

# Far West Ski Association

## Charities & our Community Services

### 2017 - 18 Award Application

**Name of Charity Event: 2017 Warren Miller Film Festival**

**Bogus Basin Ski Club, Boise, Idaho**

**Time Involved** in preparation plans, promotional activities, actual event, follow-up (20 pts)

**Total time involved: 630+ hours, approximate.** Event Planning through Closure: 180+ hours for the Warren Miller Premiere Party and 550+ hours for the Warren Miller Film Festival. This includes promotions, actual event and follow up (event with financial summary plus sponsor and volunteer thank you's).

■ Planning Date range: July - November ■ 2017 movie attendance goal for 3 days: 2,000

■ Actual: 2,669. Setting new record ticket sales, based on figures since 1998.

[http://www.bogusbasinskiclub.org/photos\\_2017\\_warrenmiller.html](http://www.bogusbasinskiclub.org/photos_2017_warrenmiller.html)

#### **Number of Volunteers Total: 74**

The Warren Miller Premiere Film Festival Party: Core Planning Team is the Bogus Basin Ski Club (BBSC); College of Idaho, Alumni Association and administration; the C of I of Ski Team, Coach Ron Bonneau and staff; the non-profit Bogus Basin Mountain Recreation Association (BBRA) including General Manager, Brad Wilson, the administration, board of directors and its members. The total combined Core Planning Team: 14 volunteers.

The Warren Miller Film Festival 2017 BBSC Core Planning team: Co-Chairs: Larry Crockett & John Greenwood, Kim Hovren Marketing/Promotions & BBSC President and Kas Henry Volunteer Coordinator. Additionally, the Bogus Basin Ski Club Board of Directors & Event Committee Chairs, for a combined total of 60 volunteers. Includes over 40 volunteers to support 4 shows in 3 days, November 16-18.

The Warren Miller Premiere Film Festival Party Promotional activities include: E-communication, Print media, Television support and Radio PSA announcements. The success of event and movie ticket sales was due to an unprecedented effort and support from our community media, that is television, radio and print. Along with our ski club Communications Director, Carol Peterson and Social Media Director, Nancy Moore keeping our members informed with scheduled updates.

## **Marketing & Promotions:**

■ Television: Natalie Hurst, Channel 2 News. The movie intermission Master of Ceremonies. Prior to the film festival week, exclusive interviews with special Warren Miller movie guest, Kalen Thorien and principal individuals of Bogus Basin, our local non-profit, all season mountain. Additionally, the beneficiary organizations (listed below) were given interviews by Channel 2.

■ Radio: Nate Shelman KBOI 670. An exclusive interview, with Bogus Basin Ski Club representative, Kim Hovren and Natalie Hurst, Channel 2. ■ Featured Warren Miller film guest, Kalen Thorien volunteered and donated her time to promote the film festival through the Bogus Basin Ski Club. <http://adventureblog.nationalgeographic.com/author/kalenthorien/> Kalen spent her time to meet and greet at local businesses throughout the week of the film festival and provided information and entertainment during movie intermission to our audiences. A local treasure for sure and inspiration for all ages. BBSC was fortunate to have made the connection with Kalen Thorien, in support of the Warren Miller Film Festival.

■ Community E-calendars, approximately 30 local media sources engaged. ■ College of Idaho (C of I) web-site calendar reaching 7,500 alums, nationwide. ■ C of I Face Book event notices to 1,000 C of I students. ■ Boise Weekly newspaper November, (30,000 dist./70,000 readers) & E-Newsletter (22,000 readers).

■ Event Posters: 90 Movie Event Posters were posted through out the community. Distribution: BBSC Board of Directors: Barbara Bryant, Betty Hawkins and John Adams. ■ Target Market Mailer: 'Save the Date' to 500; with specific out reach to the three organizations, College of Idaho, Bogus Basin Ski Club and Bogus Basin Recreation Association (the governing membership to Bogus Basin mountain).

■ Distribution of 2,000 event fliers at the Ski Swap Nov 3-5, 2017 Boise Fairgrounds. ■ Links: Providing additional event information by Web-site and e-communication through community business, merchant, and event participants.

The Warren Miller event was promoted at the following local community events by the Bogus Basin Ski Club, which in total reached over two thousand individuals, members and general public combined. Given that Boise's population is 205,000 that translates to 10%, a significant outreach.

