



# TYROL SKI AND MOUNTAIN CLUB

## 5 YEAR PLAN (2020-2024)

EVOLVING TYROL LODGE WITH MOUNTAIN CULTURE



PROGRESS REPORT  
November 2021

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# President's Message

As the calendar turns to 2022, our club, founded in 1952, will turn 70. Our club is on good and strengthening footing today thanks to our members' volunteerism and the support of those around them. Our Board of Directors (BOD) both past and present, Committees and special projects volunteers spend their precious time, talent and effort to help do the necessary work required for the care and operations of our community, the building and the space we inhabit and for that you and I we owe them a debt of gratitude. Without your teamwork, patience, resilience, and dedication to solving our challenges we would be nowhere and the same is true for our TIGP / TILP partners for working with great care and consideration. I know each of you have a life outside of Tyrol and I appreciate what you have done to help our club; many thanks to you and those who support you. Your efforts are greatly appreciated, and I thank all of you.

At 70, it is fair to state that our club remains quite spry, nimble, and continues to evolve and grow because of the hard work and dedication of you, our members. This past year was effectively a continuation of what was already an aggressive agenda called **Plan Be**, which then smashed into and needed to be stacked atop COVID-19 global pandemic. My primary motivation at the start of my term 24 months ago, was to do my best to ensure our club and our lodge are around so we can get ready and have the party of the century for our 100th anniversary and remain the oldest neighbour in the valley. In broad strokes our challenges involve growing membership, member' room night revenue, some updates around the lodge and lands, planning for pending capital projects, and working out any challenges that appear with a newly structured membership paradigm all in an effort to grow a financially sustainable and community minded organisation to last for generations to come. Without all of us and more of us we don't have a club. Today we are much closer to that sustainability than we've been in perhaps a decade as we continue to attract new, fun, interesting people of all ages.

Though our membership numbers continue on a solid trajectory, sadly we've lost two important and long-term members in Rolf Frohwen and Dagmar Fograscher this year. An already challenging year was made more so for many who knew and enjoyed many good times with both of them. My condolences to both families.

I wish to thank you for allowing me to try to fulfil the role of Tyrol President for the last 24 months. I hope you will allow me to do so for one more term so we can continue with the changes we've begun as of late. Please read through this report as it has lots of good information that you might find informative and interesting in advance of the AGM tonight.

**We are Explorers, We are Family, Pick Your Pace.**

Gratefully yours,  
Morgan Goldie  
President

## Top 3 Reasons to Become a Member



### Endless Exploration. All year round.

Become a member today for a year full of learning, adventure, and exploration for



### Your new family tradition.

Join today and create unforgettable memories with your family at Tyrol Lodge all-year round.



### Create unforgettable memories.

Tyrol was built by the members in 1966 - before Whistler Mountain opened.



## Endless Exploration

Join Tyrol Lodge today and start exploring Whistler's world-renowned mountain biking terrain!

[www.tyrolskiclub.com](http://www.tyrolskiclub.com)  
(604) 932-5588



## Your new family tradition.

Spend more time making family memories in the place you love.

Located in Whistler, B.C.

[www.tyrolskiclub.com](http://www.tyrolskiclub.com) • (604) 932-5588





## Quick snapshot of the accomplishments over the past 2 years.

It was a pleasure to work with everyone on these initiatives. It is important that we reflect on what we have achieved in the last two years to reinvigorate our enthusiasm as we head into this formative year for the club.

