



FIS FREESTYLE SNOWBOARD WORLD CUP



CANADA SNOWBOARD
Presents

2019-2020 YEAR END REPORT

Brand Statement

It began with the snow.
With what was never pictured possible.
It began with a plank of wood,
and the first person to guide it downhill sideways.
This is what we share.
We are the first timers,
and the Olympians,
the speed racers,
and air takers.
We are the contrasting places we've come from,
and the possibilities of where we might go.
We're the symmetry of our passion,
and the diversity in our approach.
We're the memories we create,
and the celebration of those before us.
We're the direction that we're going,
We are Canada Snowboard.

OUR CREDO



At Canada Snowboard, we believe embracing the culture of snowboarding combined with a commitment to excellence is the foundation of who we are. Performance at the highest level comes from an athlete-focused approach to training, programs and coaching. Our athletes are amongst the best in the world,

and our goal is to continue to provide them the means to achieve their goals.

Our members are our Provincial and Territorial Associations. They are the backbone of the competitive snowboard pathway. From a young rider's first event, to joining a club, to progressing to the national team,

our Provinces and Territories are key to developing our future high performance athletes. Our goal is to support our members to work together to provide the best possible system for organized snowboarding on the planet. From coaches to officials, judges to events, sport development to high performance, creating strong alignment from coast

to coast in each area will allow us to offer the best possible experience to each participant from park to podium.

We believe our strategic plan encompasses the values and strategies that will allow us to build on our past success to reach future excellence, all through staying true to our core.

A MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR



Tyler King
Chairman of the Board



Dustin Heise
Executive Director

The 2019/2020 Season brought so many highlights to our Canadian Snowboard landscape, and we had a great deal of success thanks to our athletes, members and partners we achieved podium results and World Cup hosting unlike ever before.

We have also experienced challenge brought on by the uncertainty of COVID 19- but we have stayed relentless as a snowboard nation, and we have overcome the changes, and challenges that will lead us to the transformation necessary in becoming The World Leading Snowboard Nation.

We will remain unrelenting with our athlete performance and revenue pursuits, as we are more motivated than ever to deliver success across the organization. The Canadian Snowboard system is ready to be healthier than ever and progressing thanks to a unified approach that is driven alongside our PTSAs. As teammates the Chair and Executive Director at Canada Snowboard are proudly surrounded by a great Board of Directors, Staff, and Snowboard Athletes that are beyond stoked and thankful to be on a path in becoming the worlds top snowboard nation. We can expect the continuation of great results, by leading with integrity, transparency, work ethic that is undeniable and seeking a greater understanding of our athletes and stakeholders needs for success.

We will continue to strive to be better each day, to lead by example and reflecting on our learnings (lessons that come when we least expect them) and learning from successes we can build on like this past seasons athletic performances as well as the business metrics that should be expected from our leadership. We have an incredible ability within our organization to lead on the Olympic and Paralympic stage

as well as taking a lead in Canadian sport with how we better support and work with underrepresented groups and ensuring we walk the walk in Truth and Reconciliation.

As we look back over the last year:

- Our team continues working tirelessly towards the 2022 Olympic and Paralympic Games and in order to support that performance we delivered multiple 2020 World Cups in SBX (2 starts), Half Pipe, Slope Style, and Alpine Snowboard (2 Starts), more than any other nation.
- Regarding Truth and Reconciliation, we continue to undertake the development of snowboarding for Indigenous youth in partnership with our PTSAs, PT Aboriginal Sport Bodies, and Indigenous Partners.
- We have continued to significantly grow our commitment to more equitable support (financial and technical) for all disciplines, abiding to the principle that if a snowboard discipline is on the Olympic or Paralympic program, then it is our responsibility to support it in the most demonstrable and practicable terms.
- We continue to work extensively with our Athletes' Council to ensure that athletes are engaged in the decision making processes of Canada Snowboard and have a direct link to the Board.
- We have grown revenues significantly, we have built the TV and digital broadcast assets like never before and have potential for a stronger presence in media as we move forward and we will continue to drive towards our digital presence globally to lead our sport into the next generation of a healthy sport league.

There will always be challenges as a national sport organization, while it is how we react and conduct ourselves as leaders to each and every challenge that will ultimately see us succeed together. Within the current Canadian sport landscape of a targeted excellence approach for funding, it is how we are measured and what determines the supplemental funding we receive as recommended by our colleagues and partners at OTP. The performances our athletes delivered in each year of our Olympic/Paralympic Quadrennial as well as our ability to demonstrate our potential in 2022 and 2026 has and will have a profound impact on our long-term high performance funding. We have been well supported and will work together with all stakeholders to continue to achieve our fullest potential.

Over this past year, we have worked hard on our approach to high performance, including staffing alignment and enhancements, coaches, our integrated support team and of course the athletes all persistently working on achieving excellence. We have taken steps to help ensure that each of our national team and next gen athletes selected to go to our programs have the best possible opportunity to achieve their personal best and we can mutually support each other on this journey. We expect each of us as staff and athletes to give it their best, operating with integrity, and if each

of us is committed to this process, on the day of competition we will have provided the best opportunity for success.

