



*Ski.*

*Run.*



*Bike.*

*Live!*

American Birkebeiner Ski Foundation  
**Annual Report**  
2017–2018 Annual Report



# American Birkebeiner Sk

As we reflect on 2017-2018, we are enthused at the numerous firsts experienced over the past year - the first official race start of the American Birkebeiner at the new trailhead; the first time the Kortelopet and Prince Haakon were jointly held on Friday; the first time Birkie reusable gear bags were used at February events; the first time all Birkie week events ended on Hayward's Main Street; the ABSF's first time hosting the USATF Half Marathon Trail Championship at the Birkie Trail Run Festival, and the first ever ABSF initial investment in snowmaking equipment.

The excitement continued in January as the American Birkebeiner International Bridge traveled down the highway to Minneapolis as the centerpiece of Superbowl LIVE, part of North America's largest sporting event. And, after a snowless 2017 Birkie, the 2018 Birkie experience was nothing short of exceptional for skiers, spectators, volunteers, and the surrounding communities. From sustainable infrastructure improvements to the groundbreaking of the Samuel C. Johnson Family Outdoor Center at OO, we are pleased to report that the American Birkebeiner Ski Foundation is healthy and poised for exciting times ahead.

While in the midst of hosting a variety of great outdoor events, supporting a healthy and active lifestyle through programming and grants, and maintaining the vast Birkie Trail system, the ABSF pushed hard to finish up the final phase of the Honoring the Legacy Ensuring the Future Capital Campaign. Thanks to over 2500 generous donors we made it to the Phase 2 finish line! We've begun to make numerous improvements that will enable the ABSF to host safer events; accommodate more people on the trail; encourage new skiers, bikers, and runners to embrace the Birkie lifestyle; and generally ensure a strong future for the Foundation.

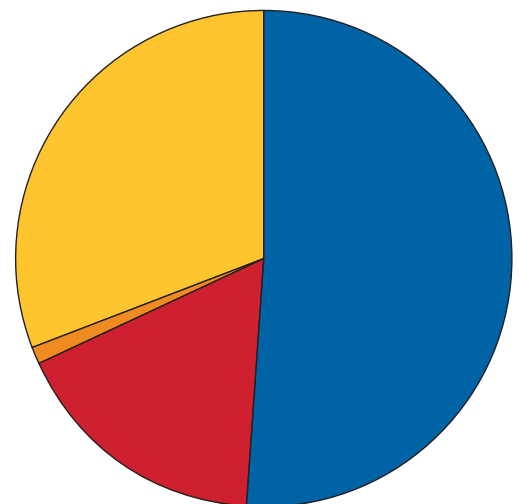
The coming year will bring an amazing number of exciting changes to Birkieland. We thank you for your ongoing enthusiasm, your support, and your belief in the American Birkebeiner Ski Foundation and what we stand for. We look forward to seeing you in the north woods soon enjoying the lifestyle we all treasure!

-The Birkie Team

## ABSF INCOME 2017-2018

|                                      |                       |
|--------------------------------------|-----------------------|
| ● Events                             | \$1,569,809.00        |
| ● Sponsorships                       | \$526,986.00          |
| ● Sport Development                  | \$33,438.00           |
| ● Membership/Fundraising/Development | \$940,974.00          |
| <b>TOTAL INCOME</b>                  | <b>\$3,071,207.00</b> |

Financial Statement as of 6.30.18 (Unaudited)

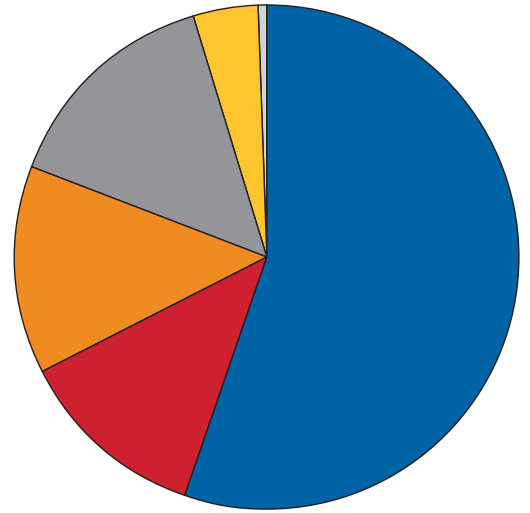


# ki Foundation 2017-2018

## ABSF OPERATIONAL EXPENSES 2017-2018

|                                       |                       |
|---------------------------------------|-----------------------|
| ● Event Operations                    | \$1,546,064.00        |
| ● Trail/Facilities/Equipment          | \$338,284.00          |
| ● Administration/Office               | \$368,019.00          |
| ● Sponsorship/Promotional/Development | \$406,526.00          |
| ● Sport Development & Grants          | \$111,132.00          |
| ● Endowment Costs                     | \$15,020.00           |
| <b>TOTAL OPERATIONAL</b>              | <b>\$2,785,045.00</b> |

