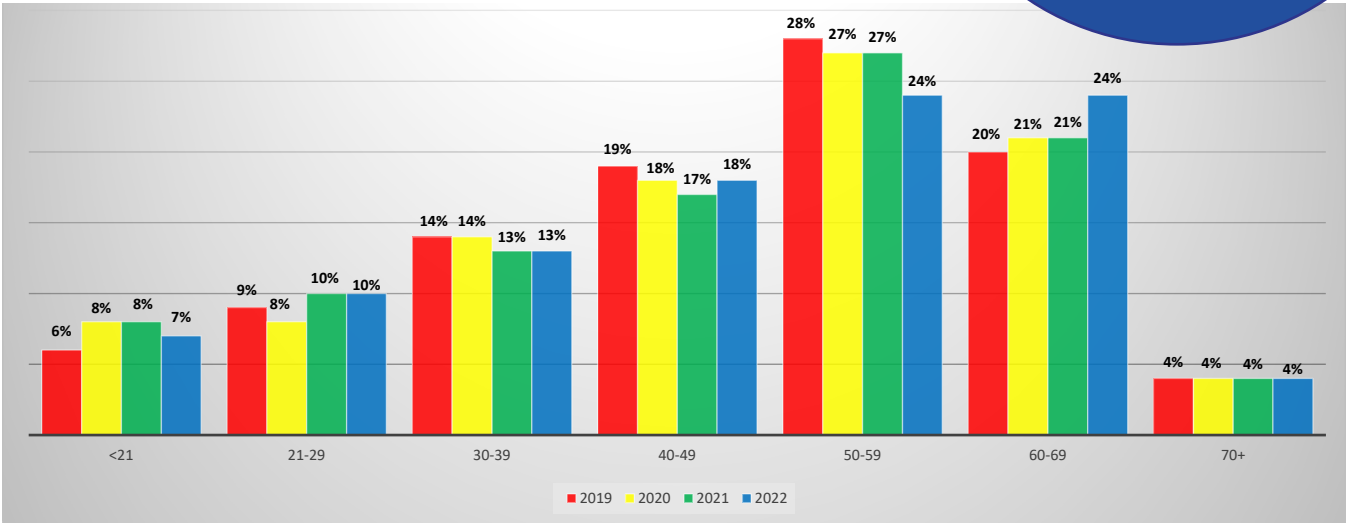


TOTAL REGISTERED RACERS

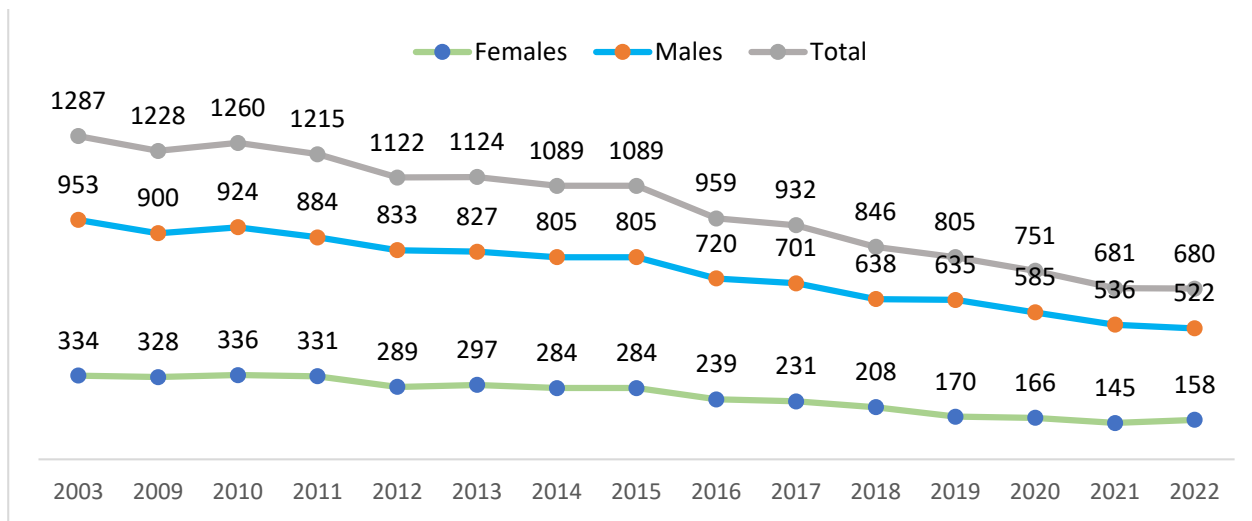


AGES OF RACERS OVER THE YEARS

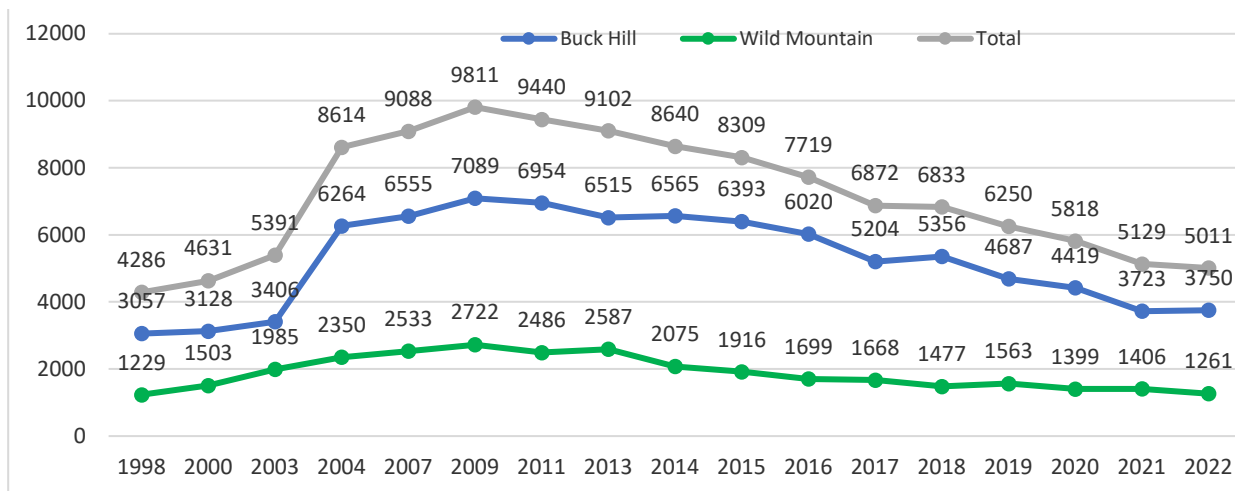
2022
Average age of participants was 47.
Highest concentration is in the 50-59 and 60-69 age groups (24% each).
23% Female
77% Male



PARTICIPATING INDIVIDUALS IN LEAGUES - NO DUPLICATES



RACER STARTS FOR LEAGUES



HISTORY

2001 - Added Wild Mountain Sunday DAY
 2003 - Added Buck Hill Monday
 2004 - Discontinued Hyland Monday
 2004 - Added Buck Hill Saturday AM
 2004 - Went from 6 weeks of regular season racing to 7
 2005 - Added Buck Hill Friday
 2007 - Added preseason to Buck Hill and Wild Mountain
 2008 - Discontinued Buck Hill Sunday DAY
 2008 - Added Wild Mountain Friday
 2015 - Discontinued Hyland Wednesday

