
The Fernie Nordic Society

2024-2025 Annual Report



Our Mission Statement

“Providing exceptional cross-country skiing opportunities for residents and visitors of all ages.”

It was truly a remarkable season! One marked by outstanding early snowfall, historic achievements in racing, a fully developed programming schedule, and the launch of an innovative grooming app. Strengthening ties with neighbouring clubs further enriched the experience, fostering collaboration and community engagement. From thrilling competitions to enhanced trail maintenance, this season was filled with milestones that will be remembered for years to come.

Created by Alisha Rella
Administrator, Fernie Nordic Society

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Board of Directors

The Fernie Nordic Society is led by a dedicated group of volunteers who are passionate cross-country skiing enthusiasts. Their commitment and tireless efforts ensure the ongoing development of exceptional ski trails, diverse programming, engaging events, and more. We extend our sincere gratitude to our Board of Directors for their leadership, vision, and year-round dedication to enhancing the cross-country skiing experience for our community.

Megan Lohmann - Chair
Matthieu Corriveau - Treasurer
Jane Stevens - Secretary
Mike DeJong - Director of Operations
Sam Sedlowsky - Director of Facilities
Johnny Shaw - Director of Skier Development
Laurie Bemi - Director of Membership



President's Message – Fernie Nordic Society Annual Report

2024-2025



As we reflect on the 2024-2025 ski season, it's clear that this was a year of extraordinary growth, achievement, and community spirit for the Fernie Nordic Society. Thanks to an early snowfall, skiing began on November 21, 2024, at the Fernie Golf Course (FGC) and City Dyke trails, followed shortly by the Elk Valley Nordic Centre (EVNC). The season stretched well into spring, with FGC closing on March 24, 2025, and EVNC on April 9, 2025, giving us months of incredible skiing.

Exceeding our target with 907 members and a record-breaking number of day passes sold, we surpassed expectations and welcomed more skiers than ever before. We saw continued interest in our corporate membership this year and would like to thank the following organizations for their support: Tourism Fernie, Claris Media, Zinc Ventures and Dr. K. Alland and Dr. R. Weitemeyer Medical Corp. Our Masters program flourished with 42 participants, led by the ever-inspiring Coach Tarah, whose Tip Tuesdays became a favourite at EVNC.

Our Skill Development Program thrived, with 73 youths engaging in 10 weeks of nordic lessons under the guidance of 15 volunteer coaches, five of whom came from our race team, the Fernie Nordic Racers. Speaking of racing, three team members and two alumni proudly represented Fernie at the 2025 Ski Nationals in Canmore, Alberta, securing five gold medals, two silver medals, and two aggregate wins. Team BC was crowned Divisional Champion, further cementing Fernie Nordic's place in the ski community.

A key highlight this year was the introduction of the Elk Valley Pass, a collaborative effort with neighbouring clubs, Sparwood and Elkford Nordic. The overwhelming support from 126 members who purchased this pass shows the strength of our regional ski community. Adding to the excitement, a brand-new trail, Evergreen Trail, was unveiled at EVNC, providing a fresh experience for skiers.

Our core events: the Annual Pumpkin Hunt, Community Fun R***s, and Flying Viking Challenge continued to be a hit, with the Pumpkin Hunt selling out. Meanwhile, the addition of Eco Arms Biathlon guns offered members a thrilling new way to engage with the sport.

Fundraising was a major focus this year as we prepare for trail upgrades at EVNC. With the support of Nordiq Canada, generous member and community donations, and Fernie Brewing Company's Cheers to Charity program, we raised approximately \$8,800 toward this important project, set to begin in the coming months.

Another milestone was our induction into the Ski Wall of Fame by the Fernie Skiing Heritage Organization, an incredible honour recognizing our ongoing contributions to the sport. We continued our commitment to accessibility by welcoming school groups to ski at both the Golf Course and EVNC, ensuring that cross-country skiing reaches all corners of our community.

