



Chester Bowl Improvement Club

# Annual Report

May 1, 2010 – April 30, 2011

## **Vision Statement:**

To promote sustainable, quality programs for all  
Chester Bowl Park users in a healthy and safe environment.

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The Chester Bowl Improvement Club is a 501(c)(3) organization. Donations are fully tax-deductible.



Chester Bowl Improvement Club

## From the Board Chair

Dear Chester Bowl Friends,

The Chester Bowl Improvement Club has come a long way since the upheaval we experienced in late 2008 when we took over operations from the City of Duluth. At that time there was, of course, a fair amount of scrambling, not only to get important tasks done, but simply to learn everything that we needed to do. Thankfully, the tremendous upwelling of support from CBIC members and the Chester Bowl community let us meet those challenges. This past year, we were able to switch gears away from pure survival mode and focus more on the long-term success of the organization. We have put a lot of thought into how to sustainably grow the programs being offered at the Bowl. Of course the funding situation has not improved since the original City budget cuts, but we have been fortunate to win several significant grants that have helped out this year.

For instance, at the start of last summer, Essentia Health awarded us a large grant to support both our summer and winter youth programs. This was a great kick start for our summer Adventure Day Camp program, an eighteen day program that keeps kids active outdoors both in the park and around the city. The camp was a great success and sold out at our capacity of forty kids per day. Due to the popularity of the program, this year we are expanding the camp to twenty-seven days. As usual, in conjunction with the City of Duluth, we continued to hold the enjoyable Chester Creek Concert series on Tuesday evenings. The

atmosphere of the area around the bandstand and the playground has also been improved, since the City planted several trees there.

The Chester Park Fall Festival was once again a huge success this year, in large part due to wonderful fall weather. The buses from the parking lot were kept busy all day with a record turnout crowd. There was plenty for everyone to see and do as we expanded the number of vendor and concession booths offering fresh local produce, local artisan crafts, tasty seasonal foods, face painting, and similar activities. This fall we also held our 3<sup>rd</sup> Annual Silent Auction, an enjoyable evening that included not only the fundraising auction, but also wine, beer, and pizza tastings from a variety of local businesses. On the fundraising downside, holiday wreaths sales were not very significant. We are currently discussing what can be done to increase wreath sales next year, and are open to suggestions. Another highpoint was the Lake Superior Initiative award - a capacity building grant to improve the capabilities of CBIC as an organization. This award provided us a number of improvements, most visibly the remodeled meeting room in the chalet. Additionally, and essential to the long-term success of the organization, the award provided us the opportunity to develop strategic plans for critical areas like fundraising and human resources development.

The winter ski program got off to an early start as cold weather facilitated snowmaking and opening the hill a week early. All that nearly came to naught when the chairlift stopped



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working less than a week before the start of our Christmas break Ski Camp. Needless to say there was great concern that, due to the holidays, repair delays would keep us closed and force the cancellation of this popular set of lessons. Fortunately, through the tireless joint efforts of our Executive Director, Thom Storm, and the city's, Tom Kasper, Fleet Services, Park Maintenance and others, the burned out clutch was diagnosed and the rush-ordered replacement was installed so the lift was back in operation before Christmas. Such dedication in support of Chester Bowl's ski program is tremendously appreciated. The City's support helped ensure that the Christmas break Ski Camp was a success for those who participated that week – particularly for the more than sixty children who learned to ski and became totally independent skiers.

In preparation for the season, we spent over \$7000 on new skis in the most popular sizes and received a Young Athletes Foundation award which let us tune the rest. Kohl's provided us funding to buy 550 new ski helmets, guaranteeing there were plenty for everyone, so we included them with every equipment rental. All that new equipment proved necessary as we had a record season, with about 1050 individuals getting season ski passes. If you skied on the hill, you will have noticed the increased amount of rails and other terrain features, and we held more freestyle events than ever before. Thanks to our sponsors, we held our usual six ski races, in which a record 208 different racers participated. A record number of youths (about seventy) took part in the Ski Cadet program and helped out on the hill.

Due to the challenging economy, we have broken another record this year as well: we provided twice as many scholarships to families who otherwise would not have been able to afford the ski program. We are committed to providing such scholarships, but they do bring a fiscal challenge – in this case \$12,000 in foregone revenue. Rather than limiting the number of scholarships we offer, or cutting other areas like new equipment purchases, we felt the CBIC could find the funds another way. So we held a giving campaign with a goal of raising \$10,000. As with similar situations in the past, we put out a call for help and the Chester Bowl community responded and beat that goal. Thank you everyone who made a contribution.

