AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Grant Application; Crested Butte Snowsports Founda

Action Requested: County Manager Signature

Parties to the Agreement: Gunnison County and Snowsports Foundation

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Using funds to subsidize Choice Pass ski programs.

Fiscal Impact:

Submitted by: Derek See **Submitter's Email Address:** dsee@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:
No concerns. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 11/17/2017

County Attorney Review: (●) Required ( ) Not Required

Comments:
ok db 11/17/17

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 11/17/2017 Certificate of Insurance Required Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 11/17/2017

(●) Consent Agenda ( ) Regular Agenda ( ) Worksession Time Allotted: 0

Agenda Date: 11/21/2017

Revised April 2015

CRESTED BUTTE
SNOWSPORTS FOUNDATION

Program Grant Application

2017-2018 Season

Name of Program Applying: Choice Pass

Contact Person and Contact at Program: Derek See Email: dsee@gunnisoncounty.org Phone: 970-596-6479

Governing Entity of the Program: Gunnison County/ GCSAPP

Amount of Grant Request: $3,665

Purpose of Grant Request:

I, Mathew Birnie, the undersigned, and an official representative of Gunnison County, hereby recognize the mission, priorities and goals of the Crested Butte Snowsports Foundation (CBSF). I/we will abide by all CBSF deadlines, policies and procedures with regards to scholarships. I/we recognize that any grant is to be used to further the mutual mission and goals of the Crested Butte Snowsports Foundation and the Partner Program.

Signature: Title: County Manager Representing: Gunnison County/GCSAPP

Date: 10/31/17

Narrative

Please provide the following information in a separate document in "Cambria" 12-point font.

1. CURRENT PROGRAMS: Provide a brief description of the organization's current programs. Include population and numbers served, as well as expected results.
    - If this request is for a specific program, describe all the organization's programs here. Describe the program for which you are seeking funding in Section 2.

2. PIPELINE: Describe how your programs are designed to educate participants regarding long-term involvement in snowsports, and to create opportunities for student athletes of all ages and levels to interact through its programs.

3. PROGRAM OR PROJECT:
    - Provide a summary of the plan for the program or project request. Include the issue and/or opportunity addressed, goals and objectives, activities, and timeline.
    - Explain why the organization is approaching the issue and/or opportunity in this way.

4. COMMUNICATION: Describe your communication plan with student athletes, families, and the Foundation regarding the following:
    - Training schedules.
    - Competition schedules and opportunities.
    - Fees.
    - Individual athlete management.
    - Available disciplines and tracks.
    - Attendance.
    - Parent and athlete expectations, codes of conduct, etc.
    - Monthly review of enrollment and status of programs.

5. COACHING STAFF: Provide a description of:
    - Level of certification and education.
    - Consistency with respective athletes.
    - Ability to communicate with parents, athletes and partners.
    - Expectations to uphold Codes of Conduct including academic performance and drug and alcohol policies.

6. ACCESSIBILITY and PROMOTION: Provide a description of how the program strives to be open and available to as many student athletes as possible and provide evidence that

the program is properly promoted to as many athletes as possible throughout the Gunnison Valley. Include a description of groupings for male and female athletes that are appropriate to support the growth of snowsports for both boys and girls.

7. LEADERSHIP AND STRUCTURE: Describe your organizational and leadership structures. Describe your commitment to excellence and accountability.

8. MARKETING**:** How will you work with the Crested Butte Snowsports Foundation to participate in mutually beneficial marketing and promotions (ie. website presence and development)?

9. RECOGNITION: How will your program recognize the financial support of the Crested Butte Snowsports Foundation?

10. OTHER SUPPORT: Describe how your program will coordinate with the Foundation to develop broad support, volunteer participation, in-kind giving, etc.

ATTACHMENTS REQUIRED:

A. Past Fiscal Year Program Budget.
B. Current Fiscal Year Projected Program Budget.
C. Verification of coaching and leadership credentials.
D. Any appropriate program information, marketing, or supporting documents.