This season also saw the launch of a new grooming app, NordicPulse, sponsored by Fernie Tourism, in collaboration with, FTA and Coal Creek Heritage Society, allowing members to access real-time grooming updates. Looking ahead, we have begun planning for Adaptive Skiing, an initiative we hope to introduce next season to make nordic skiing even more inclusive.

The EVNC warming hut and staging area remained well-maintained, thanks to the dedication of our volunteers. We recognize the ongoing discussions around land ownership and access, and we remain committed to advocating for our members and ensuring the best possible skiing experience.

None of this would be possible without our dedicated members, passionate volunteers, and hardworking Board of Directors. Thank you for your continued support in making Fernie Nordic Society a thriving, welcoming ski community. We are proud of all we've achieved and excited for what lies ahead!

Warm regards,

Megan Lohmann

Megan Lohmann, President, Fernie Nordic Society



Membership

It was another outstanding season, with a membership reaching 907 strong. Notably, we achieved a record-breaking number of day pass sales, 1,149, exceeding our budgeted projections. You may wonder how your annual membership fee is allocated. Rest assured, your contribution directly supports the long-term sustainability of the Fernie Nordic Society. While a portion of each membership fee goes to provincial and national nordic organizations, these funds remain essential to expanding our grooming efforts. For example, grooming the Elk Valley Nordic Centre costs approximately \$350 per session, underscoring the critical role of membership income in maintaining and enhancing our trails.

FNS 2024-2025 Trail Passes		
Total sold: 1,149		
Passes with known hometown:		
Fernie & EV	207	34.0%
BC	40	6.6%
AB	228	37.4%
SK	21	3.4%
Other CAN	57	9.4%
USA	52	8.5%
Other	4	0.7%
Total	609	

Membership Fee Breakdown & Allocation:

FNS Annual Memberships & Spending ~
The Fernie Nordic Society operates under five guiding principles:

Volunteer Driven – Dedicated volunteers help keep membership and trail fees affordable while supporting diverse programs and events.

Safety Conscious – A portion of each membership fee covers insurance for FNS-operated trails, and volunteers rigorously maintain safety plans.

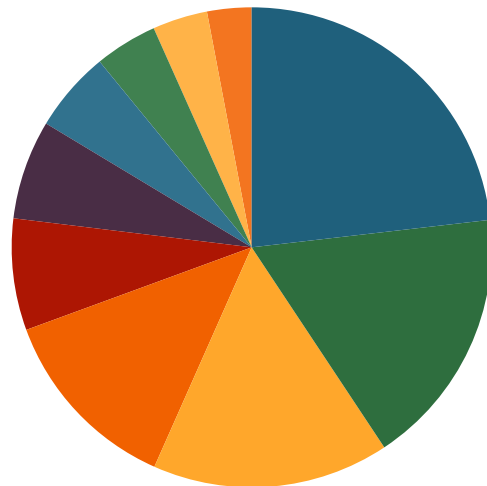
Welcoming – Membership is an investment in the organization and the beloved trails we all enjoy, with volunteers enhancing the skiing experience through programming and events.

Transparent – Members' contributions support administration fees for Cross Country BC and Nordiq Canada, as well as essential grooming, trail maintenance, and infrastructure improvements.

Affordable – Intentional efforts ensure membership and program fees remain accessible, fostering inclusivity in Fernie's cross-country skiing community.

We sincerely thank our new and returning members, as well as visitors, for supporting the Fernie Nordic Society, an organization dedicated to delivering exceptional skiing experiences year-round.

- Trail Grooming
- CCBC Registration
- EVNC Parking Maintenance
- Supplies and Portapotties
- Events
- Maintenance Machines
- Administration and GST
- Insurance
- Volunteers
- Training



Resort Municipality Initiative - Province of British Columbia

The Resort Municipality Initiative (RMI) is a provincial program that helps small, tourism-based municipalities enhance infrastructure, create memorable visitor experiences, and promote sustainable tourism. Many resort communities have limited tax revenue and struggle to meet tourism demands. RMI funding supports upgrades that attract visitors and extend their stays.

