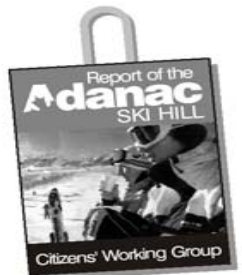




**ADANAC**  
“BRINGING WINTER BACK”

# ADANAC CAN

- succeed with a form of city and community partnership & proper management
- operate with the existing lift
- increase its revenue
- keep youth fit in winter
- provide affordable sport and recreation
- grow its market base
- maximize the park's winter potential
- contribute directly to the city's economy and lifestyle
- contribute to the success of other ski hills in the area
- expect support from the community
- benefit from partnerships (corporate, school boards, organizations)

















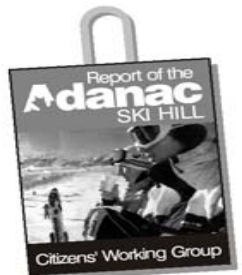






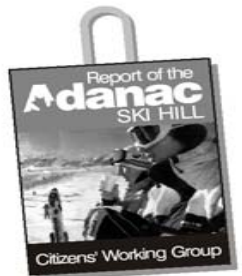
# WORKING GROUPS

- Programming
- Infrastructure
- Governance
- Finance & Marketing



# PROGRAMMING OPTIONS

- equipment rental
- ski school
- concessions
- racing programs
- special events can further increase hill profile and increase revenue both directly and indirectly
  - industry
  - winter carnivals
  - group nights
    - retirees
    - high schools
    - teachers
    - university
    - team building
- all programs must remain “in-house” to retain control and ensure that all potential revenue is capitalized on





# INFRASTRUCTURE OPTIONS

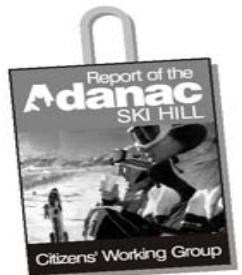
## ELEVATING DEVICES

### Conveyor Lift

- easy access to beginner area
- drawing point to distinguish Adanac as a leading educational facility

### Chair Lift

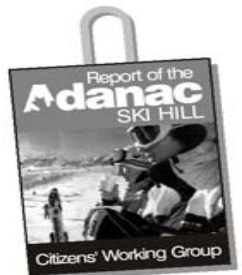
- Purchase new quad lift
- Purchase used lift
- Repair existing lift
  - most suitable
  - verified through two repair companies to be feasible





# INFRASTRUCTURE OPTIONS TUBING PARK

- recommended by consultant and several hills contacted in Southern Ontario
- potentially a new winter activity at Adanac
- current regulations constantly changing
- concern with location outlined by consultant
  - not visible from main area; potential safety and security issue
  - significantly increases fill, snowmaking and electrical costs
- recommend clearing existing sliding area at location and re-examine tubing as an addition to Adanac Park in the next phase of implementation



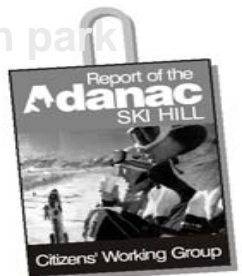
# INFRASTRUCTURE OPTIONS

## Chalet

- appropriate design can provide a multi-seasonal drawing point for Adanac Park
- portable existing on-site can house rentals and ski school
- not feasible this year
- new portables can be used to temporarily house change rooms, concessions and washrooms

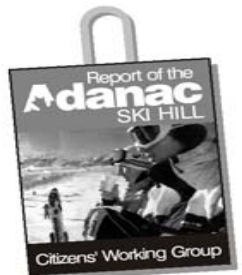
## Hill Layout

- Site Upgrades and Fill Requirements
  - some general site improvements
  - fill required to increase quality of skiable terrain in identified terrain park and beginner areas
  - fill upgrading continuous



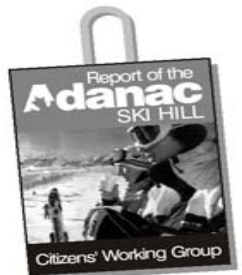
# FINANCIAL STRATEGY

- Use funds available in CGS Capital Envelope and chalet insurance
- Community will fundraise the rest
- All revenue will remain with the hill
- Insurance will continue to be included in CGS policy
- Contingency fund from City



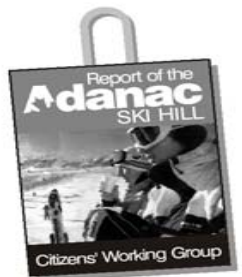
# MARKETING

- User fee options
- Special events
- Signage
- Advertising



# GOVERNANCE

- **Option 1**  
No change from previous operations
- **Option 2**  
Transition from city facility to not-for-profit corporation
- **Option 3**  
City run facility with an Advisory Board directing/advising on operations





**ADANAC CAN WORK**  
**ADANAC WILL WORK**

