



# SKI CHALLENGE



2022-23  
Review

2023-24  
Proposal

THE SKI CHALLENGE

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# HISTORY

## 1985 to 2023

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 many great events planned for the 2023-24 season. Seven ski leagues will be offered at Buck Hill for the upcoming season. Each league consists of anywhere from eight 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 Buck Hill, Giants Ridge and Jackson Hole. 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 - 2023

Teams Regular Season Buck	82
Teams Regular Season Wild	19
Total Teams - Regular-season	101
Leagues - Regular season	11
Ski Areas	3
Total Registered Regular Season Racers	885
Buck Hill Registrations	80%
Wild Mountain Registrations	20%
E-mail List (households)	1,884

## EVENTS - 2023

### Events

League Events	77
NASTAR Open Races	7
Championships at Giants	8

Total Events	92
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### Leagues for 2022-23

Buck Hill - Regular Season	7
Wild Mountain - Regular Season	4



## NASTAR Regional Rankings by number of Starts

### National Club Rankings for 2023

The Ski Challenge was the number one club again in 2023

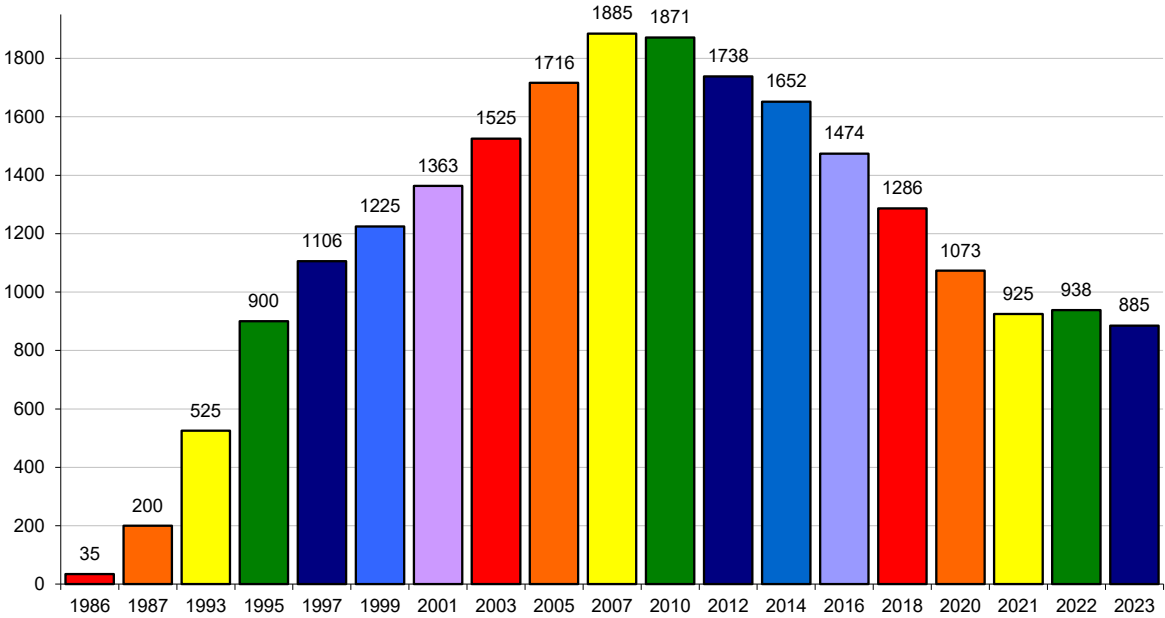
1. The Ski Challenge 3789.40
2. Xlr8 670.92
3. Wild Bunch 204.70