Complete applications must include the following to be considered:

- *This application form.*
- *A complete Narrative.*
- *All attachments.*

We cannot guarantee funding for every grant request received. If you are awarded a grant, funding may not be available until 2018.

CBSF must ***receive a completed grant application as well as your $150 Partner Program fee paid*** *no later than October 31, 2017 at 5pm. Please email the application to kate@cbsnowsports.org, or it can be mailed or dropped off to:*

Crested Butte Snowsports Foundation

214 6th Street / P.O. Box 56

Crested Butte, CO 81224

1. Current Programs:
   Sunday Sessions is a program we launched last year. The intention was to get youth to ski with their peers of the same ability level and create new friendships. All Choice Pass holders (we have about 600 youth in the program) get two free lessons, but they rarely took advantage of this. Choice Pass worked with CBMR and we picked two days for beginners in January, two days for intermediates in February, and two days for experts in March. This is advertised as a "free ski/ride" instead of "lesson". However, we have two instructors with the group to offer instruction when needed or requested. Afterwards, we gather at the Brown Lab for pizza. We had between 5 and 10 participants per ski day last year. It was open to all 6th-12th graders participating in Choice Pass. I expect this year we will see an increase, and I anticipate about a dozen youth per ski day.

   Avalanche Awareness Night this year it will be on November 14th at the Crested Butte Community School. We have Ben Pritchett from the CB Avalanche Center come and give a presentation from the American Institute for Avalanche Research and Education (AIARE). CB Ski Patrol comes in with an avalanche dog and talk about mountain safety. We also have a raffle and order pizzas for this event to encourage attendance. This program is open to all Choice Pass holders and their families. We saw about 80 participants at least years presentation. I anticipate similar numbers this year.

   Irwin Avalanche Course is a two day course in which participants get trained in avalanche safety, snow science, route finding, backcountry etiquette, and proper use of avalanche gear (beacon, shovel, and probe). This course takes place in and out of classroom with an actual backcountry ski on day two. The course was intended to engage more of our high school population and offer skill-based opportunities. We accept Choice Pass students aged 14-18 years old. Last year we had 19 participants. This year we anticipate 18-24 students with 24 being our cap.

   The Backcountry Ski Program is specifically for youth who have completed the Irwin avalanche course. Last year was the first year we launched this program. The group is limited to 5 youth. We meet our guide, Ben Pritchett, at 8am at a coffee shop. We then look at the avalanche forecast and maps to determine what will be a fun and safe day in the backcountry. Ben is an excellent teacher and takes his time explaining the details of route assessment to the youth. The youth get to practice in the field breaking trail and assessing snowpack. This is another opportunity to engage our highs school students, and is only open to students 14-18 years old. We only ran three days last year, so 15 students served, but some participated several times. This year we are planning for five backcountry days with five students each day. We also plan to offer a three day hut trip in January where we can accommodate 10 students.

Outdoor Youth Leadership Program is an amazing week long guide training program every June with Irwin Guides. Youth are trained in stand-up paddle boarding, rafting, duckies, rock climbing, mountaineering, and a snow climb summit day. They also earn their Wilderness First Aid certification. Other topics covered are leave no trace ethics, group dynamics and expedition behavior, and campcraft. This is another skill-based opportunity for high school students aged 14-18. Our cap is eight students. That is what we had last year, and that is what we anticipate for next year.

Choice Pass Scholarship Program was originally designed to help youth who could not afford to ski. Each year families could submit their application with proof of need to help purchase a ski pass. Last year 13 youth received a free Choice Pass to Crested Butte Mountain Resort. However, to be more inclusive to youth who may not ski we now offer scholarships to the Gunnison Recreation Center, The Gunnison Art Center, West Elk Hockey Association, and the Crested Butte Dance Collective.

