



CRESTED BUTTE  
**MOUNTAIN SPORT TEAM**  
**BOOSTER CLUB**

5 YEAR STRATEGIC PLAN



[WWW.CBMSTBOOSTERS.ORG](http://WWW.CBMSTBOOSTERS.ORG)

Dear Crested Buttians,

It is on behalf of the CBMST Booster Club, as a sub-committee of the CBSF (Crested Butte Snow Sports Foundation), and with great excitement and anticipation that we present this 5-year Strategic Plan.

Through many revisions and discussions among the partner groups, the plan has been shaped. We are now at a point where we need to seek feedback from the community and program participants to help the plan evolve.

With our Plan a new era for Club Support begins. Execution of the Plan will produce a well organized, highly functional, financially sound organization which we envision to be “best in class” in all aspects, both on and off snow.

The Crested Butte Ski club has existed in multiple forms over the years, initially in the 1890s as the “Crested Butte Snowshoe and Toboggan Club”, then the “Gunnison Valley Ski Club”. The “Crested Butte Ski Club” was formally incorporated in 1978, then with the establishment of the Academy in the 90s a hybrid model between the two was created. In 2008 CBMR established the CBMST to take on the role as we know it today, custodians of the development of youth alpine winter sports in the Gunnison valley. In 2012 the Crested Butte Ski Club was renamed to the Crested Butte Snowsports Foundation, to better represent its place in the valley today. Whatever the form of the ski club or team, the objectives are always the same; To benefit the children of the local community through winter sports participation.

The CBMST team receives limited financial support outside of tuition fees, this compares to other ski and sporting clubs which receive 40% of its revenue from memberships, donations & sponsorship. The Booster Club aims to bridge this gap and level out the playing field.

The freeride program has ranked 3rd, behind the Whistler and Palisades Tahoe clubs, in the combined number of athletes that have qualified for NORAMS over the last 3 years (excluding COVID years). CBMST also regularly has Alpine Racing and Freeski athletes competing in USSA & USASA Regional Championships. Crested Butte hosts Freeride, USASA skier and boarder cross events and Alpine racing events each year. Whilst we certainly have room for improvement, In 2023, with 200 athletes and 36 coaches, the CBMST is in a strong position to evolve again.

It's important to acknowledge and learn from what other clubs in the state and beyond do, what their journeys have been over time, and where they sit today, but as we know Crested Butte is unique and this means we are here to build our own support path.

Through broader partnerships, the Booster club will be able to more widely open its arms to current families, partners, members, supporters, donors, sponsors, and alumni.

It takes time and it takes a village to nurture a club, and there is no better community to be the carers of a club than the Gunnison Valley Community.

We look forward to discussing the Plan with you, and seeing it come to fruition with your continued support.





**TO PROVIDE COMMUNITY, FINANCIAL & VOLUNTEER SUPPORT TO THE CBMST WINTER SPORT PROGRAMS, WITH A FOCUS ON GOVERNANCE, FUNDRAISING, BELONGING AND PARTNERSHIPS.**

# OUR MISSION



01



To support the establishment of a long-term sustainable partnership with CBMR.

02



To Communicate and Collaborate with the community.

03



To volunteer & fundraise to support the CBMST coaches and staff.

04



Develop best in class Governance through USSA Podium Certification.

05



Uphold a team culture that is welcoming, inclusive and supportive.

06



To provide representation to the CBMST Strategic Plan, and support the development of the CBMST Mission, Vision & Values.

# OUR VISION



  
**INCLUSION**

A skier in a yellow and black suit is captured mid-air, performing a jump against a snowy mountain background.

  
**FUN**

A group of skiers, including a young girl in a teal jacket, are smiling and posing together on a snowy slope.

  
**COMMUNITY**

A group of skiers in various colorful gear are sitting together in a snowdrift, smiling.

  
**DIVERSITY**

Three skiers, two young girls and one adult, are posing for a photo on a snowy mountain.

  
**STEWARDSHIP**

A wide view of a ski race course with several red and blue flags marking the path on a snowy slope.

  
**PROGRESSION**

A skier in an orange jacket is shown in action, carving a turn on a steep, snowy slope.

  
**SAFETY**

A skier in a colorful suit is positioned at the start of a race, next to a red flag.


# OUR CORE VALUES



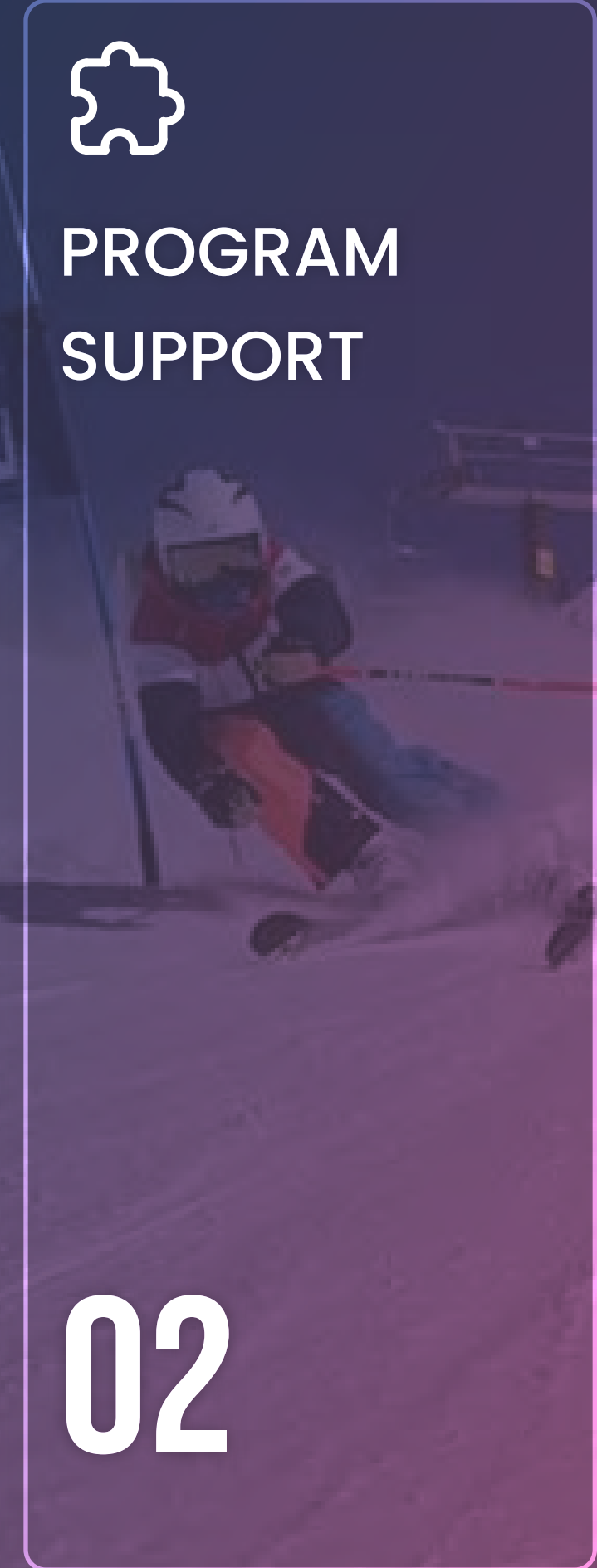
**BELONGING**  
"IT TAKES A VILLAGE"