Fernie is one of 14 municipalities receiving RMI funding. The City has developed a Resort Development Strategy to guide fund allocation, with a portion available annually to the Fernie Nordic Society.

The Society received \$10,500 in RMI funding, which helped cover costs associated with trail grooming, machine fuel, contractor fees, parking lot maintenance, and portable restrooms. The City covered grooming expenses for multi-use trails. Financially, the Society exceeded revenue projections due to increased daily pass sales and additional donations. A surplus of \$5,774 will be allocated toward new Nordic trail development to offset losses due to the Galloway Lands development.

We appreciate the support from the RMI grant, which enabled us to continue delivering high-quality nordic experiences for the community.

EVNC/FGC Expenses	Budget	Actual
EVNC Grooming Contractors	\$24,500	\$25,786
FGC Grooming Contractors	\$6,000	\$8,250
Equipment Maintenance	\$9,000	\$6,132
Fuel for Machines	\$4,000	\$9,597
Admin/CCBC/Reg/Insurance	\$46,200	\$46,058
EVNC Parking Lot	\$12,000	\$7,215
Totals	\$101,700	\$103,038

EVNC/FGC Revenue	Budget	Actual
Membership/Trail Fees	\$81,750	\$85,362
RMI Grant	\$10,500	\$10,500
Donations/Other Grants	\$2,000	\$10,950
Totals	\$94,250	\$106,812

Introducing the Elk Valley Pass: A Milestone Achievement

This season we proudly launched the Elk Valley Pass, an exciting new membership upgrade spearheaded by our dedicated Membership Director, Laurie Bemi. Laurie worked closely with our partners in Sparwood and Elkford, demonstrating exceptional commitment and vision to bring this initiative to life.



Join the Fernie Nordic Society!

All trails will be open for the 2024-25 season & are better than ever!

New this year: the Elk Valley Pass

Why not try the other Nordic trails in the Elk Valley. One membership gives you access to three clubs: Fernie Nordic Society, Sparwood Sunset Ridge Ski Society & Elkford Nordic Ski Club



Three Clubs, One Membership: For the 2024-2025 season, the Elk Valley Nordic clubs of Sparwood Sunset Ridge, Elkford Nordic Society, and Fernie Nordic Society joined forces to offer a unified membership. With the Elk Valley Pass, members gained access to all three clubs' trails for a single fee, fostering a sense of community and encouraging exploration of the breathtaking Nordic skiing terrain across the Elk Valley.

Community Impact & Membership Growth: The response has been outstanding with 126 Fernie Nordic Society members purchasing the Elk Valley Pass, embracing the opportunity to connect with neighbouring clubs and enjoy a wider variety of trails.

Affordable & Accessible Pricing: The Elk Valley Pass was available at a competitive rate of \$140 for adults and \$285 for families. Existing season pass holders could easily upgrade to this expanded access for just \$20 per individual or \$30 per family.

This innovative offering has strengthened collaboration between the Elk Valley nordic clubs, inspired greater engagement within our skiing community, and provided exceptional value to our members. A big win for skiing in the valley. A heartfelt thank you to Laurie for her tireless efforts in making this vision a reality.

Operations and Infrastructure

Reflecting on Another Outstanding Nordic Skiing Season: This past season at EVNC and FGC was nothing short of exceptional. Members and the broader community consistently praised the grooming at both locations, a testament to the dedication and hard work of our incredible team. The City Dyke trails were regularly maintained making for some great skiing in town as well. While favourable snow conditions certainly played a role, it was the team's unwavering commitment that resulted in some of the best grooming we have ever seen. A sincere thank you to everyone involved in making this possible.

Enhancing Trail Communication with NordicPulse: The introduction of the NordicPulse App this year significantly improved our ability to share real-time grooming updates. This invaluable tool, funded by Tourism Fernie and shared with the Fernie Trail Alliance and Coal Creek Heritage Society, ensured that skiers had instant access to accurate trail conditions. We are deeply grateful to these organizations for their support in making this enhancement a reality.