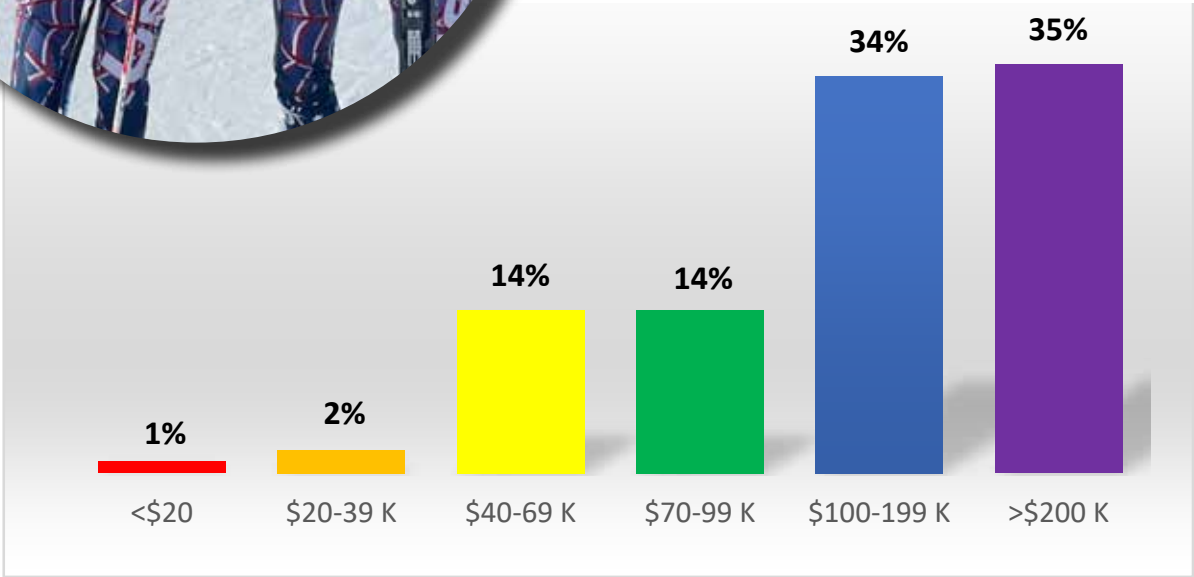
2017 - Three of week 7 leagues did not occur due to weather
 2018 - Did not have a Wild MT Preseason only Buck Hill
 2019 - Discontinued Buck Fri and Sat Regular Season
 2020 - Preseason was cut back due to weather
 2021 - Pandemic - no racing allowed in December - Cold week mid season caused cancellations
 2022 - Covid still bad first few weeks - BHTHUR and BHTUES make ups after season had light attendance
 2022 - Switched from a pre-season league format to open NASTAR nights which are not included in racer starts for leagues.

TOTAL RACER VISITS/STARTS FOR ALL EVENTS

	2022	2021	Difference	2020	2019	2018	2017	2016	2015	2014	2013	2012
Pre-season	0	0	0	101	226	218	302	391	512	490	527	605
Regular Season	5,011	5,127	-116	5,717	6,024	6,615	6,570	7,331	7,799	8,365	8,617	8,961
Open NASTAR	286	143	143									
Championships at Giants Ridge	489	459	30	532	486	511	548	557	518	470	599	622
	5,786	5,729	57	6,409	6,736	7,344	7,420	8,306	8,885	9,325	9,889	10,323



2022 HOUSEHOLD INCOME FOR PARTICIPANTS



REGULAR SEASON LEAGUE EVENTS

The Ski Challenge Regular Season starts the first week in January and runs for seven consecutive weeks.



There are 12 race events held each week with anywhere from 30 - 160 participants in each event.

Sponsor Logos can be found throughout the league events both inside and outside. On banners, bibs, T-shirts, marketing materials and results. Sponsors are also recognized at each sponsored award ceremony.



TEAM PHOTOS

Professional 5x7 Team Photos are taken and made available for each member. These photos are also used in award plaques for the winning team of each league and the winning team in each championship division.



RUNNING ORDERS

Buck Hill Thurs Running Order

Week #1		Week #2		Week #3		Week #4		Week #5		Week #6		Week #7	
Blue	Red	Blue	Red	Blue	Red	Blue	Red	Blue	Red	Blue	Red	Blue	Red
700	770	830	760	820	750	810	740	800	730	790	720	780	710
710	780	700	770	830	760	820	750	810	740	800	730	790	720
720	790	710	780	700	770	830	760	820	750	810	740	790	720
730	800	720	790	710	780	700	770	830	760	820	750	810	740
740	810	730	800	720	790	710	780	800	730	790	720	780	710
750	820	740	810	730	800	720	790	830	760	820	750	810	740
760	830	750	820	740	810	730	800	700	770	830	760	820	750
770	840	760	830	750	820	740	810	710	780	800	730	790	720
780	850	770	840	760	830	750	820	720	790	710	780	830	760
790	860	780	850	770	840	760	830	730	800	720	790	710	780
800		790		780		770		740		750		720	
810		800		790		780		750		760		730	
820		810		800		790		760		770		740	
830		820		810		800		770		780		750	
840		830		820		810		780		790		760	
850		840		830		820		790		800		770	
860		850		840		830		800		810		780	
870		860		850		840		810		820		790	
880		870		860		850		820		830		800	
890		880		870		860		830		840		810	
900		890		880		870		840		850		820	
910		900		890		880		850		860		830	
920		910		900		890		860				840	
930		920		910		900						850	
940		930		920		910						860	
950		940		930		920						870	
960		950		940		930						880	
970		960		950		940						890	
980		970		960		950						900	
990		980		970		960						910	
1000		990		980		970						920	