**01**



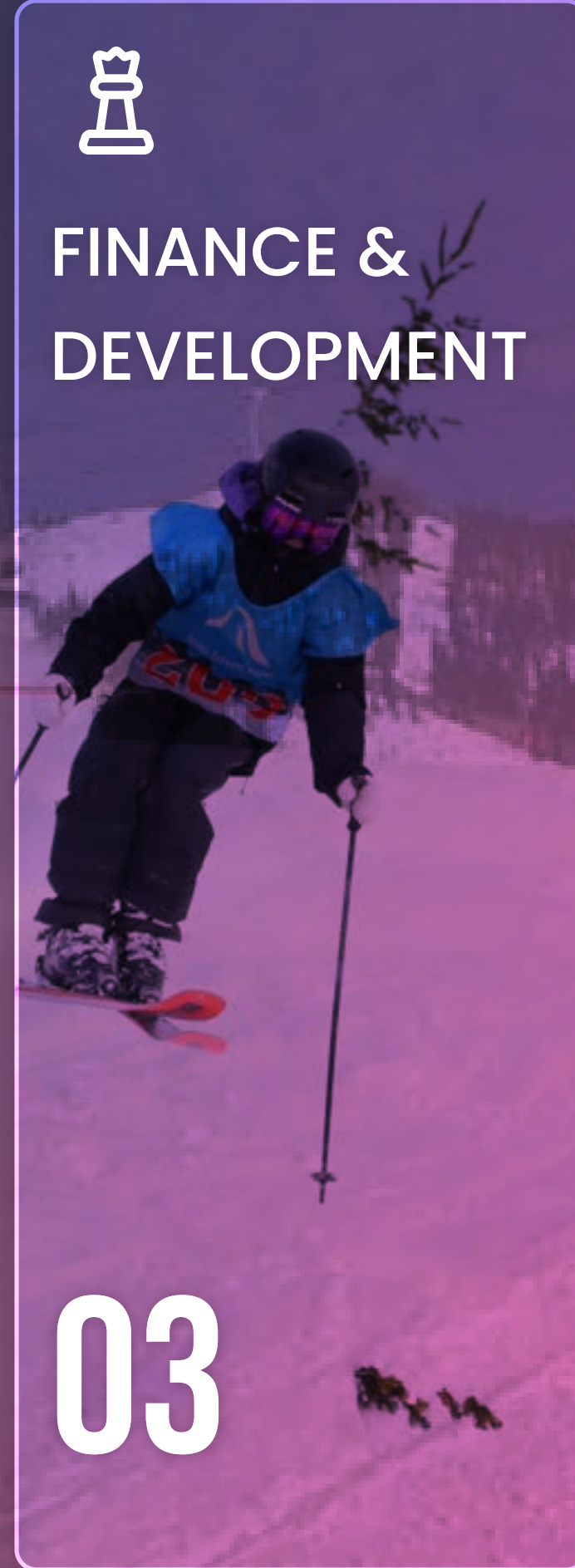
**PROGRAM SUPPORT**



**02**



**FINANCE & DEVELOPMENT**




**03**



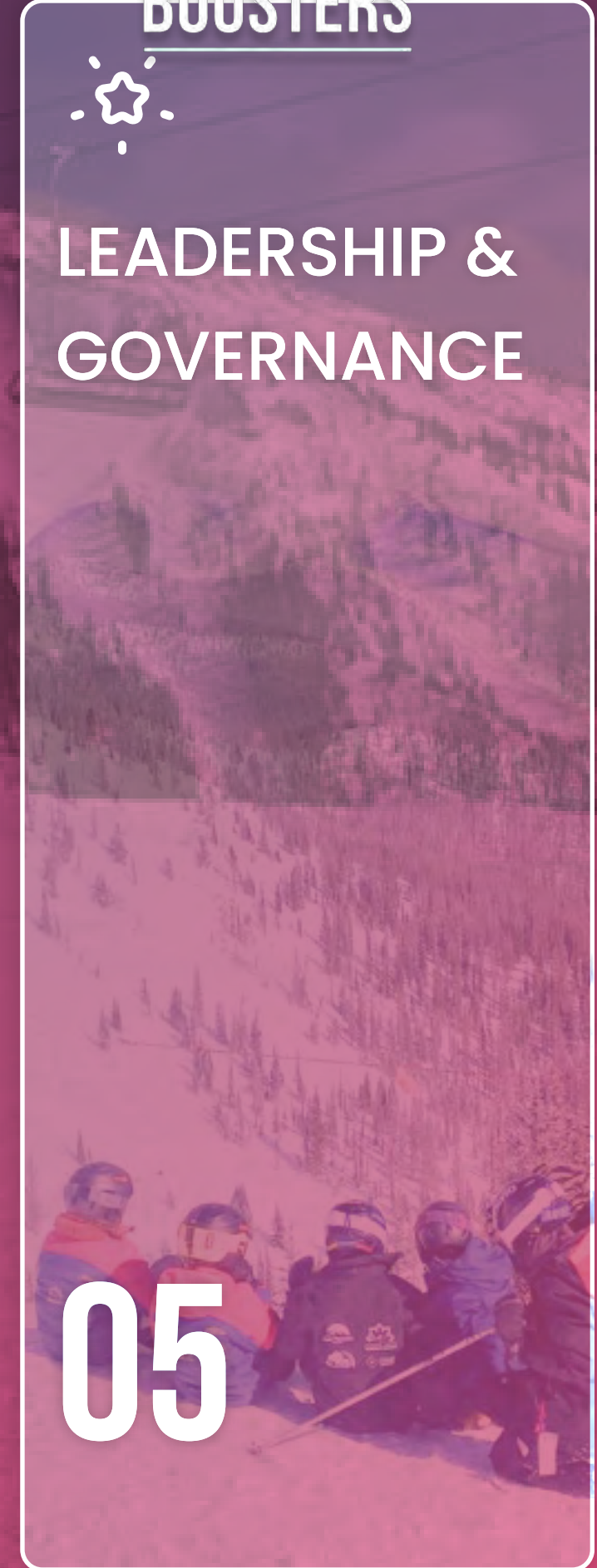
**STRATEGIC PARTNERSHIPS**



**04**

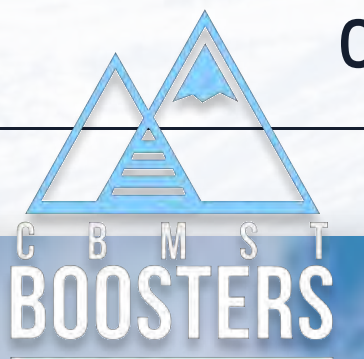


**LEADERSHIP & GOVERNANCE**



**05**

# 5 PILLARS TO SUCCESS



 BELONGING

# 1 YEAR

Develop a separate communication platform to include a standalone website, social media presence and newsletters that inform and connect with the wider community.

Facilitating Get-togethers and bringing our parents, athletes, coaches, Alumni and community leaders together. Three events in the winter season, two events in the off-season.

Organizing team dinners and accommodation deals, fostering peer support and encouragement when we travel and compete at other mountains.

Introduce a tiered Membership Platform to allow the community to financially support the program.

# 1-3 YEAR

Be a support network that other athletes, parents and coaches aspire to be a part of.

Welcome Alumni back to the club and establish a club Ambassadors program.

Expand the selection of Team Swag, including coaches, to create an identifiable team uniform.

Provide a sustainable framework for volunteers to be able to contribute to the club, on and off the hill..





## PROGRAM SUPPORT

### 1 YEAR

Support Coach Training & Accreditation goals.

Commence the build of a framework for off-season programming.

Provide training and coaching aide support

### 1-3 YEARS

Coaching Mentor framework in place.

Support the internal and external reviews on finding the balance between Elite, Competition and Recreational participation.

### 3-5 YEARS

In partnership with CBNC, support the Development of an uphill – randonae program.

In Partnership with ASCB, support the adaptive mountain sports program with inclusive cross training across all disciplines.

Support the development of our Olympic pathways for Randonae, Alpine & Freeride programs.

Support the review on the potential for a Masters program & "Town League".



“I’ve taught a lot of US ski alpine racing clinics, as my background in skiing is all alpine racing, but I have to tell you, I taught an alpine level 100 coaches clinic at Crested Butte, CO to 14 freeride coaches in 2023, and it was one of the best coaching experiences I’ve ever had” - Billy Whitcher (billwhitcher1111) - USSA Coach Education Coordinator.





# FINANCE & DEVELOPMENT

## 1 YEAR

Development of a sustainable financial budget, growing to our 5 year targets.