Gratitude for Continued Collaboration: We would also like to extend our sincere appreciation to Handshake Holdings, the owner of Galloway Lands, and their development team. Their ongoing cooperation allowed us to maintain trail access, coordinate grooming efforts, and navigate winter activities alongside Fernie Alpine Ski Resort.

Looking Ahead to the 2025-2026 Season: As we move forward, we remain committed to working closely with Handshake Holdings, the development team, the Fernie Trail Alliance, and the future conservation entity to uphold a minimum of 10km of dedicated Nordic-only trails, alongside multi-use winter trail options managed by the FTA at the EVNC. Throughout the summer, we will focus on trail maintenance, enhancements, and upgrades to our equipment and infrastructure, ensuring an even greater experience for the upcoming season.

Programming

Program Highlights

Children & Youth Programming

The Skill Development Program (SDP) successfully ran for 10 weeks, beginning in early January, with structured lessons held Tuesday and Thursday afternoons and Saturday mornings. A total of 73 children participated across the Bunnies, Jackrabbits, and Track Attack levels, guided by our dedicated volunteer coaches: Alex, Lindsay, Chris, Marley, Ella, Alisha, Tate, Cam, Aurelie, Scott, Patty, Mac, Alana, Joel, and Andrew. Their commitment made this program possible, ensuring that each group advanced through various nordic skiing skills while engaging in fun, interactive games. Midway through the season, we hosted a hot chocolate and cookies gathering, providing an opportunity for families to connect and celebrate progress.

The program continues to receive strong support from Kal Tire and Cross Country BC, both instrumental in fostering the growth of the sport. Kal Tire, as a major sponsor of SDP, has provided crucial funding for ski playgrounds, adventure trails, and equipment, while also offering tire discounts for club members. To conclude the season, each group celebrated their progress with special activities such as bobbing for donuts or a scavenger hunt, reinforcing camaraderie and skill development. We extend our heartfelt gratitude to all our coaches and parent helpers for making this year truly unforgettable, and we look forward to welcoming the children back next season.



Building on the success of last year, we continued to integrate our Track Attack group with the Fernie Nordic Racers, a collaboration that has proven highly effective. This partnership will remain a key aspect of our programming moving forward.



Additionally, we were thrilled to welcome numerous local school classes to both FGC and EVNC for skiing throughout the season. Nordic skiing continues to gain traction within the school system as an inclusive and accessible sport, and we are committed to providing school groups with access to our trails for years to come.

Masters Program

Our Masters Program experienced significant growth this year, with 42 registered participants. Under the leadership of Coach Tarah, members had a variety of options tailored to different skill levels and interests. Tip Tuesdays at EVNC became a popular weekly event, alternating between classic and skate skiing, where Coach Tarah provided valuable technique tips for skiers to practice and refine.

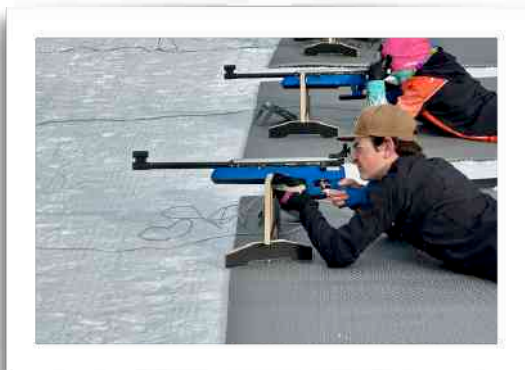
For those seeking a greater physical challenge, Coach Johnny and the Fernie Nordic Racers hosted intensity sessions on Wednesdays at EVNC, offering an opportunity for advanced skiers to push their endurance and technical proficiency. Additionally, biweekly long-distance skis allowed participants to explore different locations beyond EVNC, adding variety and further strengthening their skills in a relaxed setting. Thank you Tarah for your dedication & enthusiasm in growing our Masters program.



