

ANNUAL REPORT 2021



Dear Friends,

With the pandemic coming in waves throughout the past year, we have seen an incredible amount of people seeking solace and refuge in the outdoors. This has resulted in more folks than ever enjoying our trails on skis, bikes and feet. With the increase in traffic in Theodore Wirth Park, we have found creative ways to engage new participants and to foster ways to sustain their interest. We have expanded programming for beginners, created new community and family centric events and continued to invest in improvements to our skiing and snowboarding experiences.

We have been pleased to see annual ski pass sales increase 961% over the past 5 years, with almost 10,000 sold during the 2020-21 winter compared to just over 1,000 passes in 2015-16. The growth of the sport of cross-country skiing is hitting a fever pitch, as the pandemic has shown just how important the outdoors are for people's mental and physical well-being, and as athletes like Jessie Diggins are increasing the visibility of the sport with successes at the international level.

The same can be said for mountain biking. The growth in enrollment and new program opportunities in our Trail Kids and Loppet Cycle Works programs have been a shining example of just how far the sport has come.

The Loppet Foundation is proud to continue to offer inclusive opportunities for youth to participate in outdoor adventure. With our work at 17+ elementary, middle and high schools in the north Minneapolis area, we are reaching over 1,000 youth annually with free outdoor adventure programming, including equipment and coaching. Additionally, hundreds of youth are served through the Trail Kids and Adventure Camp programs with year-round opportunities.

While we still have a ways to go, we are working hard at contributing to efforts aimed at diversifying the outdoor adventure space. Our staff continues to evolve to be more reflective of the community we serve, and we are continuing to make new community partnerships to ensure that outdoor adventure and experiences are truly created by and for **ALL** in the Minneapolis area. Most importantly, we continue our commitment to creating a welcoming and inclusive environment at The Trailhead and in Theodore Wirth Park with the hope and intention that the entirety of the community will and can enjoy this incredible park which we proudly (and humbly) steward. We look forward to seeing you here. Thank you for your partnership in this work.

Claire Wilson
Executive Director

TALES FROM THE TRAILS:

Leilani joined the Northeast Middle School Junior Loppet team in 6th grade. Prior to joining the team, she was diagnosed as pre-diabetic by her doctor. Her mother tried many ways to get Leilani to be more active, including small daily walks throughout the city, but Leilani wasn't interested.

Leilani originally joined the Junior Loppet team because she thought mountain biking seemed like fun and wanted to be around her peers. Immediately after joining, Leilani's mother saw a drastic change in her motivation. Leilani never missed a team session and would make sure they were on time to every practice so she wouldn't miss anything.

When asked what she loves most about Junior Loppet, she says that skiing is now her favorite activity, but what she really likes most is the other kids. Leilani talks about how encouraging her teammates are whenever anyone falls or is having a hard time. And if you ever attend a NEMS team practice, you can see how the youth are supportive and have a great time together, no matter the activity.

Fast forward to the end of 7th grade, and Leilani had another doctor's visit. This time her numbers had decreased and she was no longer pre-diabetic. Her doctor was surprised, as that does not happen often, and her mother was ecstatic. She says the Junior Loppet program is the only reason for the turnaround, since Leilani has not made any other changes to her diet or exercise.

Leilani shows us how the sense of community and camaraderie can transform a child's outlook and create lasting change - both physically and mentally. Junior Loppet gave her a place of belonging, especially during the socially isolating pandemic and the Loppet Foundation is so happy to be able to provide these opportunities.



LOPPET ADVENTURES:

Junior Loppet The Junior Loppet program uses outdoor activities like cross country skiing, mountain biking and trail running to empower 75-100 underserved youth annually from Minneapolis' Northeast, Anwatin and Franklin middle schools, as well as any northside youth that want to participate but don't attend the three partner schools. The program is free for students and schools. We provide trained coaches, quality equipment and clothing, transportation and food to remove income-based barriers to participation at an age where youth are at a high risk of stopping physical activity.



The Junior Loppet teams had a busy start last winter. Thanks to early snow, the teams were able to start skiing early with part of their time skiing at parks near their schools and weekly trips to Wirth Park to ski on the snowmaking trails. New in 2021, the City of Lakes Loppet Winter Festival held the "Next Generation Loppet", a race for youth in 1K, 2K or 3K distances that all of our programs are encouraged to attend. Many of our Junior Loppet youth raced and had a great time, even though very limited spectator attendance was allowed at the 2021 festival. The Junior Loppet teams also held their first ever Northeast Middle School Invitational. This brought the three teams together at Columbia Golf Course for individual and relay races. The rest of the season was full of mountain biking and trail running for Junior Loppet teams!