- Installed a sewer
- Negotiated with Whistler
- Obtained plans for all season road including surveying
- Created a Five Year Plan
- Established 3 Committees and mandates
- Converted accounting to Quickbooks
- Increased membership by 50%
- Membership financing plans
- Installed a fire escape at the lodge
- Built new trails for the kids
- Installed a propane fire pit
- Portable loaner BBQ available
- Made a paddleboard rack from old beds
- **Operated through successfully COVID**
- Repaired Men's Washroom Shower
- Repaired Women's Washroom Shower
- Installed new larger beds in garden level
- Negotiated unit buyout proposal with TILP
- Renovated the managers house - made 2 kids rooms from 1
- New Ovens
- Launched a Marketing Campaign
- Launched a New website
- We now accept credit cards
- We now have an online store
- We now have a member area on website
- Launched an online booking system
- Made a gingerbread replica of the Lodge





[LINK TO 5 Year Plan - DRAFT SEPTEMBER 2020](#)

## Financial Summary

Total Income	\$107,859
Total Expenses	\$134,500
<b>Profit</b>	<b>\$ -26,641</b>

We are working to secure additional funds of ~\$500,000, the amount of financing we ultimately secure will depend on our membership growth /initiation fee revenue and room revenue over this winter season. The funds are required to complete the purchase of the 2 acres next to the 3 acres that Tyrol Lodge sits on.

Once we start to show room revenue information, membership dues, income and overall occupancy trends with our Booking System Data, we will be able to develop a solid proposal for financial institutions to secure funding. Our membership targets show that with 200 members, and 100 with Peak Add-on, we would not need capital financing. If we can secure funding, then our membership growth could level out. We will work to find that balance as the season progresses.

**In October we welcomed 4 new members and sold 4 Peak Add-ons.**

**Our Target Membership remains 200 Regular and 100 with Peak Add-on**

**We now have 103 Adult Non-Trial Members and 31 Peak Add-on**

**There are 97 more Regular Memberships and 69 more Peak Add-ons to sell.  
= 166 X \$3000 = \$498,000**

More members will also increase our room revenue and annual dues revenue, putting us in a good financial position within a couple of years.

If we can double our historic ~12% room occupancy, we would be in the neighbourhood of \$90,000 to \$100,000

- more revenue is good cash flow that can be split out to pay for
  - TILP Units
  - Lodge Upgrades / Capital Expenditure
  - Maintenance Expense

We need to balance / budget the three cost centers in order to attract, engage and keep members.

In the context of COVID, we made it through so far and we are shaping up to have a wonderful ski season. This is a big success, in and of itself beyond our other operational challenges.

# Priority 1 – Grow Membership

## Membership targets:

- 200 Regular (~103 now)
- 100 “Peak” (31 now)

## ACTIONS CARRIED OUT OVER THE PAST 2 YEARS:

1. Social Media marketing campaign by SWAY. See appendix. A focus on 3 target markets: Explorers, Family Tradition, Pick Your Pace.
2. Received a \$7500 grant to develop a new website and online booking system.
3. New Website with Online booking system - includes membership profiles and notes on booking privileges. (paid for by Grant)
  - a. Online booking
  - b. Live data on availability
  - c. Occupancy stats
  - d. Calendar
  - e. Members only section
4. New Website has a buy and sell section to promote gear swapping within the club community.
5. Engagement events limited by COVID-19
6. Summer Open House Events (3 hosted)
7. Introduced financing plans options for membership and add-on purchases.

## PLANS FOR NEXT YEAR AND BEYOND:

- Continue Marketing
- New Website evolution to increase engagement
- GET INVOLVED



## Priority 2 – Planning

### ACTIONS CARRIED OUT OVER THE PAST 2 YEARS:

1. Developed a 5 year plan
2. Continued pursuit of rezoning of the 2 acres next to the Lodge on behalf of the TILP, however it has been made clear nothing will happen without a municipal standard road built for year round access to Lodge - this has been designed and costed and is not a feasible option.
3. Due to rezoning issues, we decided to actively develop a per unit buyout agreement with the TILP Limited Partnership (January to June 2021) as the most reasonable option. All unit holders have been sent the proposal. We continue to work with the Partnership on these agreements. This helps us with our financial planning and financing proposal to financial institutions. As part of this, introduced TSMC Special Options for Membership Program.

#### **The Tyrol Investment Limited Partnership matter:**

We currently own 32 of the 211 units, equivalent to 15% of the 211 units issued.