Open the doors to community sponsorship

Target revenue of \$40,000

## 1-3 YEARS

Target revenue of \$100,000 p.a.

Successfully receive approval from government and community grants to help realise the short and long term goals of the plan.

Establish an endowment fund to support sustainable longer-term financial goals.

## 3-5 YEARS

Revenue to reach \$400,000.

## >5 YEARS

Commence tenders for the design and development of a team club house with a \$5m budget.





# STRATEGIC PARTNERSHIPS

## 1 YEAR

Engage with CBCS to facilitate a sustainable winter timetable.

Complete initial stakeholder engagement

Define the identity of CBMST Boosters to ensure clarity on how we fit within our partnerships and community.

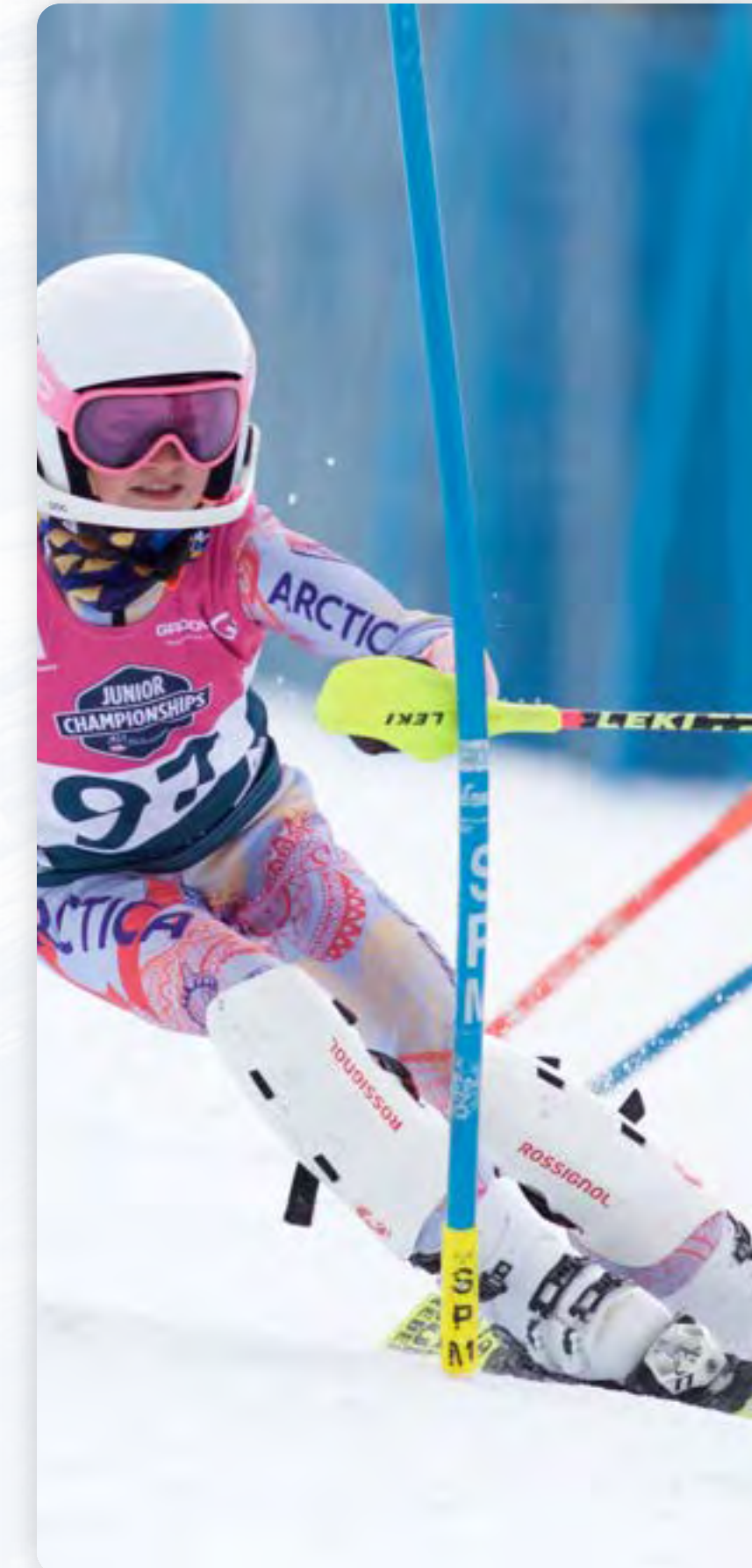
Evaluate existing alliances and partnerships within the Vail Resorts network for additional sponsorship opportunities.

## 1-3 YEARS

Expand our partnerships with CBNC & ASCB.

Work with the IFSA, FWT-FIS as it looks at the potential for an Olympic presence.

Provide utility for our local government and community supporters.





## GOVERNANCE & LEADERSHIP

### 1 YEAR

After community and stakeholder consultation, finalise our strategic plan.

Ensure the sustainability of our budget, staff, stakeholders and volunteers are protected via insurance.

Scope out the pathway for USSA club podium accreditation. The USSA club program is the leading benchmark and blueprint for Alpine Sports Club Governance & Leadership.

