



Kananaskis Parking Program

Final Report - AGM

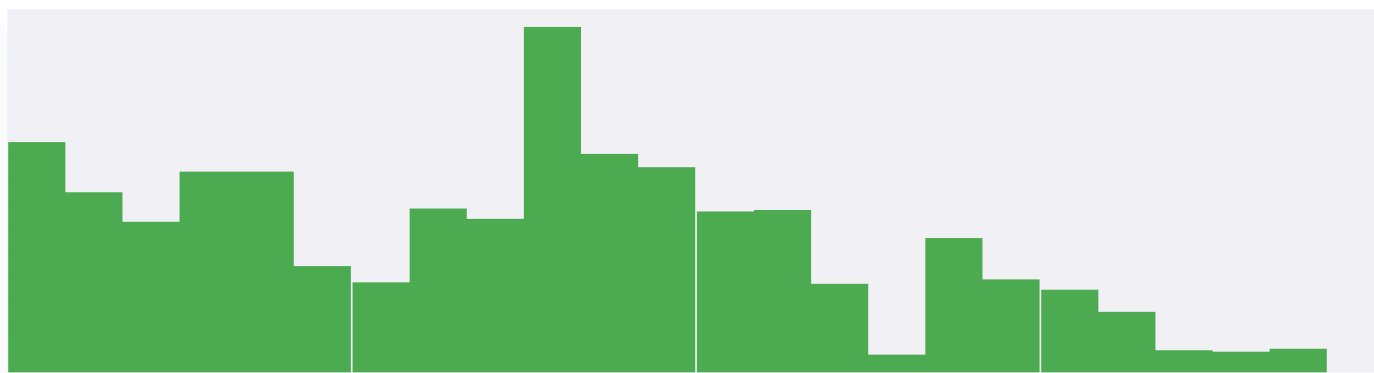
June 26, 2021

Overview

The program was launched by an announcement from the Minister, Alberta Environment and Parks, on October 30, 2020. Parking pass sales were available online as of 3:30 PM and by 21:00 Nordiq Alberta had sold over 300 season passes. This was a dramatic start to the program, and we took it as a hopeful indicator of the interest and support that might be expected going forward. We were not disappointed.

Coincident with the program announcement on October 30, a start-up donation of \$3,000 which was announced. Sales from October 30 to the conclusion of the program on April 5 continued to be strong – particularly with season passes (\$50). The graph below indicates the weekly on-line sales pattern, with Christmas week sales obvious. Day passes (\$10) began on Nov. 15 once trail grooming had commenced in Peter Lougheed Provincial Park (PLPP) where an early season snowfall led to an initial burst of activity.

Registrations by Day | Week



By Dec. 31 it was clear that the program would most likely reach the \$210,000 target (net of expenses) probably by the middle of January.

Perhaps most significantly, the cross-country ski community not only stepped forward strongly to purchase parking passes, but also took advantage of the donation opportunity on the web site, where more than 725 individuals donated over \$23,000 by March 31, 2021.

A. Parking Pass Sales Summary – Oct 30 to April 5, 2021 (Appendix A)

1. Season Passes: 5,417 @ \$50 = \$270,850
2. Day Passes (online): 3,007 @ \$10 = \$30,070
3. Day Passes (local retailers and self-pay stations): 753 @ \$10 = \$8,471
- TOTAL SALES (subject to audit) \$309,391**

B. Donations

Throughout the course of the six-month program, online pass purchasers were able to make supplementary cash donations. Donations over \$5,000 were processed through Alberta Sport Connection were processed through the Donation Fund Program made available to Nordiq Alberta by the GoA through the Ministry of Culture Multiculturalism and the Status of Women. By March 31 over 725 individuals had donated over \$23,000, plus a further \$3,000 donated by the Alberta World Cup Society.

C. Volunteers

As parking pass sales took off on Oct. 30, Nordiq Alberta commenced a volunteer recruitment drive, and once again the ski community came through “in spades”. By the third week of November, all of the volunteer weekend shifts in PLPP had been filled, and we moved into filling selected weekday shifts, and also addressing volunteer presence outside of PLPP (Mt. Shark and Ribbon Creek/Kananaskis Valley).

