



Chester Bowl Improvement Club

Annual Report

May 1, 2011 – April 30, 2012

Vision Statement:

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

1801 EAST SKYLINE, DULUTH, MN 55812 (218) 724-9832 INFO@CHESTERBOWL.ORG CHESTERBOWL.ORG

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,

This past year, May 2011 through April 2012, has been another good one for Chester Bowl and the Chester Bowl Improvement Club. Due to the wonderful support from CBIC members and the Chester Bowl community over the past several years, we have built a strong organization, with popular, sustainable, year-round programs and a stable financial situation to allow long-term planning. With that in mind, we kicked off the year with a Strategy Meeting in June at Mont Du Lac Recreation to plan our direction for the next several years to help ensure the long-term success of the organization, both in terms of sustainably growing the programs offered at the Bowl and in terms of succession planning for staff and volunteer turnover.

One growing program, the 2011 summer Adventure Day Camp, which keeps kids active outdoors both in the park and around the city, added an extra day each week, bringing it up to three days a week. The camp was a great success; it sold out all nine weeks of the program, at our capacity of forty kids per day. The 2012 Adventure Day Camp has been extended to add a tenth week and has added 2 extra hours each day, so that it is now a full 8-hour day. Despite the expansion, it looks like we will again have a waiting list every day. Again last summer, we held our popular Chester Creek Concert series, in conjunction with the City of Duluth, on Tuesday evenings throughout the summer. Summer 2012 will mark the 30th season of these free Chester Creek Concerts.

As everyone else was going through back to school preparations, we sat down with the City of Duluth to renew our three year management contract for Chester Park programs. That process turned out to be thankfully straightforward with no real surprises. Our new contract has materially the same terms but is somewhat more clearly laid out. With the contract settled, we returned to our usual fall activities – Fallfest and the Silent Auction. The weather for the 27th Annual Chester Park Fall Festival was cool and cloudy so slightly lower turnout than usual. Still, approximately 9,000 people enjoyed fresh local produce, local artisan crafts, tasty seasonal foods, face painting, and similar activities. Wine, beer, and pizza tastings from a variety of local businesses helped make our largest fundraiser, the 4th Annual Silent Auction, a very enjoyable evening.

Weather was not in our favor this winter. We faced a real challenge maintaining enough snow to keep the hill open. We of course made our best efforts with our snow gun, but it is clear to us that we really need another and so we have started raising funds for it. Despite the snow conditions, the kids still had lots of fun on the slopes, particularly on the new terrain park features that Sam Luoma put together with a grant that the City of Duluth Parks and Recreation awarded us. Due to the lake effect, Mount Ashwabay (Bayfield WI) had a bit more snow than we did this year, making their offer of a free visit for anyone with a Chester Bowl season ski pass even more desirable. Our other favorite local ski hill, Mont du Lac Recreation gave us a tremendous donation of skis and



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snowboards this year. Be sure to thank them for their support next time you are there.

By the numbers, we had a record level of ski rentals - over 700. There were about 150 participants in the Christmas break ski camp, with many non-skiers making it up the lift by week's end. By the end of the season, after all the weekly lessons, 97 non-skiers became skiers, including several adults. 214 different kids took part in our six ski races, another record. And what makes us most proud, full and partial scholarships helped more than 40 families to take part in the ski program.

In a bit of a change from recent years, True North Americorp awarded us a volunteer with about a third the number of hours as in previous years. We decided to "save" those hours for the summer program, which meant we did not have the usual support in fall and winter. To make up the difference, we hired Sam Luoma to assist Thom Storm with hill management this winter, and he did such a great job Thom was even able to take a day off mid season. To our pleasant surprise this spring, True North Americorp upped their offer, so we will have two volunteers through the summer to help out with this year's overflowing Adventure Day Camp. In other staffing news, we hired Jason Amundsen as a part time grant writer in order to make that a more reliable funding source in the future. He

has already helped us win a Valspar grant for paint for the lift houses and starting gate. Get your brushes ready!

