



ANNUAL REPORT

2022-2023



**LITTLE SKI HILL &
BEAR BASIN NORDIC CENTER**

**BUILT BY THE COMMUNITY,
FOR THE COMMUNITY!**

LETTER FROM THE EXECUTIVE DIRECTOR,

Colby Nielsen



PLSC EXECUTIVE STAFF

Colby Nielsen

Executive Director/General Manager

Jennifer Dummar

Development Director

Ed Roper

Bear Basin Nordic Center Director

Preston Woods

LSH Operations & Events

Cortney Bayuk

Programs Director

Leslie McCoy

Lodge/Kitchen Director

Tim Bailey

Ski Patrol

BOARD MEMBERS

Amy Holm

Board President

Tor Anderson

Vice President

Kara Finley

Treasurer

Pat Berg

Secretary

Nish Weiseth

Board Member

Joel Hellerman

Board Member

Sue Lovelace

Board Member

Jan Eitel

Board Member

Two for one, and one for all...

How do you like to move across snow? Is it uphill, downhill, or both? One plank or two? Do you like to fly off jumps or keep firmly planted on the ground? Do you ski early in the morning or later in the evening? Wanna race or just have some fun? Do you come for the social side or are you happy gliding along the snow in silence? Whatever your style, whatever your need, Payette Lakes Ski Club provides a space our community can enjoy all year long.

For 85 years, Payette Lakes Ski Club, Little Ski Hill and Bear Basin Nordic Center have evolved in many ways, but ultimately have held the course of providing a recreation outlet for many community members. Getting more kids and adults outside to enjoy winter has always been the goal! In an era of ever-increasing expenses and barriers to participation, we've planted our feet firmly on the ground to break these barriers. We are truly built by the community, for the community!

We love celebrating our history, we also love celebrating the present moment, and we love looking ahead to the future. Our goals and ambitions continue to align as we keep making meaningful improvements to our facilities and operations. I'm proud to say the 85th season was a great success! We introduced a new night skiing run, 'Race Run' which proved to increase skier visits and lodge revenue. We increased the number of Nordic Lessons taught and improved our instructor team through additional PSIA training. The Payette Lakes Ski Patrol, both Alpine and Nordic, continues to become an integral part of safety and education at our facilities.

Little Ski Hill is now offering brunch on the weekends through Labor Day. It has been nice seeing all the familiar faces in the lodge in a different season. Now you can enjoy some great food on a sunny deck after your mountain bike ride or take a walk on the hill after brunch. We are happy to be able to provide this amenity away from our busy town and close to the outdoors you love.

In the upcoming season we will have our terrain park run fully lit up. This will usher in a new era of night skiing at Little Ski Hill. Payette Lakes Ski Club will have a truly world class facility at Little Ski Hill, for which access is attainable to anyone who wishes to ride our slopes. The future is bright with new programming opportunities and more shredding possibilities!

So, how do you PLSC? Do you love to volunteer on the snow or at events? Do you love to share a meal with friends and family in the winter or now summer? Do you marvel at how your kids evolve at our facilities? Do you donate your hard-earned dollars at one of our yearly fundraisers? No matter how you get across the snow and no matter the way in which you participate, PLSC is here for you, because of you. I'm proud of the work we accomplished together this year and look forward to what the future holds at Little Ski Hill and Bear Basin Nordic Center for all of us! In the end you get two facilities for one low price, and I'm proud to operate both for you under the mission of Payette Lakes Ski Club.

Colby Nielsen
PLSC Executive Director

Cover Photo: Wesley Warner

2022/2023 YEAR IN REVIEW

Reporting numbers from the 85th season.



27,000 SKIER VISITS

3 NEW NORDIC TOWN LEAGUE RACE NIGHTS

17 NEW LIGHTS INSTALLED

189 AFTER SCHOOL PROGRAM PARTICIPANTS

9 GOLDEN SKI SOCIETY MEMBERS

16 BUSINESS SPONSORSHIPS



2022 SNOW BALL

Saturday, December 10, 2022 at Shore Lodge

156 GUESTS

\$92,194
RAISED THROUGH
GALA + ONLINE AUCTION

\$8,000
RAISED FOR SCHOLARSHIPS
IN 2023 AFTER SCHOOL PROGRAM

60 BUSINESSES + INDIVIDUALS
DONATED
TO AUCTION



2023 TOWN RACE LEAGUE:

A race league for everyone. Thursday nights in February & early March.