BHWEDP Week #7

February 16, 2022

Green

810
820
830
840
850
860
870
880
890
900
910
920
800

Orange

870
880
890
900
910
920
800
810
820
830
840
850
860

Running orders available each week and provided in Captains' packets.
(This is a sample and has been reduced in size to fit on page)

Each week teams rotate in the running order. A new running order is posted inside and at the top of the race run. These running orders also include all of the league sponsors for that particular league.

11"x17" Running orders posted inside and at top of race run each week.
(This is a sample and has been reduced in size to fit on page)

NEWS LETTERS

E-News



Sponsors and ski areas are represented in each weekly e-news and printed newsletter. E-news is e-mailed to more than 1,800 addresses. Printed news is distributed at all league events and participating shops.

Printed News

The Ski Challenger
January 24, 2022
Week 4 - Race 3 Results

NEWSWORTHY

BUCK HILL TUESDAY AND THURSDAY MAKE UP RACES

Due to the cold temps, Buck Hill cancelled our Tuesday race last night. 5 races were sent out on Wednesday and all racers were able to participate. We will make up the Tuesday race on Thursday, February 24th. We will get the results on Thursday.

PHOTOS

You can find weekly photos for the season either on Facebook or on our Photo website. If you go to the photo website, you will be able to download the photos for free. If you go to the photo website, you will be able to download the photos for free. If you go to the photo website, you will be able to download the photos for free.

BUCK HILL TUESDAY, FEBRUARY 24, 2022

Buck Hill Tuesday will be meeting in the racers on Tuesday, February 24th. Buck Hill has announced that they will be making up the Tuesday race on Thursday, February 24th. Buck Hill has announced that they will be making up the Tuesday race on Thursday, February 24th.

2022 Championships at Giants Ridge

This coming Tuesday, February 1st we will be in the Event Center at Giants Ridge for the 2022 Championships at Giants Ridge.

SAVE THE DATES!

March 4, 5 & 6

Championships at Giants Ridge is a 3 day event. It will be held on March 4, 5 & 6. It will be held on March 4, 5 & 6. It will be held on March 4, 5 & 6.

The Ski Challenger
January 3, 2022

Race 1

NO PAY / NO PLAY

If a participant is not paid by race day, they may not be allowed to race. If a participant is not paid by race day, they may not be allowed to race.

REFUNDS

There are no refunds for the Ski Challenger. If a participant is not paid by race day, they may not be allowed to race.

CANCELLATIONS

If a race is cancelled, the results will be posted on the website. If a race is cancelled, the results will be posted on the website.

COURSE INSPECTION

The course inspection will be held on the day of the race. The course inspection will be held on the day of the race.

ROSTER CHANGES

Changes to the roster must be made by the deadline. Changes to the roster must be made by the deadline.

SUBSTITUTION POLICY

Substitutions must be made by the deadline. Substitutions must be made by the deadline.

DURING THE RACE

Racers must follow the rules of the race. Racers must follow the rules of the race.

NASTAR RACES 2022

Nastar races will be held on the day of the race. Nastar races will be held on the day of the race.