Our sport systems, programs and financial position as outlined in this report provide further insight into the full scope of our operations. While reviewing these reports, it is of the utmost importance to note the commitment of our sponsors and key funding partners, especially Sport Canada along with the Canadian Olympic Committee and Canadian Paralympic Committee, which enables us to continue delivering our Vision and for this support we cannot be more grateful!

A massive thank you goes to our Provincial and Territorial members - and partners - for what they do for snowboarding, their members, and the challenges they continue to overcome and work alongside one another and Canada Snowboard on a daily basis across this country. They directly represent the backbone of our snowboard system and the considerable numbers of staff, volunteers, clubs, resorts and other stakeholders that enable so many to pursue competitive snowboarding. Of course, there is always more to be done, improved, and invigorated. We look forward to achieving in our Vision together.

Thank you,

Dustin Heise, Executive Director

Tyler King, Chair of the Board

2014-2022 STRATEGIC PLAN

2022-2026 Canada Snowboard Strategic Plan in development in collaboration with the Board of Directors and PTSAs.

VISION

To be the world leading snowboard nation.

MISSION

To develop and lead competitive snowboarding in Canada.

VALUES

Our values are founded on **INTEGRITY**. An athlete-centered, honest, consistent and transparent approach to everything we do. These are our uncompromising principles that lead our community through partnership and collaboration.



Performance

Focus on the potential for athletes, coaches, officials, judges, technical leaders and stakeholders to achieve at all levels of snowboarding



Progression

Embrace innovation and creativity in the pursuit of developing snowboarding at every stage



Passion

Inspire and lead through living our values and being proud of who we are and where we're from



Community

Support the culture of snowboarding and our athletes to contribute to the health and happiness of all those who participate



Partnership

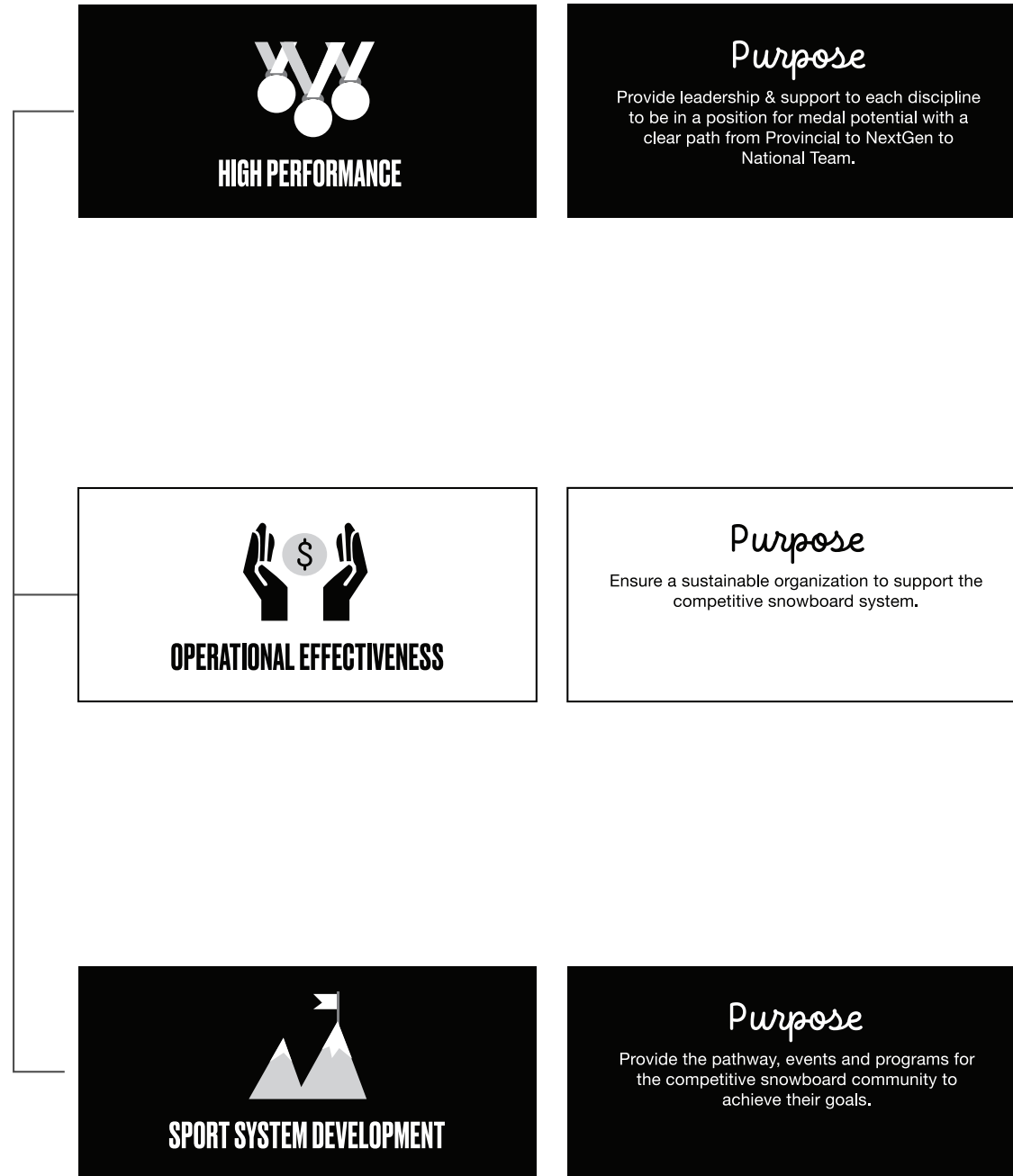
Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

2014-2022 STRATEGIC PLAN CONTINUED

2022-2026 Canada Snowboard Strategic Plan in development in collaboration with the Board of Directors and PTSAs.