Adaptive Program

This year, we initiated preliminary efforts to introduce a para-skier Nordic program, responding to strong interest from both potential coaches and athletes. We are excited about the progress made and anticipate formally launching this program in the upcoming season, expanding our club's inclusivity and accessibility.

Biathlon Comes to Fernie



A major highlight of the season was the introduction of Biathlon to Fernie, thanks to several visits from Biathlon BC. Our club now houses three eco-arms, which will be integrated into existing programming and events, enhancing the experience for our members. Both children and adults embraced the biathlon element, finding the racing aspect exhilarating, fun, and a welcome new challenge. We look forward to further incorporating biathlon activities in future seasons.

Fundraising and Community Support

The 2024-2025 season was highly successful for our fundraising efforts. Enhancing the skiing experience at EVNC remained a top priority, with necessary upgrades to the staging area, trail improvements, and the replacement of aging interpretive signage needed moving into next season.

Our annual club fundraiser, held in collaboration with Nordiq Canada, was designed to support essential trail maintenance, including improving drainage and safety, enhancing the Cedar Loop and staging area, and ditching, grading, and widening the new Evergreen Loop. Additionally, updating interpretive signage is crucial to preserving and sharing the rich history and identity of the area, allowing members and visitors to develop a deeper appreciation for the land we are fortunate to ski on. Through the generosity of our members, local businesses, and the wider community, we successfully raised approximately \$8,800, enabling us to move forward with these critical projects. A dedicated team is ready to begin work in the summer and fall, setting the stage for an even better 2025-2026 ski season.

Of this total, \$2,543 was generously contributed by Fernie Brewing Company (FBC) through its Cheers to Charity program. From February 16 to March 31, all proceeds from sample tastings at the brewery were donated to our club. This initiative provided a unique opportunity for members and visitors alike to enjoy locally crafted beverages while directly supporting the maintenance and enhancement of our Nordic trails. Small-town communities thrive on collaboration between local businesses and recreational clubs, and we deeply appreciate FBC's generosity in championing this shared vision.



Fernie Nordic Racers

A Year of Excellence and Achievement *Season Overview*

The 2024-2025 ski season was one of the most successful to date, with 19 team members actively contributing to the Society's events, in addition to training and coaching, including the Annual Pumpkin Hunt, Community Fun R***s, and the Flying Viking. The Fernie Nordic Racers, a volunteer-run team, thrived thanks to the incredible dedication of coaches, team managers, wax technicians, and parent helpers.

Season Highlights & Competitive Success

Throughout the season, athletes demonstrated remarkable determination and talent at multiple provincial and national events.

January 31 - February 2, 2025 | Canada Cup & Western Canadian Championships (Kimberley, BC) Nine Fernie Nordic Racers & six Fernie masters athletes competed. Podium finishes: Ella Fuller & Louison Dubief.

Wes Robinson-Shaw made history with Fernie's first-ever **Eastern Championships** podium in Mont Ste-Anne, QC.

February 2025 | Teck BC Track Attack Championships (Rossland, BC)

Individual Classic Results: Mae 3rd, Elias 6th, Elliot 9th, Anya 9th.

Team Relay: 5th overall (unofficial team). Mae started in 27th place and pulled into 3rd in the first lap!

Sprint Heats: Elias 2nd, Mae 4th, Elliot 12th, Anya 20th.

March 17-23, 2025 | Nordiq Canada Ski Nationals (Canmore, AB)

Historic Achievements: Ella Fuller became Fernie's first-ever Canadian National Champion by winning the U16 interval start skate race with a 21-second lead. She then secured her second consecutive championship win in the classic sprint event.

More Podium Finishes:

Louison Dubief won the U20 10km interval start race, securing



another National Champion title for Fernie.

On the final day, Louison earned her third podium, claiming the U20 Queen of the Mountain award for fastest hill climbs.