### 1-3 YEARS

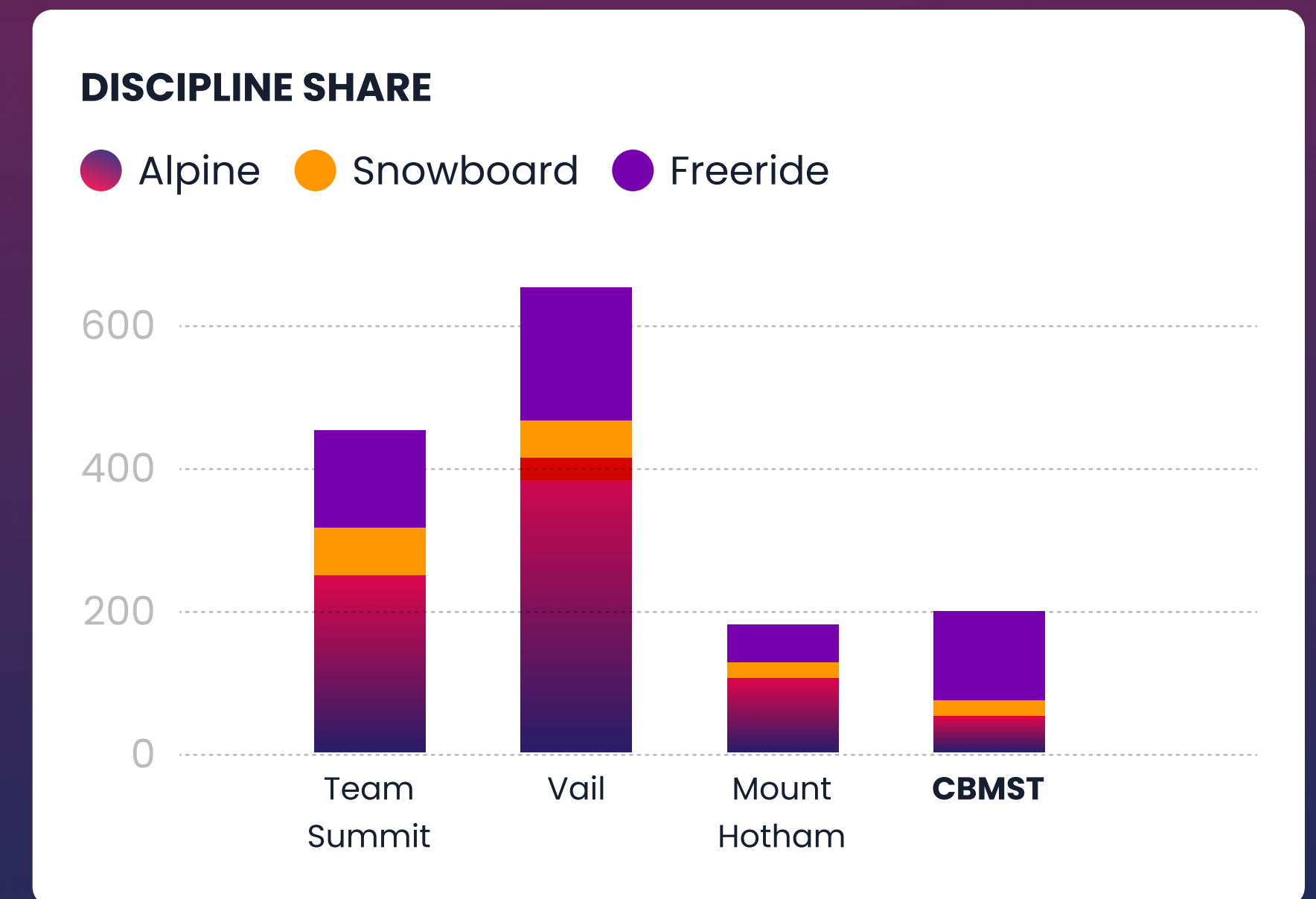
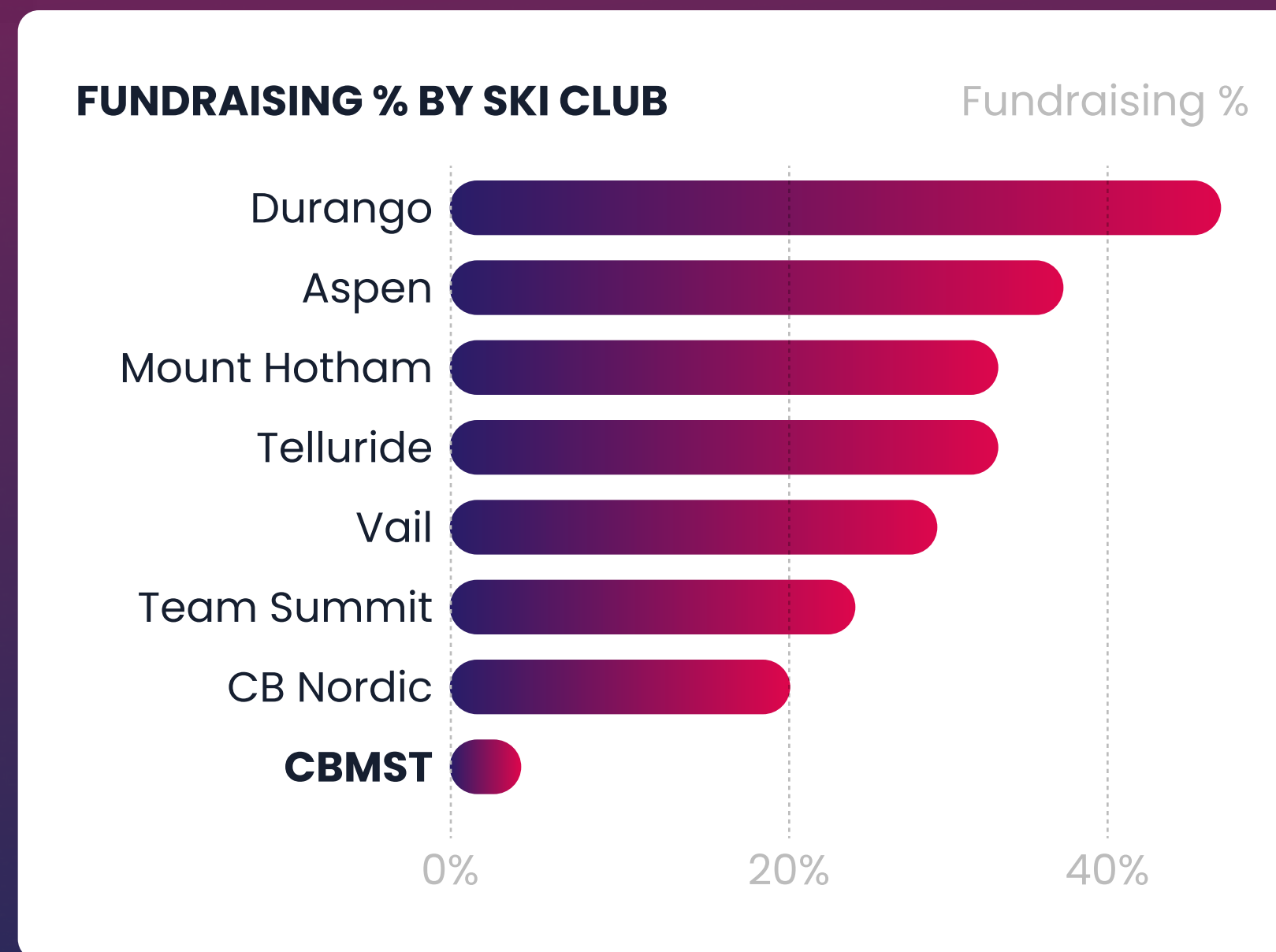
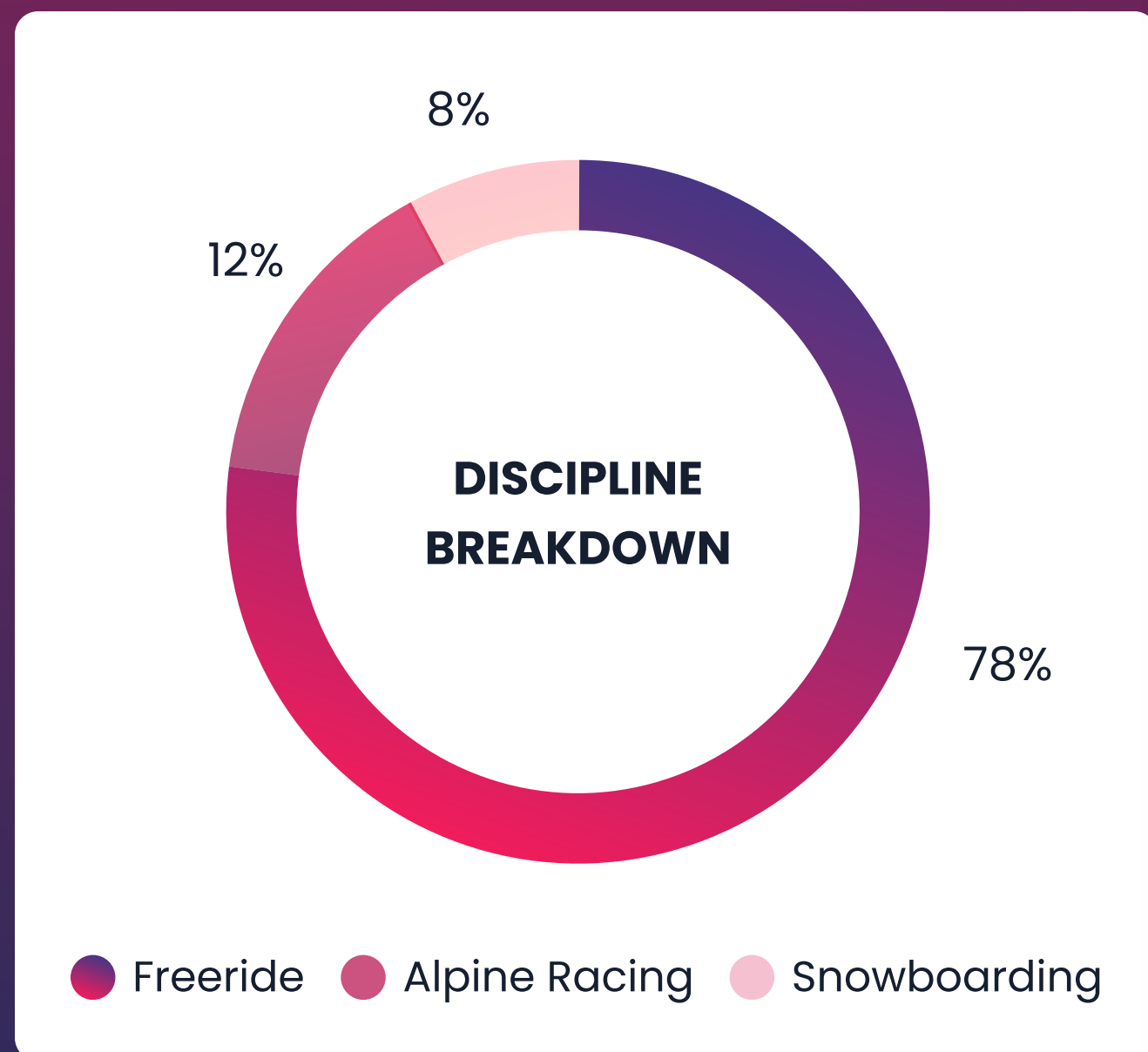