Volunteer training began on Nov. 23, with a focus on December volunteers, and will continue into February. The first volunteer shifts were worked on the weekend of Dec 5/6 in PLPP, and the first volunteers went to Ribbon Creek on Dec 27 (first snowfall there was on Dec. 22). The last volunteer shifts were on the weekend of March 27 and 28 in Peter Lougheed Provincial Park.

As stated in the project proposal and subsequent communications, the parking pass program was voluntary and we had anticipated that there might be some “push back” from skiers or others who were reluctant to pay for parking, but that did not materialize in any significant way. Indeed, our volunteers were overwhelmed with the messages of appreciation and gratitude from arriving skiers – and this made the volunteer tasks considerably more enjoyable and less tedious.

Volunteer Activity Summary – Oct 30 to March 28, 2021

Number of Volunteers (weekends)	142
Number of Volunteers (weekdays)	22
Number of Training Sessions	27 (156 volunteers)
Number of Volunteer Shifts worked	306 (4 hour shifts)



D. Vehicle Parking Distribution (from volunteer reports)



Participation Rates (vehicles)

1. Number of Volunteer Reports: 587
2. Average % of vehicles with a parking pass (max each day)
 1. Boulton 76%
 2. Boulton Bridge 72%
 3. Elk Pass 70%
 4. Elkwood 71%
 5. Pocaterre 80%
 6. Visitor's Centre 62%
 7. Ribbon Creek/Kananaskis Village 45%
 8. Mt. Shark 42%

A detailed spreadsheet is available documenting actual vehicle activity from Dec 5 to March 28:
Date/Time/Parking Lot/Number of Cars/Percent with Pass
Contact Nordiq Alberta.

E. Problems encountered; Lessons Learned

In general, all of the planned systems (online sales, retailer sales, volunteer management, ski community interaction) have worked very well. For a first-time pilot project, this was in itself a small achievement. That said, there were things learned that would be useful to consider for future similar projects:

1. Had time permitted (it did not) a few days of "test sales" would have been helpful and would have avoided a 2-hour technical snag on Oct 30 that delayed delivery of approximately 50 passes.
2. We only provided the retailers with day passes (in order to avoid complexities with credit card processing on \$50 passes) but the vast majority of their customers wanted the \$50 season pass. With additional time, a solution probably could have been worked out with retailers.
3. There were a very few people (about 10) who did not want to use credit cards and/or online sales, and these people had to be accommodated through special arrangements, such as cheque payment through Nordiq Alberta.
4. We only enabled a "one pass per vehicle" system – again because the cost/complexity of multiple vehicles per pass was beyond our limited resources for this pilot project. In the end, we established a "leave a note on your vehicle dash" policy to accommodate these customers – noting that over 150 skiers did purchase multiple passes for multiple vehicles.
5. Similarly, there were a small number of skiers who apparently travel only in rental vehicles and so a similar special arrangement had to be made.

All of the above situations were resolved with ad-hoc solutions that could be resolved in the future with adequate time for preparation, planning and testing. For sure, had there been Internet availability throughout PLPP a more robust system could be implemented, and the voluntary nature of this program could be changed to mandatory if desired.

F. Use of Surplus Funds (excluding processing revenues and fees)

Gross Sales	\$309,391	
Expenses	\$15,830	
Net	\$293,561	
Cooperating Agreement	\$210,000	Sent to AEP March 17
Surplus sales for 2021-22	\$83,561	

Under the Cooperating Agreement *In the event the net Revenue collected by the Society exceeds \$210,000.00, the Society will hold these funds pending further spending decisions regarding the use of the excess funds to support future investments in cross country ski trail grooming. The Society agrees to deposit such excess in a separate bank account of the Society and hold these funds in Trust, only to be spent, dispersed or utilized on the prior mutual agreement of both the Society and the Province.*

In this regard, a 4-person committee has been struck by Nordiq Alberta (including one representative from AEP) to develop criteria for decisions relating to use of surplus funds, and to make recommendations to the Nordiq Alberta Board in this regard. The committee's first meeting will be on May 6, 2021.

G. Partners

This entire project was a collaborative effort – primarily between Nordiq Alberta and Alberta Environment and Parks, but dependent upon the support of several organizations all of whom made significant contributions. (Not to forget the 162 individuals who volunteered directly).

