

Crested Butte Nordic Team
Statement on Program Pricing for the 2020/2021 Season

The Crested Butte Nordic Team, a division of Crested Butte Nordic, is implementing a gradual price increase for our winter programs. We have seen significant and wonderful growth in our after school junior programs over the past five years. However, in accepting over 150 athletes into our programs we have impacted the quality of our programs and our facilities are unable to accommodate this number effectively. In addition, the current global pandemic has impacted the Nordic Center financially and put limits on how we can structure our programs/events this winter. We have listed a few specific reasons for our price increase below. We are still looking forward to offering small group size, outdoor after school programming for our valley's youth! Thank you for understanding.

We want to be as transparent as possible about our pricing and program structure. This year, the Crested Butte Nordic Team is facing the following realities:

1. Our program is substantially subsidized by some of the bigger events CB Nordic hosts, including the Grand Traverse and Alley Loop. These events help us keep program fees low- below the actual cost to CB Nordic. This past spring, the Grand Traverse, the last of our Yurt Dinners and the Grin and Bear It were cancelled due to the current global pandemic. In their absence we have less capacity to subsidize our Junior Nordic Programs. In spite of these obstacles, we are committed to keeping fees well below our actual costs (see more, below).
2. Without as much event revenue support, we are looking simply to cover the cost of our coaching staff. This price increase is one step towards balancing our (still uncertain) budget.
3. The COVID-19 pandemic has also put restraints on group sizes and to meet these regulations we have to cut down on numbers. With the same overhead and fewer kids but still enough coaches to keep group sizes small, the cost of our programs had to increase.
4. Our programs have **incredible value**. We do not include the cost of the following assets in our program tuition but they are significant: The cost of skis, boots and poles for an entire season (and the cost of broken gear), the grooming and upkeep of our trails, van usage and gas, office and administration costs, program curriculum development, and professional development for our coaches.

The silver lining here is that we feel like all these changes will increase the quality of our programming, from creating smaller group sizes, to allowing for groups to go through the season with the same coach, therefore creating a solid and reliable group dynamic. With smaller group sizes and a smaller number of athletes in total we also feel like we will be able to take advantage of all our trail systems with all our groups.

If these price increases create a hardship, we encourage you to reach out to us directly. We don't want cost to be a barrier for local families, and have options available to offset program costs.

If you have any comments or concerns, please contact Molly, Head Coach and Program Director of the Crested Butte Nordic Team, molly@cbnordic.org.