This spring we found out that True North AmeriCorps again awarded us a half-time member for this fall. Billy Wagness, our current AmeriCorps member, was a valuable part of all our programs this year, most notably setting up the Sound Body Sound Mind afterschool academic coaching program, which we intend to continue next year. In other good news, Men As Peacemakers awarded Thom Storm the Steve Rolland Adult 2011 Peacemakers award, based on all of his contributions to the community and the various ways he donates his time and energy to create and build peace. We all appreciate the dedication and hard work Thom puts in, and it is great to know that others recognize and appreciate his efforts as well.

I think you will all agree that this past year was another good one for Chester Bowl and the CBIC. There were, of course, some challenges but we met them well, and are positioned better than ever to sustainably grow



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our programs in the long term. None of the accomplishments would have been possible without the assistance of each of you who have helped to make Chester Bowl such a wonderful place for the youth and families of our community. Looking ahead to this year we anticipate hiring a fundraising manager to turn our ad hoc efforts into a more reliable funding stream, we expect to do more succession planning, potentially hiring an assistant hill

manager, and we will be negotiating with the City of Duluth to renew our management contract for Chester Park programs. I hope you will join us in achieving these goals and meeting the other challenges that arise.

Sincerely,

George Vacek  
Chair, CBIC Board of Directors



Chester Bowl Improvement Club

## 2010-11 Financials

Beginning balance	\$90,796.13
Ending balance	\$142,553.72
Income	\$176,670.86
Expenses	\$124,913.27
Operating Income (Loss)	\$51,757.59

### Income

Category	Income	Percent
Winter Program	\$ 73,098.55	41.4%
Summer Prog. '10	\$ 10,941.75	6.2%
Summer Prog. '11	\$ 9,165.35	5.2%
Fall Festival	\$ 14,138.18	8.0%
LSI Grant	\$ 8,235.46	4.7%
Essentia Grant	\$ 20,000.00	11.3%
Donations	\$ 10,308.46	5.8%
Other Fundraising	\$ 10,783.11	6.1%
City of Duluth	\$ 20,000.00	11.3%
<b>Total</b>	<b>\$ 176,670.86</b>	<b>88.7%</b>

### Expense

Category	Expense	Percent
Winter Program	\$ 84,107.39	67.3%
Summer Program	\$ 16,118.16	12.9%
Fall Festival	\$ 5,442.58	4.4%
LSI Grant	\$ 6,665.49	5.3%
Other Fundraising	\$ 2,674.40	2.1%
Non Designated		
Payroll	\$ 4,040.95	3.2%
Volunteer Apprec.	\$ 1,877.00	1.5%
Accounting Fees	\$ 1,218.50	1.0%
Non Designated Misc	\$ 2,768.81	2.2%
<b>Total</b>	<b>\$ 124,913.27</b>	<b>100.0%</b>



Chester Bowl Improvement Club

## Thank You!

### **Organizational Donors and Partners**

All Star Photo  
Bulldog Pizza  
City of Duluth, Parks and Recreation  
Department  
Continental Ski and Bike  
Damage Board Shop  
Duluth Kiwanis Club  
Edmunds Reality  
Essentia Health  
Fitger's Wine Cellars  
Jam Box Clothing  
Kohl's  
Lake Superior Initiative  
Duluth Lion's Club  
Make Productions  
Midi Restaurant  
Mont Du Lac Recreation  
Republic Bank  
Sheldon Design and Imaging  
Ski Hut  
True North AmeriCorps  
Young Athletes Foundation

### **Individual Donors (\$1000 or more)**

Alan Hartley  
Curt & Melissa Leitz Narjarian

### **Individual Donors (\$100 or more)**

Mark & Nicole Berns  
Michael Cameron  
Diana & Steve Erickson  
Kelly Johnson  
Holly Anderson Jorde  
Wes Neustel  
Mark Rhodes  
Nora Sandstad  
George Vacek & Jessica Saxton  
Michael & Mary Sullivan  
Greg Tiburzi  
Roger & Carolyn Vacek



## Chester Bowl Improvement Club

### 2010-11 Board of Directors

Chester Bowl Improvement Club's board of directors is composed of CBIC members who combine a commitment to the shared vision of CBIC with exceptional leadership and business skills. Elected board members serve three-year terms, coincident with CBIC's fiscal year. Listed below, by year in which their term ends, are the directors on CBIC's board, their occupations and representative accomplishments.

