

2016-2017 Annual Report



Climb Yukon Association

Providing greater opportunities and responding to the community's ever-growing interest in climbing.

This annual report showcases the main activities that occurred from April 1, 2016 to March 31, 2017.

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About Us

Climb Yukon has been active in promoting the sport of climbing in the Yukon over the past decade, notably through the youth with the Youth Climbing Team. 2016-2017 was a year of many changes for the Association as the directors started to evaluate the need to build a climbing facility in Whitehorse. Many new activities were organized to identify the need, to promote the project and to start the fundraising efforts.

Our Mission

Climb Yukon promotes physical education for youth and the public by encouraging indoor & outdoor climbing to improve one's strength and balance while having fun and enjoying the unique aspect of the sport and social community.



Our Directors

The board of directors regroups climbers that came together in 2015 to discuss the idea of a year-round publically accessible indoor climbing facility in Whitehorse, Yukon. Following the Climb Yukon Annual General Meeting in March 2016, a new board of directors was formed. The board is composed of experienced climbers, project managers, former indoor climbing gyms staff, medical practitioners, etc.

- President** - Alain Dallaire
- Vice-President** - Patricia Duchesneau
- Treasurer** - Kathleen McDade
- Secretary** - Brett Pagacz
- Director** - Josh Lightman
- Director** - Jordon Lindoff
- Director** - Max Parker
- Director** - Shaira Somani

Association's Activities

Yukon Youth Indoor Climbing Team

This season the YYCT had around 20 athletes training three times a week at Porter Creek high school. Training has been restricted to indoor due to the liability issues to climbing outdoor. This could change this next season with the new Climb Yukon liability insurance. The team has participated in two competitions. This first one was hosted by the Rock Dump Indoor climbing wall in Juneau on December 3rd, 2016. Seventeen athletes, two coaches and a parent were present at the competition. We had two second positions in the male and female open. The last competition was held at the Porter Creek Indoor Climbing wall on February 16, 2017. At least 20 participants were present at the event.



Some of the best athletes of the team were supposed to participate to the Tour de Bloc in Edmonton, but a lack of funds from the team discouraged the athletes from attending the event. For this reason, after a coach discussion we decided to ask for a small athlete charge next season.

Athletes that want to train for competition will have to pay a fee of \$200 for the season and this will guarantee them at least one competition. Athletes that do not participate in competition and train once a week will have to pay \$50 for the season. This small amount of money combined with fundraising efforts and Lotteries Yukon grant will allow the athletes to represent the Yukon in Canadian events. We are aiming for at least two outside of territory events next year.

Alain Dallaire
Head Coach

Feasibility Study for a Climbing Facility in Whitehorse

A feasibility study was conducted for an indoor climbing facility in Whitehorse in order to decide to move forward with the design and construction of a facility for the community or not. The work included: (1) Market Feasibility (2) Environmental Analysis (3) Financial Feasibility (4) Operational Feasibility (5) Organizational Feasibility (6) Schedule Feasibility

The final document contains 88 pages of analysis and recommendations. The consultant contacted local recreation groups, interviewed more than 11 Canadian and American (Alaska) facilities and contacted different businesses in the industry in order to get quotes for the purpose of the financial assessment. During this project, CY received 10 letters of support from groups of the community and hopes to receive more during the funding phase of the project.

Needs Assessment

During the market assessment, a survey was distributed through the website and Facebook. The group also hosted more than 10 kioks sessions at the Canada Games Centre and at the Farmers Market in order to discuss the project with the population. 1427 people responded to the survey. 60% of respondents were women and 98% were in favor of having a climbing facility in Whitehorse. For more results, visit the project's [website](#).



Yukon Bouldering Championship

As mentioned previously, the event occurred from 6 pm to 9 pm at the Indoor Climbing wall of Porter Creek high school. There were two categories: recreational and advanced climber. Climbers had a maximum of 3 hours to climb on 25 different problems with different levels of difficulty. CY had door prizes for participants during the event. Even though the event was a small fundraiser, it was more of a social event for the community.

Date: February 23, 2017

Attendance: 20 participants. This is the maximum capacity of the wall.



Fundraising Activities

Reel Rock 11

The Reel Rock Tour is an annual International Rock Climbing Film Festival that Climb Yukon hosts each November. Coast Mountain Sports has been partnering with CY in selling the tickets and providing a few draw prices for the last few years. The event took place at the Beringia Interpretive Centre. The Alpine Club of Canada, Equinox, Avalanche Canada had booths to promote their business/organization and interact with the audience during intermission. The Yukon Youth Climbing Team were also selling baked goods, pizzas and drinks.

Date: November 4, 2016

Attendance: The event was sold-out. More than 200 people. We had to turn people down.

Profit: \$2321.81

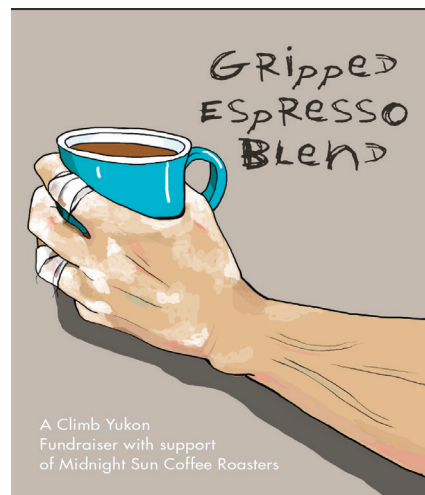


Climb Yukon Espresso Blend Sale

CY started 2017 with the creation of a special coffee blend: The Grippped Espresso Blend. In partnership with Midnight Sun Coffee Roasters, CY produced 200 1/2 pound bags of whole bean coffee. CY offered delivery or customers could purchase their bags at one of their pick-up stations: Coast Mountain Sport, MEADIASolutions or Winterlong.

Date: January -, 2017

Profit: \$966.55



Partnerships - Current & Future

CY has maintained its partnerships and good relations with Coast Mountain Sports and Porter Creek High School. The Association also created many partnerships this year in its work toward the construction of a climbing facility-wall. Local businesses that have supported the project include: MEADIAolutions, Midnight Sun Coffee Roasters, and Winterlong Brewing Co.

We also developed new connections with different groups in Whitehorse that offered letters of support for the project:

- FH Collins High School
- Porter Creek Secondary
- Académie Parhémie
- Boys and Girls Club
- Alpine Club of Canada
- Yukon Search and Rescue
- Northern Counselling and Therapeutic Services
- Heart of Riverdale
- BYTE
- Commission Scolaire Francophone du Yukon

Other organizations or groups like the Kwanlin Dun, Recreation and Parks Association of the Yukon and Sport Yukon confirmed they would support the project at a later stage.

Donors and Funders

CY received \$1,000 from corporate donations as well as more than \$13,000 in public funding and \$3,000 in in-kind support. The public funders include:

- Community Development Fund (project-based)
- Lotteries Yukon (x2)
- RPAY - Active Grant for afterschool program

Marketing and Public Relations

CY had a lot of visibility in the media this year. The directors were interviewed twice in the Yukon News between March and November, 2016 regarding the climbing facility. CBC interviewed the youth climbing team in October, 2016. BYTE also talked about the climbing facility project during an interview with CBC at the end of October, 2016.

For the purpose of providing general information to the members of the community, a website was created in 2016 with the domain name: yukonclimbingwall.com. A newsletter is also sent each month to provide a list of 500 members with the latest updates on the Association's activities. A logo was recently created for the Association and can be viewed on its website, on its official documents, and on its Facebook page. The social media page was also created in 2016 and has currently 145 likes.