



SKI CHALLENGE



2022-23
Review

2023-24
Proposal



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.



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 |
|--------------|----|

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

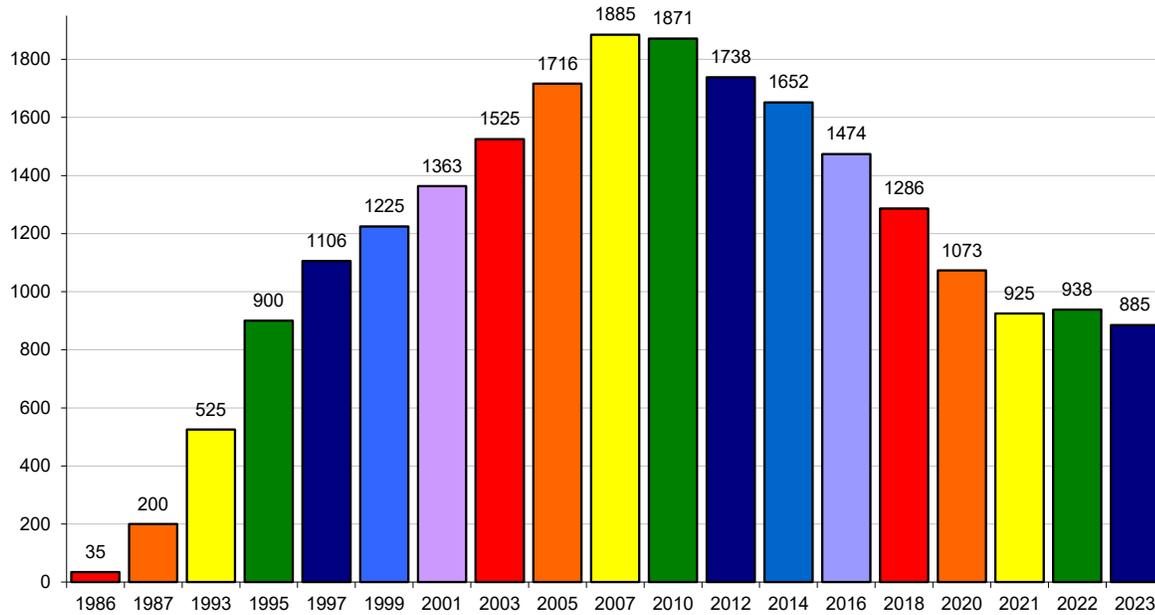
The Ski Challenge was the number one club again in 2023

