AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Grant Application; Snow Sports Foundation

Action Requested: County Manager Signature

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Grant application for winter programming for Choice Pass youth.

Fiscal Impact: $1840

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

Finance Review: (●) Required ( ) Not Required

Comments:
No concerns, ongoing grant and is included in budget. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 10/29/2019

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

Comments:
ok db 10/30/19

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 10/30/2019 Certificate of Insurance Required

Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 10/31/2019

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

Agenda Date: 11/5/2019

Revised April 2015

CRESTED BUTTE
SNOWSPORTS FOUNDATION

Program Grant Application

2019-2020 Season

Name of Program Applying: Gunnison County Substance Abuse Prevention Project

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

Governing Entity of the Program: Gunnison County

Amount of Grant Request: $1840

Purpose of Grant Request:

A grant request to support snow sports focused programming for youth enrolled in the Choice Pass program including Irwin Avalanche Course, Backcountry Ski Days, and Irwin Outdoor Youth Leadership.

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 2020.

CBSF must ***receive a completed grant application as well as your $150 Partner Program fee paid*** *no later than October 31, 2019 at 5pm. Please email the application to director@cbsnowsports.org or it can be mailed to:*

Crested Butte Snowsports Foundation

P.O. Box 56

Crested Butte, CO 81224

Narrative

1. **Current Programs:**
   Sunday Sessions is a program launched in 2016. The intention is provide youth the opportunity to ski with their peers and parents. Choice Pass collaborates with CBMR Ski School to offer three Sunday ski seasons – beginner, intermediate, and advanced. This is advertised as a "free ski/ride" instead of "lesson". However, we have two CMBR instructors ride with the group to offer instruction. Afterwards, we gather at the Brown Lab for pizza. Last year, five to ten participants attended each ski day. Sunday Sessions are open to all 6th-12th graders participating in Choice Pass. In addition, we encouraged parents/caregivers to attend with their child. We had the most uptake with parents attending on the advanced day.

   Irwin Avalanche Course is a two-day course where 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 a 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. Last year we had 15 participants. The max the program can accept is 24. If there are open spots, parents/caregivers will be encouraged to attend.

   The Backcountry Ski Program is specifically for youth who have completed the Irwin Avalanche Course. Ben Pritchett offers this opportunity though Backcountry Colorado. The program launched in 2016. The group is limited to six youth. We meet our guide 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 high school students, and is only open to students 14-18 years old. Last year we aimed to run two ski days but with the high snowfall and extreme avalanche danger we were only able to run one day with 6 participants. This year we will aim to run two backcountry ski days with 6 participants at each. If the demand is high we will offer one additional day.

   Outdoor Youth Leadership Program is a week-long guide training program every June with Irwin Guides. Youth are trained in stand-up paddle boarding, rafting, duckies, rock climbing, mountaineering, mini snow school, and a snow climb summit day. The mini snow school includes safe backcountry travel and use of ice axes for snow summits. 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 eight 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 in full for fees related to any positive and healthy activity. The Choice Pass Committee reviews scholarship applications blindly. Requests often are for the CMBR Ski Pass, Rec Center, West Elk Hockey Association, Gunnison Center for the Arts, AIARE Level 1 Avalanche course, and the Crested Butte Dance Collective.

Arcade Nights There are limited opportunities and spaces for youth to be in the evenings. To help provide safe spaces last spring was the first arcade night. GSCAPP in partnership with Early Childhood Council, Western, and Gunny Hangouts helped to bring in 20 vintage arcade games to Fred Field. Middle school youth attended between 5-7:30pm. high school youth between 7:45-10:45pm, and college from 11pm-1am. The following day it was open to families and children of all ages. All the times were free to attend.

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. CBMR 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 the first step 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 filled 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 connection 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.

Outdoor Youth Leadership Program is an opportunity for youth to spend a week with world class guides learning technical skills and leadership skills. One of the days is a snow summit that includes a mini snow school where youth learn safe backcountry travel, snow safety, and techniques to use an ice axe. The past year the youth summited Ruby Peak. The highlight of the day was "glissading" which is sliding down the snow fields on your butt with the support of an ice axe.

3. **Program or Project:**
   Choice Pass is a grant-funded program. While, we have funding to offer some of the programs listed above we cannot cover all associated costs with the programs. The nature of snow sports makes them more expensive programs. 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. The Outdoor Youth Leadership Program is an opportunity to learn leaderships skills, along with technical backcountry skill. In addition, to connect with adults in the community who are positive mentors.

4. **Communication:**
   We start our communication with our annual enrollment nights that occur every fall, we offer five enrollment nights. The programs are promoted on the perks list and at the Choice Pass table. After sign up nights are completed, we generate an enrollment document for that school year with contact information for both youth and parents.

   The Choice Pass website and Facebook page allow for media promotion of all programs 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.

Youth and parent/caregiver complete a pledge together to be part of Choice Pass at one of the five sign-up nights. We look at this as their commitment to each other. Youth pledge to remain substance free and parents pledge to support their child through difficult situations. To uphold the program requirements we randomly drug test 80 youth each month in the school year and parents must attend one education night. If a child tests positive we work with the family to help learn what is going on, what supports are needed, and how the child can earn their Choice Pass back.

5. **Coaching and Staff:**
   GCSAPP Youth Programming Coordinator – I attended Western Washington University and received a Bachelor's of Science in Community Health in 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 been nothing short of exemplary. Irwin Guides and CBMR Ski school are both highly credentialed agencies that provide education, guidance, safety, and fun in the snow.

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 and parents to attend one education dinner. 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, school bulletins, and

information at sign-up nights. 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 outstanding community agencies who graciously support the Choice Pass program.

8. **Marketing:**
   We will work with the Snowsports Foundation to include their logo and make other promotional 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.

    - $840- for the avalanche course. Irwin charges $115 per youth. Parents pay $80, Choice Pass subsidizes $35. Maximum number of students- 24. 24 youth x $35=$840
    - $350- Backcountry ski days. $350 a day for 6 youth. $59 a student- parents pay $29, Choice Pass pays $30 per youth. 12 youth x $30 = $360.
    - $650 (per day) for Outdoor Youth Leadership Program funding request to cover the day of the snow summit.

Irwin Guides Avalanche Course	$840
Backcountry Ski Days	$350
Outdoor Youth Leadership Program	$650
Total	**$1840**