3 STRATEGIC PILLARS

Canada Snowboard has identified three key pillars that are ingrained in the organization providing a framework to support the high performance athlete pathway.



Strategy

- Create innovative and unique training environments utilizing technology, technical expertise and world class facilities.
- Focus energy, attention and resources for optimal return on investment to produce podium results.
- Identify, develop and recruit coaches and integrated support team staff that foster achievement, progression and produce strong results.
- Utilize sport science and analytical evidence to directly enhance high performance athlete progression.
- Collaborate with our sport and funding partners to support high performance athletes beyond the competitive pathway.
- Align sport development and high performance programs to increase clarity of the athlete pathway.
- Utilize major events domestically to provide a home-field advantage for our athletes.

Strategy

- Diversify revenue sources to ensure sustainability and support of sport development and high performance programs.
- Seek and maintain strategic partnerships within both government and industry to optimize the brand, communications, programs and events.
- Bring the brand to life through creative and innovative promotional programs, unique content and communications strategies to increase visibility and engage new fans and followers.
- Deliver aligned policies, procedures and programs at national, provincial/territorial and club levels through the athlete pathway.
- Ingrain risk management strategies into all levels of the organization.
- Ensure financial systems and processes are maintained to safeguard the assets of the organization.
- Host major events as a means of creating new assets that deliver on the goals in all three pillars of the organization.

Strategy

- Align with Provincial/Territorial associations to increase participation and retention in programs, clubs and events.
- Aggressively pursue partnerships with industry, resort, and key stakeholders to drive increased membership and program initiatives.
- Enhance coaching, officiating and judging programs and initiatives to support the delivery of our high performance athlete pathway.
- Deliver competition opportunities aligned with long term athlete development in collaboration with member and industry partners.
- Provide a pathway for athletes and coaches to develop from first contact through podium performance.
- Integrate innovative and interactive technologies that provide new and enhanced value propositions for members and participants of programs and events.
- Create legacy opportunities through hosting major events domestically.

01. HIGH PERFORMANCE

SLOPESTYLE/BIG AIR

The Slopestyle National Team continued to provide world leading training sessions while allowing the riders to create appropriate strategies around their competition schedule. The National Team focused on the Elite Tour of events giving the NextGen added opportunities to attend the World Cup events to increase their world rankings.

The season started on a high note for our program, sweeping the Norway X-Games Men's Big Air podium with Max Parrot, Mark McMorris and Darcy Sharp, also getting a 3rd in Women's Big Air by Laurie Blouin. On the Second day we had Brooke Voigt (an X-games rookie) place 3rd in the Slopestyle event, and the men capturing 1st and 2nd in Slopestyle by Mark and Max. In the end Canadians captured 7 of the 12 total medals for Snowboarding at the Norway X-Games.

The team earned a very respectable total of 24 podium results in Big Air and Slopestyle combined at the World Cups and Elite Tour events. Further than results, the program enjoyed a number of notable highlights: Max Parrot returning from beating cancer and still proving he can top the podium multiple times through the season. Our sport science and sport medicine team have continued to perfect a world leading return to snow plan for our injured riders, allowing them to return earlier and stronger. The hiring a new NextGen assistant coach and providing support through all levels of our programs, while also keeping all of the coaches' workloads sustainable over the busy winter months.



NEXTGEN SLOPESTYLE

With the ability to piggy back off one of the strongest National Teams in Snowboarding, the NextGen are getting opportunities to ride some of the best jump and terrain in the world, alongside the worlds best. This promotes a highly progressive environment for the younger riders within our system.

- Liam Brearley – 3rd in Calgary at the Snow Rodeo World Cup, triple podium at Youth Olympic Games in Slopestyle, Big Air and Halfpipe disciplines
- Francis Jobin – 2 x top tens at Mammoth (4th) and Seiser Alm (10th)
- Nic Laframboise – 1st at the Big Air World Cup in Italy, 2nd at the Atlanta Big Air World Cup and 4th at the Cardrona Big Air World Cup
- Sommer Gendron – 4 top tens, including a 6th at home in Calgary at the Snow Rodeo World Cup
- Juliette Pelchat – consistently good results at the NorAm, onto the full NextGen team this season and likely her first world cup start



HALFPIPE

Coming out of a season best in 2019, a season full of impressive results including the first world cup podiums of the program in years. 2020 brought on some different major accomplishments for the Halfpipe crew. This season we saw Derek Livingston and Brooke D'hondt compete in their first X games in Aspen. For Livingston, this invite confirmed his place among the best of his sport following a strong 2018/19 season. For D'hondt, it demonstrated the potential this young athlete has following some impressive results including winning the Junior Jam at the US Open in 2019.