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

NASTAR National Rankings by number of Starts

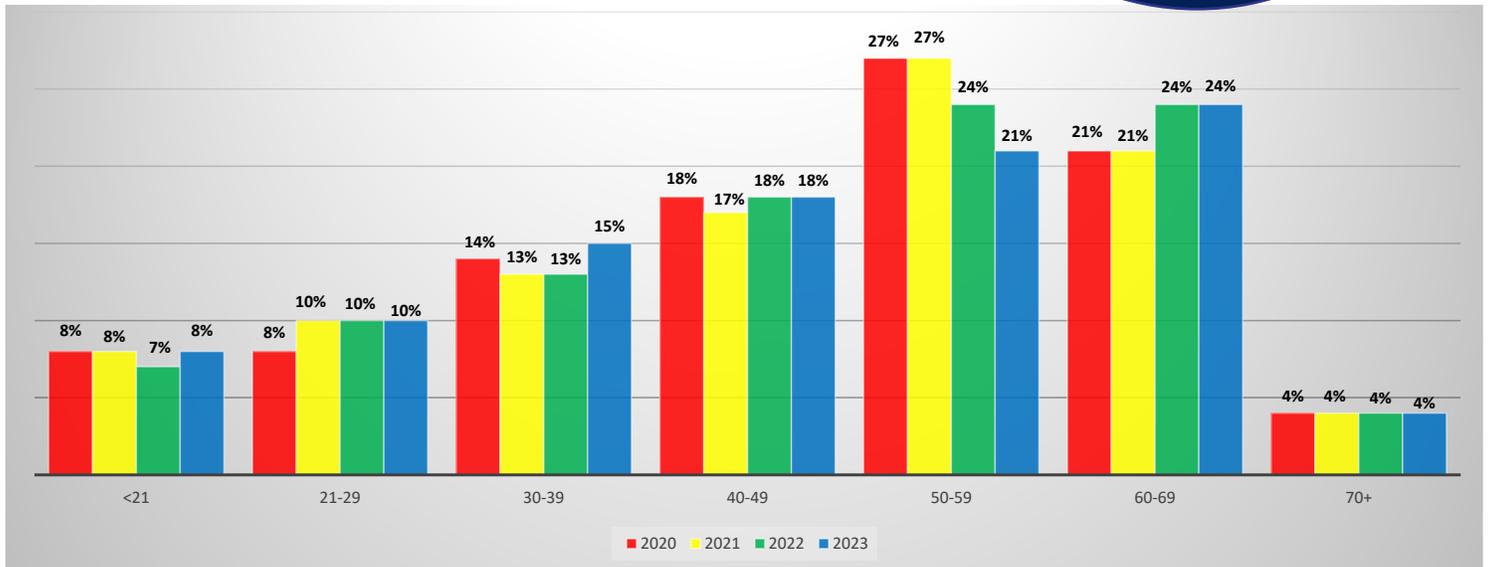
1. Wachusett Mountain 20,784
2. Aspen Mountain 14,493
3. Snowmass Ski Area 12,794
4. The Ski Challenge 10,745