58 RACERS

WINNERS:

12 TEAMS

1ST THE HOMIES

2ND SKI NINJAS

3RD CHICKS ON STICKS



2023 IDAHO GIVES

Statewide online fundraising drive for nonprofits that ran May 1-4, 2023.

60 DONORS FOR IDAHO GIVES SUPPORTED PLSC

\$9,420 FUNDS RAISED IN 5 DAYS



OUR MISSION

is to provide affordable, accessible, and sustainable year-round recreation facilities which maintain a full spectrum of programs for the community while reducing any financial barriers to participation.

GOALS:

- Never Turn a Child Away
- Expand Winter Activities
- Sustainability for Future Generations





BEAR BASIN NORDIC CENTER

116 NORDIC LESSONS

61 PRIVATE LESSONS

55 GROUP LESSONS

69 SKATE SKI LESSONS

47 CLASSIC SKI LESSONS

HIGHLIGHTS FROM THE SEASON:

BBNC REJOINING PSIA AASI AS A MEMBER SCHOOL

- + We received a scholarship to be used next season for staff training
- + Our Nordic staff is almost fully PSIA certified because of exams and trainings hosted at BBNC
- + Junior Instructor Certifications for teenage instructors to further their career development & teaching skills

NORDIC AFTER SCHOOL PROGRAM

- + 7 participants from the ASP
- + We will be opening up the program next year to kids outside of ASP.
- + This was a big hit and an excellent partnership with McCall Nordic.

NORDIC TOWN RACE LEAGUE

- + This was a huge win!
- + 2 nights this year! So fun.
- + Excellent Partnership with McCall Nordic
- + 3-5 nights next season.



NORDIC AFTER SCHOOL PROGRAM

PLSC introduced the Nordic After School Program in 2023. Instructors Lisa Ostermiller and Jennifer Neuschwander assist happy students with new skills on the trails at Bear Basin Nordic Center.

FAMILY SPOTLIGHT: THE ARMACOSTS

Kurt has been teaching and mentoring Little Ski Hill After School Program instructors for over a decade. His experience and guidance after 15 years at the Solitude Ski School has been invaluable to our organization.

Ensi worked in the ASP for 5 years. Ensi also completed her Senior Project in 2022 with our Development Director Jen Dummer. Ensi learned about fundraising the impacts it can have on our organization. She managed the auctions at the 2022 Snow Ball raising over \$50,000 and getting an A+ on her project at school.

Violet has been skiing at the LSH since she was four years old, ten years ripping it up at LSH so far. This season will be her third year involved in the teaching program.

Our family's small business, Hells Canyon Raft donated a 2 person, 3-day rafting trip in Hells Canyon on the Snake River to the 2022 Snow Ball auction, purchased by some amazing McCall longtime locals.

Bear Basin was our magical retreat when the kids were younger. Ensi started on the Nordic team with Tuck Miller when she was five years old, then shooting and skiing with Cory's biathlon team. Violet was on the Nordic team for seven years, then committed her skiing adventures and love to the LSH.

The PLSC holds a special place in our family's hearts. From learning the tricky t-bar, skiing into the beautiful sunsets, the delicious churro treats, it is pure joy! It is about creating family memories that last a lifetime. We cheer each other on, conquer fears, watch over each other's kids and celebrate all the small victories. The PLSC is about family adventures, love and community.



2023 AFTER SCHOOL SKI & SNOWBOARD PROGRAM

Programming | *Our Greatest Impact*



189 TOTAL PARTICIPANTS

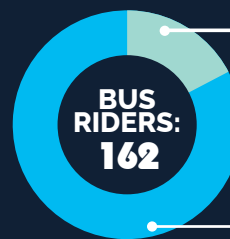
After School Program: **173**

Saturday Program: **16**

DEMOGRAPHICS

New to Program: **81** Returning to Program: **108**

Caucasian Participants: **152** Native American: **0**
 Hispanic/Latinx: **12** Pacific Islander: **3**
 African American: **0** Participants Two or More Races: **3**
 Asian American: **3** Prefer not to answer: **16**



