AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Ratification of County Manager's Signature; Grant

Action Requested: County Manager Signature

Parties to the Agreement: Crested Butte Snow Sports Foundation

Term Begins: 1/1/2019 **Term Ends:** 12/31/2019 **Grant Contract #:**

Summary:

Grant request for Choice Pass snow sports programming.

Fiscal Impact: 1900

Submitted by: Emily Mirza **Submitter's Email Address:** emirza@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:
No concerns, included in budget. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 10/24/2018

County Attorney Review: (●) Required ( ) Not Required

Comments:
ok db 10/24/18

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 10/24/2018 Certificate of Insurance Required Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 10/25/2018

(●) Consent Agenda ( ) Regular Agenda ( ) Worksession Time Allotted: 0

Agenda Date: 11/6/2018

Revised April 2015

1. **Current Programs:**

   Avalanche Awareness Night is scheduled for November 1st at the Crested Butte Community School. Program partners include Ben Pritchett from the Backcountry Colorado presenting on safe country travel, CBMR Ski Patrol and the avalanche dog and talking about mountain safety, Crested Butte Search and Rescue sharing what they provide to the community, and Crested Butte Avalanche Awareness Center sharing about out to use the CBAC forecasting before going into the backcountry. In addition, there will be a ticketed give away and pizzas to encourage attendance. This program is open to all Choice Pass holders and their families. Annually, there are an estimated 80 participants at the presentation. Parents are encouraged to attend as well. Similar numbers are anticipated this year.

   Sunday Sessions is a program launched in 2016. The intention is give to youth the opportunity to ski with the peers and parents. All Choice Pass holders (about 600 youth in the program) get two free lessons with their CMPR ski pass; rarely do they take advantage of this benefit. Choice Pass collaborated with CBMR Ski School and picked three Sundays throughout the ski season – beginner, intermediate, and advanced. This is advertised as a "free ski/ride" instead of "lesson". However, have two CMPR instructors ride with the group to offer instruction. Afterwards, we gather at the Brown Lab for pizza. Last year, 5 and 10 participants attended each ski day. Sunday Sessions are open to all 6th-12th graders participating in Choice Pass. This year we are encouraging parents/caregivers to attend with their child. We expect to see higher numbers with youth and parent participation.

   Irwin Avalanche Course is a two-day course in which participants are trained in avalanche safety, snow science, route finding, backcountry etiquette, and proper use of avalanche gear (beacon, shovel, and probe). This course takes place in and out of classroom with an actual backcountry ski on day two. The course intention to engage our high school population and offer skill-based opportunities. We accept Choice Pass students aged 14-18 years old who attended Avalanche Awareness Night. The past two year we have had an estimated 20 participants. The max the program can accept is 28. If there are open spots, parents/caregivers will be encouraged to attend.

   The Backcountry Ski Program is specifically for youth who have completed the Avalanche Awareness Night and Irwin Avalanche Course. Ben Pritchett offers this opportunity though Backcountry Colorado. The program launched in 2016. The group is limited to 6 youth. We meet our guide, Ben Pritchett, at 8am at a coffee shop to look at the avalanche forecast and maps to determine what will be a fun and safe day in the backcountry. Ben is an excellent teacher and takes his time explaining the details of route assessment at a level appropriate for our age group. The youth practice breaking trail and assessing snowpack. This is another

opportunity to engage our highs school students, and is only open to students 14-18 years old. In previous years, we aimed to run 4-5 backcountry ski days. Last year was a challenge with the limited snow. This year we will run 4 days with 6 participants. If there are open spots parents/caregivers are encourage to attend.

Outdoor Youth Leadership Program is an amazing week long guide training program every June with Irwin Guides. Youth are trained in stand-up paddle boarding, rafting, duckies, rock climbing, mountaineering, and a snow climb summit day. In addition, youth earn their Wilderness First Aid certification. Other topics covered are leave no trace ethics, group dynamics and expedition behavior, and campcraft. This is another skill-based opportunity for high school students aged 14-18. The program allows for 8 participants. In previous years we have filled the program and intend to fill it this year.

Choice Pass Scholarship Program intends to subsidize or pay for fee related to any positive activity. The Choice Pass Committee reviews scholarship applications blindly. Requests often are for the CMBR Ski Pass, Rec Center, West Elk Hockey Association, and the Crested Butte Dance Collective.

Summer Kick Off Celebration takes place the first day the lifts open in June. All Choice Pass youth get a free wristband to ride the lifts and use the adventure park. There is a BBQ for $10 and a ticketed give away. We encourage families to attend. In the past tickets for lift access have been $22 for the day for families. Annually, an estimated 70 youth have attended the event.

Summer Experiences

2. **Pipeline:**
The goal of Choice Pass is to offer students 6th-12th grade healthy incentives to remain substance free. When looking at our enrollment we see fewer high school students participating in Choice Pass than middle school. We offer programming for both, but engaging our high school population was a driving force in some of our program designs. What we have found from student feedback is that high school students want leadership and skill-based opportunities.