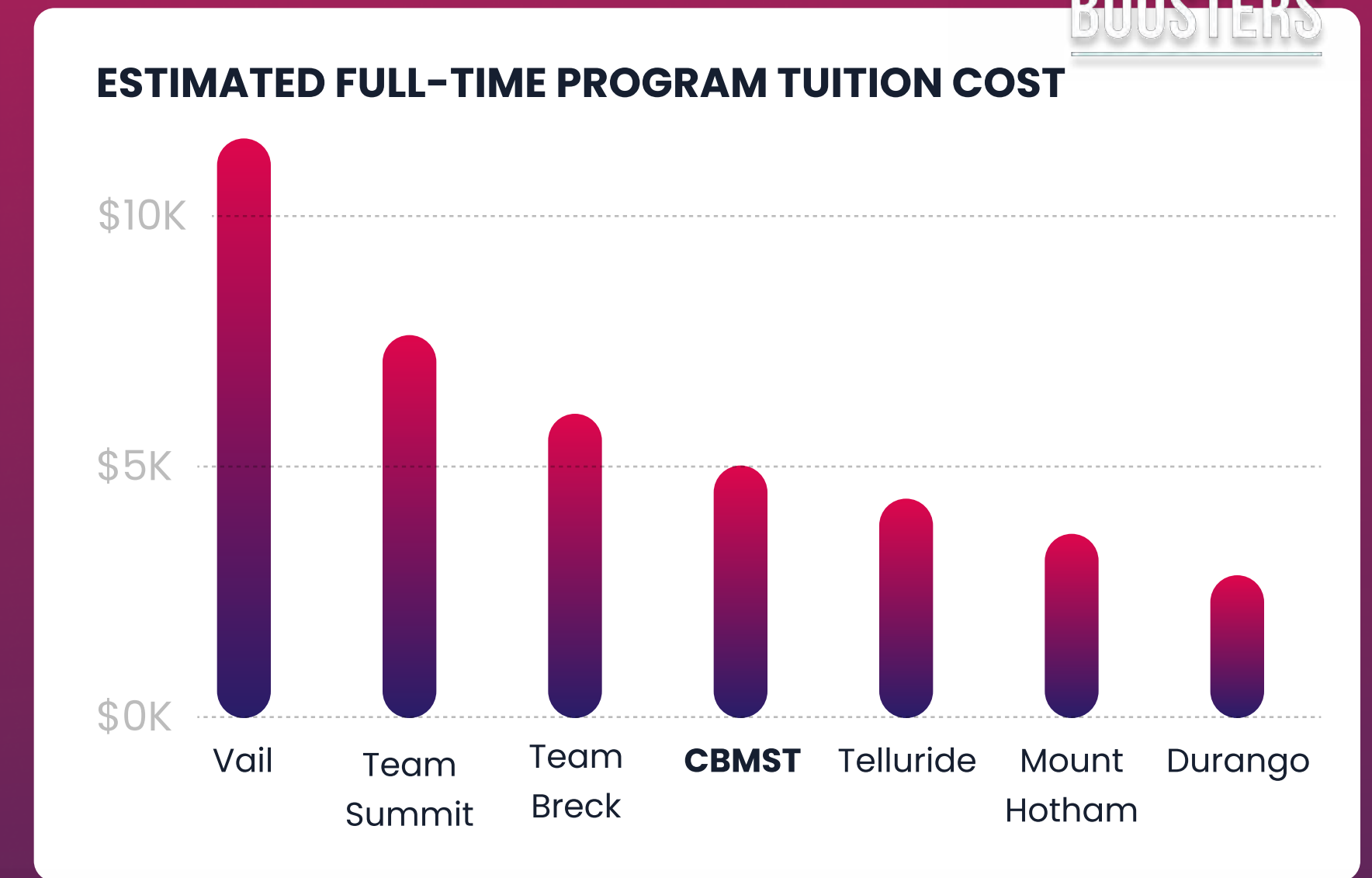
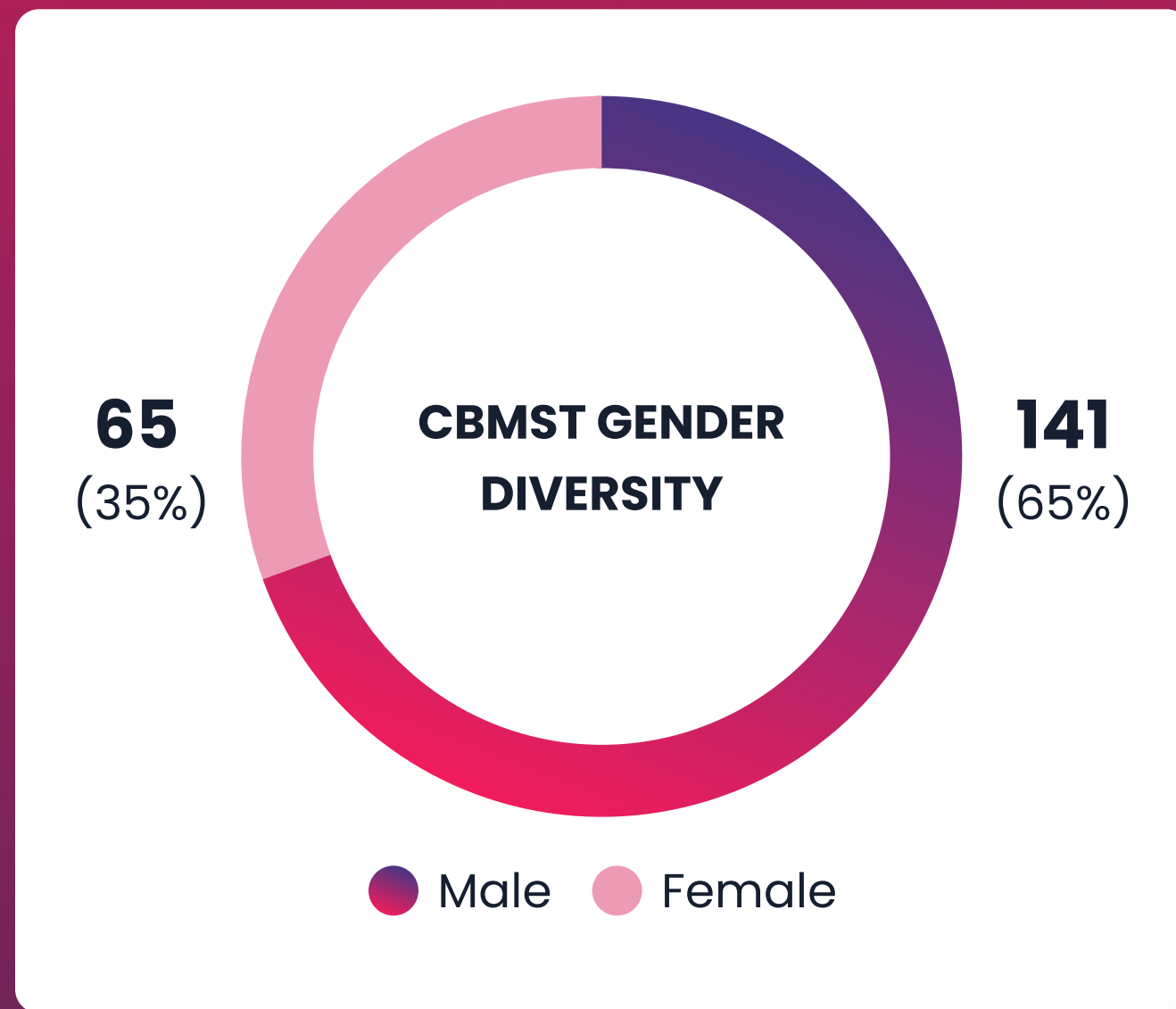
Roles and responsibilities of the management team and key staff are defined.