Adventure Camps The Loppet Foundation held a Winter Adventure Camp as well as 8 weeks of Summer Adventure Camp in 2021, each with full registration. This year youth experienced a variety of fun outdoor activities, including log rolling at Wirth Beach, archery, mountain biking, ultimate frisbee and more. The Loppet Foundation also partnered with Children of Incarcerated Caregivers (CIC) to provide a special week of camp for CIC youth. This was very well received and will continue in 2022.

Minne Loppet: Because of schools being fully closed or closed to the public during the 20-21 school year, the Minne Loppet program was not able to happen as a traditional 8-10 week cross country ski program at north Minneapolis elementary schools. The Loppet worked hard to provide opportunities for youth at our partner schools to come out and enjoy activity at Wirth Park if they were able to. Many of the partner schools

participated in mountain biking programs outdoors during the fall of 2021 when coaches were able to get back into schools.



Cool Meets Cause: This winter the Cool Meets Cause (CMC) program brought 27 BIPOC girls to the slopes at Theodore Wirth Park! Cool Meets Cause is an outreach program for young girls to experience snowboarding and is led by 15 coaches and volunteers with a shared passion for breaking down barriers to snowboarding. The group of girls and coaches worked to create community, build confidence, and encourage an active lifestyle outdoors from January through March.



Trail Kids: Trail Kids continues to be one of our most popular programs for youth ages 7-13 where youth participate in sessions focused on cross country skiing, mountain biking and running/orienteering. All sessions fill up very quickly, and the program expanded in 2021 to additional parks throughout the metro area, including Monarch and Elm Creek.

Loppet Run 365: The Loppet Run 365 (LR365) program, started in 2019, is the running wing of the Loppet Foundation and aims to serve the general public with a specific focus on the East African community in Minneapolis. The program has been steadily

growing in both registration numbers and quality. The program has been instrumental in introducing adults and kids alike within the Minneapolis and Somali communities to running as well as the importance of fitness and being active. Our track and cross-country athletes are experiencing great success as they set their sights on the NCAA, and members of the community are taking up winter activities they would never otherwise participate in.

Loppet Nordic Racing: Loppet Nordic Racing (LNR), year-round programming for youth and adults focused on cross-country skiing, had another great year. Youth and adults continue to do well in competitions across the country. This year in partnership with The Birkie and CXC Skiing, we launched "Team Birkie", a professional ski team coached by Caitlin Gregg located in Minneapolis.

Loppet Cycle Works: Loppet Cycle Works (LCW) provides mountain biking programming to youth and adults at all ability levels. Programming has seen a drastic increase in interest over the past year, especially with

beginner adult programs. This has led LCW to pilot an "MTB Ride Club" that will launch in 2022 with regular outings for adults of all ability levels at trail systems throughout the metro area, including women's only groups. The main goal of the ride club is to build skills for riders and create a community of riders.



EVENTS

In 2021 we continued to hold our signature events in creative ways as the pandemic continues. One notable difference was holding the City of Lakes Loppet Winter Festival and Luminary Loppet over two weekends. The Luminary Loppet was held at Wirth Park instead of Lake of the Isles, and the smaller crowds and wooded landscape offered a different experience for participants. The CityTrail Loppet and Surly Brewing Co. Trail Loppet were both well attended and had beautiful race day weather, and the Wirth on Wednesdays MTB Race Series was a fun way to get out and race during the week with plenty of great community partners. The Red Bull Urban Portage was also back in 2021 - hosting an extreme paddle adventure down the Mississippi.

One of the Loppet Foundation's goals is to create welcoming and accessible events so that everyone feels like they can participate, inclusive of their age or ability level. Here are a few ways we have made progress on this in the past year:

- Added Loppet Field Day to our Surly Brewing Co. Trail Loppet Weekend. Saturday was Loppet Field Day with a 5K trail race, youth races and games/activities for families. This was a big success and we plan to continue in the future.
- Added a 5K ski race to our Pre-Loppet event and to the Winter Festival. This is a much more accessible and beginner-friendly distance.
- Open Course options for our most popular race events. This allows people who may be intimidated by in-person races or have scheduling conflicts and can still participate in the event. The course is marked and set up for a specific length of time and participants can enjoy at whatever pace they prefer.
- Reimagining the Loppet Annual Meeting as the Loppet Community Celebration - a family-friendly celebration of the Loppet community with activities for all (and an update on the past year!). Over 400 people attended the Loppet Community Celebration this fall.



