



# 2022 Annual Report

## From the Executive Director

### Ashwabay Alliance Inc.

#### Board of Directors

Kim Ogle, *President*

Chuck Finn, *Vice President*

Mark Ehlers, *Treasurer*

Kellie Pederson, *Secretary*

Bill Van Sant

Carol "Coke" Lindsey

Dave Anderson

Dominic Papatola

Jim Perry

Jim Miller

John Gerzina

John Thiel

Kate Ullman

Katrina (Kat) Werchouski

Keith Kylmala

Kyle Ellefson

Sara Richter



The Annual Report: Where do I start? Lets just say this, It seems like after every summer or winter season we say, "whew, that was a great one!!"

This report will reflect our past year, but also gives a nod to the growth we have seen in the past 3 years.

Let's get back to just the past year. We have had some highlights.

This past season was/is our 75th anniversary season! We had several events organized by the 75th Anniversary Committee. They did a great job with several events throughout the season and really helped us recognize our 75th year! Great job bringing the community together at Ashwabay! It has been fun and the fun continues.

Our summer food and beverage service was met with rave reviews. We made slight menu changes. One such change was adding Fish Tacos. They were quite popular and deservedly so. As we have become more efficient and effective in our food and beverage operations we are better at meeting the challenge of feeding and "watering" a large number of people in a short amount of time with a product that is appreciated and complimented on regularly. Our revenue numbers demonstrated this as well.

Our summers usually start off with the CAMBA Women's Mtn Bike Clinic. Last year the melt out was slow but the trails opened just in time for the 3 day clinic. We are fortunate that they chose Ashwabay as their site. The clinic usually sells out months ahead of time.

This past summer we also hosted the Little Bellas Mtn Bike program. Little Bellas is a nationally recognized program and serves girls from the ages of 8 to 13. We have a Chequamegon Chapter and hosted their events at Ashwabay. If you want more information go to [littlebellas.com](http://littlebellas.com)

Moving into fall brings us to the one day Women's Mtn Bike clinic. It rained the entire day but the participants and coaches did a great job of making a great day despite the conditions.

We have completed our second year of having an Applefest booth in downtown Bayfield. We sell brats and water. We sold out this year. It makes for a busy 3 days and this year followed a Big Top show on Thursday night. It is a long 4 days of work, but a great way to stay engaged in the community.

All too shortly after Applefest was our second annual Haunted Trail event. What a party that has come to be! An unbelievable turnout of volunteers is met with an even better turnout of people who dare brave the darkness of the Haunted trail. The Haunted Trail has quickly become the Halloween event of the Chequamegon Bay area. Not only is it a great revenue generator for Ashwabay but it is really fun to be a part of. We are surely going to have a wait list of volunteers for this years Haunted Trail. The weather was certainly on our side this year. We had volunteers travelling from 3 hours away to be a part of it!

The ski swap was the weekend after the Haunted Trail and again saw record participation. People were at the front of the line VERY early with lawn chairs and blankets and books. They were not going to miss the great deals to be had. Ski and snowboard equipment went fast. Enthusiasm was high and we got people in the right gear and ready for a great season on the snow.

Speaking of snow, thanks to Mother nature we had a fairly short snowmaking season. Our second season with new snowmaking equipment was effective. We shut down snowmaking for the season by December 19th. A couple of early season storms had us opening our Nordic trails early as well.



# 2022 Annual Report

## Mt Ashwabay Staff

### Admin

Doug Olson-Exec. Director  
Holly Pierce-General Manager  
Ashley Georgeson-Bookkeeper/Trails  
Abe Clark- Fundraising Coordinator  
Darcy Schwerin- Sponsor Coordinator