### NASTAR National Rankings by number of Starts

1. Wachusett Mountain 20,784
2. Aspen Mountain 14,493
3. Snowmass Ski Area 12,794
4. The Ski Challenge 10,745

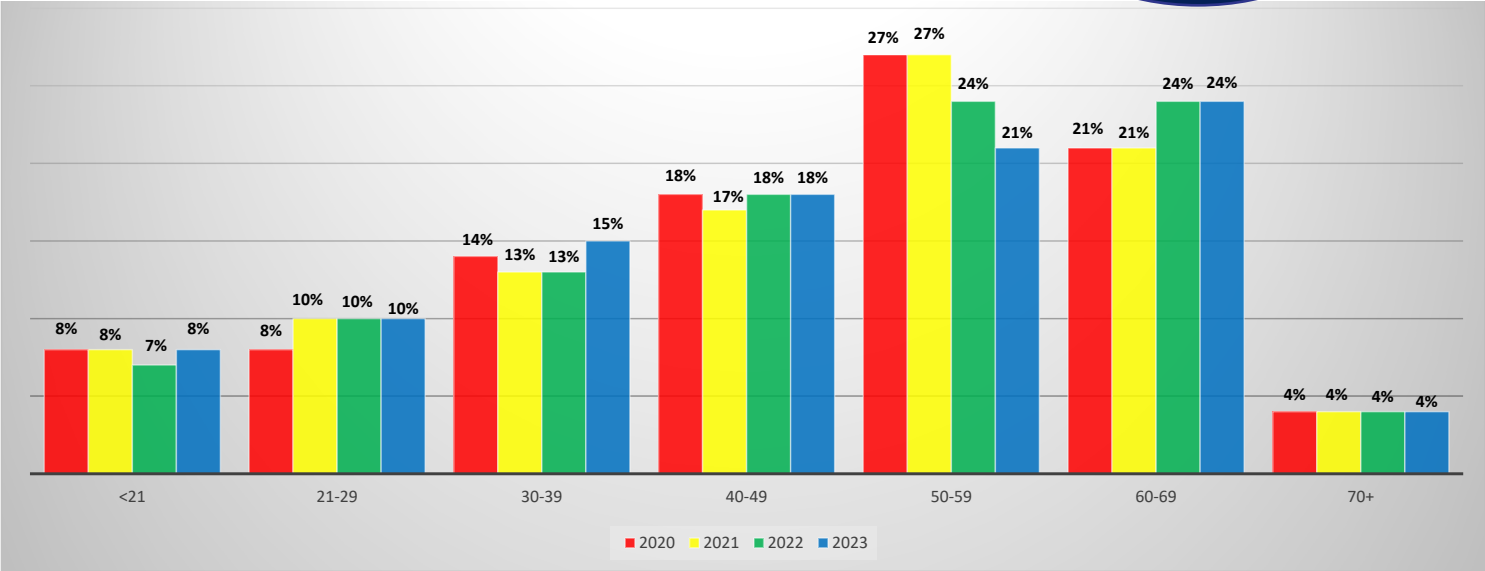


# TOTAL REGISTERED RACERS

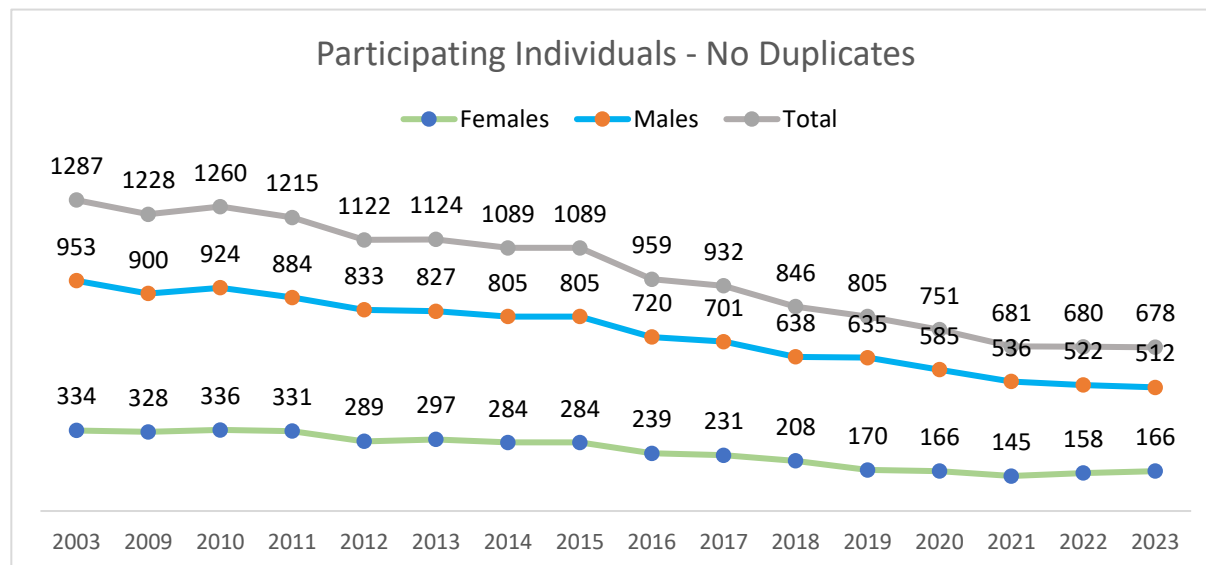