Sunday Sessions reaches all Choice Pass students of all abilities. With that being said, we did see more attendance of middle school students. This program reaches Gunnison students or newer Crested Butte students who did not grow up skiing. This is an opportunity for youth from both ends of the valley to ski together, learn skills, explore new terrain, and develop positive friendships with youth and adults. Youth who have a friend or parent to ski with are more inclined to continue to pursue the sport. CMPR Ski School send a qualified instructor to guide the day

through this youth felt more confident having instructors there to offer guidance and encouragement.

The Irwin Avalanche Course is step two in educating the youth about avalanche safety. This is a prerequisite before they can earn their Avalanche 1 certification. This year we are opening any spots not fill by youth to parents/caregivers. Youth are going to explore the backcountry with a parent, therefore by learning about avalanche safety together this program can help foster the connect between youth and parent. This program is an opportunity for families to share their passion for the mountains together and learn from qualified guides.

Backcountry Ski Days is an opportunity to put knowledge learned in the avalanche course to the test. The students get to help pick where we ski for the day, and our ascent route. There is a great comradery that develops within the group on these days. The students share the struggle of skinning up a snow-covered mountain. Then lunch while basking in the beauty of the Colorado Rockies. And finally, the glory of untracked powder back to the valley floor. Seeing the rosy-cheeked students gush about their day when their parents pick them up is as rewarding as the ski itself.

3. **Program or Project:**
   Choice Pass is a grant-funded program. While, we have funding to offer some of the pogroms listed above we cannot cover all associated costs with the programs. The nature of snow sports make them more expensive the others to offer. Sunday Ski sessions offers an opportunity for students to use the biggest perk of all, a seasons pass to ski. It connects new skier/snowboarders to peers of a similar level, allows experienced skiers to explore new terrain, and provides professional instruction. The Irwin Avalanche Course gives youth and parents the opportunity to learn skills for safe backcountry travel in our community through legendary guides. The Backcountry Ski Days provide youth the opportunity to review forecasts, plan a route, and get to ski powder lines in our back yard. Guides help frame backcountry travel through a safety lens, giving youth and parents the practice to apply to their own backcountry ski days.

4. **Communication:**
   We start our communication with our annual enrollment nights that occur every fall, we offer 5 enrollment nights. The programs were promoted on the perks list and at the Choice Pass table. The Choice Pass website and Facebook page allow for media promotion of all program offerings. Email blasts are sent to parents and youth about upcoming programming. In addition, the schools help promote programs through email and school bulletins. Lastly, GCSAPP has monthly space for advertising in the papers so programs will be promoted there as well.

5. **Coaching and Staff:**
   GCSAPP Youth Programming Coordinator – I attended Western Washington University and received a Bachelor's of Science in Community Health 2013. I have worked in the non-profit and public sector doing health prevention and education work with youth and adults. I have been a skier my whole life and in my 20s became a backcountry skier. I have my AIARE Avalanche 1 Certification.

   Colorado Backcountry - Ben Pritchett "has served as the Program Director for the American Institute for Avalanche Research and Education (2002-2017) and also the Education Coordinator for the Colorado Avalanche Information Center (2006-2012). Ben holds an AMGA Ski Guide certification, and owns his own guide service – Colorado Backcountry. He is a professional member of the American Avalanche Association and AAA Certified Avalanche Instructor. He serves as an AIARE Education Committee member and is qualified as an AIARE Recreational and Professional Course Leader, and Instructor Trainer." CBAC Website

   Irwin Guides and CBMR Ski School - The guides and instructors that Irwin Guides and Crested Butte Mountain Resort have provided have been nothing short of exemplary. All the youth participating in the Choice Pass program have signed a pledge to be substance free and make healthy choices. If we receive information that a youth has broken their pledge I set up a meeting with the family to discuss the situation, and create a plan to help the youth make better decisions in the future.

6. **Accessibility and Promotion:**
   Choice Pass is open to all 6th-12th grade students, this year we have over 600 youth enrolled. We ask youth to be substance free and make healthy choices. Our programs and discounts are an incentive for them to uphold their commitment. Due to the nature of some of our programs we are limited how many people we can serve in a day. A backcountry ski party of six youth and two adults is already quite large in avalanche terrain. The programs are limited for either financial reasons or safety. We encourage all students to participate. The promotion technique is email blasts and registration during Avalanche Night. There is no discrimination between males and females.

7. **Leadership and Structure:**
   Choice Pass falls under the umbrella of the Gunnison County Substance Abuse Prevention Project (GCSAPP). Kari Commerford is the director of GCSAPP. I am the youth programming coordinator for the Choice Pass. Choice Pass has a committee of 12 community members who govern the program decisions, scholarships, and fundraising. We meet monthly to review the program and address any upcoming

needs. We collaborate with a variety of upstanding community agencies who graciously support the Choice Pass program.

8. **Marketing:**
   We will work with the Snowsports Foundation to include their logo and make any other promotion information available on our website and social media accounts. CBSF will be listed on our "partners" page of the website.