The outstanding balance at this time is approximately \$650,000, of which we have ~\$182,000. We are working to secure ~\$500,000 in funding over the next few months to purchase the remaining units.

On June 25, 2021, following discussions with the TSMC, the Tyrol Investment General Partner (TIGP) recommended that all remaining holders of units in the Tyrol Investment Limited Partnership (TILP) transfer their units to TSMC for the sum of \$3,500 per unit.

On June 30, TSMC in effect made that offer to the TILP unit owners, and as of October 23, 2021, 21 unit holders have consented to transfer a total of 31 units to TSMC, for a cost of \$104,500\*. This alone brings the total of units held by TSMC to 63 units, or 30% of all units (63 of 211).

In addition, on October 25, an holder having 20 units consented to transfer its units. That's the further sum of \$70,000. This would bring our total to 83 units, or 39% (83 of 211).

Further, there remains outstanding the sum of \$40,000 due to member/unit holders who transferred their units in 2019/2020 in lieu of paying the \$2,500 levy charged all members in 2019 (units were worth \$5,000 each, the levy was \$2,500, such that persons who transferred 1 unit worth \$5,000 for the \$2,500 levy are owed the balance of \$2,500). The agreement with these member/unit holders was that they would be paid their balance upon settlement with the other unit holders. As that settlement has now occurred, those sums are now due.

As such, the sums now due for TILP units are as follows:

1) member / unit holders:	\$40,000
2) transfers to October 23, 2021:	\$104,500*
3) transfer of October 25:	<u>\$70,000</u>
Total:	\$214,500
Funds currently available for these payouts (from the 2019 levy and new memberships):	
	<u>\$182,000</u>
Current shortfall:	(\$32,500)

(\* 1 unit holder has donated their unit to TSMC. 1 unit holder has accepted \$3,000 for their unit)

The TSMC plan has been paid out on a "first consented to, first paid out" basis. As such, we have now paid out all those in groups 1) and 2) above and are in a position to pay \$37,500 to 3) with the balance of \$32,500 due over time from receipt of new membership initiation fees or other sources of financing.

TSMC's proposal to the unit holders included the following term:

1. All cash transactions for units, where indicated in the survey **and signed by 31 July 2021**, beyond paying out difference for units used for membership or donations will be carried out in one lump sum as soon as possible, **on or before 30 June 2022; likely near the end of 2021 or early 2022.**

## PLANS FOR NEXT YEAR AND BEYOND:

1. Secure Financing.
2. Member Engagement on Lodge Renewal/Club Priorities
3. Develop Budget to include plan for Lodge Upgrades and Renewal
4. Fun Fundraising Ideas... need to do a **Call out for Fun Fundraising Committee:**
  - Saturday Night Soup Buffet/Pasta
  - Family Apres - Lights At the Lodge/Snowshoeing, campfire
  - Fondue Nights
  - New Year's Party
  - Spring Adventure Race
  - Donations For Lodge Upgrades and Renewal From Members

**Goal to raise \$20,000 for New Deck... if we raise more (maybe a Cedar Barrel Sauna)**

## Priority 3. Lodge Upgrades and Renewal

### ACTIONS CARRIED OUT OVER THE PAST 2 YEARS:

- Sewer upgrade - Completed 12 June 2020
- Fire escape - added exterior stair from games area
- New propane fire pit
- Men's Washroom - completed shower repairs November 6, 2021
- Updated Lighting Controls- completed November 6, 2021
- Updated Heating Controls- October Work Weekend
- Installed WIFI throughout the lodge
- Repaired washroom leaks from women's shower and men's water supply