### Support Staff

Kimmy Johnson-Cashier/Rentals  
Mary Olson- Bar/Rental  
Paul Karpinski-Bar  
Arfee Edwards- Café/Lesson Instructor  
Ayva Stone-Dahl-Bar  
Louis Soloman- Bar/Rental, Lift  
Steve Pierce- Lead Summer Cook  
Karin Pierce- Café  
Aidyn Schwerin-Kitchen/Grounds  
Emily Abrahams-Bar  
Kathrine Jenkins- Rental/Bar  
Clair Emmons-Kitchen  
Logan Roush- Popcorn  
Wade Cashman-Lift Mechanic/ Grounds  
Paul Whyte, Lead Lift  
Rob Foy, Lift  
Sarah Storie- Café  
Scott Bartyn- Alpine Groomer  
Ezra Turcotte- Lift  
Phil Bratsch- Rental  
Miranda Schmidt-Lesson Cord./ Rentals  
Nolan Roode- Lift  
Ava Kay- Rental  
Leo Shore- Snowboard Lessons  
River Macrum- Rental, Café  
Josh Butterfield-Lift  
Sam Borschers- Lessons/Rental/Lift  
Sofia Borschers- Rental/Café  
April Perrault- Cook  
Ivy Sauter Sargent- Cook  
Justin Holt-Lift/Rental  
Ben Berkemeyer-Lift

## From the Executive Director

In the middle of the snowmaking season we received our new to us ski and snowboard rental equipment. Our rental staff got everything up to speed and ready for a vibrant season of equipment rental. The new equipment proved to be a great investment. Better for the customers and better for staff. A win for all. It was long overdue and with a little extra effort our staff was able to make this years purchase under budget and we exceeded our goal regarding how much we were going to be able to purchase this season.

We started the lifts on December 17th. Our holiday season was excellent with only a couple of days being closed because it was just too darn cold. Holiday Mini Camp had record attendance. We also continue to see visitors from out of the area who have vacation homes nearby. They love bringing their families to Ashwabay to be a part of our friendly relaxed culture.

The beginning of December saw the arrival of "Harold" Harold is a 1994 Bombardier BR 400 snowcat. Harold is equipped with equipment to do an amazing job on our Nordic Skate trails. In one pass we can manage uneven trails, till and condition the snowpack, lay down incredible corduroy, and set tracks. Our Nordic grooming was off the charts this season! Our customers raved about it! Harold is a game changer for sure. It used to take 4 to 5 days to get our trails into shape after a storm. We are now able to get it done in 2 days.

All of our winter programming saw an increase in attendance. Our Junior race program really took off this year and doubled the attendance from last

season. The young kids love racing and the participation of Sunday NASTAR showed it.

It is fair to say this was an incredible year in many ways. The Ashwabay magic is really happening. How does it happen? The community continues to get involved and provides enthusiasm, expertise, countless volunteer hours, funding, and above all love and support for THEIR Ashwabay. It simply would not happen without them. The magic happens on warm summer nights for Big Top shows. The magic happens at our "off season" events like the Haunted Trail. The magic happens on weekends with the parking lot full, actual lift lines, and people truly enjoying themselves outdoors. If you have seen it you know it. You can't be here and not feel it. We thank you deeply for your part in it. Lets keep doing it and finding more ways to make magic at Ashwabay.

Doug Olson

Mt Ashwabay Executive Director





# 2022 SEASON 2023 RECAP



## 75th Anniversary Highlights

The Big Chill *Chili Cook Off*  
Wednesday Night Socials  
First Chair of the Season  
Grand Chair/Apres Ski Party  
Free Ski Days *319 Passes Given*  
New DeerPath Trail Segment  
Grooming Nordic Trails till April  
24th

319 \$.75 Fries sold

## Educational Programing

Mini-Camp Participants:

50

MADski Students: 58

Jr. Race Program Skiers: 22

CANSKI Participants: 100+



## Friday Youth Nights

\$15 Lift Tickets with FREE  
Rentals

463 Passes sold

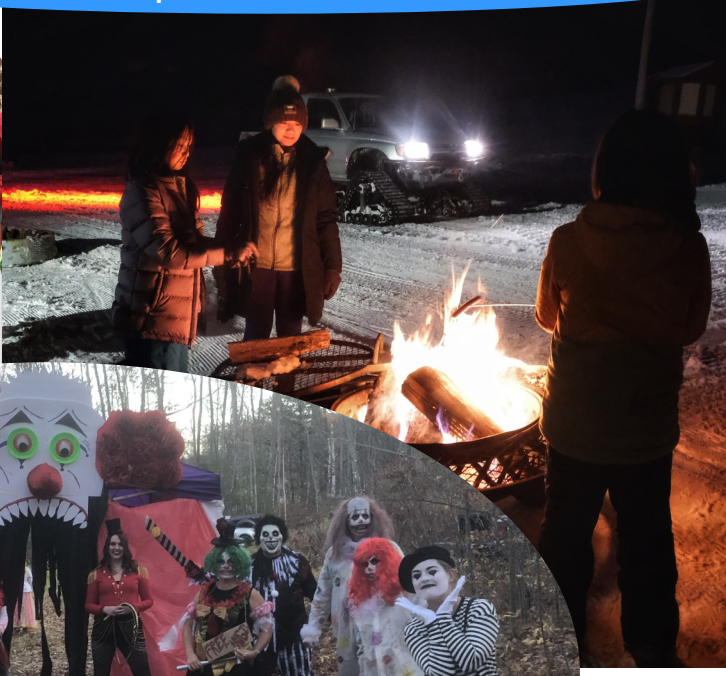
(Not including Bayfield  
School)