A \$3,000 start-up donation from the Alberta World Cup Society provided an important kick-start to the program and was used to purchase the start-up print materials (posters, flyers, passes, signs and signboards). In addition, small amounts of borrowed race equipment (v-boards, pylons) were used to provide traffic safety for volunteers.



Partners

1. Retailers

1. Kananaskis Outfitters
2. Canmore: GearUp Sports; Trail Sports
3. Calgary: Lifesport, MEC, Norseman

2. Hotels

1. Mt. Engadine Lodge
2. Pomeroy Kananaskis Mountain Lodge

3. Other

1. Zone4
2. Winsport & Alberta World Cup Society

SUMMARY OF WEEKLY PASS ONLINE PASS SALES

Week#	Pass Type (Fee)	
1 Total	\$	31,200
2 Total	\$	24,510
3 Total	\$	19,520
4 Total	\$	25,050
5 Total	\$	24,330
6 Total	\$	11,860
7 Total	\$	10,030
8 Total	\$	18,630
9 Total	\$	16,490
10 Total	\$	31,810
11 Total	\$	19,530
12 Total	\$	17,130
13 Total	\$	12,280
14 Total	\$	11,430
15 Total	\$	6,290
16 Total	\$	1,140
17 Total	\$	7,050
18 Total	\$	4,560
19 Total	\$	3,680
20 Total	\$	2,320
21 Total	\$	850
22 Total	\$	640
23 Total	\$	590
Grand Total	\$	300,920

