



**THE LOPPET FOUNDATION  
2019 ANNUAL REPORT**



In an increasingly digital, sedentary, and sometimes isolated society, outdoor activity has never been more important for our collective future.

Youth gain increased confidence and ability to overcome challenges. They become stronger leaders, make better decisions and are better problem solvers. They have a lower risk of obesity and diabetes, and do better in school.

People of all ages who spend time outdoors have better mental health and physical fitness. And, outdoor activity builds community around shared passions, in ways that transcend geography and demographics.

This year, the Loppet will create opportunities for more than 20,000 people – of all ages, backgrounds, and abilities – to be part of the adventure.



## Message from the Executive Director

The Loppet Foundation's passion is getting people outside and active, no matter their age, background or ability. And, this past year, we had a fabulous new tool to help us do this: The Trailhead building in Theodore Wirth Park.

Since opening day in July 2018, The Trailhead has become even more important to our community than we anticipated. The building is constantly abuzz with activity! High school skiers and mountain bikers. TRAIL KIDS. First time skiers. Snow tubers. Snowshoers. Neighbors enjoying lunch. Hikers. Kids from our Northside Minneapolis partner schools. Trail runners. Golfers. Community groups. Passers-by just popping in to check things out. We estimate that there were more than 380,000 visitors over the past year.



We still have work to do to bring The Trailhead to its full potential, but we have already learned a lot and are well on the way!

With the building complete, however, we found ourselves ready to take on a new challenge. This is the exciting part! Our new goal is to shift how people in the Minneapolis area think about themselves, leveraging both The Trailhead and the Loppet organization to significantly increase the number of people who self-identify as members of the outdoor active community. And, because we want everyone to be part of the adventure, we've set a goal of an even greater proportional increase in the numbers among people of color.

To that end, we've added year-round programming, with expanded offerings in mountain biking and running to complement our more established cross-country ski programs. We're creating more on-ramps for people to try new activities. We've strengthened relationships with our partner schools. And, we've solidified our partnership with the staff of the Minneapolis Park and Recreation Board, delivering a higher level of service to the public together than either of us could achieve on our own!

I believe that in 20 years, we will look back on 2018-2019 as an inflection point, when we were able to begin truly leveraging our years of investment in improved infrastructure to have an even greater impact on our community.

Of course, as always, we need you to be part of this journey. We need your thoughts and wisdom. We need your energy, creativity, and volunteerism. We need your caring, your ingenuity, and time. And, we will need your financial support as well. Because at the core, Loppet doesn't have a community – the Loppet is our community.

Thank you for being part of a spectacular 2018-2019 - and here's to the even better years to come!

A handwritten signature in black ink, appearing to read "John M. [unclear]". The signature is fluid and cursive.



## MISSION

We create a shared passion for year-round outdoor adventure in the Minneapolis area, focusing on underserved youth and families.

## VISION

The Minneapolis area leads the world in year-round outdoor activities. Ethnically and economically diverse individuals and families come together around a shared passion for the outdoors – a passion that is universal. The Loppet Foundation is at the center of this shared passion in Minneapolis.



## VALUES

### **Adventure.**

We believe that living an inspired life requires taking paths with uncertain outcomes. We focus on the journey.

### **Excellence.**

We set the highest standards and strive for continuous improvement in everything we do.

### **Stewardship.**

We are committed to nurturing the resources – like youth, natural resources, and financial assets – entrusted to our care.

### **Integrity.**

We value honesty and high moral standards, but our definition of integrity also includes holding each other accountable for living the outdoor active life that we promote.

### **Inclusiveness.**

We believe that an outdoor active life is part of all cultures and we strive to share our passion for outdoor activity across individuals with differing abilities, as well as ethnic and economic lines.



# Adventure IS FOR EVERYONE



This year, the Loppet Adventures brought **outdoor experiences to more than 1,300 kids** from underserved communities – third graders to high school seniors – through our partnerships with 17 Northside schools and Loppet Adventure Camp.



The **Minne-Loppet** is an 8-week in-school curriculum for 3rd-5th graders at 11 elementary schools, where they learn about skiing, nutrition, and having fun outside in the winter.

The **Junior Loppet** is a year-round after school program for 6th-8th graders at 3 middle schools. Kids meet 2 to 3 times per week to ski, run, paddle, mountain bike and go on trips.



Our expanding **High School** work brings tailored outdoor opportunities to high school students. Growing partnerships with high school outdoor clubs are poised to expand our reach.

**Scholarships** support about a third of the campers at Adventure Camp (about 150 campers) for a week of outdoor summer adventure. About half of Adventure Camp counselors are from the Northside, including many former scholarship recipients.



# Creating Spaces FOR URBAN ADVENTURE

In partnership with the Minneapolis Park and Recreation Board, Loppet staff and volunteers **create and steward spaces where people can enjoy the outdoors.**



We maintain and improve **26 miles** of cross-country ski trails; **5 miles** of mixed-use single- and double-track trails for running, mountain biking, and snowshoeing; and a mountain bike skills course.