Team BC Triumph:

Team BC was crowned the Divisional Champion, marking their third win in four years. Fernie Nordic Racers finished an impressive 14th overall out of 66 teams.

Graduating Athletes & Alumni Success

Graduating Team Members:

Marley Robinson-Shaw & Aurélie Smithson, both dedicated athletes, coaches and volunteers who have grown up with the program.



Alumni Excellence:

Wes Robinson-Shaw, competing for Carleton Ravens, placed 4th overall at the Ontario University Athletic Championships. Louison Dubief was named the first alternate for Canada at the Cross-Country Ski World Junior Championships in Italy.

Conclusion

The Fernie Nordic Racers have had a landmark year filled with national titles, podium finishes, and remarkable displays of perseverance and sportsmanship. The support of coaches, volunteers, parents, and community members has ensured the continued success of this outstanding program.

With another strong season behind us, we look ahead to new opportunities, rising stars, and continued excellence on the Nordic ski circuit!



Events and Community Engagement

Our organization is proud to host three key annual events that bring together the community while supporting local initiatives.

Pumpkin Hunt (8th Annual) – October: A cherished autumn tradition, the Pumpkin Hunt welcomed over 400 attendees, selling 200 tickets with proceeds benefiting Fernie Secondary School's Cross-Country Ski Program. Families enjoyed face painting, photos by Spencer Robertson, warm beverages, marshmallow roasting, and pumpkin hunting, creating a festive atmosphere to celebrate the upcoming ski season. Homemade crepes were offered by donation, with proceeds benefiting the Fernie Nordic Racers. The event's success

was made possible through community partnerships, generous sponsors, and the dedication of volunteers.



Community Fun R*s (11th Annual)** – February: This year's event set a new participation record with 77 skiers of all ages tackling either the 3 km or 7.5 km courses on freshly groomed trails at EVNC. Some skiers even pulled a chariot along the shorter course. Costumes added a lighthearted touch, and each finisher received a cookie medal. The event concluded with a biathlon challenge, where participants navigated ski loops interspersed with a stop at the shooting range. The Fernie Nordic Racers and their families provided hearty meals and refreshments, with proceeds contributing to travel expenses for competitors heading to 2025 Ski Nationals.



Flying Viking Challenge (6th Annual) – March: A highlight of the season, this year’s Flying Viking Challenge attracted 64 enthusiastic participants, from Mini-Vikings to long-distance racers. Competitors took on distances ranging from 1.5 km to 50 km, starting at EVNC and traversing Fernie Alpine Resort, including the unique twist of riding the Deer Chair lift in nordic gear. The event’s success was made possible through community partnerships, generous sponsors, and the dedication of volunteers. Delicious crepes, provided by Fernie Nordic Racers and Alice Dubief, helped support local athletes.

These signature events continue to strengthen our community, promote outdoor recreation, and support youth skiing programs.



2024-2025 Survey Insights

Thank you to everyone who took the time to provide us with such valuable feedback. It really does help us improve year after year.

Survey Feedback Summary

Feedback on the Season's SDP

"Great for families and the community."

"Coaches did a great job again this year!"

"Great coaches, very well organized."

"Love the Masters Program."

"Very impressed with the grooming and newsletters keeping members informed."

Newsletter Feedback & Suggestions

"Like the format and content. No suggested changes."

"I think it's great, love the youth input!"

"Enjoyed it. Perhaps highlight other Nordic clubs."

"Really enjoy the monthly newsletter."

"Love the newsletter, particularly athlete highlights."

"It would be nice to further emphasize fundraising results and upcoming programs."

"I always read it and enjoy it!"

Trail Grooming, Events & Skiing Conditions

"Nordic Pulse has really improved grooming as now we can see the time of the groom."

"Love the Flying Viking event, perhaps an earlier start for better conditions?"

"Fantastic dedicated team of groomers!"

"Always impressed, great work team!"

"I would love some fun races in the evenings."

"Really enjoyed the events this year, bringing the biathlon days was excellent!"