Achieve Bronze USSA club accreditation with governance, policies and procedures established.

### 3-5 YEARS

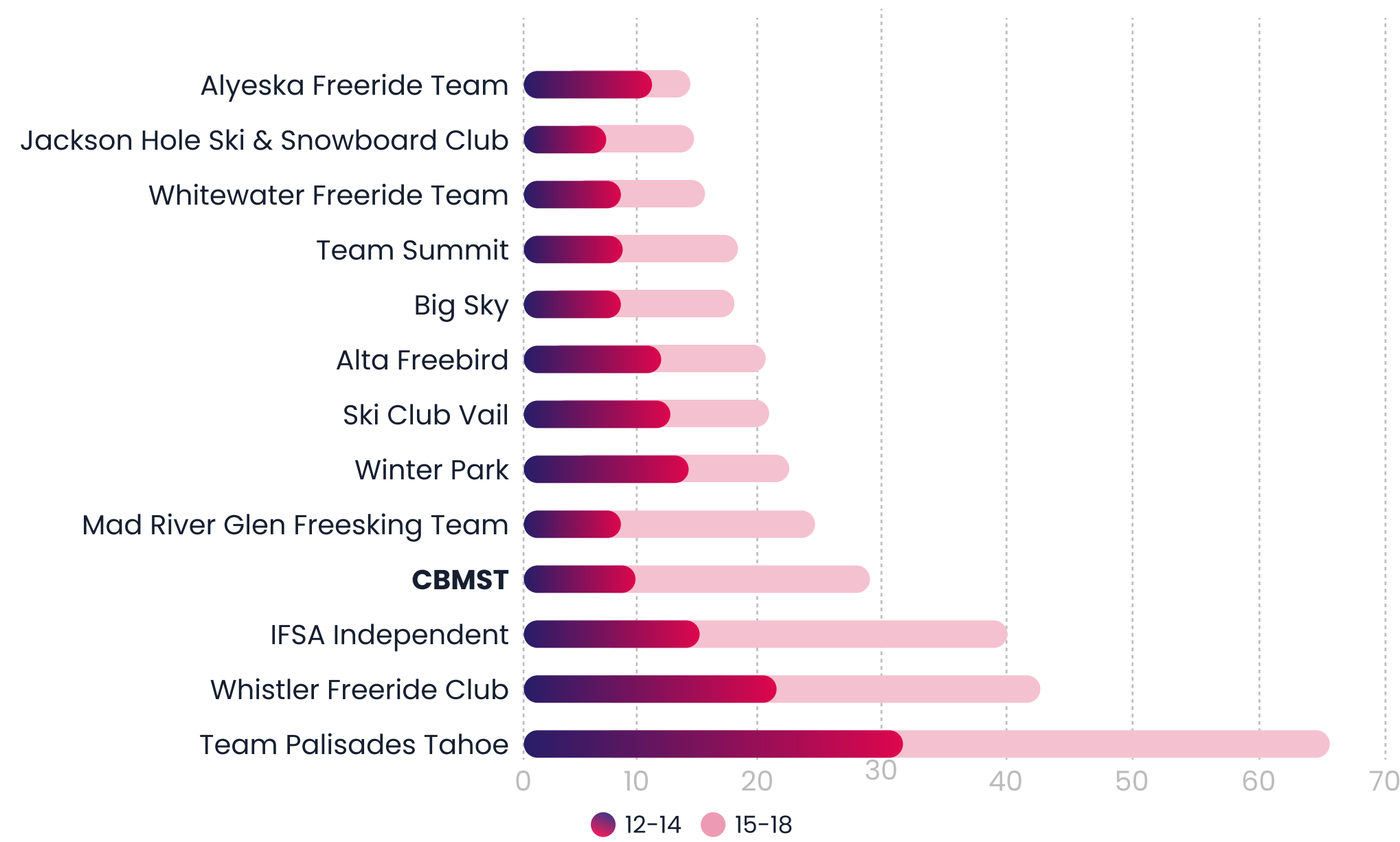
Achieve gold USSA club certification.