Appendix B: Nordiq Alberta Financial Report

Cross Country Alberta Fund Allocation Detail 10/01/20 to 04/30/21

Kananaskis 2020/2021

Date	Description	Source	Amount
Kananaskis Parking Pass Sales			
11-30-20	November 2020 Allocation of Donations, Parking Passes, Zone 4 & Stripe	NOVEMBER MONTH END	129,800.00
12-11-20	DEC 11 2020B, <One-time supporter>	Cash	50.00
12-29-20	DEC 29 2020, <One-time supporter>	Cash	899.73
12-31-20	December 2020 Allocation of Donations, Passes, Stripe and Zone 4	DECEMBER MONTH END	75,500.00
12-31-20	December 2020 Allocation of Donations, Passes, Stripe and Zone 4	DECEMBER MONTH END	-100.00
01-12-21	JAN 12 2021, <One-time supporter>	Cash	380.00
01-13-21	DEPOSIT JAN 13 2021, <One-time supporter>	Cash	896.13
01-25-21	DEPOSIT 01/25, <One-time supporter>	Cash	1,060.00
01-31-21	JANUARY 2021 ALLOCATION OF FUNDS	JANUARY MONTH END	71,150.00
02-09-21	FEB 9 2021, <One-time supporter>	Cash	915.00
02-09-21	FEB 9 2021, <One-time supporter>	Cash	540.00
02-24-21	Feb 24 2021, <One-time supporter>	Cash	290.00
02-25-21	DEPOSIT DEC 25 2021, <One-time supporter>	Cash	1,115.00
02-28-21	ALLOCATION OF FUNDS	FEBRUARY MONTH END	16,460.00
03-11-21	MAR 11 21, Kananaskis Outfitters	Cash	265.42
03-12-21	MAR 12 2021, Stripe	Cash	1,525.00
03-29-21	MAR 29 2021, <One-time supporter>	Cash	1,125.00
03-31-21	REVENUE MARCH 2021	MARCH MONTH END	6,960.00
03-31-21	Revenue - Not Deposited until April 12	March Month End	130.00
04-08-21	April 8 2021, <One-time supporter>	Cash	180.00
04-10-21	APRIL REVENUE 2021	APRIL MONTH END	300.00
04-15-21	CN-APRIL 15 2021, Stripe	Cash	-50.00
			309,391.28
Kananaskis Stripe Revenue			
11-30-20	November 2020 Allocation of Donations, Parking Passes, Zone 4 & Stripe	NOVEMBER MONTH END	5,230.89
12-31-20	December 2020 Allocation of Donations, Passes, Stripe and Zone 4	DECEMBER MONTH END	3,002.26
01-31-21	JANUARY 2021 ALLOCATION OF STRIPE & ZONE 4	JANUARY MONTH END	3,047.29
02-28-21	ALLOCATION OF FUNDS	FEBRUARY MONTH END	808.40
03-31-21	REVENUE MARCH 2021	MARCH MONTH END	377.76
04-10-21	APRIL REVENUE 2021	APRIL MONTH END	19.85
			12,466.25
Kananaskis Zone 4 Revenue			
11-30-20	November 2020 Allocation of Donations, Parking Passes, Zone 4 & Stripe	NOVEMBER MONTH END	4,140.00
12-31-20	December 2020 Allocation of Donations, Passes, Stripe and Zone 4	DECEMBER MONTH END	2,926.50
01-31-21	JANUARY 2021 ALLOCATION OF STRIPE & ZONE 4	JANUARY MONTH END	3,612.00
02-28-21	ALLOCATION OF FUNDS	FEBRUARY MONTH END	1,257.20
03-31-21	REVENUE MARCH 2021	MARCH MONTH END	717.00
04-10-21	APRIL REVENUE 2021	APRIL MONTH END	46.50
			12,699.20
TOTAL REVENUE			334,576.73
Kananaskis Zone 4 Fees			
11-30-20	November 2020 Allocation of Donations, Parking Passes, Zone 4 & Stripe	NOVEMBER MONTH END	4,140.00
12-31-20	December 2020 Allocation of Donations, Passes, Stripe and Zone 4	DECEMBER MONTH END	2,926.50
01-31-21	JANUARY 2021 ALLOCATION OF STRIPE & ZONE 4	JANUARY MONTH END	3,612.00
02-28-21	ALLOCATION OF FUNDS	FEBRUARY MONTH END	1,257.20
03-31-21	REVENUE MARCH 2021	MARCH MONTH END	717.00
04-10-21	APRIL REVENUE 2021	APRIL MONTH END	46.50
			12,699.20
Kananaskis Expenses			
10-30-20	Reitz, Chris	Oct - Kananaskis	988.66
11-09-20	Doyle & Company	23381	1,575.00
11-24-20	Nov 24 2020, Witten LLP	Visa Sport M	1,640.50
11-25-20	Hewitt, Ken	Claim #2	1,365.91
11-30-20	Hewitt, Ken	3071/2020	521.97
12-31-20	December 2020 Allocation of Donations, Passes, Stripe and Zone 4	DECEMBER MONTH END	400.00
01-31-21	JANUARY 2021 ALLOCATION OF FEES	JANUARY MONTH END	400.00
01-31-21	JANUARY 2021 ALLOCATION OF WAGES	JANUARY MONTH END	1,455.00
01-31-21	JANUARY 2021 ALLOCATION OF WAGES	JANUARY MONTH END	916.00
02-01-21	Hewitt, Ken	JANUARY 2021	366.74
02-28-21	Hewitt, Ken	February 2021	299.28
02-28-21	ALLOCATION OF WAGES	FEBRUARY MONTH END	400.00
02-28-21	ALLOCATION OF WAGES	FEBRUARY MONTH END	850.00
03-18-21	Mar 18 2021, Pomeroy Kananaskis Mountain Lodge (Gift Certif)	Visa Sport M	300.00
03-31-21	March 31 2021, Self Centre Massage & Wellness (Gift Certif)	Visa Program	150.00
03-31-21	Hewitt, Ken	March 31 2021	661.28
03-31-21	WAGES	MARCH MONTH END	1,100.00
04-12-21	Fees on Refunds	APRIL 12 2021	118.05
04-13-21	APRIL 13 2021, Kerr, Erin	Cash	357.11
04-13-21	April 13 2021, Encore	Cash	1,359.61
04-15-21	WAGES	APRIL MONTH END	600.00
04-15-21	CN-APRIL 15 2021, Stripe	Cash	3.35
			15,828.46
Kananaskis Stripe Fees			
11-02-20	TEST- PAYMENT TAKEN	STRIPE	2.15
11-30-20	November 2020 Allocation of Donations, Parking Passes, Zone 4 & Stripe	NOVEMBER MONTH END	5,230.89
12-31-20	December 2020 Allocation of Donations, Passes, Stripe and Zone 4	DECEMBER MONTH END	3,002.26
01-31-21	JANUARY 2021 ALLOCATION OF STRIPE & ZONE 4	JANUARY MONTH END	3,047.29
02-28-21	ALLOCATION OF FUNDS	FEBRUARY MONTH END	808.40
03-31-21	REVENUE MARCH 2021	MARCH MONTH END	377.76
04-10-21	APRIL REVENUE 2021	APRIL MONTH END	19.85
			12,466.40
TOTAL EXPENSES			41,016.06
Total Kananaskis Sales 2020/2021			293,560.67
03-09-21	Government of Alberta	KANANASKIS	210,000.00
Net Sales			83,560.67
Allocation of Surplus Funds (March 2021)			
03-04-21	Nordic Pulse	21-005	7,000.00
03-29-21	Nordic Pulse	21-011	4,200.00
03-10-21	Nordic Pulse	21-008	1,200.00
			12,800.00
Kananaskis Allocation			70,760.67