9. **Recognition:**
   We will recognize CBSF's financial support on our emails associated with funded programs, on program promotion, social media promotion, and the website. "This Program is Supported/Sponsored by the Crested Butte Snowsports Foundation".

10. **Other Support:**
    The Choice Pass programming aligns the vison of the CBSF. We strive to provide youth with healthy activities with a focus on snow sports. We work hard to secure funding to provide subsidies and scholarships for youth in our community to access healthy activities.

11. **The Ask:**
    The goal of this program is to provide youth with healthy activities. As you are aware, most snow sports expensive. Choice Pass aims to subsidize the programs outlined above to help make them attainable to all families.

    $200 for the food cost at the Brown Lab after Sunday Sessions. We have 3 days with about 10-12 youth per day for pizza/drinks.
    $980- for the avalanche course. Irwin charges $115 per youth. Parents pay $80, Choice Pass subsidizes $35. Maximum number of students- 28. 28 youth x $35=980
    $720- Backcountry ski days. $350 a day for 6 youth. $29 a student- parents pay $29, Choice Pass pays $30 per youth. 24 youth x $30 = $720

$200	Sunday Sessions
$980	Irwin Guides Avalanche Course
$720	Backcountry Ski Days
Total	
$1,900	

CRESTED BUTTE
SNOWSPORTS FOUNDATION

Program Grant Application

2017-2018 Season

Name of Program Applying: Choice Pass

Contact Person and Contact at Program: Emily Mirza Email: emirza@gunnisoncounty.org Phone: 970-641-7612

Governing Entity of the Program: Gunnison County / Gunnison County Substance Abuse Prevention Project

Amount of Grant Request: 1,900

Purpose of Grant Request:

I, Matthew Birnie, the undersigned, and an official representative of Gunnison County, hereby recognize the mission, priorities and goals of the Crested Butte Snowsports Foundation (CBSF). I/we will abide by all CBSF deadlines, policies and procedures with regards to scholarships. I/we recognize that any grant is to be used to further the mutual mission and goals of the Crested Butte Snowsports Foundation and the Partner Program.

Signature: Title: Representing:

Date:

Narrative

Please provide the following information in a separate document in "Cambria" 12-point font.

1. CURRENT PROGRAMS: Provide a brief description of the organization's current programs. Include population and numbers served, as well as expected results.
    - If this request is for a specific program, describe all the organization's programs here. Describe the program for which you are seeking funding in Section 2.

2. PIPELINE: Describe how your programs are designed to educate participants regarding long-term involvement in snowsports, and to create opportunities for student athletes of all ages and levels to interact through its programs.

3. PROGRAM OR PROJECT:
    - Provide a summary of the plan for the program or project request. Include the issue and/or opportunity addressed, goals and objectives, activities, and timeline.
    - Explain why the organization is approaching the issue and/or opportunity in this way.

4. COMMUNICATION: Describe your communication plan with student athletes, families, and the Foundation regarding the following:
    - Training schedules.
    - Competition schedules and opportunities.
    - Fees.
    - Individual athlete management.
    - Available disciplines and tracks.
    - Attendance.
    - Parent and athlete expectations, codes of conduct, etc.
    - Monthly review of enrollment and status of programs.

5. COACHING STAFF: Provide a description of:
    - Level of certification and education.
    - Consistency with respective athletes.
    - Ability to communicate with parents, athletes and partners.
    - Expectations to uphold Codes of Conduct including academic performance and drug and alcohol policies.

6. ACCESSIBILITY and PROMOTION: Provide a description of how the program strives to be open and available to as many student athletes as possible and provide evidence that

the program is properly promoted to as many athletes as possible throughout the Gunnison Valley. Include a description of groupings for male and female athletes that are appropriate to support the growth of snowsports for both boys and girls.

7. LEADERSHIP AND STRUCTURE: Describe your organizational and leadership structures. Describe your commitment to excellence and accountability.

8. MARKETING**:** How will you work with the Crested Butte Snowsports Foundation to participate in mutually beneficial marketing and promotions (ie. website presence and development)?

9. RECOGNITION: How will your program recognize the financial support of the Crested Butte Snowsports Foundation?

10. OTHER SUPPORT: Describe how your program will coordinate with the Foundation to develop broad support, volunteer participation, in-kind giving, etc.

ATTACHMENTS REQUIRED:

A. Past Fiscal Year Program Budget.
B. Current Fiscal Year Projected Program Budget.
C. Verification of coaching and leadership credentials.
D. Any appropriate program information, marketing, or supporting documents.

Complete applications must include the following to be considered:

- *This application form.*
- *A complete Narrative.*
- *All attachments.*

We cannot guarantee funding for every grant request received. If you are awarded a grant, funding may not be available until 2018.

CBSF must ***receive a completed grant application as well as your $150 Partner Program fee paid*** *no later than October 31, 2017 at 5pm. Please email the application to kate@cbsnowsports.org, or it can be mailed or dropped off to:*

Crested Butte Snowsports Foundation

214 6th Street / P.O. Box 56

Crested Butte, CO 81224