### PLANS FOR NEXT YEAR AND BEYOND:

- Women's shower repair - scheduled for May 2022
- Deck Rebuild - Design and costing in progress
- Southwest Building Corner - Foundation Repair
- Bike storage, Bike Wash and other outdoor space and amenities.
- Projects being considered for next year and beyond
  - Washrooms
    - New Flooring
    - New counters & sinks
    - Painting
  - Main Sitting Room
    - New Flooring
    - New Fireplace
    - New Couches
    - New Lighting
  - Games Area
    - New Couches/Seating
    - New Lighting
    - New Flooring
  - Kitchen
    - Paint Cabinets
    - Reorganize Recycle Area
    - Replace Chipped Counters
    - Replace Range Hoods
  - Bedrooms
    - Provision for workstation in Bedrooms
  - Garden Wing Lower Level Bedrooms

- New Flooring
- Lighting/Power Receptacle
- Rooms C & D - Paint Walls
- New Washroom
- Crawl Space - clear out clutter - reduce combustible material
- Roof repair (valley area with ice dam damage)
- Replace leaking water line from lodge to cabin
- Fire Panel Replacement

# Sway Digital & Print Marketing Campaign

## Top 3 Reasons to Become a Member



### **Endless Exploration. All year round.**

Become a member today for a year full of learning, adventure, and exploration for the whole family.



### **Your new family tradition.**

Join today and create unforgettable memories with your family at Tyrol Lodge all-year round.



### **Create unforgettable memories!**

Tyrol was built by the members in 1966 – before Whistler Mountain opened.

## **Enjoy our cozy space after a long day of adventure.**

We are a nonprofit recreational lodge, offering comfortable lodging in the beautiful hills of Whistler, BC. Our lodge is perfect for singles, families, and seniors who love, skiing, hiking, mountain biking, and other outdoor activities.



**We have 16 rooms  
for you to enjoy.**



**Enjoy 4 kitchen workstations to  
prepare your own meals**



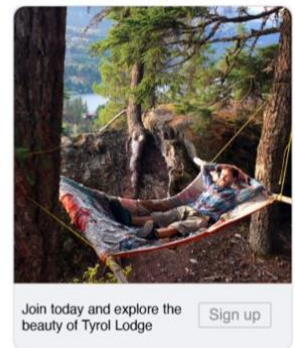
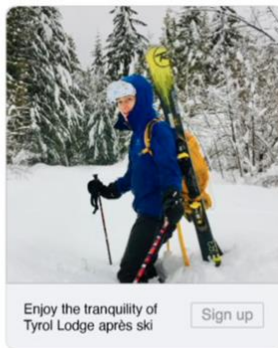
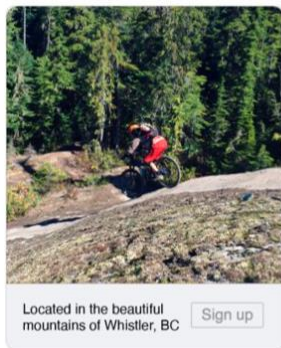
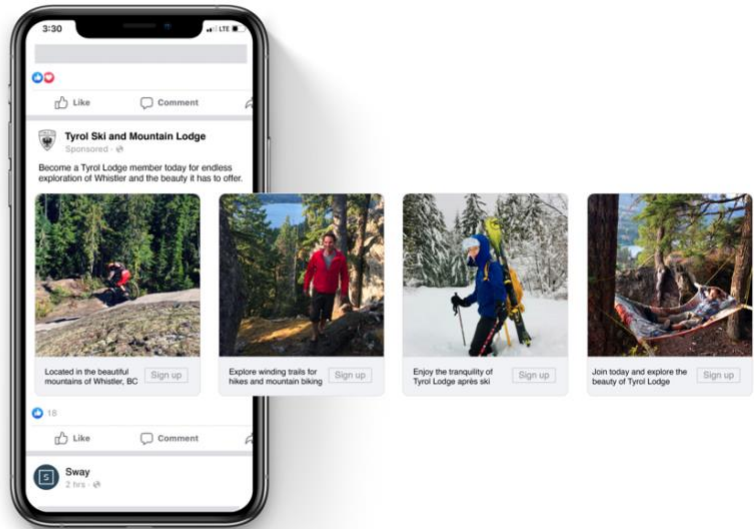
**Check out our large games room with  
pool tables and endless board games.**