Term expiring April 30<sup>th</sup>, 2011:

**Mark Berns**

Vice President, CFO, H. Christiansen Co.  
Director, CBIC, 2009-present; Chair Executive Committee, 2009-2010; Finance Committee, 2009-present  
Chair Facilities Planning Commission, St. John's Hospital  
Executive Board, M&S Inc., 1990-1992, 1997-present

**Ann Myers (interim appointment)**

Physical Therapist, Essentia Health  
Director, CBIC, 2010-present  
Parent Volunteer, Edison Schools, 2003-present  
Coordinator, Women In the Outdoors, Gitchi Gummi Chapter, 2001-2006  
Board Member, Duluth Rowing Club, 1990-1996

**George Vacek**

Global Director, Life Sciences Business, Convey Computer Corporation, 2009-present  
Business Director, Scientific Research Solutions, Hewlett-Packard 2005-2009  
Director, CBIC, 2009-present; Chair Executive Committee, 2010-present; Vice-Chair

Executive Committee, 2009-2010; Chair Development Committee, 2009-2010; Chair Nominations Committee, 2009-present; Chair Bylaws Committee, 2009

Term expiring April 30<sup>th</sup>, 2012:

**Michael Cameron (interim appointment)**

General Manager, Mont Du Lac Recreation  
Owner, Boulder Creek Golf Course  
Director, CBIC, 2010-present  
Member, Michigan Special Olympics  
GCC Ski Area Management Review Board, 1984-1987  
Host, Michigan Special Olympics Golf, 2002-present

**Lori Hoyum**

Policy Manager; Minnesota Power  
Director, CBIC, 2009-present; Chair Human Resource Committee, 2010-present; Programs Committee, 2009-2010; Finance Committee, 2009-2010  
Human Resources Manager; Duluth Public Schools, 1998-2008  
Secretary, Board member; American Society for Training and Development, 1993-1997  
Blandin Leadership Training, 2007

**Curt Leitz**

Northeast Minnesota Regional Parent Guide; Minnesota Hands and Voices  
Director, CBIC, 2009-present; Chair Programs Committee, 2010-present; Development Committee, 2009-present; Nominations Committee, 2010



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President, Izaak Walton League of America,  
Minnesota Division, 2009-present; Vice-  
President; 2007-2009  
Board member, Izaak Walton League of  
America, Duluth Chapter, 2006-present

### **Michael Sullivan**

Marketing Manager; Ikonics Corporation  
Director, CBIC, 2009-present; Chair  
Development Committee, 2010-present;  
Nominations Committee, 2010  
Printing Committee; Specialty Graphic Imaging  
Association, 2005-present  
Coached Eastern Little League Baseball, 2008 -  
present

Term expiring April 30<sup>th</sup>, 2013:

### **Mark Hanna**

Sports and Recreation Coordinator; Courage  
Center Duluth  
Director, CBIC, 2010-present; Treasurer, 2010-  
present; Development Committee 2009-2010;  
Camp Miller Committee; YMCA, 2010-present  
Grantsmanship Center training; 2009

### **Samuel Luoma**

Student; College of Saint Scholastica, Health  
Sciences/Physical Therapy  
Director, CBIC, 2010-present; Freestyle Friday  
program organizer, 2007-present; Programs

Committee, 2009-present; Nominations  
Committee, 2011  
Tutor/Mentor; Grant Elementary School, 2009-  
present  
Snowboard event manager; Continental Ski and  
Bike / LakeEffect Boardshop, 2008-2010

### **Nora Sandstad**

Associate Attorney; Hanft Fride, PA  
Director, CBIC, 2010-present; Secretary, 2010-  
present; Programming Committee 2010-present  
Regional Advisory Committee; Planned  
Parenthood, 2009-present  
Volunteer Educator; Planned Parenthood, 2005-  
2009  
Co-Founder; UofM Morris Women's Alumni  
Collective, 2004-2006

### **Peter Spooner**

Curator of Collections; Tweed Museum of Art,  
University of Minnesota Duluth  
Director, CBIC, 2009-present; Chair Programs  
Committee, 2009-2010; Historical Committee  
Duluth Public Library Advisory Board; 2008-  
present  
Founding Board Member, The Artist Fund,  
Duluth, 2003-present;  
Duluth Public Arts Commission member, 2009-  
present;  
Basic Patroller, EMC and ski toboggan training;  
National Ski Patrol, 2007-present