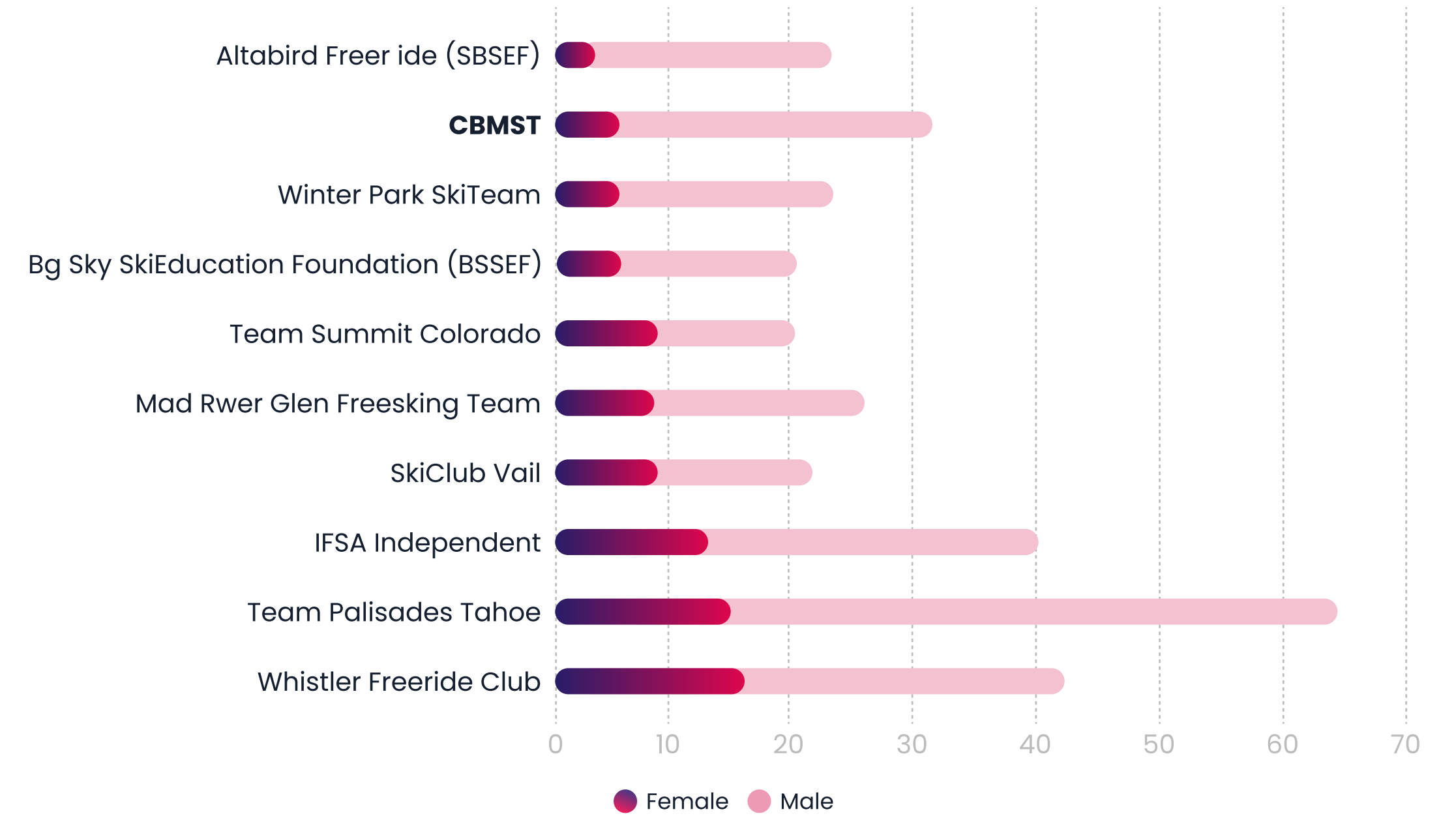




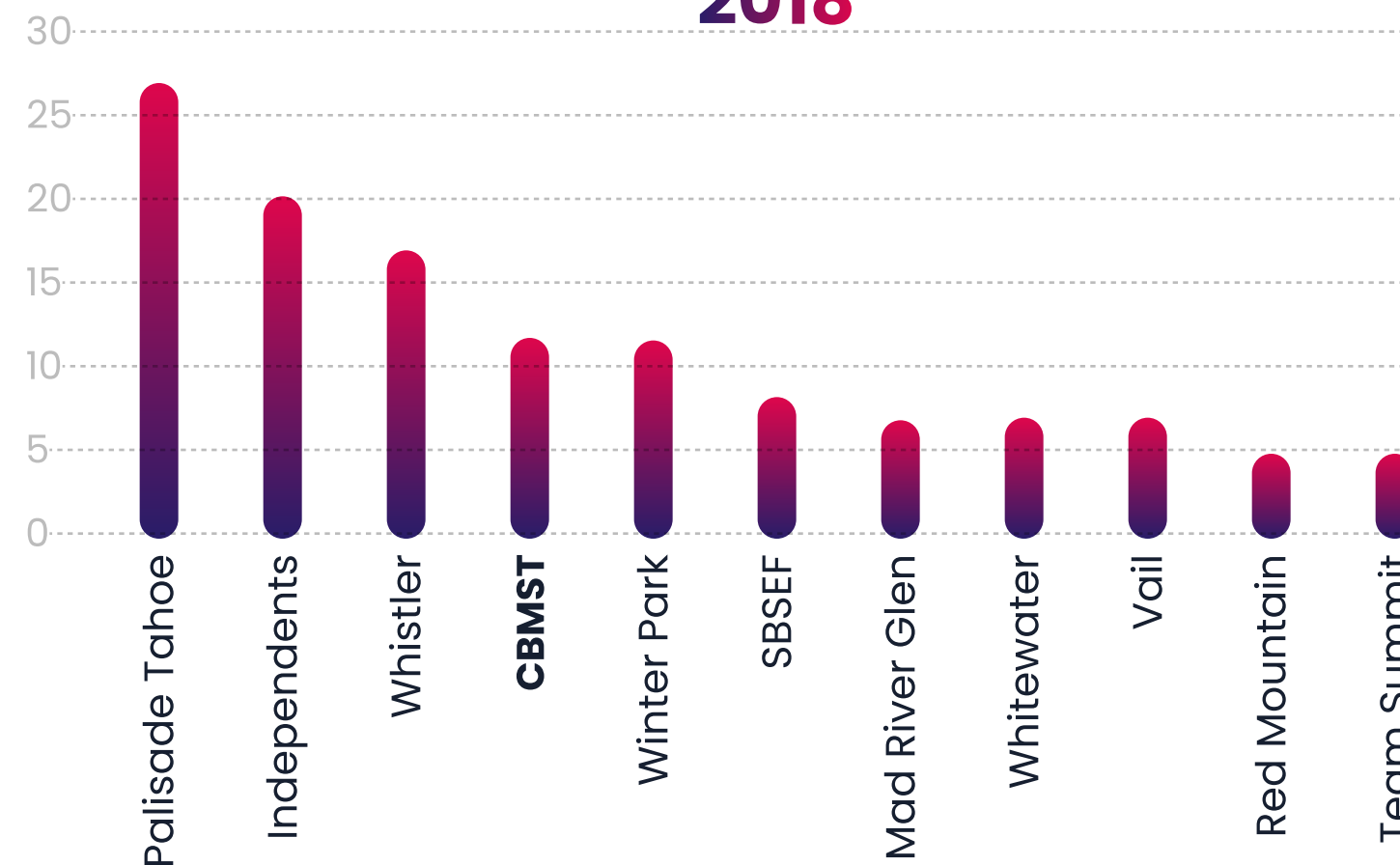
COMBINED NORAM QUALIFIERS 2018, 2019 & 2022