TOTAL REGISTERED RACERS

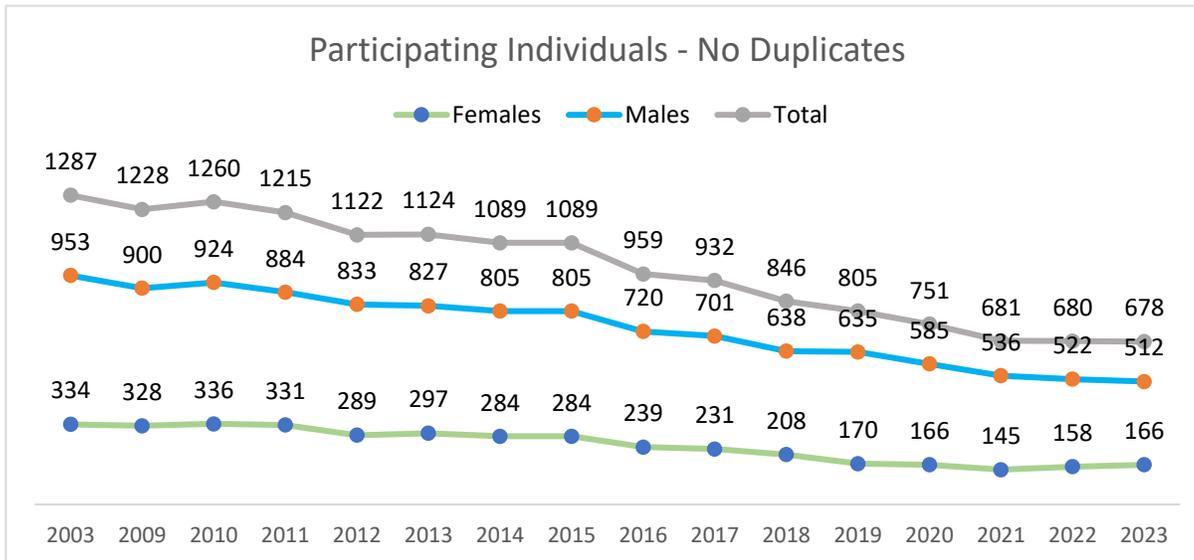


AGES OF RACERS OVER THE YEARS

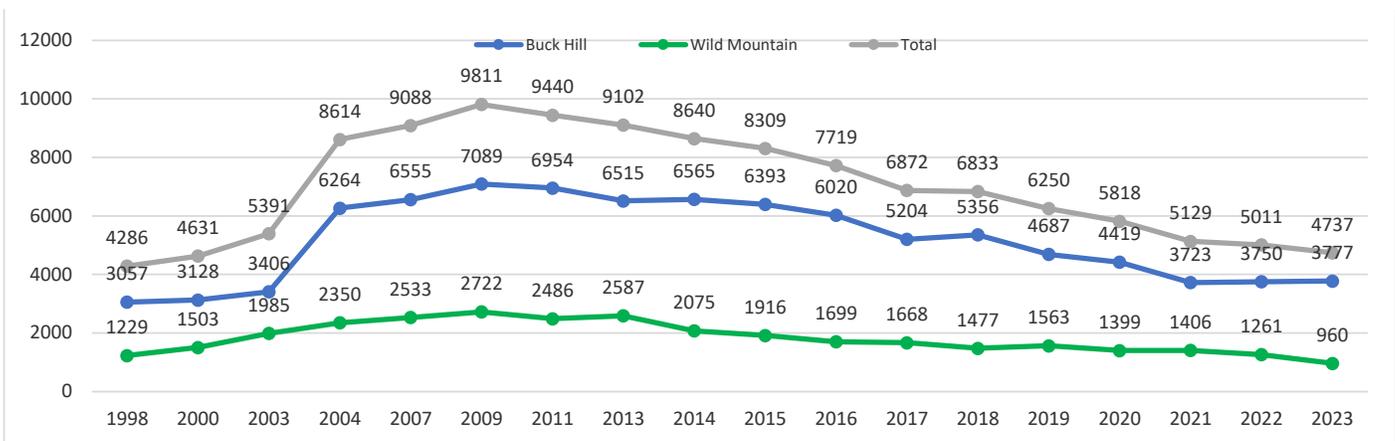
2023
 Average age of participants was 47.
 Highest concentration is in the 60-69 (24%).
 23% Female
 77% Male



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.

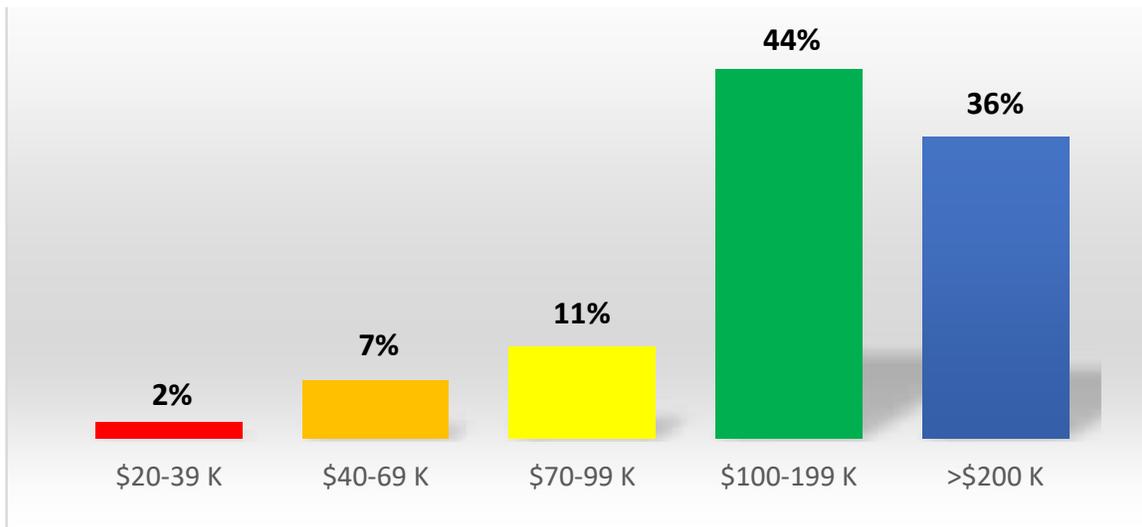
TOTAL RACER VISITS/STARTS FOR ALL EVENTS

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.