Both athletes had solid results with Derek taking 9th and Brooke 6th. Brooke also made her first appearance at the Dew Tour where she rode very strong and showed the world she could compete in a modified pipe finishing a solid 5th in a superstar line up. Other highlights for these two included invites to the US Open where both had very competitive runs just falling short of finals.

Elizabeth Hosking had to miss most of the season due to a broken ankle following a very strong start of the season with a 7th position at the China Secret Garden World Cup in December. Our other younger NextGen athletes continued their progression as we continue to improve the support of our Halfpipe athletes including providing a world-class, year round daily training environment at WinSport in Calgary.



With programming changes, the restructure confirmed the appointment of current National Team Coach Jake Holden and Return to Snow Coach Maëlle Ricker assuming co-head coaching roles. Under this new structure led by two Canadian National Team Alumni, the Snowboardcross program found its stride.

First year National Team athlete Éliot Grondin was the highlight of the program, making his 2019 debut with a small final win for a 5th place finish at Montafon World Cup. One week later in Italy, he raced his first big final earning himself a 6th place finish. His momentum carried well into the New Year when Eliot had another two top-ten finishes with one being his personal best; Eliot earned his place on the podium for the first time in his career, winning a 2nd place at home in Canada at the Barrels & Berms SBX World Cup at Big White in Kelowna, BC. Eliot improved his overall World Cup ranking by 18 spots, finishing the season in 7th place and having his best season to date.

The overall vision for our Snowboardcross NextGen Program is always evolving to optimize potential for our NextGen and developing athletes. In likeness to the National Team, this program is grounded in our fundamental core values of respect, fun, communication, integrity, effort, accountability, courage, professionalism and teamwork as guiding principles to continue the legacy of Canadian Snowboardcross. The NextGen identified athletes continue to operate in alignment with our National Team Program based on the level of the current identified athletes, and will continue to be supported by a number of personal coaches. This allows our National Team head coaches and NextGen coaches to collaborate and work in unison to provide synchronization and a seamless transition between both programs.



ALPINE

Our Alpine program made important strides this season under the technical leadership in place. The hiring of a new World Cup Coach was a welcomed addition to the program, increasing the support and targeted projects for the National Team athletes who have made large progressions in their overall consistency at the World Cup level and some, posting career best results this season. This allowed our Head Coach to refocus on further developing the NextGen program into a full time, year-round program that focused effort and support at a targeted group of younger athletes. The two coaches work and collaborate together, as some athletes transition between the NextGen team while in North America and the World Cup to gain international event exposure.

Our NextGen focus remains towards younger athletes who have the potential to win medals at the 2026 Olympic Games and beyond has proved fruitful. The NextGen initiatives are now more structured towards providing a program around identified athletes to provide them the best support possible. Beyond the identified athletes, a number of athletes in the same age range will be engaged to take part into some of the projects to provide a more competitive environment and provide a more seamless pathway between the provincial programs and the NextGen program.



PARA-SNOWBOARD

Our Para-snowboard program continued to make progress during the 2019-2020 season. While welcoming a couple of new additions to the NextGen program, the National Team showed great consistency on the World Cup circuit.

Together, we implemented synergy within the whole team and everyone bought into the overall system and program, building the core values of the program and setting mutual engagement expectations.

The program took full advantage of the addition of the dry slope facility in Bromont last summer resulting in a great training tool which showed its benefit as our athletes closed the gap with the world stage from the very beginning of the season. The team has been using the dryslope facility during the summer, as it's meant to be, as well as during the winter season when it is covered by snow. This facility allows our team to do more than double the volume they would do on a regular slope during a full training day.

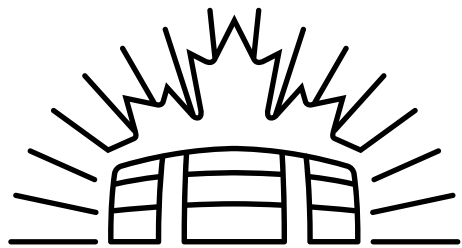
Our NextGen athletes have closed the gap to the podium by an average of more than 10% from February 2019 to March 2020. A notable improvement which brings some of them under 7% from being a podium contender within their given classification. On the National Team, Sandrine Hamel showed more consistency than ever before bringing back medals at every race she took part of from Continental Cups to World Cup Finals. A total of 5 World Cup Medals (4 Silver & 1 Bronze) as well as 2 gold and 1 silver at Continental Cups. These results got her the 2nd place overall in SBX and 3rd place overall in BSL on the World Cup tour even though she missed 2 BSL WC starts.



02. SPORT & SYSTEM DEVELOPMENT

MILESTONES

- Positive alignment between PTSA and Canada Snowboard on the implementation of meaningful competition and programming opportunities
- Partnership with Sport for Life to update to LTD 3.0 and align out Athletes Development Matrix to Gold Medal Profile
- Delivered the 2020 Snow Rodeo Slopestyle and Halfpipe World Cup in partnership with Freestyle Canada and Alberta Snowboard
- Delivered the 2020 Alpine Snow TKO World Cup in partnership with Ontario Snowboard
- Delivered the 2020 Barrels & Berms Snowboard Cross World Cup in partnership with British Columbia Snowboard
- Positive development of the Little RIDERS program across 7 PTSAs - improvement of our partnership with the Canadian Ski Council
- Implementation of the multi-year partnership with the Canadian Association Snowboard Instructors to promote the development of the Coaching Program



BARRELS & BERMS

FIS SBX WORLD CUP AT BIG WHITE SKI RESORT
JAN 24-26, 2020

The inaugural 2020 Barrels & Berms FIS Snowboard Cross World Cup was a resounding success. The event shifted to become a double-header with two separate individual World Cup starts happening the same weekend. The Saturday event was highlighted by the Canadian 18 year-old rising star Eliot Grondin taking Silver, his first ever World Cup podium.