2. Pipeline:
   The goal of Choice Pass is to offer students 6th-12th grade healthy incentives to remain substance free. Looking at our enrollment we see fewer high school students participating in Choice Pass than middle school. We offer programming for both, but engaging our high school population was a driving force in some of our program designs. What we have found from student feedback is that high school students want leadership and skill-based opportunities.

   Sunday Sessions reaches out to all Choice Pass students of all abilities. With that being said, we did see more attendance of middle school students. I also feel this program reaches out to Gunnison students or newer Crested Butte students who did not grow up skiing the North Face at age 10. This is an opportunity for youth from both ends of the valley to ski together, learn some skills, explore new terrain, and develop positive friendships. I feel that youth who have a friend to ski with are more inclined to continue to pursue the sport. We had youth skiing the Headwall, North Face, and Banana Funnel last year for their first time. They felt supported by their peers and more confident having instructors there to offer guidance and encouragement.

   The Avalanche Awareness Night is a family event, which is what I like about it. The Choice Pass student brings their parents and young siblings as well. We live in avalanche country. There is avalanche terrain right be the town sledding hill. Teaching people of all ages how to recognize avalanche terrain is invaluable. This program creates a healthy respect for the power of the mountains. Youth see tracks

in Red Lady Bowl and say "I want to do that!" This is the first building block to get them educated, and prepared for long life of exploring the snow covered mountains.

The Irwin Avalanche Course is step two in educating the youth about avalanche safety. This is a prerequisite before they can earn their Avalanche 1 certification. What I really like about this program is- who do you think these kids are going backcountry skiing with? Their parents! This program is an opportunity for families to share their passion for the mountains together. Youth want to go skiing with their parents and the parents are saying ok, but you need to get trained in avalanche safety first. That is what we are providing with this program.

Backcountry Ski Days is an opportunity to put their knowledge to the test. This is where the rubber meets the road. The students get to help pick where we ski for the day, and our ascent route. There is a great comradery that develops within the group on these days. The students share the struggle of skinning up a snow-covered mountain. Then lunch while basking in the beauty of the Colorado Rockies. And finally, the glory of untracked powder back to the valley floor. Seeing the rosy cheeked students gush about their day when their parents pick them up is as rewarding as the ski itself. This year we would like to include a 3 day hut trip to Gothic!

3. Program or Project:
   One of the major grants that funds Choice Pass has expired. We have developed the framework for some great programs, and are now struggling to fund them. The summary of my request is that we would like to continue to offer these programs to local youth, and we are asking the Snowsports Foundation to help us.

4. Communication:
   We start our communication with our annual enrollment nights that occur every fall. This is our opportunity to promote the programs we have available for youth. This year we had a booth set up with photos from last year's programs. I feel giving youth an opportunity to see their peers engaging in these activities relieves some fears and anxiety. I also hand out a calendar with the dates of our programs on it. We have a Choice Pass website that we use to post upcoming events. We also use our Choice Pass Facebook page to alert families and share photos of our programs. The majority of our communication is through email, and that is to students and parents alike. This is how we get waivers sent out, and information on fees and deadlines.

5. Coaching and Staff:
   I attended Western State Colorado University and double majored in Psychology and Outdoor Leadership. I have a master's degree in Counseling Psychology. I have

been skiing and snowboarding for 39 years, backcountry snowboarding for 27 years. I have been working with youth for the last 7 years. I have my Avalanche 1 certification and my Wilderness First Responder certification.

When I outsource the programs above I use only the most talented and competent instructors. Ben Pritchett "has served as the Program Director for the American Institute for Avalanche Research and Education (2002-2017) and also the Education Coordinator for the Colorado Avalanche Information Center (2006-2012). Ben holds an AMGA Ski Guide certification, and owns his own guide service – Colorado Backcountry. He is a professional member of the American Avalanche Association and AAA Certified Avalanche Instructor. He serves as an AIARE Education Committee member and is qualified as an AIARE Recreational and Professional Course Leader, and Instructor Trainer." That was borrowed from his bio at the CB Avalanche Center where he is the director.