■ Champagne Brunch, Annual BBSC membership event, Greenwood's Ski Haus, Anniversary event ■ Greenwood's Ski Haus, Snow Riders kick-off party ■ Ski Swap ■ Vertigals (a community women's ski group) party at Greenwood's Ski Haus ■ McU Sports, First Flakes event

## Charity Event Narrative (who, where, what, when) (15 pts)

[http://www.bogusbasinskiclub.org/photos\\_2017\\_warrenmiller.html](http://www.bogusbasinskiclub.org/photos_2017_warrenmiller.html)

Boise, Idaho

In 2017, the Bogus Basin Ski Club (BBSC) celebrated '53 Years' of Presenting Warren Miller films. The movie event is BBSC's annual friend and fund-raiser held in Boise, Idaho at the historical landmark, the Egyptian Theatre. Managed by BBSC member volunteers, a community event that attracts all ages has become an annual tradition to begin the winter season. The film festival generates proceeds to benefit five local non-profit organizations: BBSC, the Bogus Basin Ski Education Foundation, Bogus Basin Ski Patrol, the College of Idaho ski and snowboard team, and Recreation Unlimited — an adaptive ski program at Bogus Basin for children and adults with physical and/or developmental disabilities. In addition to the movie, you will be able to visit with reps from area ski and board shops and Idaho mountain resort representatives, and partake in raffle drawings for prizes. The 2017 movie attendance total was 2,669 over 3 days and 4 shows. Setting a new movie attendance record in the history of the Bogus Basin Ski Club, as the presenter.

The Warren Miller Premiere Film Festival Party & Movie event is a collaborative evening that invites the general public and four organizations of excellence: the College of Idaho Alumni Association of Treasure Valley, the Ski and Snowboard program; the Bogus Basin Recreation Association, board of directors and staff; and the Bogus Basin ski club, board of directors and its membership. The Premiere Party is sponsored by local business and individuals, with net proceeds from party ticket sales benefiting the College of Idaho Ski & Snowboard team. A record setting attendance 'Sold Out' venue for the Premiere party 'friend & fund-raiser' involving 130 participants and community sponsors.

The Warren Miller film festival movie ticket proceeds presented by the Bogus Basin Ski Club benefits the Ski Patrol, Recreation Unlimited, and the Bogus Basin Ski Education Foundation.

## **That's a Wrap for Warren – Ski Film Pioneer Warren Miller Will Be Remembered**

January 24, 2018 Ski industry mourns the passing of legendary ski filmmaker Warren Miller at age 93. leaving a legacy that includes more than 58 feature movies, hundreds of marketing films, 10 books and thousands of snowy stories. Klaus Obermeyer, the CEO and founder of Obermeyer,

"I think he single-handedly made more skiers in America than any other single human being and he did it by making people smile." Boulder-based SKI, Skiing and Warren Miller Entertainment company chief Andy Clurman stated, "Sometimes we can take ourselves too seriously, and Warren showed us we shouldn't do that" Aspen ski mountaineer Chris Davenport, a Colorado Snowsports Hall of Fame inductee said. "Skiing is all about having fun. We have to always remind ourselves of that. And Warren will always help us remember, once a year, when we go and see that movie."

*Credits: Quotes from <https://theknow.denverpost.com/2018/01/25/warren-miller-dies-at-93/174272/>*

### **Benefit to the Charity** (funds raised/miles cleaned, etc.) (30 pts)

In 2017, a total of \$3,349 in proceeds were given to the four (4) following groups as a result of the Warren Miller Premiere Party and Film Festival: Recreation Unlimited, the Bogus Basin Ski Education Foundation (BBSEF), the Bogus Basin Ski Patrol (BBSP) and the College of Idaho Ski Team. New to the line up of funds raised and donated was for the organization, 'Protect our Winters (POW)', a project of featured film guest, Kalen Thorien.

1.

Annually, Recreation Unlimited benefits from proceeds generated by the Warren Miller Film Festival, presented by BBSC. Additionally, the group holds a fund-raiser during the 4 shows, culminating in direct contributions raised \$4,659. The contributions in total \$5,612 goes towards the operational costs of Recreation Unlimited. An ALL volunteer organization (no paid staff) of 62 dedicated men and women; monies this year was put towards equipment and volunteer training. A 'slider' an adaptive ski device to help the athlete balance, was newly purchased this year.

Recreation Unlimited is the adaptive ski and snowboard program at Bogus Basin for children and adults with physical and/or developmental disabilities. Students are provided individual assessment, instruction, and the use of specialized equipment. This allows them to fully participate in the thrill and freedom of alpine skiing and snowboarding. The program offers ski and snowboard lessons for a range of ability levels, from the first-time participant to the intermediate and advanced.

- People with visual and/or hearing impairments
- People with developmental disabilities
- People with limited or no usage of upper/lower limbs

Our trained volunteer instructors are familiar with the challenges that physical, neuro-muscular, and developmental impairments present. We offer a safe and exciting experience tailored to the student's needs and designed to make the most of their abilities.