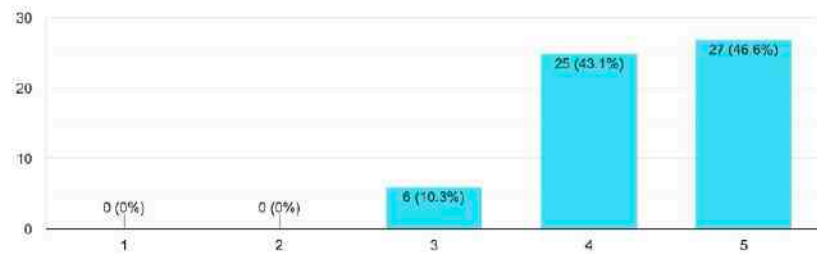
"Trail grooming was great!"

"No complaints at all about the entire organization!"

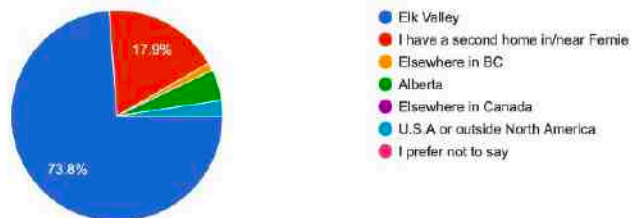
"I ski early morning and wish the groomers started earlier, like most other places."

"Continued importance of daily live updates on grooming, including whether it won't be groomed on a specific day."

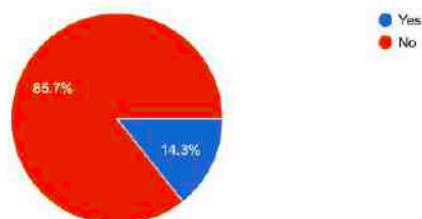
How would you rate the quality of FNS's communications regarding our Skill Development Program?
58 responses



Are you a resident of
84 responses

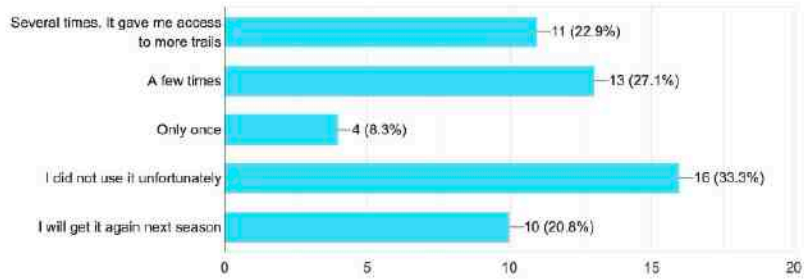


Was Nordic Skiing your primary reason to visit Fernie?
7 responses



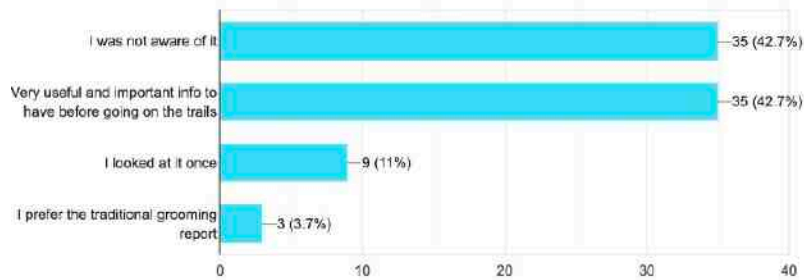
Elk Valley Pass: If you purchased the pass this season, how many times did you use it at the participating clubs?

48 responses



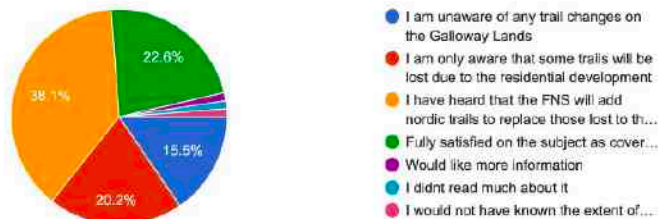
The NordicPulse real-time trail grooming reporting was added to our grooming report. This service was sponsored by Tourism Fernie. Did you find it useful?