The guides and instructors that Irwin Guides and Crested Butte Mountain Resort have provided have been nothing short of exemplary.
All the youth participating in the Choice Pass program have signed a pledge to be substance free and make healthy choices. If we receive information that a youth has broken their pledge I set up a meeting with the family to discuss the situation, and create a plan to help the youth make better decisions in the future.

6. Accessibility and Promotion:
   Choice Pass is open to all 6th-12th grade students in Crested Butte, Gunnison, and Lake City. All we ask is for them to be substance free and make healthy choices. Our programs and discounts are an incentive for them to uphold their commitment. Due to the nature of some of our programs we are limited how many people we can serve in a day. A backcountry ski party of five youth and two adults is already quite large. I feel our programs are limited for either financial reasons or safety. We encourage all students to participate. Since some of these programs are new we have not had to turn students away. Maybe as the program grows we will need to readdress how we manage our numbers. But, that is a problem I would be happy to have. Again, our promotion technique is email blasts. If you would like a copy of an email with over 600 email addresses on it I can provide that. There is no discrimination between males and females. We saw more females than males in the Sunday Sessions. We see more males than females in the avalanche course, but not by much.

7. Leadership and Structure:
   I am the program coordinator for Choice Pass which is under the umbrella of Gunnison County Substance Abuse Prevention Project (GCSAPP). Kari Commerford is the director of GCSAPP. She oversees my day to day activities. There is a Choice

Pass committee of about 12 community members. We meet once a month to review the program and collaborate on any issues that may arise. I hold myself to a very high standard, and I expect the same from the organizations I partner with. I am supported by a wonderful team of dedicated individuals who want only the best programs for the local youth. I debrief with all our partner organizations to ensure that we are always learning, growing, and improving our programs.

8. Marketing:
   We will work with the Snowsports Foundation to include their logo and make any other promotion information available on our website. We would also like to offer the Snowsports Foundation an opportunity to have a table at our enrollment nights every fall. This is an opportunity for the Snowsports Foundation to engage with hundreds of local families in person. We will also include CBSF's logo in any emails promoting activities that are supported by CBSF.

9. Recognition:
   I think the best way we can recognize CBSF's financial support is to include it in our emails. "This Program is Supported/Sponsored by the Crested Butte Snowsports Foundation". I am open to other ideas and suggestions as well.

10. Other Support:
    I feel that this is a mutually beneficial relationship. I saw from your survey results that youth requested more opportunities to ski with their friends and more backcountry ski opportunities. I have already created and implemented the programs the students are asking for. This saves the CBSF a lot of work to create these programs to meet the student's needs. Choice Pass on the other hand could benefit from financial support to continue to keep these programs affordable for local families.

11. The Ask:
    The goal of these programs is to keep them affordable for everyone. As you are aware, skiing in general is a rather expensive endeavor. What Choice Pass has done is subsidized the programs outlined above to help keep them attainable to all families.

    $200- For the Avalanche Awareness Night food costs. We ordered 10 pizzas last year and it was barely enough for everyone to get one slice.
    $200 for the food cost at the Brown Lab after Sunday Sessions. We have 6 days with about 10-12 kids per day for pizza.
    $840- for the avalanche course. Irwin charges $115 per youth. Parents pay $80, Choice Pass subsidizes $35. Maximum number of students- 24. 24x35=840

$750- Backcountry ski days. $300 a day for 5 youth. $60 a student- parents pay $30, Choice Pass pays $30. 5 backcountry days $1,500- $750 payed by parents= $750

I would like to make another couple requests. The Choice Pass ski pass is only $125. I would like to request $375 for 3 passes. One to be raffled off at the avalanche awareness night (to encourage attendance), and two to be awarded along with the rest of our scholarships that will be awarded in November. The scholarship recipients will receive a certificate that states that the CB Snowsports Foundation purchased and awarded the pass.
We also have a new opportunity this year. Janae and Ben Pritchett offered to lead a 3 day hut trip for youth who completed the avalanche course. It is quite expensive at $330 a student, but this includes the hut, food, and guides. We were thinking 8-10 students could participate. I am thinking that if the CBSF could cover $130 per student it would make it more affordable for families. With 10 students that would be $1,300. I have made no commitments to the hut trip as we do not have the money to subsidize this program. However, I think this would be an amazing opportunity for youth to experience the serenity and positive social interaction of a hut trip.