The Ski Challenger
February 14, 2022
Week 7 - Race 6 Results

BUCK HILL MONDAY

Rank	Name	Time	Points
1	Michael Smith	1:15.00	100
2	John Doe	1:16.00	90
3	Jane Smith	1:17.00	80

BUCK HILL TUESDAY

Rank	Name	Time	Points
1	Michael Smith	1:15.00	100
2	John Doe	1:16.00	90
3	Jane Smith	1:17.00	80

BUCK HILL WEDNESDAY DAY

Rank	Name	Time	Points
1	Michael Smith	1:15.00	100
2	John Doe	1:16.00	90
3	Jane Smith	1:17.00	80

BUCK HILL WEDNESDAY PM

Rank	Name	Time	Points
1	Michael Smith	1:15.00	100
2	John Doe	1:16.00	90
3	Jane Smith	1:17.00	80

Wild Mountain Wednesday

Rank	Name	Time	Points
1	Michael Smith	1:15.00	100
2	John Doe	1:16.00	90
3	Jane Smith	1:17.00	80

Bronze Sponsors

Alpenhof, Buck Hill, and other sponsors are listed at the bottom of the page.

CHAMPIONSHIPS AT GIANTS RIDGE

The 2022 Championships were held at Giants Ridge in Biwabik, Minn.
We had 489 racers starts.



Sponsors are prominently displayed throughout the weekend event.



SURVEY RESULTS

Season Pass Purchased	
	2022
Yes	59%
No	41%

We asked participants how likely they would be to purchase a season pass if they did NOT participate in Ski Challenge.

Without Ski Challenge Would You Purchase a Season Pass?	2022
Definitely Would NOT Purchase	64%
Probably Would NOT	14%
May Purchase	12%
Definitely WOULD Purchase	10%

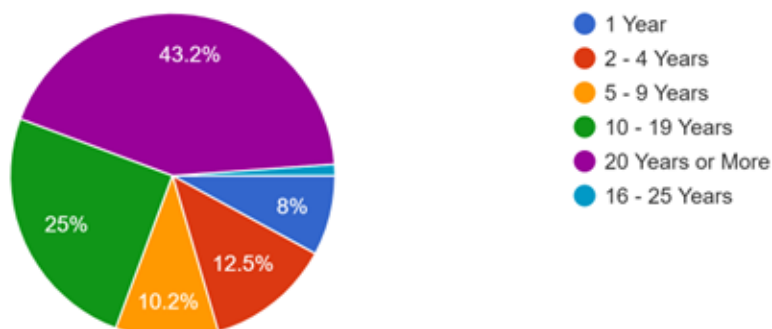


SKI AREA RESULTS

Where did you purchase pass?	2022
Buck Hill	58%
Wild Mountain	23%
Afton Alps	6%
Welch Village	4%
Trollhaugen	2%
Other	7%

YEARS AS MEMBER

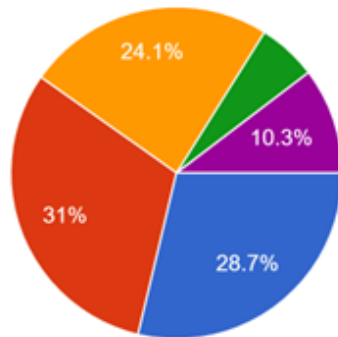
How long have you or your family member participated in Ski Challenge?



Not every participant in our program filled out a survey. Results based on those who chose to participate in the survey. Some results total more than 100% - this is because participants could choose more than one answer.