DONNELLY: **24**
 PLMS: **13**
 CRESTLINE: **5**
 MEADOWS VALLEY: **9**
 MOUNTAIN COMMUNITY: **3**
 BRMES: **108**

AT START OF 2023 PROGRAM:



GRADUATING 2023 PROGRAM:



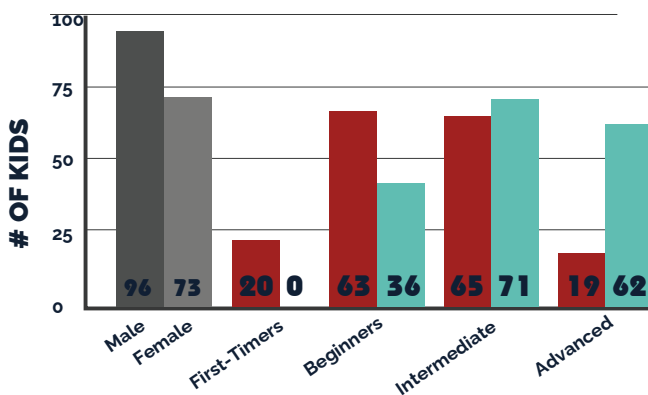
MALE:



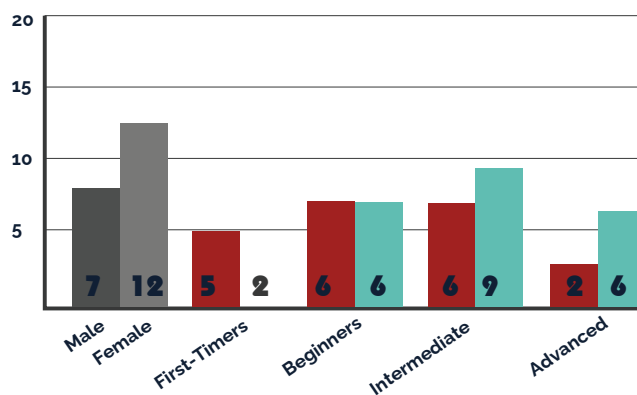
FEMALE:



SKIERS: 171 TOTAL



SNOWBOARDERS: 19 TOTAL



INSTRUCTORS

ASP: **77** Saturday Program: **7**
 Paid: **40** Volunteer: **30**
 Snowboard: **10** Middle-Schoolers: **31**
 Ski: **60** High-Schoolers: **34**
 Lodge: **17**
 On Snow: **9** **26** Parent Volunteers



SCHOLARSHIPS

PLSC was able to award 39 children scholarships, valued at **\$90-\$350 per person**.
 100% off: 17 children 25% off: 8 children 75% off: 7 children

32 Number of Participants Receiving Financial Assistance through the Sponsor A Skier Scholarship Fund

\$10,244 Scholarship \$\$ Awarded in 2023.

ASP MENTORSHIP:

PLSC invests in mentoring teenagers as leaders, beyond teaching children how to ski/snowboard.

Here's a snapshot from a Freeride Clinic given to ASP Instructors with our Program Director Cortney Bayuk,

Program Coordinator Casey Jeffus, and McCall Winter Sports Club Freeride Coach Kerry Lofy.

This shows PLSC's intentional steps toward providing more professional training opportunities for our youth instructors in 2023.



AFTER SCHOOL PROGRAM SUCCESS DELIVERED IN PARTNERSHIP WITH:

Share Winter Foundation
 Laura Moore Cunningham Foundation
 Meadows Valley Benefit Tournament (The Fosdick)
 Payette Lakes Progressive Club

Rotary Club of McCall
 City of Donnelly LOT Funds
 Perc H Shelton & Gladys A Pospisil Shelton Foundation Advised Fund

GET INVOLVED: PARTICIPATE-VOLUNTEER-SPONSOR-DONATE

LIFT. LIGHTS. LITTLE HILL.