The weekend was filled with parties, VIP receptions, a Vendor Village and Beer Garden, Behind-The-Scenes Tours, Youth Events, and of course World Class Racing.



INTRODUCING
**THE
ALPINE SNOW
★TKO★**

FIS SNOWBOARD WORLD CUP
FEB. 29 - MAR. 1 2020
BLUE MOUNTAIN, ON

The inaugural 2020 Alpine Snow TKO Parallel Giant Slalom (PGS) World Cup was a resounding success. The event hosted two separate individual World Cup starts within the same weekend. The Saturday event was highlighted by Canadian legend Jasey-Jay Anderson making it into the final rounds. The event capped off by an unprecedented finish, the first ever tie for first place in a World Cup, garnering interest and media coverage for the once-in-a-lifetime result.

The weekend saw parties, huge crowds, beer gardens, VIP receptions, great racing and the village of Blue Mountain come to life following the winter's biggest snow storm.



02

SSD



FIS FREESKI & SNOWBOARD WORLD CUP



SNOW RODEO

CANADA OLYMPIC PARK
+ FEB 12-16, 2020 +

The 2020 version of the Snow Rodeo saw the event shift from just the Halfpipe Rodeo from last year to include both Halfpipe and Slopestyle this year, creating a full week festival that showcased both skiing and snowboarding with 4 world cups across the sports and disciplines. The best in the World descended on Calgary for a week of sunshine and shredding at two of the best courses on the international circuit. The event had huge reach both nationally and globally and has established itself as one of the top events on the entire World Cup circuit.

The week was filled with photo shoots, video projects, parties, VIP receptions, riders lounge, behind the scenes tours, youth events, media and of course world class riding.



NATIONALS



Freestyle

The Air Nation Freestyle Nationals presented by Mazda, Swatch and Burton was hosted at Calgary's Winsport Canada Olympic Park for a planned week of Halfpipe, Big Air, and Slopestyle contests. Both Sr and Jr Slopestyle competitors showcased their talents early in the week, but unfortunately, the Halfpipe and Big Air Competitions were forced to be cancelled due to Covid-19.



Alpine

The Speed Nation Alpine Nationals presented by Mazda and Swatch kicked things off at Blue Mountain, Ontario. Nationals were a hit with athletes and coaches alike, with both Senior PGS and PSL and Junior PGS competitions taking place.



SBX

The last Nationals event of the calendar, Speed Nation SBX Nationals presented by Mazda and Swatch was due to take place at Big White Ski Resort, however, was unfortunately forced to be canceled due to Covid-19.



Para

The World Para North American Cups took place over 2 highly competitive days of Para Snowboard Cross. Big White Ski Resort once again hosted a great course for all competitors and the event continued to push the progression of the sport in a competitive, rider focused competition.

 **mazda**
GROM 
SERIES
SPEED & STYLE

The Mazda Speed & Style Grom Series continued its success throughout the 2019/2020 season, connecting Mazda and its local dealers to parents and kids in a fun and competitive grassroots snowboarding event.

With 38 events and over 1200 participants nationwide, the Mazda Grom Series will continue to grow and develop Canadian talent all while promoting the Mazda brand in an authentic and unique way.

6 Super Grom Events
38 Grom Events
1200+ Kids Attending
10 Provinces



02

SSD



PROGRAMS

Coaching Program

To continue our goal of improving the coach evaluation process, this season the Canada Snowboard Coaching Program (CSCP) continued its traction on continuing the training of Coach Developers. Facilitator and Evaluator core training was held in British Columbia and Ontario for the first time since 2016. The CSCP continued to offer online webinars, online evaluations, and one on one mentorships. Despite COVID-19, the Technical Experts Committee was able to meet online and completed the new Competition Development Curriculum. This new workshop was developed based on the research from the Coaching Association of Canada and ensures our high-level coaching courses are more affordable for coaches. This is an innovative workshop where the candidates complete 18 hours of online curriculum with our Facilitators and Integrated Support Team, and a 4 day on-snow workshop. Our goal is to provide our coaches with a more in-depth opportunity to learn as much as possible of coaching at the Competition Development level.

THE YEAR IN NUMBERS

- 298 Registered coaches
- 14 Competition Introduction Workshops were executed
 - 88 Competition Introduction coaches trained
- 10 New Para FUNDamentals coaches trained
- 4 Competition Introduction Advanced Style Coaches trained
- 7 Competition Introduction Advanced Speed Workshop trained
 - 1 new CIA Speed Facilitator Trained
- 5 New Competition Introduction Learning Facilitators trained
- 5 New Competition Introduction Evaluators trained
- 3 New Competition Introduction coaches certified
- 2 New Competition Development coaches certified
- 8 Coaches moving through the certification process



Elleboard

This season we continued to focus on both ride days, but also female-specific competition introduction coaching courses. We continued our partnership with NIBZ where the new logo and name were worn proudly by the girls on the neck tubes designed. 9 PTSAs ran the Elleboard Program with around 29 Ride Days and close to 285 participating girls. We continued to have conversations around how to attract, retain and grow female participation in our sport and are in the process of developing a new curriculum to standardize the program Nation Wide.

