



Winter Park Summit Notes - May 7

Fundraising Meeting Notes and Action Items

Need to have the plan for the lobbying group, so they can communicate effectively. Fundraising group would like to see examples of how others within the county have raised private funds. From preliminary conversations it appears that the school districts are not in a position to contribute funds. Need a business plan from the operations group so fundraising people are able to explain how ongoing operations will be funded. Need to have the key messages in order to communicate. The group decided the lobbying group will be the ones to create the key messages. Fundraising group communicated that they do not want to conduct fundraising events given the time and expense of conducting events.

The Birkebeiner will lend support with their name politically but is not a viable option for significant funding as an organization.

Other main needs for the fundraising group

- 1) Action - Need to develop a specific plan for raising the \$1M of private funds.
- 2) Action - Research other examples of how the county has raised private funds. Who do we contact?
- 3) Action – Determine the best method / organization for collecting donations. Research possibilities of forming a new 501c3 non-profit in order to collect donations. A suggestion was made to utilize the Friends of the Parks organization and to review what the Friends of the Libraries organizations are doing to raise money and maybe use them as the primary non-profit instead of forming a new non-profit. Endurance United is also a possible partner to serve as the non-profit for fundraising.

Champions & Stakeholders Meeting Notes and Action Items

Question was raised, how do we bring a broader interest group to the table that would include the downhill ski community and tubing community?

Action Items

- 1) Develop a one page fact sheet that will help sell the project.
- 2) Create a video clip of well-known local skiers promoting the need for this project. One specific idea was to reach out to Jessie Diggins as a potential champion.
- 3) Develop a cool sounding hashtag
- 4) Create a single database of contacts to be able to access.
- 5) Need to develop an email list of key project champions and stakeholders to share with the steering committee
- 6) Identify members of the downhill skiing community and snow tubing community to invite to our meetings.

Operations Meeting Notes and Action Items

Need a commitment from St. Paul Schools for daily operational support.

Brainstorm year-round uses for winter rec area to generate wider community interest and support.

Hyland under estimated parking needs. Have 200 spaces in main area and 400 spaces in overflow lot.

Action items

- 1) Research and take field trips to similar operations including Hyland Hills, Elm Creek, Theodore Wirth state park
- 2) Figure out potential user numbers for visitors / customers and project revenue numbers based on visitors and proposed fees
- 3) Explore Three Rivers operational model – tubing, snowboarding which seems to be profitable and review cross country skiing numbers which are not profitable.
- 4) Determine if we are offering cc-skiing as a service or if there will be an expectation that it makes money.
- 5) Determine how we would enforce the use of ski passes.
- 6) Figure out how much existing parking there is available for Battle Creek park users.

Lobbying Meeting Notes and Action Items

- 1) Research DNR grant funding opportunities for outdoor recreation.
- 2) Need a plan in place for raising \$1M private funds to present to the legislature.
- 3) Need to approach the Twin Cities Amateur Sports Commission.
- 4) Need a key message for legislators that people can easily distribute.