A BIG CAMPAIGN FOR A LITTLE HILL. _____

PHASE 1 Lift Replacemen (complete) ✓

PHASE 1 Maintenance Building (complete) ✓

PHASE 2 Light Replacement (complete) ✓

PHASE 3.1 LIGHTING EXPANSION to Race RUN (complete) ✓

PHASE 3.2 Lighting Expansion to Outback Terrain Park (complete) ✓

The Outback Terrain Park light expansion is fully complete!
Huge thank you to all of our sponsors for making this a reality.

in partnership with:



THANK YOU TO OUR CAMPAIGN DONORS:

LEAD GIFTS \$15,000 or GREATER

Anonymous (3)
Allen Family
City of McCall LOT Funds
Corwin Ford
Daniels Family
Gilbert Family
Laidlaw Family
Little Ski Hill Alumni Family
Laura Moore Cunningham Foundation
Richard J Sabala Foundation
Rotary Club of McCall
Ryberg Family
J.K. and Kathryn Albertson Family Foundation

MAJOR GIFTS FROM \$5,000 – \$14,999

Anonymous (4)
Stokli & Osha Ashcraft
Batchelor Realty
Bitton Family
Dave and Carol Eckert
Doug & Nancy Dammrose
DeLuna Family
Jonathan and Jessica Currey
Jim & Alicia Harrison
Hometown Sports
Jordan Family
Sue Lovelace
Maciaszek Family
Ron & Mary Nahas
Jean Odmark
Payette Lakes Ski Patrol
Ed & Erin Roper
Roper Family Foundation
St. Luke's Health System
In Memory of Jürgen Hawkins
In Memory of Mack Miller
In Memory of Richard H. Holm Sr.

SUPPORTING GIFTS FROM \$1,000 - \$4,999

Pat & Kim Allen
Tor Andersen and Caitlin Gustafson
Berg Family
Peyton Christo
City of Donnelly LOT Funds
Cox-Walker Family
Dummar Family
Carol and Jeremy Griffin
Hurlbutt Family
Klind, Arbach, Miller & Holm Families
Warren & Connie Kline
Krahn's Home Furnishings

Dean & Deb Martens
Mountain Central Association of Realtors
John & Paula McCarvel
Paul & Jackie Miller
Shannon and Cory Nelson
Sally Nutt
Old Town Market
Patti Primmer
Payette Lakes Progressive Club
Salmon River Brewery
Mike & Betty Schoenecker
Bill & Betty Weida
Tom & Edie Welty

Golden Ski Society

\$10,500

Raised by this elite group of committed and sustaining supporters during the 22/23FY.



double elite

Jason Ventress



smooth operators

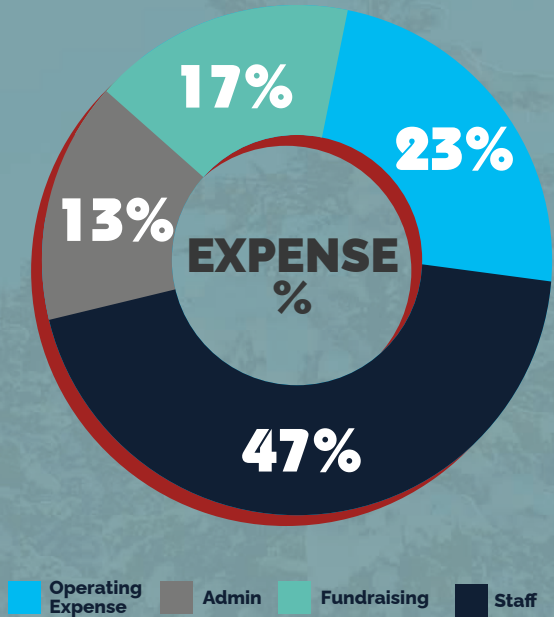
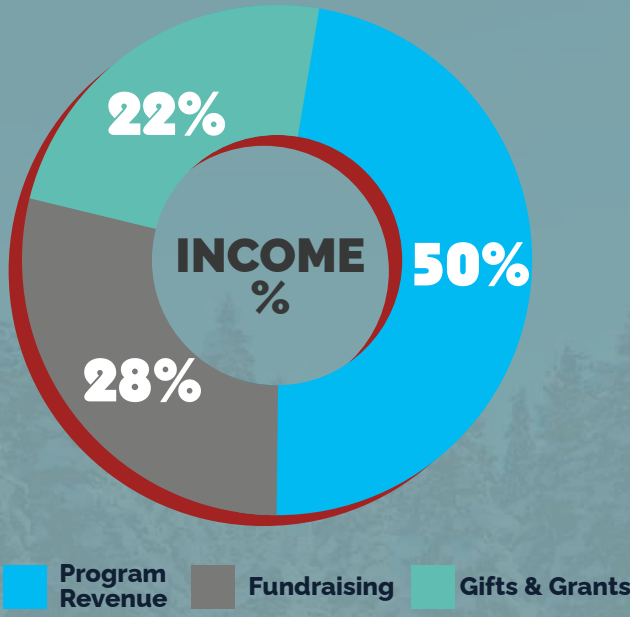
Tom & Edie Welty
The Laidlaw Family
Chris & Betsy Martin