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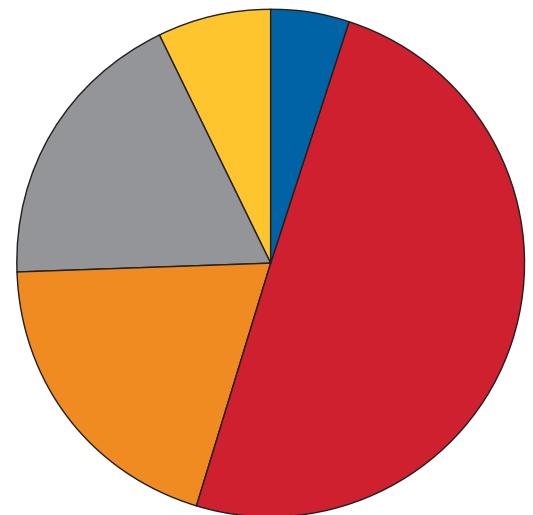


## ABSF CAPITAL EXPENSES 2017-2018

### Phase II Capital Expenses

|   |                     |
|---|---------------------|
| ● Development/Recognition                 | \$30,631.00         |
| ● Snowmaking/Trail Repairs & Improvements | \$289,174.00        |
| ● Aid Station Improvements                | \$115,339.00        |
| ● Equipment                               | \$107,355.00        |
| ● SCJ Family Outdoor Center               | \$41,002.00         |
| <b>TOTAL CAPITAL</b>                      | <b>\$583,501.00</b> |

Financial Statement as of 6.30.18 (Unaudited)



# A Year of Building, Excitement and Change!

There is never a dull moment at the American Birkebeiner Ski Foundation! 2017-2018 brought a flurry of activity that included the completion of many projects, the start of new initiatives, exciting new activations and announcements, and the acquisition of much needed equipment. Following is a sampling of the highlights from Birkie HQ over the past year. We expect new projects to be completed within the next 12 months.

We are exceedingly thankful for the Birkie Community and the passion that drives each and every one to embrace a year-round Birkie lifestyle. It is what drives us to do what we do, day after day, year after year.

## **Samuel C. Johnson Family Outdoor Center**

Carlson Gathering Hall  
New Moon Ski & Bike Shop Tech Room  
Virkus Nordic Fitness Room  
GymRage Outdoor Fitness Park

### **New Fat Bike Birkie Short Course**

Snowmaking Infrastructure Begins

### **5123 Birkie Reusable Gear Bags Used**

Water & Woodstoves at Trailside Cabins

### **2 New Snowmobiles**

Becker Law Link

### **American Birkebeiner International Bridge at Superbowl LIVE**

Birkie - FIS SuperTour Continental Cup Race

### **Major Trail Maintenance & Repair**

Franzen Firetower Trail Cabin Updated

### **Birkie Hosts USATF Half Marathon Championship Race**

### **Kortelopet & Prince Haakon Moved to Friday**

Hatchery Creek Cabin Renovated

### **New Virtual Birkie Trail Tour Completed**

New Birkie Trail Crew Truck

### **Key Log Rolling Crossing at OO**

New Kortelopet Start Area

### **All Races Finish on Hayward's Main Street**

Strand-Johnson Gravel Pit Trail Cabin Updated

### **Phase 2 Capital Campaign Completion**

Skidsteer

### **New Timber Trail Cabin**

Mandli Boedecker Trail Cabin Renovated

### **Dive for the Dirt - Impacted 1000+ Kids**

Piston Bully Groomer

### **35 Birkie Endowment Forerunners**

Birkie Brew-Ski in Cans

### **Birkie - 2018 FIS Worldloppet Cup Race**