Riders

- 9 PTSAs ran RIDERS
- More than 25 participating resorts in Canada
- 50% of the PTSAs ran all three programs: Green, Blue and Black
- Around 18700 kids

Little Riders

Successful partnership with the Canadian Ski Council to promote the Little RIDERS program across Canada – with over 23000 kids participating, ensure the future of snowboarding in Canada.

Para-snowboard

Successful multi-year collaboration agreement with the Canadian Association of Adaptive Snow Sports to develop programming, technical leader training and skill development opportunities to support the growth, identification and development of athletes to support the performance pathway and the Para-snowboard long term athlete development plan.

Indigenous Snowboard

Indigenous Snowboard Program working alongside the Provincial-Territorial Aboriginal Sport Bodies. We invited the local Communities to our major events and provided VIP access, free snowboard lessons and rentals to the community youth, and a meet and greet with the World Cup Athletes.

PTSA MEMBERSHIPS

AB



727
Members

BC



625
Members

QC



541
Members

ON



534
Members

NWT



185
Members

SK



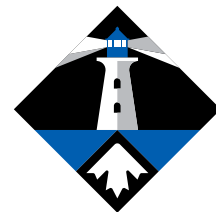
129
Members

MB



112
Members

NS



112
Members

YT



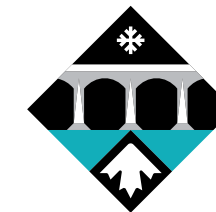
77
Members

NL



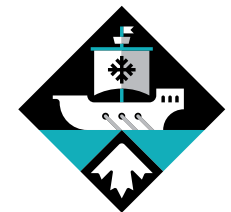
8
Members

PEI



2
Members

NB



0
Members

PTSA HIGHLIGHTS

Alberta



- Strong year for membership, events and growth of the sport.
- Very excited about the growth in the U13 category and want to continue nurturing this demographic.
- Event Successes Including; 5 Grom Events/Activations (1 in Edmonton, 4 in Calgary) totalling hundreds of kids on snow; 2 Provincial Style Events (HP and Slope, one being Western Canadians); 1 Grassroots SBX Event (first in years in AB); Jr. Slopestyle Nationals (Unfortunately Jr. Nationals Pipe and Sr. Nationals were postponed then canceled first due to weather then due to COVID)
- Partnered with Canada Snowboard and Winsport to host Snow Rodeo World Cup.
- Expanded strategic focus to put an increased emphasis on Northern Alberta, Women in Sport and relationships with First Nations in Alberta.
- Expanded Board of Directors to include members in Northern Alberta, representatives with Speed background and excellent financial and legal backgrounds.

British Columbia



- Delivered 12 Provincial Series, 8 NorAm and 4 Para NorAm starts; 35 days of Little Riders, Elleboard and Grom activities (several end of season events canceled due to Covid, including Westerns, Nationals, Neil Edgeworth Banked Slalom)
- Provincial SBX Team had a successful year, including a start at Youth Olympic Games and a 2nd overall place on NorAm Tour
- Partnered with Canada Snowboard and Big White Ski Resort for the delivery of the Barrels & Berms SBX World Cup

Quebec



- The Quebec Snowboard Team continues to grow with the addition of a GROM/ELLEBOARD Coordinator.
- The development of women in snowboarding (ELLEBOARD) series throughout the Province.
- Quebec Snowboard doubled their female coaching staff which included a women-only Competition Intro Coaching Course which was completely sold out.
- Focus on increased communication with members via social media networks.
- Increase in the number of clubs throughout the Province.
- Hosted first Big Air NorAm event in Quebec.
- First edition of the open days for clubs to host (GROM activation).



Ontario

- Supported Sport Development initiatives including Little Riders, Riders, Elleboard, Coaching and Officials program.
- Hosted the 2020 Alpine Snow TKO FIS Snowboard World Cup.
- Executed Speed Nation Alpine Nationals & Speed Nation and Air Nation events in Parallel, Snowboard cross and Slopestyle.
- Provided Provincial level athletes with over 50 Provincial Series event days on snow;
- Exceptional performance of Ontario athletes on the world stage

PTSA HIGHLIGHTS



Northwest Territories

- Numerous Club Successes as the sport continues to grow in the NWT including:
- Fort Smith Snowboard Society: Highest membership numbers to date, hosted 'Big Fun' events in two different communities in the NWT, Grooming their hill to support all levels of riders from Learn to Ride Bunny Hill through to confident Riders on big air, rails and boxes as well as ordering a lot of rental gear for members to use in the 2020/2021 season.
- Ragged Riders Snowboard Club: Very promising membership numbers despite missing out on the end of the season due to COVID-19; Hosted 4 events prior to COVID-19 shut down and event received international [media attention](#).
- Fort Simpson: Ordered gear for all members to use through funding supplied by the Liidlii Kue First nation; Working towards getting further up and running as a fully functioning club for the 2020/2021 season.