# AGES OF RACERS OVER THE YEARS

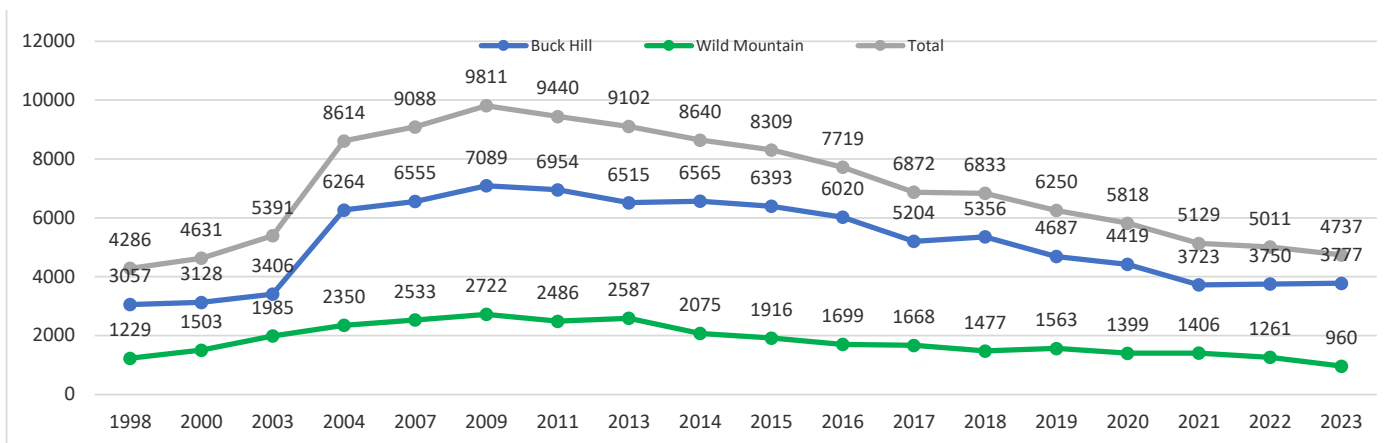
2023  
Average age of  
participants was 47.  
Highest concentration is in the  
60-69 (24%).  
23% Female  
77% Male



# 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.

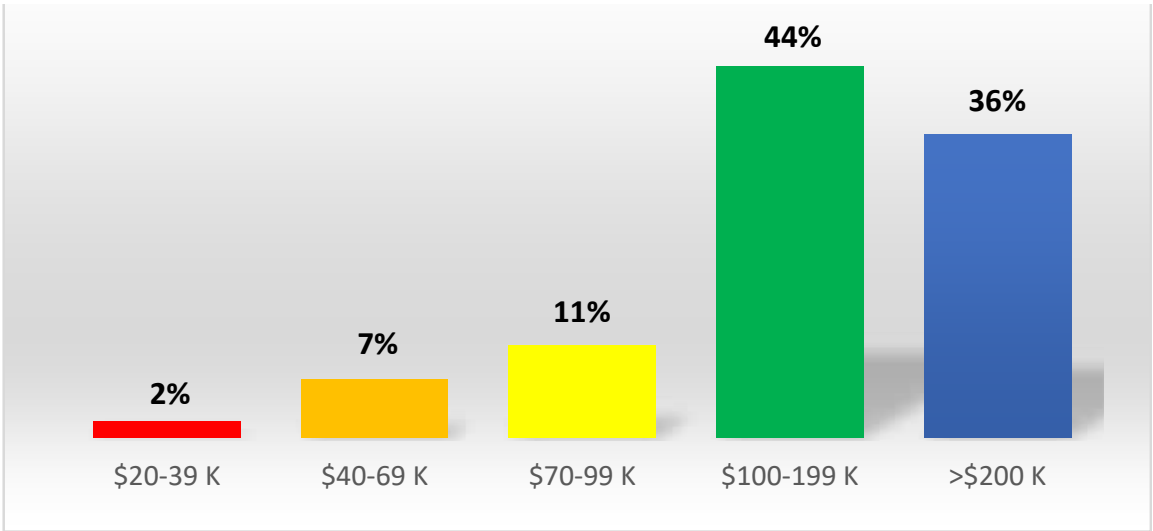
# TOTAL RACER VISITS/STARTS FOR ALL EVENTS