easy riders

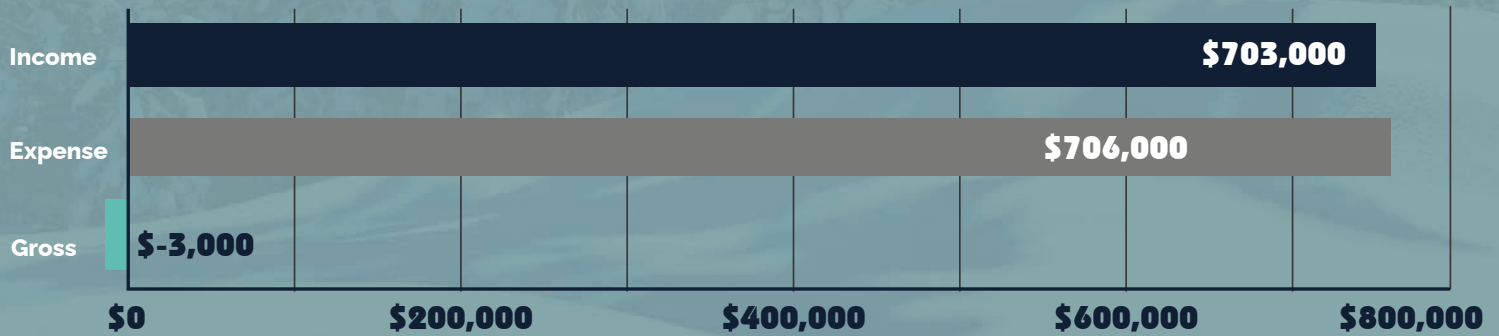
Dan & Lisa Ostermiller
Nicole & Brandon Youkstetter
Sadie Noah Real Estate
Krahn's Home Furnishings
Post Well Drilling

2022/2023 CONSOLIDATED FINANCIALS*



P&L SNAPSHOT*

*these numbers do not include the capital campaign income or expense



FRIENDS OF THE CLUB: 2023 BUSINESS SPONSORS

DIAMOND SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SPONSOR SPOTLIGHT:



RORY & SARA MEHEN

Rory and Sara Mehen were the owners of The Hartland Inn in New Meadows, Idaho. They were longtime friends and supporters of our Ski Club who volunteered at our events, financially donated consistently over the years, and loved to shred Little Ski Hill just as much as the next kid in line. Their presence on our slopes and in our hearts will be missed dearly.



PAYETTE LAKES SKI CLUB IS FOR THE YOUNG AND YOUNG AT HEART!

P.O. Box 442
McCall, ID 83638

208.634.5691
info@littleskihill.org
littleskihill.org

TO:
TO:

HOW TO DONATE:



BECOME A 2024 BUSINESS SPONSOR:

BECOME A MONTHLY GIVER

JOIN THE GOLDEN SKI SOCIETY

LITTLESKIHILL.ORG

LOOKING AHEAD:

❄️ November 1, 2023:
After School Program Registration Opens, 7pm

❄️ November 17, 2023:
Matchstick Productions "Land of Giants" Movie Night at Little Ski Hill

❄️ November 28, 2023:
Giving Tuesday
Donate to PLSC on this worldwide day of nonprofit giving.

❄️ December 9, 2023:
The Snow Ball at Shore Lodge

❄️ December 22, 2023:
Little Ski Hill projected Opening Day



GUIDESTAR SEAL OF TRANSPARENCY:

Our organization earned a Platinum Seal of Transparency! Now, everyone can view our financial details and learn about the people at our organization. Check out our updated #NonprofitProfile on Candid: **PAYETTE LAKES SKI CLUB INC - GuideStar Profile**
[guidestar.org/profile/82-0153504](https://www.guidestar.org/profile/82-0153504)