

STEVE COHAN - CHIEF OF INSPIRATION, ICON DIGITAL ROB CLAYTON - EXECUTIVE DIRECTOR, SUN VALLEY SKIEDUCATION FOUNDATION



### ARE YOU ON YOUR OWN?

Club success often relies on the club contributing to the larger community...and vice versa.



### ARE YOU ON YOUR OWN?

Collaborations and strategic partnerships can:

- **†** enrollment numbers
- **†** funding
- **†** community support
- solve problems





## Sun Valley Ski Education Foundation





U.S. OLYMPIC
AND PARALYMPIC
TRAINING SITE
SUN VALLEY SKI EDUCATION FOUNDATION





### Sun Valley Ski Education Foundation

### Core Values

Underlying our vision, mission and purpose is a shared commitment by all members of the SVSEF Community to the following core values:

Passion & Perseverence: We will strive to bring our best effort forward each day in all of our athletic and academic pursuits.

Sportsmanship: We will exhibit ethical behavior in all facets of our lives.

Citizenship: We will serve our community for the betterment of all.

Teamwork: We will work together and support each other as athletes, coaches and parents in our quest to realize our potential.

Creativity: We will strive to innovate beyond traditional methods in our efforts to attain our best performance.

Character: We will engage all of our endeavors with a positive attitude that will insure our highest level of success.



## Vected

### **COLLABORATION EXAMPLE 1**

**Vested Participants** 

Blaine County Recreation District

 Usage - promotion and marketing increased usage of trails and facilities

Sun Valley Company

Facility and Development - recognition and marketing
 Sustain Blaine

 Organizational and Development - encourage diverse economic development

Wood River Ability program

 Adaptive Nordic and Alpine programs which needed additional locations to train and compete



# Partn

### **COLLABORATION EXAMPLE 1**

Partnership Plan

- Draft business plan
- Required approvals from U.S.O.C. and USSA
  - Present vision
  - Gain acceptance
- Evaluation
  - Both internal and external





## Curre

### **COLLABORATION EXAMPLE 1**

**Current Status** 

Operational training venues managed and maintained by the operator. Facilities used by recreational district, Sun Valley Company, Wood River Ability program and other community members.

A win-win success story!



# Ongoing

### **COLLABORATION EXAMPLE 1**

Ongoing enhancements

- Increase usage to a wider base, not just elite programs
  - ➤ Widen scope to generate broader appropriate facility usage, working with USSA and other partners

"We are excited to see what the future holds for the SVSEF as we evolve into our role as an Olympic / Paralympic Training Site!"





## **Community Outreach**





Low pressure snow sports program for kids without access

- ➤ Get outdoors in the winter
- ➤ Provide positive influence and good choices for kids in at-risk age range
- Curriculum of Nordic skiing & winter appreciation

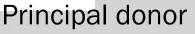


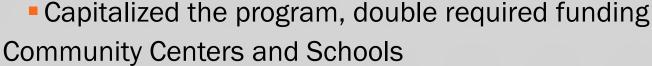


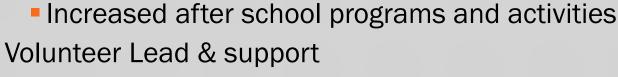


**Vested Participants** 









Coordinate activities, on-snow teaching

Blackhawk members

Provide winter clothes, additional help







## Dartr

### **COLLABORATION EXAMPLE 2**

Partnership Plan

- Lead and Board of Directors created program plan
- Equipment
- Curriculum
- Transportation
- Schedule
- Approval from lead donor, club B.O.D., community centers & schools
  - Several revisions later the deal was inked





- Skis, Boots and outerwear
  - →40+ ski sets, retailer and Rossingnol provided equipment at reduced cost
  - Club member contributed \$ to finance
  - Clothes provided by members and Goodwill
- Transportation
  - Comm. Centers with access to group transportation
  - Schools "found" budget for busses
- Additional volunteers needed on snow
  - Club members responded to last minute request



### **GROUP EXERCISE**

Your challenges and desires

Increased participation - more users to participate in programs

Improve Infrastructure - facility, equipment, etc.

**Need Funding** 





# Walk

### PRESENT GROUP EXERCISE

Walk Through process with group

- Picture of final implementation
- Steps to achieve goals
  - Partners
  - Collaboration
  - Short list of activities
  - Anticipated time frame



### **WRAP UP**



Contact:

Steve Cohan, (608) 829-3450 ext. 622

Steve.cohan@icondigitalusa.com

Rob Clayton, (208) 726-4129 ext. 103 RClayton@svsef.org