## TOTAL RACER VISITS - STARTS

	2023	2022	Difference	2021	2020	2019	2018	2017	2016	2015	2014	2013
Regular Season	4,737	5,011	-274	5,127	5,717	6,024	6,615	6,570	7,331	7,799	8,365	8,617
Open NASTAR	255	286	-31	143								
Championships at Giants Ridge	480	489	-9	459	532	486	511	548	557	518	470	599
	5,472	5,786	-314	5,729	6,249	6,510	7,126	7,118	7,888	8,317	8,835	9,216



## 2023 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 were 11 race events held each week with anywhere from 40 - 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.



LANGE DYNASTAR

SKI CHALLENGE  
2023  
SERIOUS FUN



HOT CHILLYS

FAST PACE

SKI CHALLENGE

SUPERfeet



BORAH

GIRO


SKI CHALLENGE  
2023  
SERIOUS FUN

TRENARY  
BULLY'S CORNER








# RUNNING ORDERS




## BHMON Week #4

January 24, 2022





Green	Orange
310	360
320	370
330	380
340	300
350	310
360	320
370	330
380	340
300	350



## Buck Hill Sunday AM Running Order

Week #1	Week #2	Week #3	Week #4	Week #5	Week #6	Week #7
Orange	Green	Orange	Green	Orange	Green	Orange
100	170	230	160	220	150	210
110	180	100	170	230	160	220
120	190	110	180	100	170	230
130	200	120	190	110	180	100
140	210	130	200	120	190	110
150	220	140	210	130	200	120
160	230	150	220	140	210	130
170	100	160	230	150	220	140
180	110	170	100	160	230	150
190	120	180	110	170	100	160
200	130	190	120	180	110	170
210	140	200	130	190	120	180
220	150	210	140	200	130	190
230	160	220	150	210	140	200

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



**2023 | Week 1**

### Interesting facts about the 2022 Ski Challenge Season

- 106 - Total Teams
- 99 - Total Events
- 978 - Registered Racers
- 47 - The average age of participants
- 50 - Highest concentration is in the 25-59 age group & 60-69 age groups (24% each)
- 77% - Male
- 50% - Total Beginner Skiers
- 3750 - Buck Hill Beginner Skiers
- 1201 - Wild Mountain Beginner Skiers
- 48% - Participants on Coaches Ridge
- 25% - of participants completed who purchased season passes
- 60% - of participants completed both or more of the challenges of Minnesota

**WELCOME BACK RACERS!**

**NO PAY / NO PLAY** If a participant does not show up for a race, they must pay \$100 before they receive a bib. If a participant does not show up for a race, they must pay \$100 before they receive a bib. If a participant does not show up for a race, they must pay \$100 before they receive a bib.

**REFUNDS** Refunds are not issued for any reason. The registration fee is non-refundable. If a participant does not show up for a race, they must pay \$100 before they receive a bib.

**COURSE INSPECTION** You must inspect your course before the race by the deadline. If you do not, you will be responsible for any issues that arise during the race.

**SUBSTITUTION POLICY** You may not substitute a participant for any reason. If you do, you will be responsible for any issues that arise during the race.