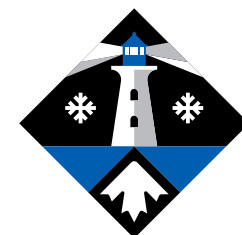
Saskatchewan

- SK SBD season narrowly survived COVID with all Provincial Series Events and other Programs were completed prior to shut down.
- Hosted 3rd annual MB vs Sask "Battle of the Boarder" competition.



Manitoba

- MB SBD season narrowly survived COVID with all Provincial Series Events and other Programs were completed prior to shut down. Only 1 athlete missed out on Air Nation Nationals.
- Expanded MB Snowboard Provincial Series footprint from 3 ski hills to 4.
- Hosted 3rd annual MB vs Sask "Battle of the Boarder" competition. Sask won this event and leads the series 2 - 1
- Hosted 1st annual MB Snowboard vs MB Freestyle Ski "Plank Wars" Competition
- MB SBD won... obviously
- One of the snowboard clubs cracked 41% Female Members this season!!
- 25 female athletes in a club of 60 ages 6 to 18



Nova Scotia

- Over 6000 participants in the Little RIDERS school program with 23 schools visited and 3 days of sport fair's attended.
- Bridget MacLean and Marnie O'Brien were selected for, and Bridget attended the 2020 Youth Olympic Games in Lausanne.
- Zach Dickson was hired as the Part Time Technical Director to operate NS Snowboard Events.



Yukon

- Continued enthusiastic participation in on-snow coached programs—trend towards younger athletes with stronger skill sets.
- Hosted Comp Intro Advanced Freestyle course early December at Mt. Sima.
- Instated our new Head Coach, Adam Waddington.
- Successful Elleboard camp welcoming women from rural Yukon and Northern BC communities.
- Largest Yukon contingent to-date competed in the Air Nation Tour, Western Champs and Junior Freestyle Nationals.



Newfoundland

- Successful Snowboard GROM series with two events at Marble Mountain.
- 9 riders travel to Nova Scotia to take part in events at Martock and bring home 23 medals.



Prince Edward Island

- Successful Snowboard RIDERS program activities to support the development of Snowboard PEI.

03. BUSINESS OPERATIONS

MILESTONES

- New Tier 1 National Team Partner Li-Ning
- New World Cup Sponsors: Redbull, Swatch, Bumble, Walter Caesar, Fat Tire Beer, CBC Gem, Sunbelt, Native Shoes, Telus, Oakanagan Springs
- Execution of new marketing, editorial and communications platforms throughout the season
- Renewal of Supplier Partnerships in: High Sierra, Carrot, Normatec, HyperIce, Medray, Scullcandy, Superfeet, Expertvoice
- Navigation and Management of COVID-19 with no internal layoffs, minimal business disruptions, partner management
- Execution of new events: of Alpine Snow TKO World Cup and Barrels & Berms Snowboardcross World Cup, and Snow Rodeo Slopestyle
- Transition to fully internal sponsorship sales model
- Partnership with B2Ten to support national team camps
- Office space partnership with CSI Pacific and Chill foundation
- Continued growth of social media following across Instagram, Facebook and Twitter



Social & DIGITAL

 17.7K

 16.6K

 8.9K

Canada Snowboard's communication is focused on digital reach, and genuine communication with our followers. By embracing our biggest influencers, our athletes, each of our channels has seen significant growth over the past season.