Recreation Unlimited is a recognized 501(3)c non-profit and a chapter of Disabled Sports USA

2.

Annually, the Bogus Basin Ski Education Foundation (BBSEF) benefits from proceeds generated by the Warren Miller Film Festival. The contribution goes towards the operational costs and travel expense of BBSEF. The BBSEF is an independent nonprofit organization that offers Varsity alpine, Junior Varsity alpine, Mitey Mite, Varsity freestyle and

Junior Varsity freestyle to over 200 participants. The program provides the opportunity to achieve their highest potential as athletes and competitors while keeping the training sessions fun and full of energy. A myriad of community and sanctioned racing events are managed and offered at Bogus Basin mountain by BBSEF. They host Boise's annual Ski Swap which is a multiple day event, with attendance in the thousands. BBSEF is a highly visible and beneficial component to our Boise community and Bogus Basin mountain recreation area.

3.

Annually, the Bogus Basin Ski Patrol (BBSP), a 501(c)(3) non-profit benefits from proceeds generated by the Warren Miller Film Festival. The contribution goes towards the operational costs of BBSP, which includes oxygen, medical consumables, blankets, ropes, radios and transport equipment. The mostly volunteer patrol also includes a Bike Patrol for the summer season. BBSP provides support for the Bogus Basin Mountain Resort, a non-profit organization that is entrusted with the stewardship of the ski area by the U.S. Forest Service. The support BBSP provides is emergency first aid services. They respond, assess, treat, package, and transport to higher medical authority.

Now that we have the technical accurate description out of the way, we can talk about what is 'under the hood' Basically, we are a large family. After the shared adversity of enduring the 15 months that it takes to become a patroller, you really get to know your fellow candidates, the patrollers that train you, and the whole patrol family.

4.

Since 2015, the College of Idaho Ski Team has received approximately \$2,300 through the fund-raiser efforts of the Warren Miller Premiere Film Festival Party, presented in part by the Bogus Basin Ski Club.

The contribution goes towards the operational costs, of which \$15 25 thousand is in travel costs alone. Twenty-one team members with an impressive alpine and nordic national presence, the program is run by a total of only 3 coaches, full time and seasonal. The College of Idaho is a private small college and is not supported by tax dollars, as is the case with large Universities. It is critical to maintain fund-raiser and support efforts in our local community, which helps C of I to maintain a nationally competitive team. It's not only their desire that the event partnership continue with Bogus Basin Ski Club, its their 'first and foremost' important annual event that allows their student athletes the opportunity and connection to the local community on a very visible and public scale.

Merits:

THE COLLEGE OF IDAHO: GREAT SKI AND SNOWBOARD TEAM. EVEN BETTER EDUCATION.

The College of Idaho in Caldwell, Idaho is consistently ranked among top national colleges by The Princeton Review, Forbes Magazine and U.S. News and World Report. The College of Idaho Ski and Snowboard Team, named one of the nation's top-10 ski programs by Ski Racing Magazine, has a 47-year tradition of excellence. The team has won 52 ski and snowboard United States Collegiate team and individual titles and attracts student-athletes with high performance expectations.

SKI TEAM HEAD COACH

Ron Bonneau, is head coach for The College of Idaho alpine ski program. During his tenure at the C of I, the New Hampshire native has led the Coyote men's team to qualify for the USCSA Championship on 19 occasions, with the women's team making 23 appearances. He has coached ten national champions, 88 All-Americans and 122 Academic All- American scholar-athletes. In 2016, his peers nominated him as 'Coach of the Year' A prestigious honor for Ron's many years of coaching excellence.

For more information, email Coach Bonneau at [rbonneau@collegeofidaho.edu](mailto:rbonneau@collegeofidaho.edu)

5. Featured Warren Miller film guest, Kalen Thorien volunteered and donated her time to promote the film festival through the Bogus Basin Ski Club. Local Boise girl, now living in SLC, Utah, a true professional ski and outdoor adventurer <http://adventureblog.nationalgeographic.com/author/kalenthorien/> Sharing her story of growing up in Idaho and pursuing a life in the mountain environment which later, turned into commercial work and doing what she loves best, ski! Monies raised during the film festival as a result of providing signed posters, was donated to the advocacy organization (POW) 'Protect our Winters' Mobilizing the outdoor sports community against climate change: 'Protect Our Winters' is a passionate crew of diehards, professional athletes and industry brands mobilizing the outdoor sports community to lead the charge towards positive climate action. POW focuses on educational initiatives, political advocacy and community-based activism. <https://protectourwinters.org/> Kalen rocked the stage for the Warren Miller Film Festival, a friend and fund-raiser for the Bogus Basin Ski Club and for our very important alpine related community organizations in Boise, Idaho.