**DURING THE RACE** You must stay on the course and follow the rules. If you do not, you will be disqualified. If you do not, you will be disqualified.

**AFTER THE RACE** You must stay on the course and follow the rules. If you do not, you will be disqualified. If you do not, you will be disqualified.

The Ski Challenger  
www.ski-challenge.com  
info@ski-challenge.com  
952-894-9270



**2023 | Week 2**

### Newsorthy!

Take a look at the season. If you are not a member, you can join now. If you are a member, you can renew now. If you are a member, you can renew now.

**CANCELLATIONS / MAKE UPS** If you are not a member, you can join now. If you are a member, you can renew now. If you are a member, you can renew now.

**TEAM PHOTOS** Team photos will be taken during the race. If you are not a member, you can join now. If you are a member, you can renew now. If you are a member, you can renew now.

**YOU CAN STILL FIND TEAM ROSTER SPOTS** If you are not a member, you can join now. If you are a member, you can renew now. If you are a member, you can renew now.

**CHECK ON FOR LEAGUE RACES** You may not substitute a participant for any reason. If you do, you will be responsible for any issues that arise during the race.



**2023 | Week 3**

### Championships at Giants Ridge

March 3, 4, 5, 2023

**Divisions Posted on Back Page of this Newsletter**

**REGISTRATION IS NOW OPEN** Registration for all divisions is now open. If you are not a member, you can join now. If you are a member, you can renew now. If you are a member, you can renew now.

**LOADING OPTIONS** You may not substitute a participant for any reason. If you do, you will be responsible for any issues that arise during the race.

**PRACTICE OPPORTUNITIES** Practice opportunities are available for all divisions. If you are not a member, you can join now. If you are a member, you can renew now. If you are a member, you can renew now.

**Wild Mountain Open NASTAR** Friday, Feb 24, 10:00 am - 12:00 pm  
Saturdays, Feb 25, 10:00 am - 12:00 pm  
Sundays, Feb 26, 10:00 am - 12:00 pm

**Practice at Giants Ridge - Innbrook / Helms** Friday, March 3, 11:00 am - 1:00 pm



**Ski Challenge | Week 4**

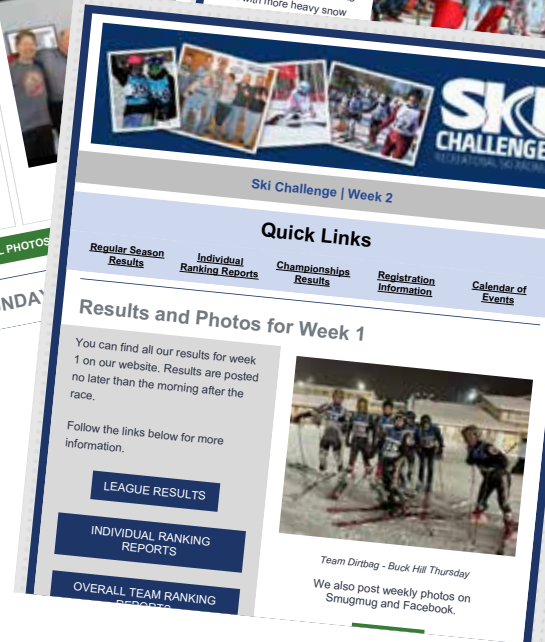
### Quick Links

- Regular Season Results
- Individual Ranking Reports
- Team Ranking Reports
- Registration Information
- Calendar of Events

**The Birds of Prey - 1st Place BHWEDD - Week 3**

**SEE ALL PHOTOS**

**WILD MOUNTAIN SUNDAY JANUARY 29**



**Ski Challenge | Week 2**

### Quick Links

- Regular Season Results
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### Results and Photos for Week 1

You can find all our results for week 1 on our website. Results are posted no later than the morning after the race.

Follow the links below for more information.

- LEAGUE RESULTS
- INDIVIDUAL RANKING REPORTS
- OVERALL TEAM RANKING REPORTS

**Team Dintbag - Buck Hill Thursday**

We also post weekly photos on Smugmug and Facebook.



**Ski Challenge | SEASON WRAP UP**

### Quick Links

- Regular Season Results
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### Our 38th season of the Ski Challenge has wrapped up! It was a great year!