Appendix C: Parking Lot Reports Dec 5, 2020 to March 28, 2021

Below is an extract from the detailed Volunteer Reports collected from Dec 5 to March 28.

PLPP/Mt. Shark Parking Lot Reports - Dec 5 to Mar 28.

Submitted On	Name	Date	Time	Parking Lot	Approx Number of Cars	% of Cars WITH a Pass	Last report for that day?	Max
01/24/2021 09:21:46	Ray Perrott	2012-01-16	11:00:00	Boulton	40	65		
		2012-01-16 Max				65		65
02/04/2021 10:18:22	Anthony Killick	2012-01-30	11:30:00	Boulton	64	71		
		2012-01-30 Max				71		71
01/24/2021 09:22:42	Ray Perrott	2015-01-16	12:00:00		27	77		
		2015-01-16 Max		Boulton		77		77
12/14/2020 12:49:15	Wesley Macleod	2020-12-05	10:00:00	Boulton	5	60		
	Wesley Macleod	2020-12-05	12:00:00	Boulton	7	43		
12/14/2020 12:47:26	Marion Owen	2020-12-05	13:00:00	Boulton	11	72		
	Marion Owen	2020-12-05	13:21:00		34	80	√	
		2020-12-05 Max		Boulton		80		80
12/14/2020 12:53:49	Stan Bobrow	2020-12-06	09:45:00	Boulton	6	80		
	Stan Bobrow	2020-12-06	11:30:00		8	75		
		2020-12-06 Max		Boulton		80		80
12/28/2020 12:12:23	Karen Ward	2020-12-12	12:05:00		36	91	√	
		2020-12-12 Max		Boulton		91		91
12/17/2020 18:53:23	Bob Truman	2020-12-16	14:00:00		28	78	√	
		2020-12-16 Max		Boulton		78		78
12/17/2020 18:54:59	Ken Hewitt	2020-12-17	11:00:00		23	65	√	
		2020-12-17 Max		Boulton		65		65
	Wesley Macleod	2020-12-18	0:25:00	Boulton	12	75		
	Wesley Macleod	2020-12-18	12:40:00		32	78	√	
		2020-12-18 Max		Boulton		78		78
12/28/2020 11:58:46	Rhonda Jewett	2020-12-19	10:30:00	Boulton	64	70		
	Rhonda Jewett	2020-12-19	11:45:00		69	67	√	
		2020-12-19 Max		Boulton		70		70
12/28/2020 11:41:57	Wesley Macleod	2020-12-20	11:00:00		31	90	√	
		2020-12-20 Max		Boulton		90		90
12/28/2020 12:13:41	Brittany Cosman	2020-12-27	11:00:00		22	65	√	
		2020-12-27 Max		Boulton		65		65
12/30/2020 17:09:13	Dave McMurtry	2020-12-28	12:30:00		17	100	√	
		2020-12-28 Max		Boulton		100		100
12/30/2020 16:52:00	Dave McMurtry	2020-12-29	11:30:00		24	80	√	
		2020-12-29 Max		Boulton		80		80
01/03/2021 10:13:43	Micky Chong	2021-01-02	10:00:00	Boulton	12	90		
	Micky Chong	2021-01-02	10:35:00	Boulton	26	90		
	Micky Chong	2021-01-02	11:00:00		32	85	√	

Contact Nordiq Alberta for complete spreadsheet.