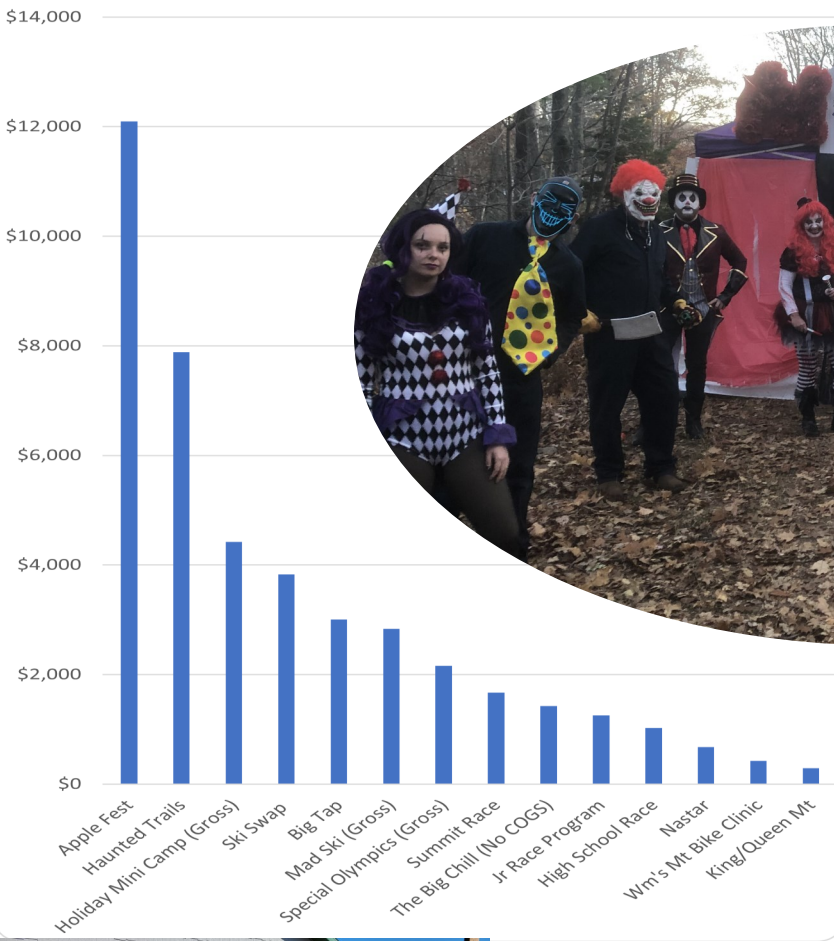


# 2022 SEASON 2023 RECAP

## Special Events



2022/2023  
Special Event Net Revenue

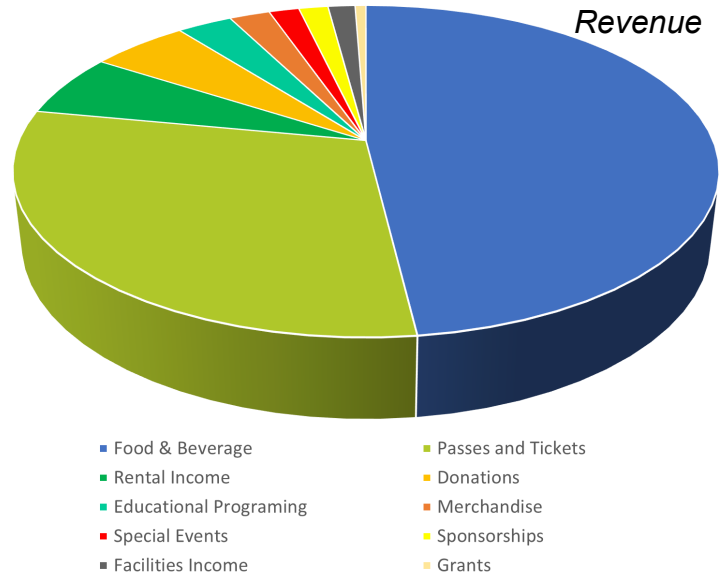


# Financial Statement

## July—March 2023

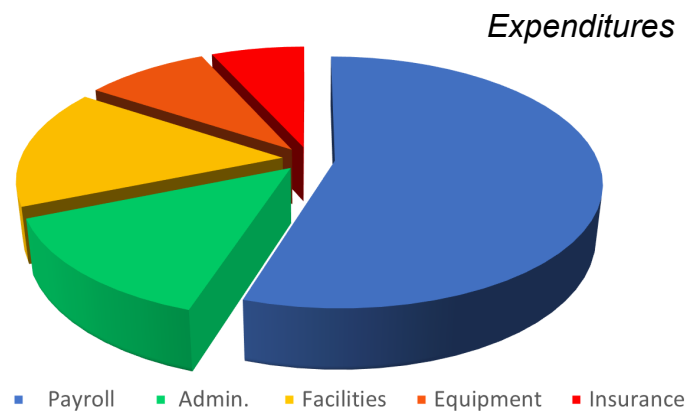
### Revenue

Recreational Programing	\$304,320
<i>Passes and Tickets</i>	\$233,368
<i>Rental Income</i>	\$47,446
<i>Edu. Programing</i>	\$23,506
Total Contributions	\$58,663
<i>Donations</i>	\$41,572
<i>Grants</i>	\$4,641
<i>Sponsorships</i>	\$12,450
Food & Beverage	\$374,577
Merchandise	\$17,310
Special Events	\$12,826
Facilities Income	\$11,519
<b>Total Income</b>	<b>\$779,216</b>
Cost of Goods Sold	\$126,957
<b>Gross Profit</b>	<b>\$652,259</b>



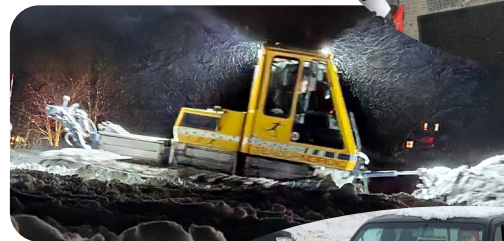
### Expenditure

Payroll	\$256,903
Administrative	\$64,492
Building & Facilities	\$72,301
Equipment	\$41,868
Insurance	\$31,584
<b>Total Expense</b>	<b>\$467,149</b>
<b>Net Operating Income</b>	<b>\$185,110</b>