TRAILS AND TRAILHEAD



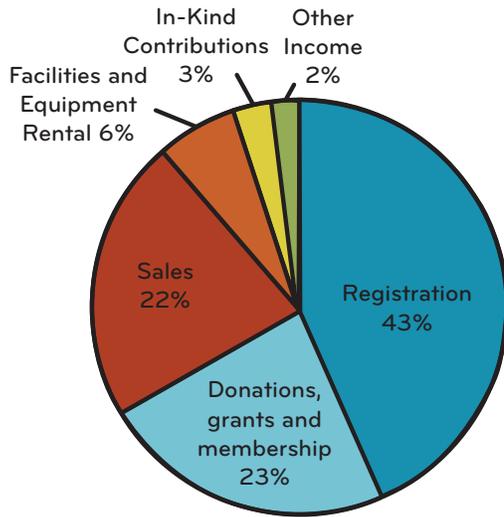
We were so excited to be able to open The Trailhead to the public again in June along with Mill Valley Market, the healthy and delicious restaurant located inside The Trailhead. During the 2020-21 winter season, we sold a record number of season ski passes (9,951) and continue to see record trail use for hikers and bikers throughout the rest of the year.

This year the Foundation opened and operated the Adventure Shop inside of The Trailhead. This shift to not managing a vendor in the space but instead managing it internally - allowed us to control the customer service experience and to assure we were providing the best rental experience to all of our park users and program participants. In our inaugural year of operating the Adventure Shop we rented over 3,100 pairs of skis and sold over 4,000 daily passes. As a reminder - the shop itself during the winter months was closed to the general public - only renters were allowed inside. We see only possibility in this space and are exploring ways to expand into bike rentals in the summer.

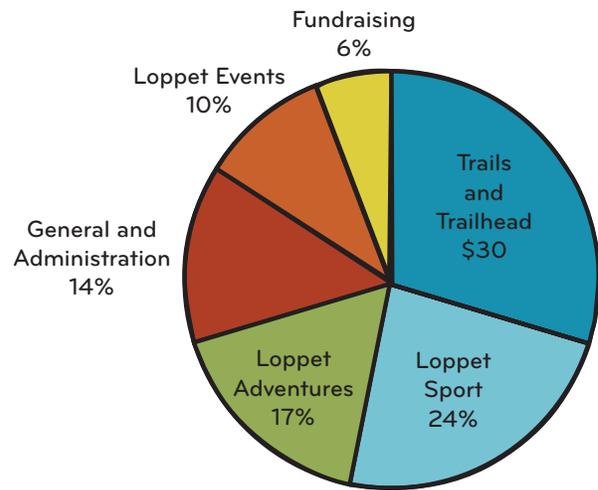
The Loppet Ski School continues to grow and provide more instruction every year and last winter we provided lessons to over 2,000 participants. All winter recreation activities are seeing increases in participation including, tubing and the snowboarding hill.

FINANCIALS

OPERATING INCOME



OPERATING EXPENSES



INCOME STATEMENT

Operating Income

Donations, grants and membership	\$834,277
In-Kind Contributions	\$107,560
Registration	\$1,581,189
Sales (food, merchandise, etc)	\$821,062
Facilities and equipment rental	\$229,770
Other income	\$87,866
Total	\$3,661,724

Operating Expenses

Program Services	\$2,722,662
Loppet Sport	\$814,596
Loppet Adventures	\$571,959
Trails and Trailhead	\$1,012,917
Loppet Events	\$323,190
General and Administration	\$471,672
Fundraising	\$186,226
Total	\$3,380,560

Other changes in net assets

PPP Loan Forgiveness	\$404,700
Loss on Uncollected Pledges	\$28,321
Change in Net Assets	\$657,543

Net Assets, Beginning of Year	\$686,260
Net Assets, End of Year	\$1,343,803

STATEMENT OF FINANCIAL POSITION

Assets

Current Assets	\$1,868,409
Loan Receivable	\$2,759,400
Trailhead Building Lease	\$1,460,461
Property and Equipment	\$801,041
Total Assets	\$6,888,951

Liabilities

Current Liabilities	\$428,091
Long-term debt, less current portion	\$5,117,057
Total liabilities	\$5,545,148

Net Assets

Without Donor Restrictions	\$(296,311)
With Donor Restrictions	\$1,640,114
Total Net Assets	\$1,343,803

Total Liabilities and Net Assets	\$6,888,951
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THANK YOU DONORS!

This list contains all individuals or organizations that donated \$100 or more from October 1, 2020 to September 30, 2021. If you are reading this, you are probably one of the many wonderful people who helped keep the Loppet Foundation running (pun intended) this past year. That includes so many volunteers, sponsors, members and donors. We could not provide our programs, events and services without YOU, so **THANK YOU!**

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THE LOPPET FOUNDATION

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 individuals and families come together around a shared passion for the outdoors - a passion that is universal.

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.

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.

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

INCLUSION 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 different abilities, as well as ethnic and economic lines.



Minneapolis
Park & Recreation Board

The Loppet Foundation is proud to work in partnership with the Minneapolis Park and Recreation Board.



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