Perhaps the most exciting news this year is that the Parks and Recreation Referendum passed in November, which means there are now some funds to do improvements to city parks. Chester Bowl has been selected as one of the first parks to receive these funds. To that end, the City of Duluth is now in the process of developing a strategic plan for Chester Park, which will serve as a guide for changes and park improvements in the future. The Chester Park Mini Master Plan, so called in deference to the City of Duluth Parks Master Plan, will prioritize needs and wants for the park and is currently being developed by city staff with input from the community. We are taking part in this planning process, and encourage CBIC members and program participants to join the public meetings as well. We know you are committed to making Chester Bowl a wonderful place for the youth and families of our community, and this is a real opportunity to do just that. I hope you will join us in helping these exciting changes come to fruition this year and beyond.

Sincerely,

George Vacek
Chair, CBIC Board of Directors



Chester Bowl Improvement Club

2011-12 Financials

Beginning balance	\$142,553.72
Ending balance	\$186,732.97
Income	\$168,654.84
Expenses	\$124,455.59
Operating Income (Loss)	\$44,199.25

Income

Category	Income	Percent
Winter Program	\$ 63,830.91	37.8%
City of Duluth	\$ 26,305.00	15.6%
Summer Program	\$ 18,669.75	11.1%
Fall Festival	\$ 18,403.05	10.9%
Donations	\$ 17,923.10	10.6%
Concessions	\$ 15,891.85	9.4%
Terrain Park Grant	\$ 2,611.14	1.5%
Other Fundraising	\$ 5,020.04	3.0%
Total	\$ 168,654.84	100.0%

Expense

Category	Expense	Percent
Winter Program	\$ 44,214.74	35.5%
Summer Program	\$ 29,910.23	24.0%
Fall Festival	\$ 9,421.38	7.6%
Concessions	\$ 8,389.49	6.7%
Grant Expenses	\$ 5,645.76	4.5%
Repair/Mainenance	\$ 4,289.99	3.4%
Legal & Acct. Fees	\$ 3,902.38	3.1%
Non Designtd Payroll	\$ 8,024.18	6.4%
Non Designated Misc	\$ 10,657.44	8.6%
Total	\$ 124,455.59	100.0%



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
Jambox 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

Nearly a hundred and fifty individuals and families made donations to help support our programs at Chester Bowl this year. Whether in cash, via the website, or via donated refund checks, every contribution makes a difference. The support provided by each of you is very much appreciated.



Chester Bowl Improvement Club

2011-12 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 30th, 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; Vice-Chair
Executive Committee 2011-present; Chair
Programs Committee, 2010-present;
Development Committee, 2009-present
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 30th, 2013:

Mark Hanna

Sports and Recreation Coordinator; Courage
Center Duluth
Director, CBIC, 2010-present; Treasurer, 2010-
2011; Development Committee 2009-present;
Organizational Development Leader 2009
Camp Miller Committee; YMCA, 2010-present
Grantsmanship Center training; 2009

Nora Sandstad

Associate Attorney; Hanft Fride, PA
Director, CBIC, 2010-present; Chair
Nominations Committee 2011-present;
Secretary, 2010-2011; Programming
Committee 2010-present



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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

Daryl Yankee (interim appointment)

Executive Director, Western Lake Superior Habitat for Humanity, 2009-present
Director, CBIC, 2011-present; Human Resource Committee, 2011-present
Executive Director, Animal Allies Humane Society, 2006-2007
Committee Member, Community Development Commission, City of Duluth 2010-present
Member, Communications Team, The Duluth Vineyard Church, present

Term expiring April 30th, 2014:

Mark Berns

Vice President, CFO, H. Christiansen Co.
Director, CBIC, 2009-present; Chair Executive Committee, 2009-2010; Chair Finance Committee 2011-present; Finance Committee, 2009-present
Chair Facilities Planning Commission, St. John's Hospital
Executive Board, M&S Inc., 1990-1992, 1997-present

Ann Myers

Physical Therapist, Essentia Health
Director, CBIC, 2010-present; Secretary 2011-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
Director, CBIC, 2009-present; Chair Executive Committee, 2010-present; Chair Master Plan Committee 2012; Vice-Chair Executive Committee, 2009-2010; Chair Nominations Committee, 2009-2011
Business Director, Scientific Research Solutions, Hewlett-Packard 2005-2009