Ladies of the Night



SKI CHALLENGE
2023
SERIOUS FUN



The Sitting Ducks



SKI CHALLENGE

SUPERfeet



Guys & Dolls



BORAH



SKI CHALLENGE
2023
SERIOUS FUN

TRENARY
QUALITY LIBRARY



RUNNING ORDERS

BHMON Week #4
January 24, 2022

Green

310
320
330
340
350
360
370
380
300

Orange

360
370
380
300
310
320
330
340
350

Buck Hill Sunday AM Running Order

| Week #1 | | Week #2 | | Week #3 | | Week #4 | | Week #5 | | Week #6 | | Week #7 | |
|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|
| Orange | Green |
| 100 | 170 | 230 | 160 | 220 | 150 | 210 | 140 | 200 | 130 | 190 | 120 | 180 | 110 |
| 110 | 180 | 100 | 170 | 230 | 160 | 220 | 150 | 210 | 140 | 190 | 120 | 180 | 110 |
| 120 | 190 | 110 | 180 | 100 | 170 | 230 | 160 | 220 | 150 | 210 | 140 | 190 | 120 |
| 130 | 200 | 120 | 190 | 110 | 180 | 100 | 170 | 230 | 160 | 220 | 150 | 210 | 140 |
| 140 | 210 | 130 | 200 | 120 | 190 | 110 | 180 | 100 | 170 | 230 | 160 | 220 | 150 |
| 150 | 220 | 140 | 210 | 130 | 200 | 120 | 190 | 110 | 180 | 100 | 170 | 230 | 160 |
| 160 | 230 | 150 | 220 | 140 | 210 | 130 | 200 | 120 | 190 | 110 | 180 | 100 | 170 |
| 170 | 100 | 160 | 230 | 150 | 220 | 140 | 210 | 130 | 200 | 120 | 190 | 110 | 180 |
| 180 | 110 | 170 | 240 | 160 | 230 | 150 | 220 | 140 | 210 | 130 | 200 | 120 | 190 |
| 190 | 120 | 180 | 100 | 170 | 230 | 160 | 220 | 150 | 210 | 140 | 200 | 130 | 190 |
| 200 | 130 | 190 | 110 | 180 | 100 | 170 | 230 | 160 | 220 | 150 | 210 | 140 | 200 |
| 210 | 140 | 200 | 120 | 190 | 110 | 180 | 100 | 170 | 230 | 160 | 220 | 150 | 210 |
| 220 | 150 | 210 | 130 | 200 | 120 | 190 | 110 | 180 | 100 | 170 | 230 | 160 | 220 |
| 230 | 160 | 220 | 140 | 210 | 130 | 200 | 120 | 190 | 110 | 180 | 100 | 170 | 230 |

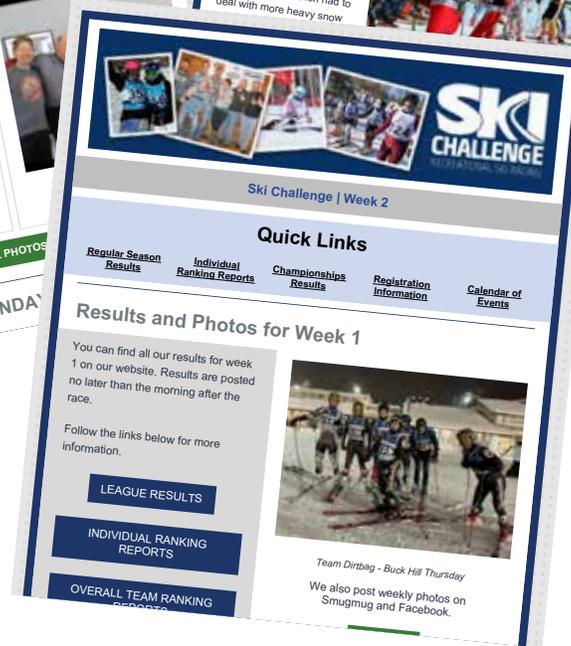
Running orders available each week and provided in Captains' packets.
(This is a sample and has been reduced in size to fit on page)

