

# Bytown Ski Club AGM 2016

Web transformation  
Membership  
Ticket and pass sales  
Lessons  
Trips  
Financial Report  
Elections

# Ski Club Web Conversion

- Why convert?
  - Old system was hand crafted many years ago from obsolete technology.
  - Required much maintenance.
  - Difficult to find tech resources to perform the maintenance.
  - Required much manual work to set up for and handle sales each year.
  - Very little reporting capability.
  - Tied to PayPal for credit card processing.



# Ski Club Web conversion cont'd

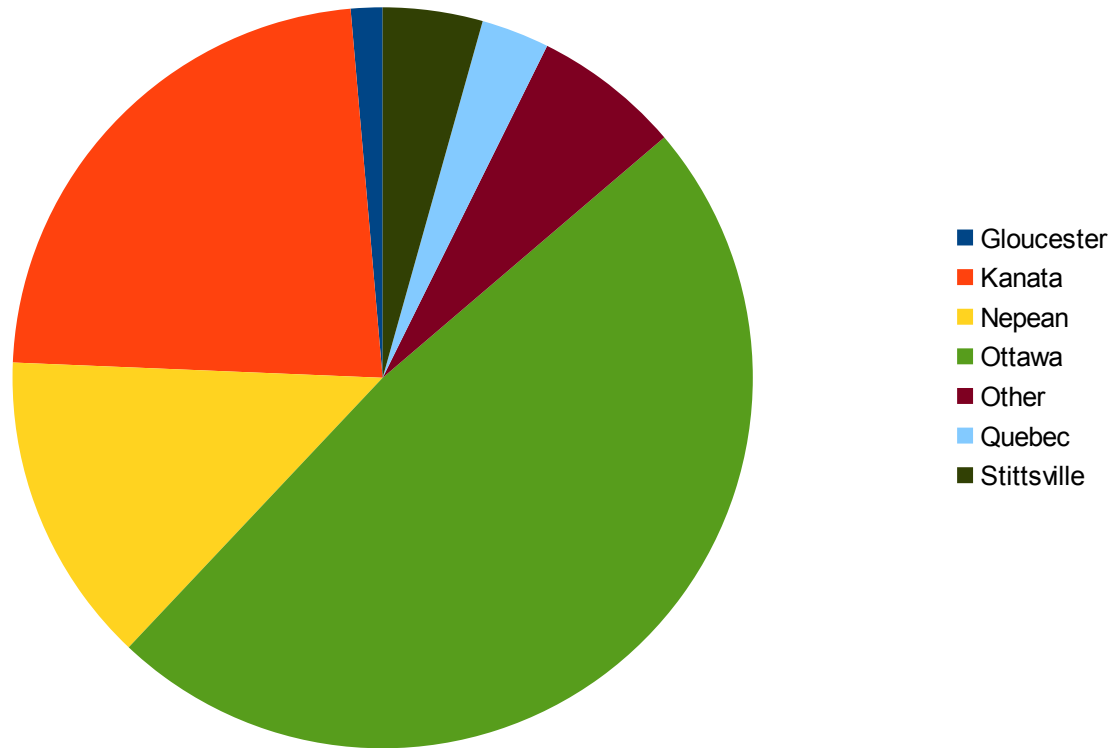
- New system – PowerUp
  - Commercial turnkey E-commerce system.
  - Specifically targeted at sports organizations.
  - Professionally maintained.
  - Easy reporting.
  - Vendor negotiated a favourable contract with a credit card processing company for us so we can take credit cards directly.
  - Expert assistance provided to help get our sales operation setup ( Thanks Carmen!)

# Web Conversion Still To Do

- Improve SKU structure to make it easier to maintain and easier for users to use.
- Get an easy to use content management system to replace the old skiweb html pages. It will allow individual volunteers to create and update website information messages themselves. Ideally this should be hosted by PowerUp.
- Improve the current reporting capabilities of the PowerUp system.



# Ski Club Membership By Location



# Ski Club Membership

- 2015/2016 season had 1354 paid members
  - 439 Children
  - 915 Adults
  - 1184 members in 2014/2015 season
- 51 Exec and volunteer members (non paying)
- 64 non paying in 2014/2015 season



# Ski Club Ticket Sales

- Tremblant Tickets

- Cash price (\$60) 880 \$52,920
- Credit price (\$61.80) 520 \$32,158.40
- Total revenue \$85078.4 + 14 comps
- Profit \$1078.00
- 1700 tickets sold in 2014/2015 season

- Jay Peak

- Regular price (\$59) 29 \$1726
- Profit \$101.15
- These tickets not sold last year.

# Camp Fortune Season Pass Sales

## Camp Fortune restricted season passes

Almost Anytime \$211.97 9(16) \$1,907.73

Day \$176.44 18(18) \$3,175.92

Night \$140.90 11(11) \$1,549.90

Total revenue \$6,633.55

PayPal and PowerUp \$331.00

Camp Fortune Invoice \$5,809.00

Profit \$493.55



# Ski Club Lessons sales Camp Fortune

• <b>Camp Fortune</b> 184 (243)	\$59,655(\$78,810)
• Paypal Charges	\$1,789.65(\$1993.57)
• PowerUp Charges	\$1,197.00
• Invoice	\$58,854.84
• Member Discount	~\$920.00(0)
• Total loss	\$2,186.49(\$28.26)

\* \$800 of the loss due to unanticipated PowerUp costs.

# Ski Club lesson sales Vorlage

## Vorlage ski lessons all programs

Lessons sold	11 (29)	\$3,974.00
Transaction costs		\$198.70
Invoice		\$4,418.49
Cost to club		\$643.19



# Ski club Lesson Sales Cascades

## Cascades ski lessons all programs

Lessons sold	1 (10)
Income	\$172.00
Transaction costs	\$8.56
Invoice	\$169.00
Cost to the club	\$5.56

# Ski Club Day Trips

- Day trips

- 7 trips cancelled due to low participation. Locations Tremblant, Sutton & Orford.
- 2 trips went. Locations Tremblant (53 people), Whiteface (54 people).
- Gross Income       \$8,169.00
- Expenses           \$7,935.00
- Profit               \$234.00



# Ski Club Weekend and week trips

The ski club weekend trip to Quebec city to ski at Mont Ste. Anne and Le Massif was cancelled due to insufficient participation (20). Last year 47 people went on the trip

There was no week long trip planned for the 2015/2016 season.

# Ski Club Financial Report

- To be presented by Andre Demers



# Elections

- The following positions are available
  - President (Currently Bob Einarsson)
  - Vice president (Currently Glenn Parsons)
  - Treasurer (Currently Andre Demers)
  - Chairman (Currently Rick Nelson)
  - Secretary (Russ Brown)
- All have agreed to stand for another term
- Any other nominations?