FACEBOOK CAROUSEL

# Explorers

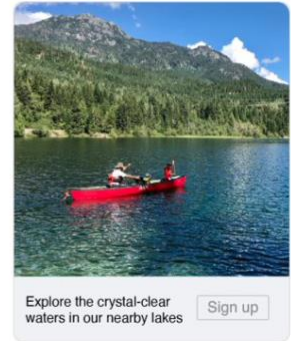
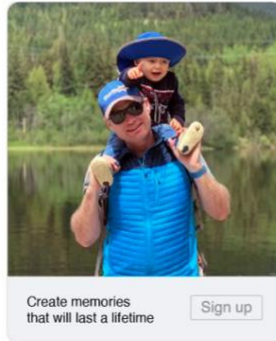
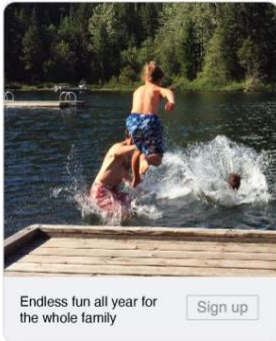
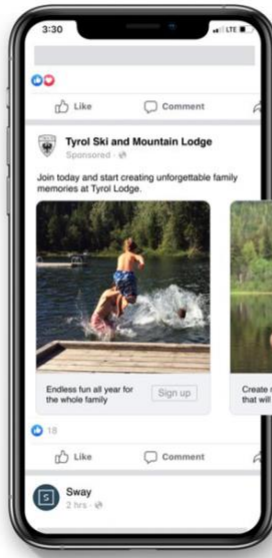
Post Copy: Become a Tyrol Lodge member today for endless exploration of Whistler and the beauty it has to offer.



PRINT AD

# Family

Post Copy: Join today and start creating unforgettable family memories at Tyrol Lodge, located in the beautiful mountains of Whistler, B.C.



## Your new family tradition.

Spend more time making family memories in the place you love.

Located in Whistler, B.C.

[www.tyrolskiclub.com](http://www.tyrolskiclub.com) • (604) 932-5588

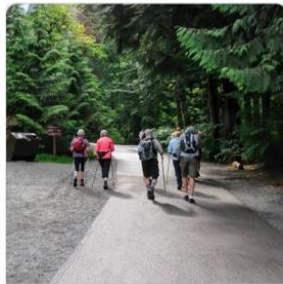
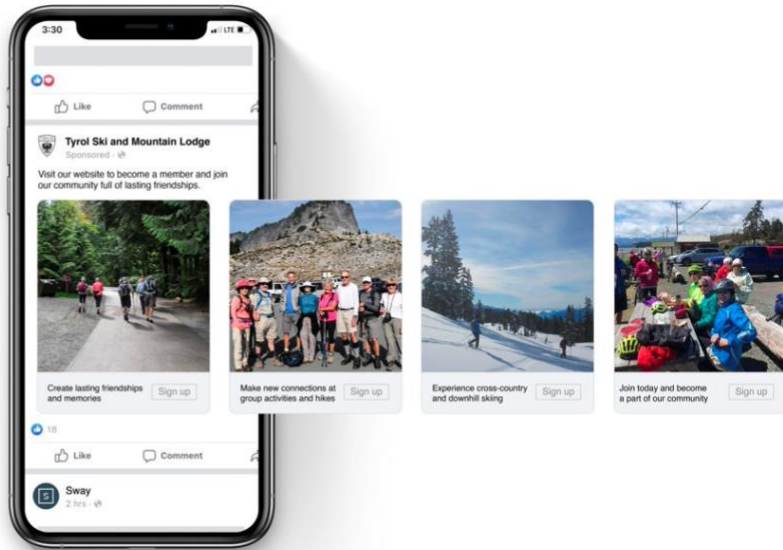
A large photograph of a family jumping into a lake. In the top right corner of the image is the Tyrol Ski logo, which features a shield with a mountain and the text 'TYROL SKI'.