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 Challenge
www.skichallenge.com
info@skichallenge.com
952-894-9272

RACED LOGS - BHSUNA

CHAMPIONSHIPS AT GIANTS RIDGE

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

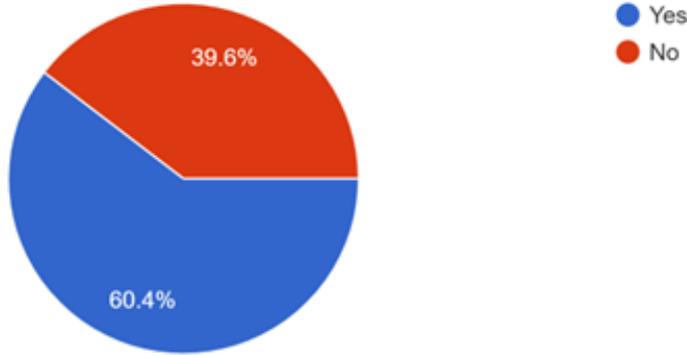


Sponsors are prominently displayed throughout the weekend event.



SURVEY RESULTS

Did you purchase a local season pass this season?



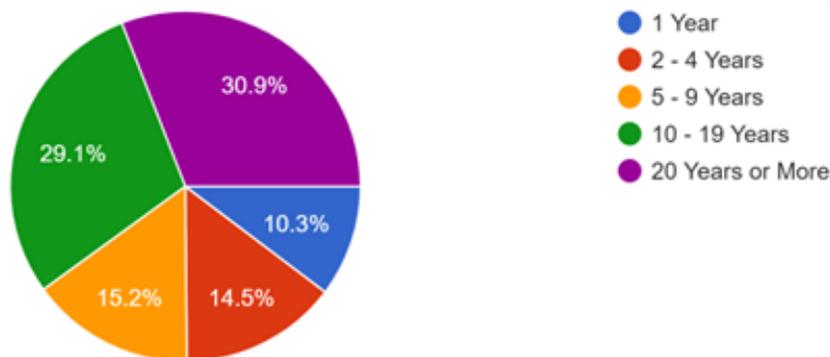
We asked participants how likely they would be to purchase a season pass if they did NOT participate in Ski Challenge.

| 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% |



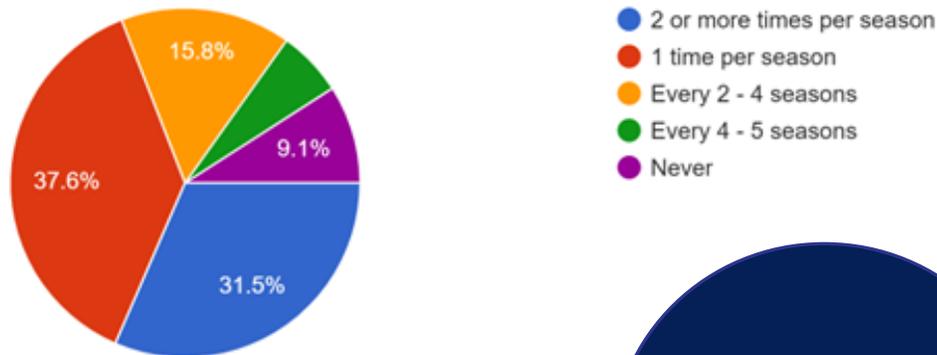
How long have you or your family member participated in Ski Challenge?



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?



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

118 responses