$200	Avalanche Awareness Night
$200	Sunday Sessions
$840	Irwin Guides Avalanche Course
$750	Backcountry Ski Days
$375	3 Choice Pass season passes to CBMR
$1,300	3 Day hut trip to Gothic
Total	
$3,665	

Thank you so much for taking the time to consider Choice Pass as a recipient of a Snowsports grant! I am new to grant writing and I hope I have completed everything correctly. If there is anything I am missing please let me know and I will get it to you as soon as I can.

MISSION AND VISION STATEMENT

MISSION:

The Crested Butte Snowsports Foundation provides financial support for the youth in Crested Butte and Gunnison in their pursuit of sportsmanship, passion, excellence and discipline through snow sport experiences.

VISION:

Every young person in Crested Butte and Gunnison will experience the joy and excitement of snow sports and be supported in their pursuit of recreational or competitive opportunities.

WHAT WE DO:

- We provide need and merit based scholarships to individual athletes.
- We provide grants to partner programs in all disciplines of snow sports, including, but not limited to, Nordic, Alpine, Telemarking and Snowboarding.
- We support skiing and riding at all levels: introductory, recreational, competitive and collegiate.
- We help young skiers and riders achieve success in competitive programs.
- We support programs that keep skiers and riders involved during middle school and beyond.
- We support and facilitate parent education programs for all disciplines.
- We support and facilitate coaches' education programs in all disciplines.

WHAT WE BELIEVE:

- Snow sports are for everyone.
- Snow sports expand horizons and bring individuals and families together in ways that create meaningful shared experiences.
- Snow sports offer opportunities for personal accomplishments and growth, and ultimately, enrich our daily lives.
- Snow sports are a primary attraction for people moving to the Gunnison Valley and are vital to the recreational and economic health of our community.
- Accessibility and inclusiveness are at the heart of the Foundation's mission and reason for being.
- The scholarships that the Foundation awards allow accessibility to snow sports for athletes of varying economic and athletic backgrounds.

GCSAPP BUDGET 2017 - Grantors	Choice Pass Program	CBYC	Parent Education	Remaining Budget for Personell (3 full time staff, and three part time staff, office space and all personal costs), messaging, education and prevention programming (SOS and Youth Space).	
City of Gunnison					$61,450
Crested Butte/Mt. Crested Butte Rotary		$1,000			
Communities that Care			$2,500		$167,000
Drug Free Communities	$15,000	$1,500	$2,000		$116,500
CB Town Council	$3,000		$5,400		
TOTALS	$18,000	$2,500	$9,900		$283,500

TOTAL BUDGET $313,900

TONY GRAMPSAS YOUTH SERVICES PROGRAM
Colorado Department of Human Services, Division of Child Welfare Services
ATTACHMENT 1: BUDGET TEMPLATE

Agency Name	Gunnison County	**Budget Period**	7/1/2017-6/30/2018
Program Name	Choice Pass and Parent Education Program		