SURVEY RESULTS

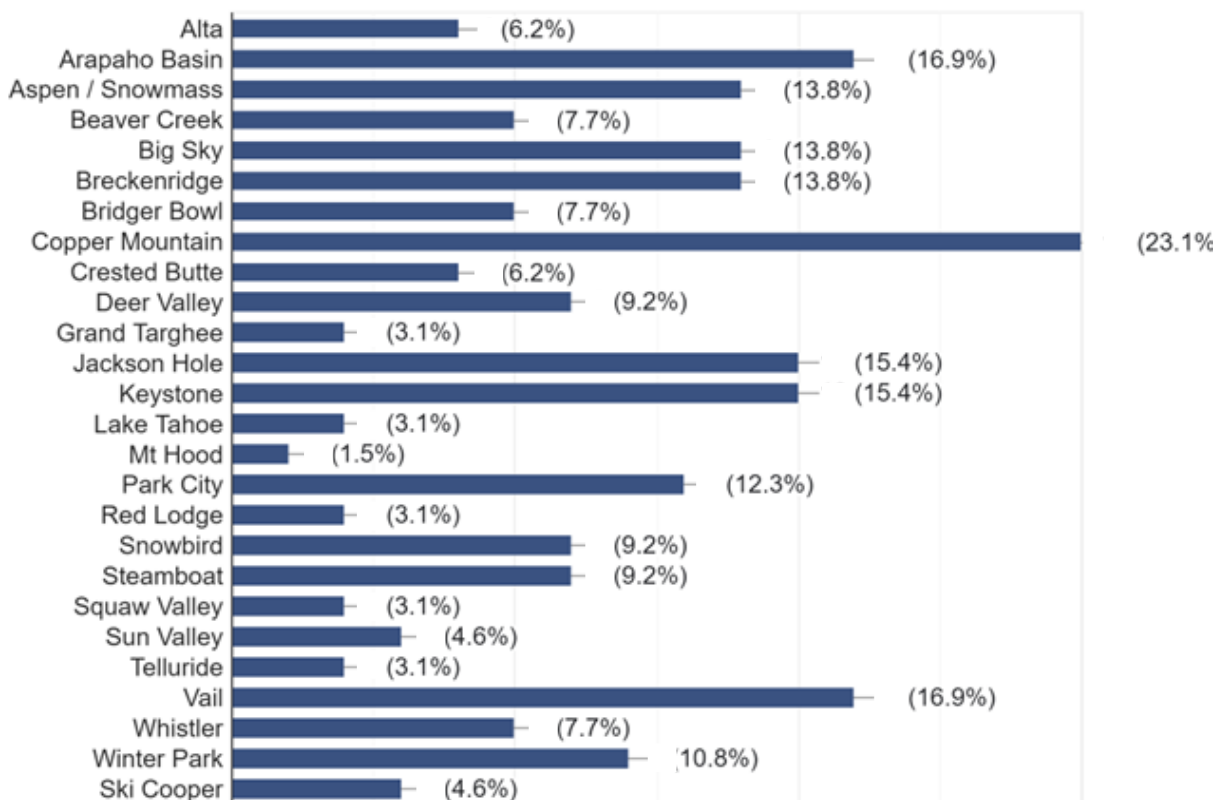
How often do you take a ski trip outside of Minnesota, Wisconsin or Michigan?



- 2 or more times per season
- 1 time per season
- Every 2 - 4 seasons
- Every 4 - 5 seasons
- Never

SKI
TRIPS

If you have gone or will be going on a ski trip this season, where is it? Pick all that apply.



2022-23 SCHEDULE

2022-23

Ski Challenge Race Camp at Jackson Hole	December 8, 9, 10, 2022	
Open Races NASTAR		
December NASTAR Races	December 20, 22, 2022	6:30 PM
Regular Season - 7 Weeks		
Buck Tuesday	January 3, 10, 17, 24, 31, Feb 7, 15	7:30 PM
Buck Wednesday DAY	January 4, 11, 18, 25, Feb 1, 8, 16	1:30 PM
Buck Wednesday PM	January 4, 11, 18, 25, Feb 1, 8, 16	7:30 PM
Buck Thursday	January 5, 12, 19, 26, Feb 2, 9, 17	7:30 PM
Wild Mountain Friday	January 6, 13, 20, 27, Feb 3, 10, 17	1:30 PM
Buck Sunday AM	January 8, 15, 22, 29, Feb 5, 12, 19	10:30 AM
Buck Sunday PM	January 8, 15, 22, 29, Feb 5, 12, 19	5:30 PM
Wild Sunday AM	January 8, 15, 22, 29, Feb 5, 12, 19	11:00 AM
Wild Sunday DAY	January 8, 15, 22, 29, Feb 5, 12, 19	1:30 PM
Wild Sunday PM	January 8, 15, 22, 29, Feb 5, 12, 19	4:00 PM
Buck Monday	January 9, 16, 23, 30, Feb 6, 14, 20	7:30 PM
Open Races NASTAR		
Saturday NASTAR at Buck	January 7, 21, 28, February 4, 18	6:30 PM
Championships at Giants Ridge		
Friday-Sunday	March 3, 4, 5, 2023	