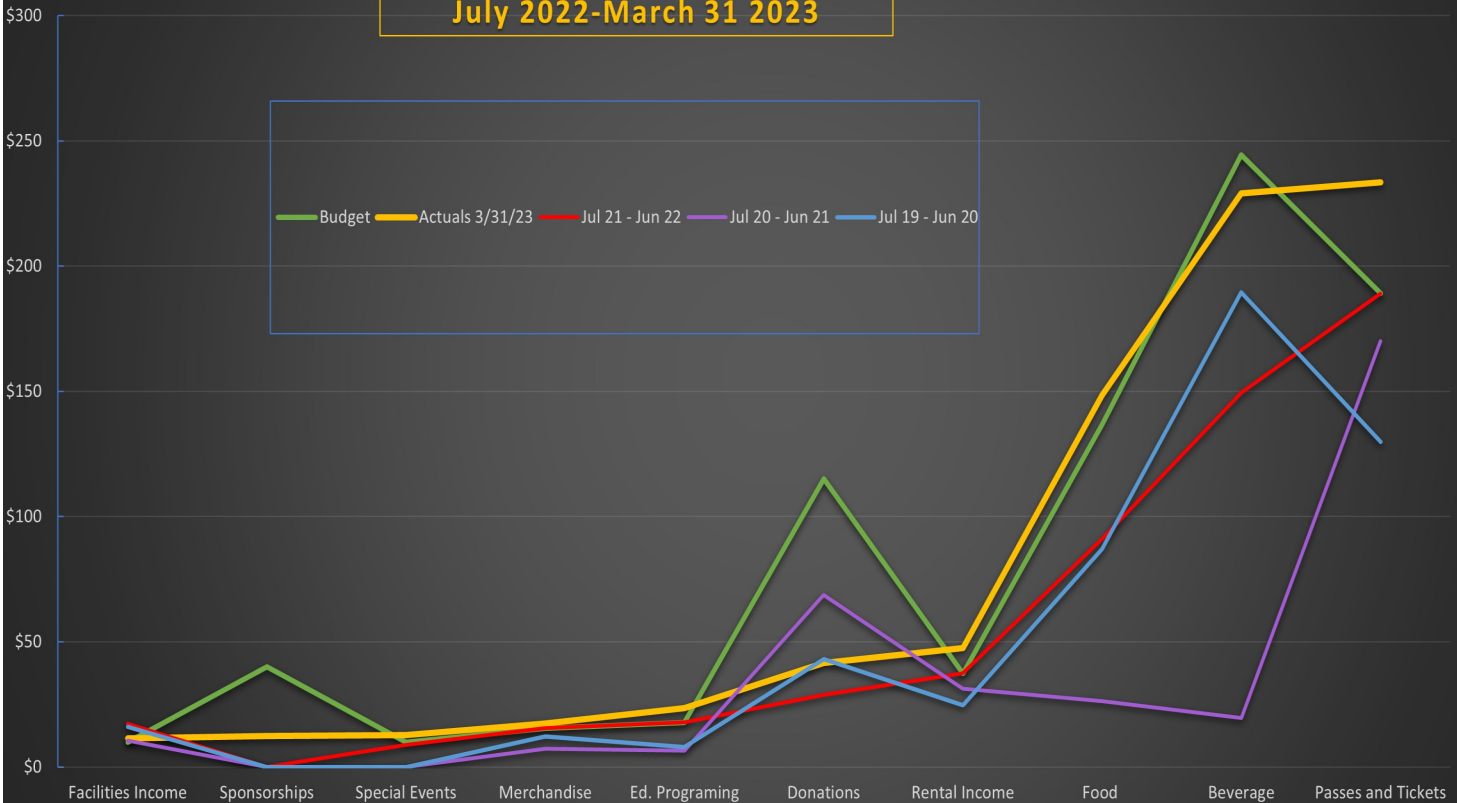


### Other Revenue/Expenditures

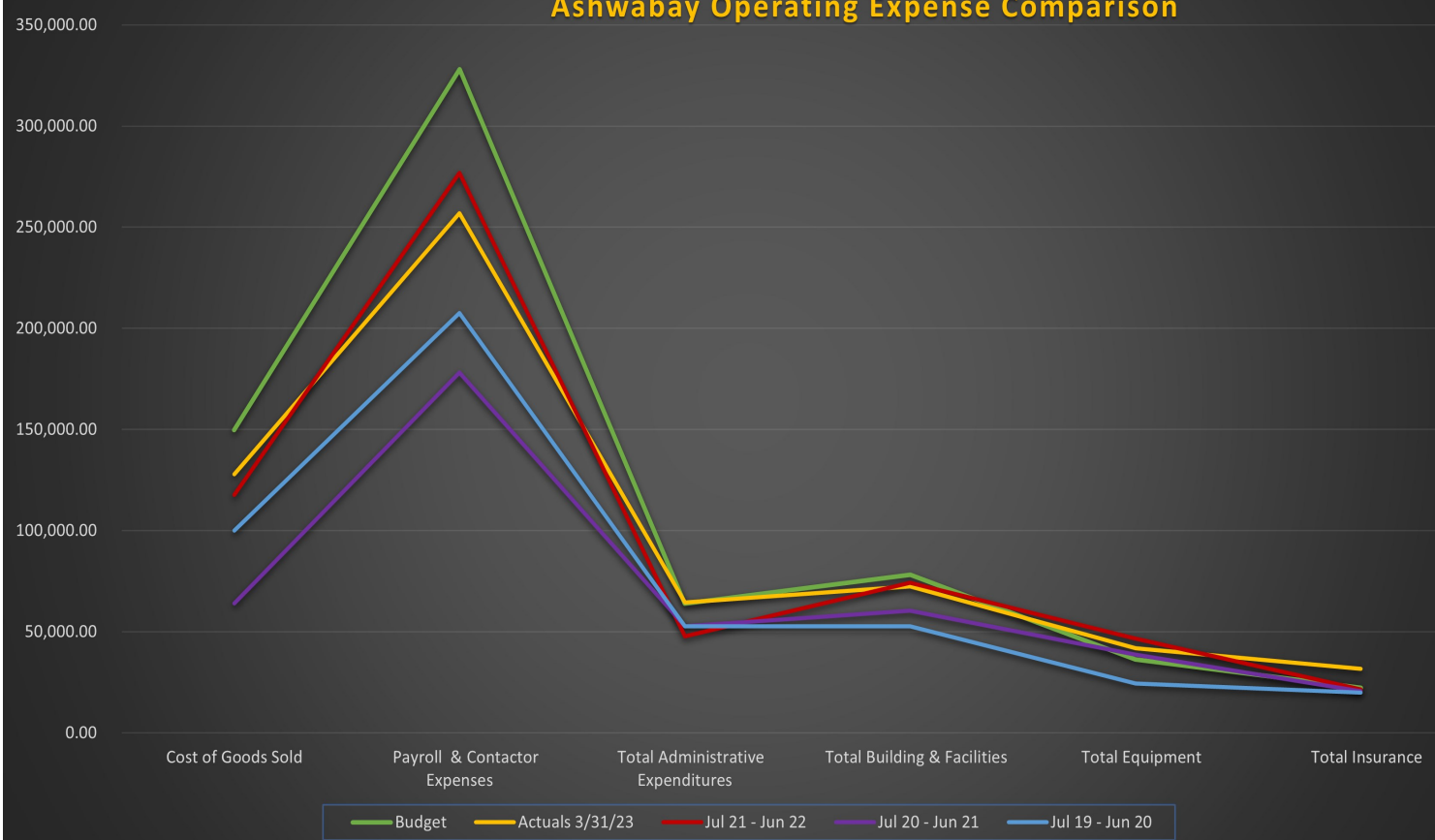
Capital Debt/Improvement Fund	\$ 40,000
Line of credit/Emergency Fund	\$ -
Interest Income	\$ 90
Gain Sale of Assets	\$ 2,000
Uncategorized Income	\$ 10,862
Capital Debt/Improvement Fund	\$ (20,000)
Other Miscellaneous Expenditure	\$ (2,719)
Building/Facilities	\$ (31,329)
Equipment	\$ (66,325)
<b>Total Other Revenue/Expense</b>	<b>\$ (67,421)</b>



### Mt Ashwabay Income Comparison July 2022-March 31 2023



### Ashwabay Operating Expense Comparison



# A giant **THANK YOU** to our great Volunteer Crew for 2022/2023

Thanks to these generous expert volunteers we were able to provide the following programs and services:

- Ski Patrol
- Jr. Race Program
- MADski lessons
- NASTAR Racing
- Summer Operations
- Holiday Mini Camp
- Ashwabay Ski Team
- Snowmaking
- Nordic & Fat Bike Grooming
- Special Events
- Mt Bike Clinics