FACEBOOK CAROUSEL

# Leisure. Your way.

Post Copy: Visit our website to become a member and join our community full of lasting friendships. Located in the stunning mountains of Whistler, B.C.



Create lasting friendships and memories

[Sign up](#)



Make new connections at group activities and hikes

[Sign up](#)



Experience cross-country and downhill skiing

[Sign up](#)



Join today and become a part of our community

[Sign up](#)



## Pick your pace.

Visit our website to become a member and join our community full of lasting friendships and endless memories. Located in the stunning mountains of Whistler, B.C.

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[www.tyrolskiclub.com](http://www.tyrolskiclub.com)  
[info@tyrolskiclub.com](mailto:info@tyrolskiclub.com)



# Snapshot of New Website

Look for more frequent updates to the site to stay informed about events.



[Home](#) [News and updates](#) [Calendar](#) [Online booking](#) [Buy and Sell](#) [Tyrol Lodge](#) [Club Directors](#) [Member only section](#) [Search](#)



## Tyrol Ski & Mountain Club



[Home](#) [News and updates](#) [Calendar](#) [Online booking](#) [Buy and Sell](#) [Tyrol Lodge](#) [Club Directors](#) [Member only section](#) [Search](#)

< > Today Upcoming

October 2021

SAT  
9

October 9

### Thanksgiving Weekend

Still spaces for this weekend. We are looking for names and numbers if we decide to host a big lunch on the Saturday. It is also Emily Johnson's birthday, so [...]

SAT  
16

October 16 - October 17

### Work weekend

The lodge need a good season clean. Some plumbing jobs, a little chimney sweeping and maybe the old piece of wood to chop. More hands make light work of [...]

November 2021

MON  
1

November 1 @ 8:00 am - November 5 @ 5:00 pm

### Peak room lottery

The Peak room lottery opens Nov 1st to Nov 5th. It is open now and if your kids are in the AMDP, season ski school or ski racing club this [...]

WED  
17

November 17 @ 6:00 pm - 7:30 pm

### AGM November 17, 2021

Wednesday, November 17, 2021 Online Only, Meeting Link to come. We are still working on the meeting link, but save the date.

# Snapshot of Online Booking System

NOTE: We should be live and capable of making online bookings by the beginning of December.

## TYROL SKI & MOUNTAIN CLUB

5302 Alta Lake Road, Whistler, BC, Canada

Email: [bookings@tyrolskiclub.com](mailto:bookings@tyrolskiclub.com)

Check-in: 02:00 PM, Check-out: 12:00 PM

Online Bookings by Members and their Guests only.



### ROOM SEARCH

CHECK-IN DATE Wednesday - Oct 6, 2021	CHECK-OUT DATE Thursday - Oct 7, 2021	NIGHTS 1
ADULTS * Please make a selection	CHILDREN (4 - 19) 0	CHILDREN (LESS THAN 4) 0
BOOKING CODE 		

STAYED WITH US BEFORE? [v](#)

[Search for availability](#)

## TYROL SKI & MOUNTAIN CLUB

5302 Alta Lake Road, Whistler, BC, Canada

Email: [bookings@tyrolskiclub.com](mailto:bookings@tyrolskiclub.com)

Check-in: 02:00 PM, Check-out: 12:00 PM

Online Bookings by Members and their Guests only.

### AVAILABILITY Oct 06 - 19, 2021

Change start date

Wednesday - Oct 6, 2021

	Wed 06-Oct	Thu 07-Oct	Fri 08-Oct	Sat 09-Oct	Sun 10-Oct	Mon 11-Oct	Tue 12-Oct	Wed 13-Oct	Thu 14-Oct	Fri 15-Oct	Sat 16-Oct	Sun 17-Oct	Mon 18-Oct	Tue 19-Oct
Queen/Full - Max 4														
Queen/Full/Twin - Max 5														
Twin/Twin - Max 2														
Twin/Twin/Twin - Max 3														

(x means unit is unavailable)