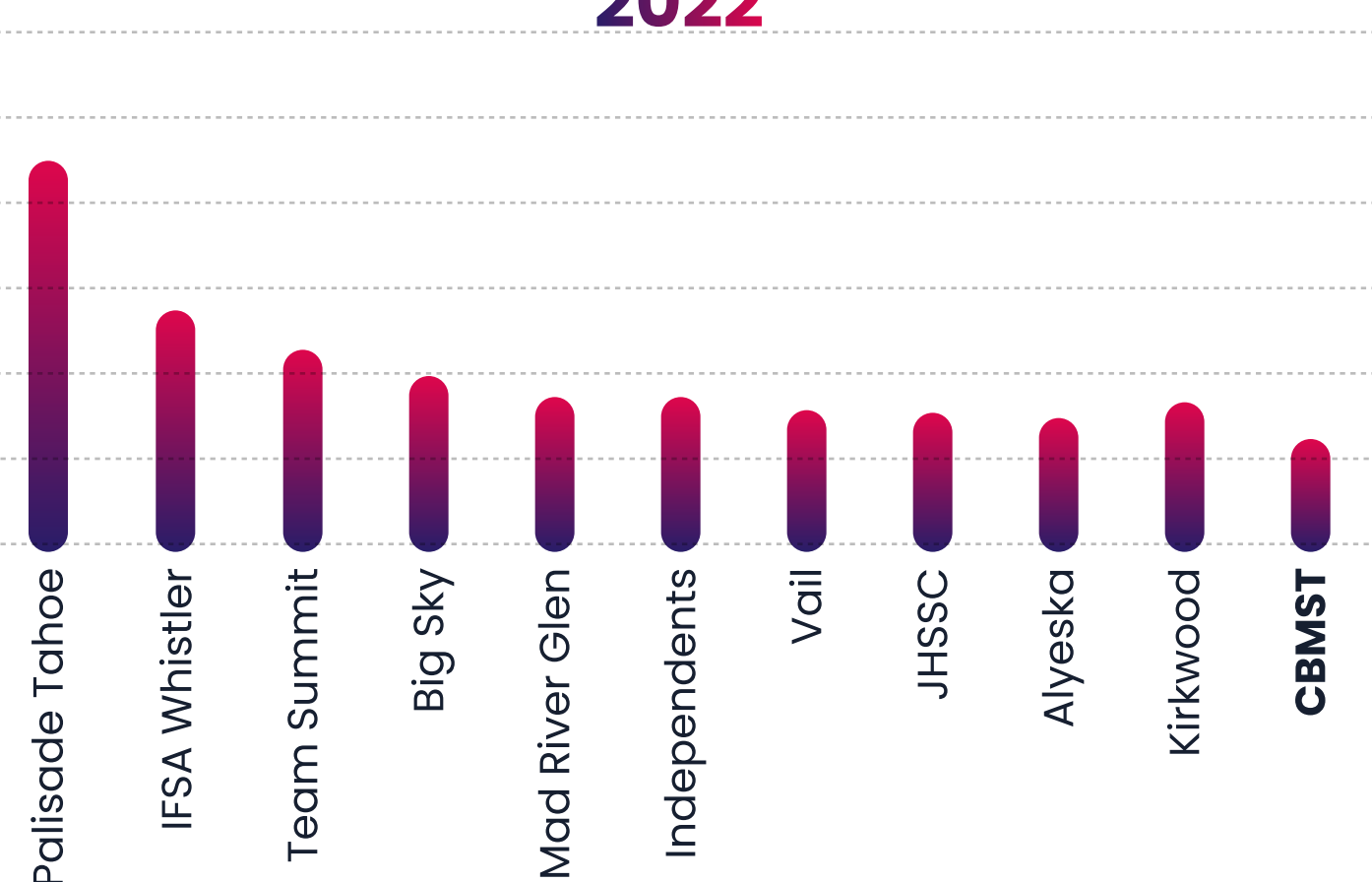
RANKED BY FEMALE PARTICIPATION



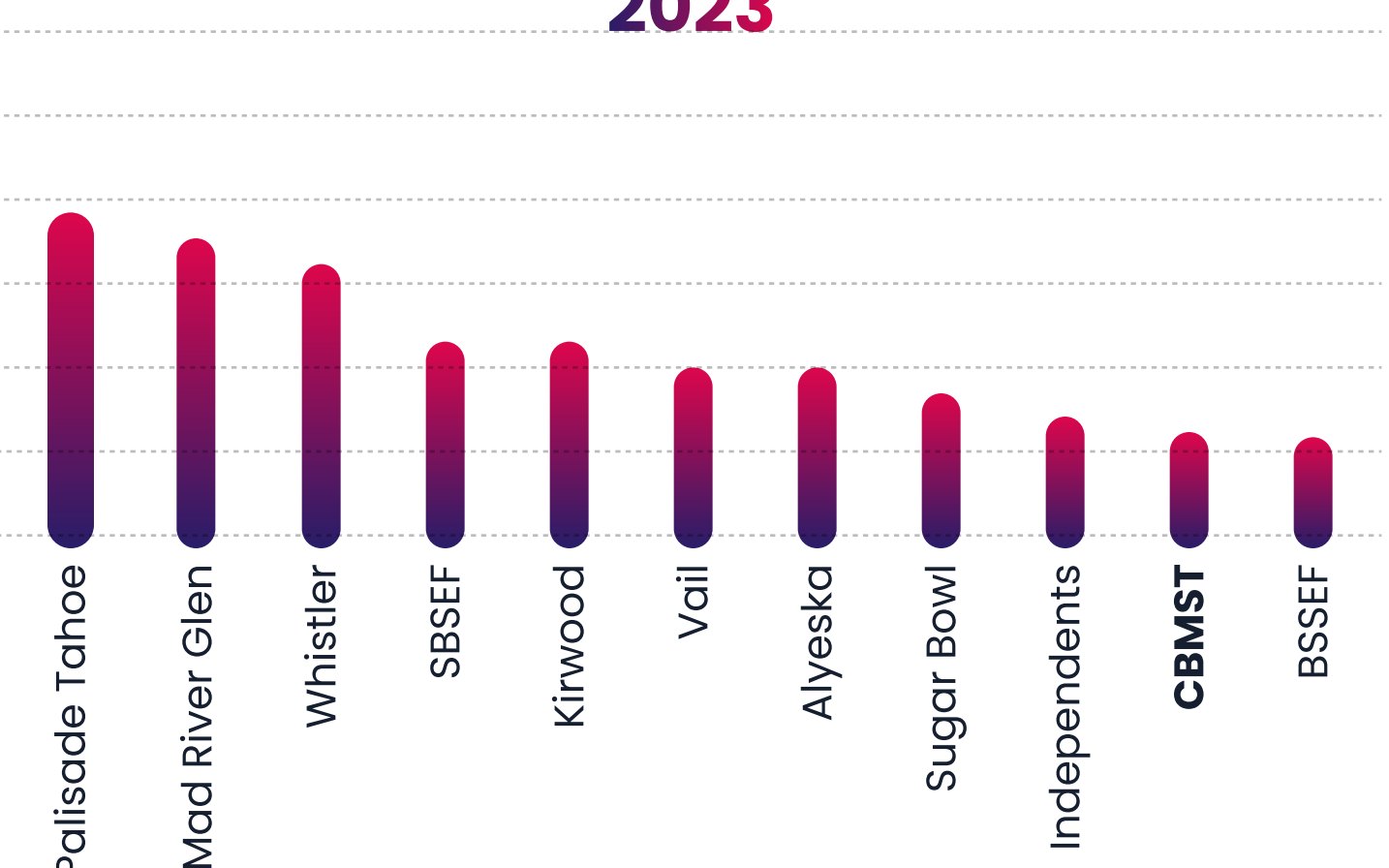
2018



2022



2023





August 12, 2022

Crested Butte Mountain Sports Team

To Whom it may concern,

Crested Butte Nordic (CB Nordic) wishes to express its support for the Crested Butte Mountain Sports Team (CBMST) and the mission, vision, and values of its Booster Club. CB Nordic and the CBMST embody a shared vision to ensure their communities thrive. For both organizations, this stems from positive partner relations, supportive of collaboration within and between snow sports groups in the Gunnison Valley.

As a community, we work better when we work together. CB Nordic recognizes that its own mission could not be fulfilled without support from its many partners, from landowners and managers to municipalities, donors, and other non-profit organizations. CB Nordic applauds CBMST's effort to uphold sustainable and viable partnerships critical to maintaining their organizational mission.

Sincerely,

Hedda Peterson

Executive Director  
CB Nordic





December 14, 2022

ADAPTIVE SPORTS CENTER

To Whom It May Concern,

The Adaptive Sports Center (ASC) has always believed in the ability of sport to empower those who participate. Sport has the power to have a positive, enduring impact and this is especially true for our youth. It is with this in mind that the Adaptive Sports Center wholeheartedly supports the mission of the Crested Butte Mountain Sports Team (CBMST) and its Booster Club.

The ASC values diverse and inclusive programming regardless of ability/ disability. The CBMST shares this value and the ASC really appreciates CBMST's mission to provide diverse and inclusive snow sports programming. This is another reason why the ASC supports the CBMST and its Booster Club's efforts.

The Adaptive Sports Center also understands the difficulty in maintaining a quality instructor corps and that the cost of living in our valley increasingly is a big obstacle for those who want to work here. I applaud the Booster Club's efforts to organize and address these issues in a proactive way and to provide financial resources for the CBMST's coaches.

Sincerely,

Christopher Hensley  
Executive Director





**The CBMST Booster Club is a sub-committee of the CBSF (501c3) that supports the CBMST through financial and volunteer contributions.**

Outside of the contribution to the strategic plan and support functions, The Booster club does not have a place or role in the day-to-day operations, including finances and programming matters, of CBMST. CBMR is the operator of the CBMST and will administer and manage its role as operator as it sees fit, subject to the MoU and Strategic Plan.

Scholarships for CBMST remain the role and mission of the main CBSF committee, not the booster group.

**Booster Committee:**

- Is Comprised of up to nine people.
- Where possible an equal diversity of male and female members, have representation of Alpine, Snowboarding & Freeride focused members with the common goal that it is in the best interests of CBMST as a whole, not a particular discipline.
- Where possible, there should not be more than one family member represented.
- Annually each member shall be required to re-nominate.
- Whereby four or more members have resigned or not re-nominated, the remaining current members will be automatically reappointed to promote continuity.
- Where there are more nominations than positions available, a vote will be cast by the members of the previous annual term.
- The sub-committee shall meet monthly or as otherwise agreed in majority by the members.
- Meetings shall be conducted in person with a virtual option.
- Members who miss more than six meetings a year will not be eligible for re-nomination unless approved by the current committee.

**CBSF Board Requirements:**

Annually, the Booster sub-committee will be required to nominate two representatives to hold a seat on the CBSF board. One of which is the Chairperson of the CBMST Booster Club Sub-Committee.

**Decisions:**

Will be made by majority and will need to be submitted for endorsement by the CBSF board. Votes may be cast in person, proxy or in writing prior to the vote taking place.

**Notice:**

Seven days notice for meetings and decisions shall be given by the Chairperson.

**Annual Term:**

June 1st to May 31st, in-line with the CBSF FY.