Despite the crazy weather year, we pulled off another fun-filled season! Our 2023 season started off with cancellations due to too much snow, had some cold temps and then rain thrown in during mid-season, and then had to deal with more heavy snow.



# CHAMPIONSHIPS AT GIANTS RIDGE

The 2023 Championships were held at Giants Ridge in Biwabik, Minn.  
We had 480 racers starts.



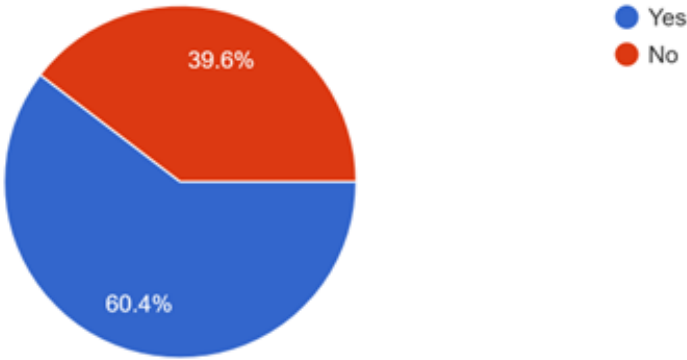
Sponsors are prominently displayed throughout the weekend event.





# SURVEY RESULTS

Did you purchase a local season pass this season?



## SKI AREA RESULTS

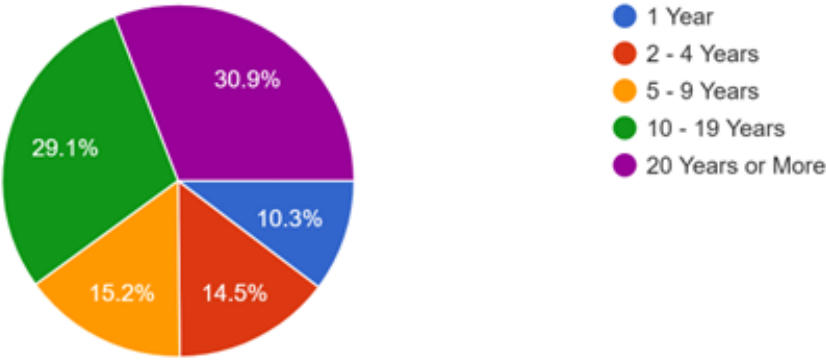
We asked participants how likely they would be to purchase a season pass if they did NOT participate in Ski Challenge.

Where did you purchase pass?	2023
Buck Hill	69%
Wild Mountain	17%
Afton Alps	4%
Welch Village	6%
Trollhaugen	10%

Without Ski Challenge Would You Purchase a Season Pass?	2023
Definitely Would NOT Purchase	60%
Probably Woud NOT	14%
May Purchase	16%
Definitely WOULD Purchase	10%

## YEARS AS MEMBER

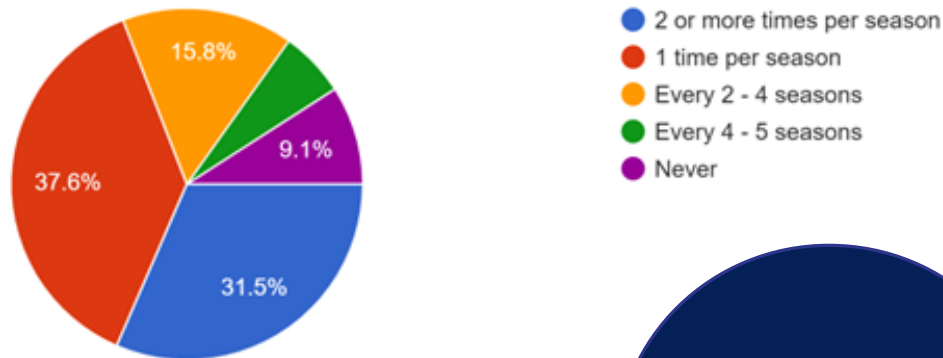
How long have you or your family member participated in Ski Challenge?



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?



SKI  
TRIPS

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

118 responses