## *Everyone's hard work and dedication ensures the ongoing growth and success of Ashwabay*

- |                           |                      |                       |                        |
|---------------------------|----------------------|-----------------------|------------------------|
| Aaron Sable               | Dave Clute           | John Thiel            | Parents and Chaperones |
| Alan Brew                 | Davina Anderson      | Jon Carpenter         | Paul Delmain           |
| Amelia Bermal             | Doug Liphart         | Julie & Dustin Winter | Paul Karpinski         |
| Anney Olson               | Duane Dehn           | Kara Oikenen          | Paul Radtke            |
| Ashwabay Ski Team Parents | Eric and Paula Scott | Karin Pierce          | Paul Whyte             |
| Ava Kay                   | Erica Macrum         | Kate Ullman           | Phil Bratsch           |
| Ayla Berman               | Erica Peterson       | Kathy Radke           | Ron Makleka            |
| Bailey Davis              | Frank Kaszuba        | Krishna Patterson     | Sam Gilbert            |
| Beth Liphart              | Fred Bartlett        | Kristina Seldal       | School Group Teachers  |
| Bill Bland                | Gary Jensen          | Leo Shore             | Scott Bowker           |
| Bill Peterson             | Gavin Marx           | Leo Shore             | Scott Nesvold          |
| Bj Whillet                | Gemma Sandor         | Lilly Palmer          | Sieanna Sandor         |
| Brian Lintonen            | Gina Anderson        | Lilly Wheeler         | Stasz Kaszuba          |
| Brit Marx                 | Greg Wiess           | Lissa Flemming        | Steve & Cami Smalley   |
| Caleb Curran              | Haunted Trail Actors | Mad Ski Parents       | Steve Pierce           |
| CAMBA Trail Crew          | Holly Pierce         | Maija Sulerud         | Sue Grahek             |
| CANSKI Parents            | Ian Meeker           | Mary Olson            | Sue Radtke             |
| Carol Lindsey             | Jeff Skoraczewski    | Matt Edmonds          | Thomas James           |
| Chuck Finn                | Jennifer Heikkinen   | Mike & Gena Sandor    | Tim Edwards            |
| Ciarra Helwig             | Jill Sauld           | Mike Fetter           | Tim Heikkinen          |
| Cindy McDonnell           | Jim Brately          | Mike Radke            | Tom Grahek             |
| Cindy Wollschlager        | Jim Steffenson       | Mike Weispfenning     | Tucker Culberson       |
| Cliff Grand               | John Augustine       | Neal Frey             | Vasser Family          |
| Colleen Beagan            | John Ipsen           | Nolana Pringle        | Vicki Hartman          |
| Dave Anderson             | John Mayer           | Pam Knapp             | Zoe Blackman           |



# Donors & Sponsors 2022/2023

The generosity of these individuals, families, businesses, and organizations signal continued belief in the mission of the Mt Ashwabay and its programs

## \$1,000 to \$9,999

Keith Kylmala

Chuck & Mary Finn

Kim & Derek Ogle

Regional Wellness Fund of Memorial  
Medical Center, Inc

Jeannie & Eric Sonstegard

Apostle Islands Marina

Lissa Flemming

CANSKI

Aistis & Meghan Tumas

James W Tucker

Richard Charboneau

St Luke's

Seagull Bay Motel

Silverwaves

NPR

Bayfield Wireless

## \$500 to \$999

Kelly McKnight

Bernick's.

Jeff Skoraczewski

Jim & Kathy Miller

Mark & Sara Sneed

Maureen Sanderson

Micheal Kinnee & Genevieve Johnson

Paula & Erik Randall Scott

Steve & Karin Pierce

BlackCat/Ashland Baking Co

Windseeker Rentals

Howl

Steffenson Construction

Edmunds Construction

Northern State Bank

Lake Effect Builders

Fastlane Motor Sports

## \$499 to \$100

Robert & Jane Trenary Family Trust

John Breese & Mary Sweval

Micheal Fetter

Nancy Sandstrom

Solveig Hadland

Ed Wroblewski

Peter Tropman

Shari and Mark Eggleston

Gena. Sandor

David Olson

Madeline Cohen

Mary Grant

Terry Anderson

William & Nancy Bussey

Ryan Roering

Tim Sanders

Anderson Electric

Harbor House Sweets

Apostle Island Booksellers

Windseeker Realty

AdventureUs

Silverwaves

Landmark Conservancy

Lake Superior Scandinavian

## Up to \$99

James Wollan

Jerry Hennell

Steve Vizanko

Mike and Kelly Beirl

Dustin Thompson

Scott Gislason

Megan Lidd

Paul Vig

Rebecca Fitzsimmons

Christopher Harayda

Bayfield Inn