82 responses



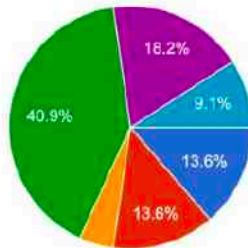
Was the communication of planned Nordic Centre trail changes on the Galloway Lands done to your satisfaction?

64 responses



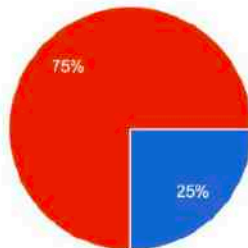
Survey Responses from VISITORS

Are you a resident of
22 responses



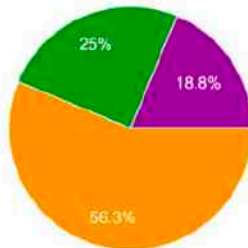
- Elk Valley
- I have a second home in/near Fernie
- Elsewhere in BC
- Alberta
- Elsewhere in Canada
- U.S.A or outside North America
- I prefer not to say

Was Nordic Skiing your primary reason to visit Fernie?
16 responses



- Yes
- No

How many nights did you spend in Fernie?
16 responses

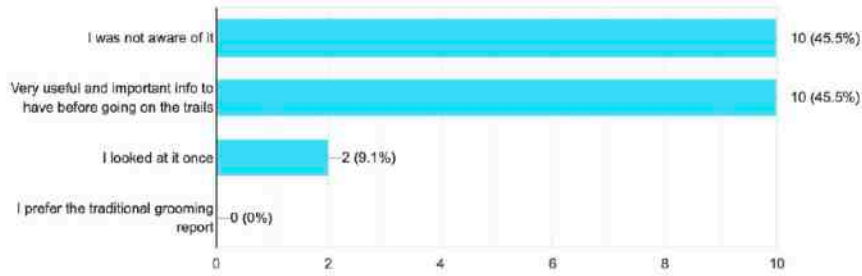


- It was a daytime visit only
- One night
- 2 to 4 nights
- 5 to 7 nights
- 8 or more nights

Survey Responses from VISITORS

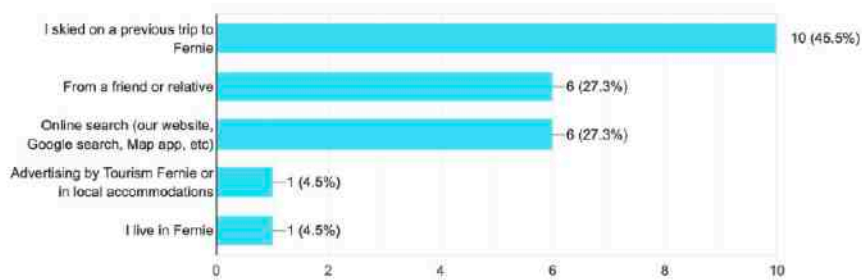
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22 responses

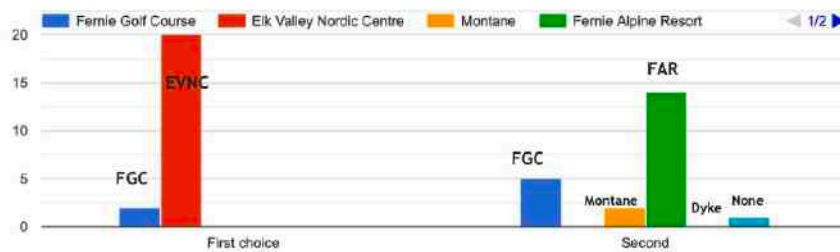


How did you hear about crosscountry skiing in Fernie?

22 responses



Which crosscountry ski area did you visit most ?



Acknowledgments



Mugshots Cafe





Fernie Physiotherapy



Wild Wolves
DESIGN