PARTNERS

National Team Sponsors



BURTON



Funding Partners

Canada 



SPORT PARTNER
PARTENAIRE SPORTIF



**SNOW
SPORTS
CANADA**

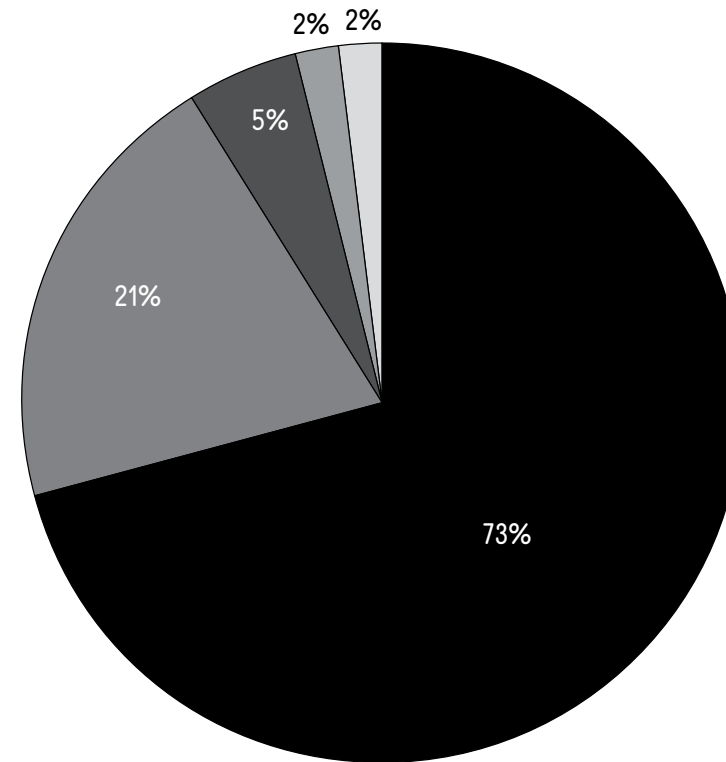
Exclusive Suppliers





REVENUE

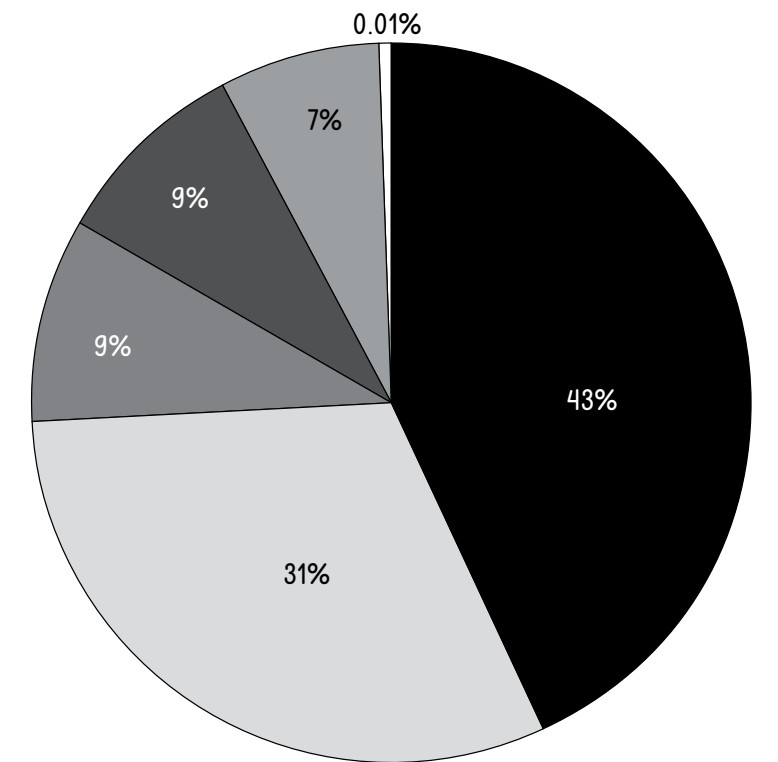
	2019-20	2018-19
Contributions	\$4,310,522	\$3,787,406
Sponsorship	\$1,224,928	\$421,192
Program Revenue	\$267,514	\$139,696
Donations	\$10,840	\$52,705
Other Revenue	\$93,171	\$40,596
Total	\$5,906,975	\$4,441,595



Contributions
 Sponsorship
 Program Revenue
 Donations
 Other Revenue

EXPENSES

	2019-20	2018-19
High Performance	\$2,517,983	\$2,383,371
Major Events	\$1,837,736	\$837,098
Sport Development	\$554,852	\$289,264
Business Development	\$551,945	\$483,599
Leadership & Administration	\$406,884	\$424,793
Amortization	\$33,114	\$35,887
Total	\$5,902,514	\$4,454,012



High Performance
 Major Events
 Sport Development
 Business Operations
 Leadership & Administration
 Amortization

BOARD OF DIRECTORS

The board of directors is a volunteer group that is elected by the members, our Provincial/ Territorial Associations, to govern the organization. A board is mandatory for all non-profit organizations in Canada. The board owns the Canada Snowboard strategic plan, and hires the executive director to run the organization and execute the strategic plan along with the full compliment of staff.



Tyler King
Chairperson
Executive Committee



Mark Szepes
Vice-Chair
Executive, Governance,
Nominations Committees



Krissy Murphy
Secretary
Executive, Revenue
Generation, Finance & Audit,
Nominations Committees



Melodie Theriault
*Treasurer**
Finance & Audit, Executive,
Revenue Generation
Committees



Danny Buntain
*Member At Large***
Governance Committee



Gord Manuel
*Member At Large**
Finance & Audit,
Governance Committees



Erin Wilkins
Member At Large
Communications
Committee



Risto Scott
Member At Large
Major Events, Revenue
Generation, Communications,
Nominations Committees



Patrice Drouin
*Member At Large**
Governance, Revenue
Generation, Major Events
Committees

Athlete Council

**Up for re-election 2020 AGM
**Stepping down 2020 AGM*



Mercedes Nicoll
*Chairperson**
Athlete Rep on BOD,
Communications
Committee



Zoe Bergemann
Vice-Chair



Sebastien Beaulieu*
*Treasurer**



Katrina Gerencser
Secretary



Derek Livingston
Member At Large



John Leslie
Member At Large

ATHLETES COUNCIL OVERVIEW

The Athletes Council (AC) makes sure the athlete voice is heard and valued at a board level. The AC is a sub-committee of the board of directors for Canada Snowboard (CS).

Athlete representatives on the AC are a diverse group of active and retired athletes representing all disciplines of CS. The Athlete representative with a seat on the CS board is usually the chair of the CSAC, this athlete brings the athlete voice to the board meetings, for the athletes by the AC.

*No re-elections for Athletes Council this year
Up for re-election next year



708-333, Terminal Avenue, Vancouver, BC., V6A 4C1
Tel. : 604-568-1135 | Fax. : 604-568-1639