Expenditure Categories						Match / In-Kind	Total Amount Requested from TGYS
PERSONNEL SERVICES							
Position Title / Employee Name	**Description of Work** For hourly employees, please include the hourly rate and number of hours in your description. Include number of months budgeted.	**SOW Activity #**	**Gross Salary**	**Fringe**	**% ACTUAL Time on Contract / Purchase Order**	**Match / In-Kind**	**Total TGYS Request**
Choice Pass Coordinator	12 months (52 weeks) budgeted at .8FTE @40% (15hrs. per week) - - based on $28/hr.	1.1, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 3.1, 3.2, 3.3, 3.4	$19,181.00	$2,659.00	100.0%	$0.00	$21,840.00
							$0.00
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							$0.00
Total Personal Services			**$19,181.00**	**$2,659.00**	**1.00**	**$0.00**	**$21,840.00**
SUPPLIES & OPERATING							
Item	**Description of Item**				**SOW Activity #**	**Match / In-Kind**	**Total TGYS Request**
Choice pass sign-up printing, copying, stamps and ads	choice pass packets and letter to Business partners (680) at $1.00 per packet and stamps for postage @ .49 ;				2.1,2.2,2.3, 2.4, 2.5	$0.00	$1,013.00
Choice Pass Incentives	food, activities, equipment and materials for programming $10pp x 30 people x 6 events; support for community youth programs to offest cost for choice pass youth (100 @ $20)				2.4, 2.6	$0.00	$3,800.00
Choice Pass Club and Honors Program	10 middle school students and 10 high school students meet 6 times over 12 months. $25 per meeting for food x 2 groups x 6 meetings, $800 for incentives, stipends and activities.				2.7, 2.8, 2.9	$0.00	$1,100.00
Parent Education Dinners	400 parents and community members attend at least one educational event - $8/pp food, $200 supplies (notebooks and pens), 4 ads @ $150 each.				3.1	$0.00	$3,600.00
Choice Pass Plus Online Parenting Program	parenting wisely curriculum $950, 12 families will complete curriculum and meet 2 times for discussion. $200 incentive per family upon completion, food for meeting (12x2x$10pp)				3.3	$0.00	$3,590.00
World café event	2 ads @$100 each, 50 people @$6/pp $100 supplies				3.2		$600.00
Pass The Knowledge	social norming and educational campaign 12 ads @ $200 per ad				3.4		$2,400.00
Youth Advisors	3 high school advisors to lead youth messaging and voice youth at the GCSAPP coalition table (3 youth @ $12/hr x 3 hour week x 28 weeks = 3,240)				2.1		$3,024.00
Total Supplies & Operating Expenses						**$0.00**	**$19,127.00**
TRAVEL							
Item	**Description of Item**				**SOW Activity #**	**Match / In-Kind**	**Total TGYS Request**
Chioce Pass Coordinator Orientation attendance	travel from Gunnison to orientation location - estimate 585.2 miles round trip at .50 per mile				1.1		$292.60
orientation lodging	two nights at orentation location -- $120 per night				1.1		$240.00
orientation meal stipend	three day meal stipend to include travel days at $52 per day				1.1		$156.00
Total Travel						**$0.00**	**$688.60**
CONTRACTUAL (payments to third parties or entities)							
Item	**Subcontractor / Entity Name**				**SOW Activity #**	**Match / In-Kind**	**Total TGYS Request**
Total Contractual						**$0.00**	**$0.00**
SUB-TOTAL BEFORE INDIRECT							**$41,655.60**
INDIRECT							
Item	**Description of Rate / Item**					**Match / In-Kind**	**Total TGYS Request**
Negotiated Indirect cost rate (Federal or CDHS):	20%						$8,331.00
Indirect (other): please list specific indirect costs in description if no rate exists							
Indirect (other): Modified budget item rate, if applicable							
Total Indirect						**$0.00**	**$8,331.00**
TOTAL ADDITIONAL RESOURCES						**$0.00**	
TOTAL TGYS ANNUAL REQUEST							**$49,986.60**

Total Program Cost (Match / In-Kind + TGYS Request)	**$49,986.60**
Total Agency Budget	
TGYS Request as a % of Program Budget, if Awarded	**100.00%**

signed to make automati
ur final application.

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presented by this templa
ich you are applying for T

Column Title
Position Title/Employee Name
Description of Work
SOW Activity #
Gross Salary
Fringe
% Actual Time on Contract/Purchase Order
Match/In-Kind
Total TGYS Request
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TGYS funding is requeste