We run the **Winter Recreation Area** at Wirth Park, including the tow ropes on the park's snow tubing and snowboarding hills.



We operate the **snowmaking system** on 4 miles of ski trail at Wirth Park.

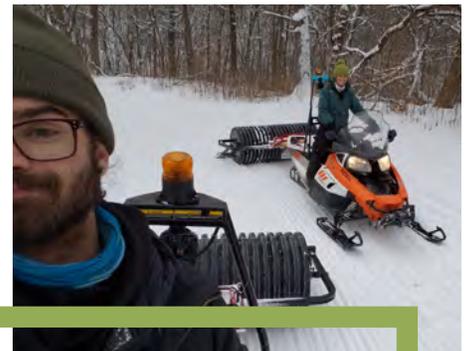


We offer year-round outdoor adventure opportunities to **380,000 annual visitors** through lessons, community events, and access to equipment rentals at The Trailhead in Theodore Wirth Regional Park.

We **protect and improve the natural environment** at Wirth Park through tree planting, invasive species removal, erosion control, and other projects.



We **groom winter trails** at Wirth Park, Hiawatha Golf Course, Columbia Golf Course, and the Chain of Lakes.



# Events BUILD COMMUNITY



Year-round Loppet events **create opportunities for people to test what they are capable of, and build community around a shared passion for outdoor activity.**

Loppet events are made possible each year by more than 2,000 volunteers.



**The City of Lakes Winter Festival** features 26 races and experiences – cross-country skiing, skijoring, fat tire biking, kubb, snowshoeing, snow sculpting, and more.



**The Surly Brewing Company Trail Loppet and Sitka Salmon Shares CityTrail Loppet** feature running on unique urban singletrack.

**The Luminary Loppet** gets 10,000 people out on Lake of the Isles to experience a Minnesota classic, featuring ice sculptures, ice lanterns, performance art, and live music.



**The Tri-Loppet** is an urban adventure triathlon where participants paddle, trail run, and mountain bike as solo contestants or in relay teams.



Numerous other running, mountain biking, skiing, orienteering, and paddling events highlight Theodore Wirth Park's natural resources.

We also host **national and international events.** The Loppet has hosted the Junior Olympics, Paralympics, Super Tour, and Masters World Cup, and an historic World Cup cross-country race in March 2020.



# Reaching OUR FULL POTENTIAL AS ATHLETES



Skiers, runners, and cyclists develop their skills (and up their fun level!) through **Loppet training classes, clubs, and clinics**. We work with all ages, from 7 to 107, and all abilities, from beginners to Olympic hopefuls.



Whether it's training to run a first 5K, conquering a new mountain bike obstacle, or getting ready to compete at the Cross-country Paralympic World Cup, **Loppet programs help people reach their full potential as athletes.**



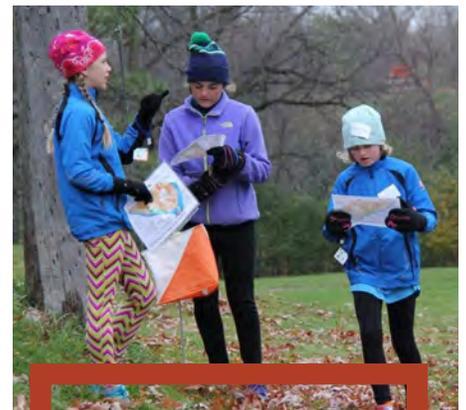
Cross-country skiers develop through **Loppet Ski School, Loppet Nordic Racing, Loppet Ski Club**, and, for skiers with equally adventurous dogs, our skijoring clinics.



Runners train on the trail and on the track with **Loppet Run 365, Loppet Run Club, and Loppet Ultra Run Club.**



Mountain bikers hit the single track through **Loppet Cycle Works** and our mountain bike workshop series.



Kids ages 7 to 14 run, ski, orienteer, bike, and get muddy with **TRAIL KIDS.**

# LOPPET FOUNDATION *Board*

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**Treasurer**

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R.T. Rybak (honorary member)

# *Staff* LEADERSHIP

John Munger  
**Executive Director**

Ray Aponte  
**Loppet Adventures Director**

Piotr Bednarski  
**Loppet Sport Director**

Abdi Bile  
**Loppet Running Director**

John Bussey  
**Chief of Events and Corporate Relations**

Marin Byrne  
**Chief Development Officer**

Nicole Cueno  
**Chief Operating Officer**

Jon Friedell  
**Director of Sales and Marketing**

Chris Harvey  
**Loppet Nordic Racing Head Coach**

Isaac Kasper  
**Trails and Trailhead Director**

Bruce Martens  
**Loppet Cycle Works Director**

Kim Rudd  
**TRAIL KIDS Director**

Ali Parsons Towle  
**Chief Program Officer**

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Leroy Leftwich  
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James Archer

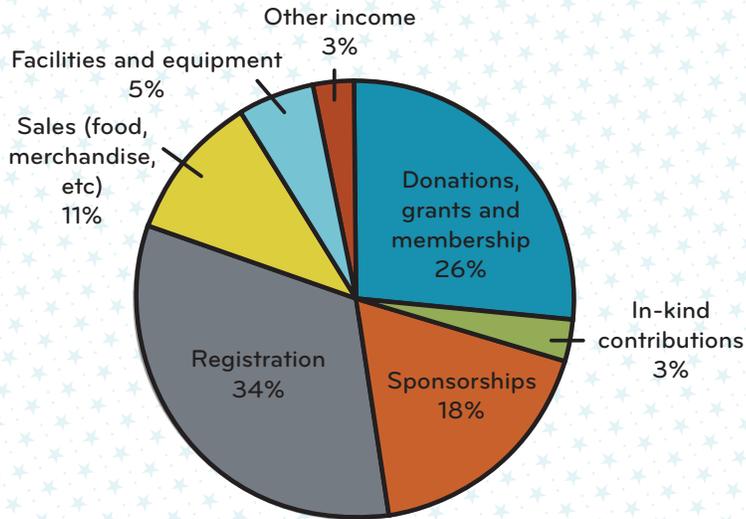
Tricia Conroy

Ed Ryan

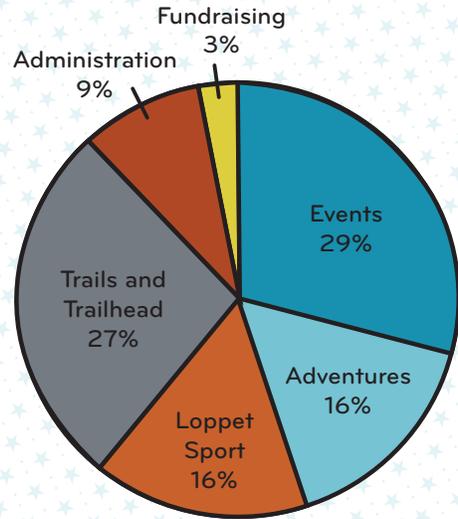
The Loppet Foundation's work during our 2019 fiscal year was made possible by 239 Loppet Foundation individual members, 343 member households, 469 youth members, 3 business members, generous grants from 25 corporations and foundations, the contributions of 1,482 donors, support from 41 sponsors, and the work of more than 2,000 volunteers. Without our community, there would be no Loppet, and we can't say enough thank yous to the people who give of their time, talent, and financial support to bring Loppet magic to life.

# FINANCIAL REPORT

Financial reports subject to final audit.



**OPERATING INCOME**



**OPERATING EXPENSES**

## STATEMENT OF FINANCIAL POSITION

September 30, 2019

### ASSETS

Current Assets	\$1,192,770
Loan Receivable	2,759,400
Trailhead Building Lease	1,632,281
Property and Equipment	672,000
Other Assets	383,799
<b>Total Assets</b>	<b>\$6,640,250</b>

### LIABILITIES

Current Liabilities	\$594,813
Long-term debt, less current portion	5,273,991
<b>Total Liabilities</b>	<b>\$5,868,804</b>

### NET ASSETS

Unrestricted	(\$1,678,971)
Temporarily restricted	2,459,417
<b>Total Net Assets</b>	<b>\$771,446</b>

**Total Liabilities and Net Assets** **\$6,640,250**

## INCOME STATEMENT

For the year ending September 30, 2019

### INCOME

Donations, grants, and membership	\$1,119,558
In-kind contributions	126,495
Sponsorships	761,484
Registration	1,436,928
Sales (food, merchandise, etc.)	476,957
Facilities and equipment rental	227,847
Other income	117,919
<b>Total Income</b>	<b>\$4,267,188</b>

### EXPENSES

Program Services	\$3,584,194
General and Administration	369,881
Fundraising	139,929
<b>Total Expenses</b>	<b>\$4,094,004</b>

### OTHER CHANGES IN NET ASSETS

Capital campaign contributions	\$63,900
Donation of Trailhead building	(78,999)
Other losses	(99,559)
<b>Change in Net Assets</b>	<b>\$58,526</b>

<b>Net Assets, Beginning of Year</b>	<b>\$712,920</b>
<b>Net Assets, End of Year</b>	<b>\$771,446</b>



**Loppet Foundation Main Office**

1301 Theodore Wirth Parkway  
Minneapolis MN 55422  
Phone: 612-604-5330  
Toll Free: 1-800-830-9441  
info@loppet.org

**Loppet Adventures Main Office**

1420 Dowling Avenue North  
Minneapolis MN 55412

On the web at [www.loppet.org](http://www.loppet.org)  
Twitter: @Loppet  
Instagram: @loppetfoundation  
Facebook: @loppet

**The Trailhead**

1221 Theodore Wirth Parkway  
Minneapolis MN 55422  
Phone: 612-355-7757