# ANNUAL REPORT











2022 -2024





Dear Friends of the Loppet,

The Loppet Foundation has had profoundly eventful years and are pleased to finally provide to you our annual report for the fiscal years 2022 - 2024! We have expanded our offerings to the community to include art and paddling! We have embarked on a profound journey of collecting stories from the communities of color whose lives have been impacted by Wirth Park. We produced a World Cup! And we have continued to create meaningful changes to our policies and procedures throughout the organization as we continue to work on embedding a culture of inclusion and equity in all of the areas we work. This organizational change is critical to assuring that we are creating access for all to the outdoor spaces and activities that we cultivate. We are committed to and guided by our strategic goals:

Goal 1: Collect data to support and guide strategic initiatives

Goal 2: Build staff capacity to foster and sustain an inclusive culture

Goal 3: Co-create high quality, accessible, and inclusive programming and events

Goal 4: Align partner, vendor and sponsor relationships with equity and antiracist values

# Goal 5: Promote sustainability and honor the intersection between stewardship of the land and environmental justice

Support from our community has been critical to helping us grow into the organization we hope to be - a place for all to find solace and community in the outdoors. And that support has also led to several years of financial stability - which I am happy to report on here. As you are reading this - we have transitioned to new leadership. It is with profound gratitude that I sign off one final time as Executive Director of the Loppet - and it is with great hope for the future of this incredible organization.

Yours,

Claire Wilson Executive Director 2020 - 2024

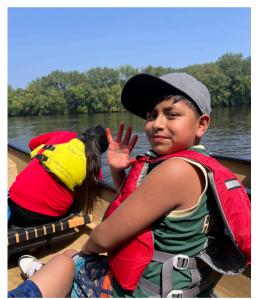
# tales from the trails







The Loppet was proud to partner with <u>Colectiva Bilingüe</u> to host their second annual Camp Colectiva the week of August 19. 30+ youth came together to experience Adventure Camp - all in Spanish!







Adventure Campers had an overnight stay in Excelsior before coming to Theodore Wirth to experience everything the park has to offer from riding bike, learning ultimate frisbee, fishing, paddling and more!

We strived to create a welcoming environment at Wirth Park and we were thrilled to create a sense of belonging for the youth, especially because many of them were new to Minnesota. Connection to the outdoors should not have language barriers and we are glad that the kids were able to enjoy their time at Wirth!

Junior Loppet & Minne Loppet: Operating out of five schools, Junior Loppet has almost tripled in the number of participants! It is heartwarming to see the amount of outdoor enthusiasts in the making and how welcomed each new child feels.

Minne Loppet had a challenging 2023 with a lack of snow. The participants are already looking forward to their Minne Loppet Invitational in 2025 where they will be able to show off their skiing skills before the City of Lakes Loppet Winter Festival Next Generation race. The Loppet has been embraced by the Minne Loppet participating schools with inclusion in a mural at Elizabeth Hall International, and photos of the children proudly skiing from Park Brook Elementary School. Park Brook Elementary was most recently in attendance at a Senior Social singing to the seniors and will be singing at the 2025 Luminary Loppet.







**Adventure Camps:** Adventure Camps have continued to grow! Summer Adventure Camps in 2024 offered two specialized offerings: girls rock week and Spanish immersion week. The feedback from both participants and parents highlighted the variety of fun outdoor activities, including: archery, mountain biking, ultimate frisbee and more. Many of the counselors are past Adventure Camp participants which allows them to have a unique connection to the campers and The Loppet. The team also grew to include 10 paid interns.

Community Engagement: The Loppet has deepened its community connections through increased community engagement efforts. We introduced Senior Socials, inviting local seniors to The Trailhead for food, connection and activities. There have been eight events, many returning faces and 2024 concluded with a Senior Social Formal! Community partnerships have grown with more involvement at all Loppet signature events and collaboration on Loppet Field Day and over 20 vendors at the newly introduced Hahá Wakpádaŋ Loopet Loppet. Through community feedback and a grant from LCCMR, we were able to launch the Stories of Connection project. We hosted the Northside Nature Storytelling Event in March 2024 and have begun collecting stories about Northside neighbors connections to Theodore Wirth Park. Two full time staff members have joined The Loppet team to support this work and we look forward to seeing this project continue to grow in 2025.

Trail Kids: Trail Kids continues to engage 7-13 year olds in year round programming focused on cross country skiing, mountain biking, and running/orienteering. In 2024 Trail Kids experienced growth including selling out the Girls Rock Mountain Bike Camp week and adding a Trail Kids Coordinator (Kris Johnson) to the Team right before the Stifel Loppet Cup! Trail Kids is committed to improving the experience for participants, families, and coaches. Thanks to an ongoing Loppet wide effort to bolster our coach onboarding and training experience, Trail Kids in conjunction with other Loppet programs, kicked off with our first ever Coach Summit in November 2024.

Loppet Nordic Racing: 2023-2024 was a big year for LNR. A big focus over the past year were our spring, summer and fall programs which had record enrollment in rollerski, dryland training, yoga, and strength training groups for adults. LNR junior team qualified 23 athletes to compete at the Junior National Championships in Lake Placid, New York, and placed 2nd in the Overall National Championship Club ranking. Though the winter of 2023-2024 was very lean on snow, our winter adult racing programs had record enrollment, with over 650 adults registered for 10 week ski training groups!

Team Birkie, our World Cup Development Team which the Loppet runs in cooperation with the Birkie Foundation and CXC, finished its training season. Zak Ketterson raced a full season on the World Cup and Tour de Ski, and competed at the Stifel Loppet Cup, along with 4 other Team Birkie athletes, Kevin Bolger, Muriel Pulles, Christopher Kalev, and David Norris.

Loppet Ultimate Program (LUP)- This was the third year of LUP summer camps, and Head Coach Mauricio Moorman held 6 weeks of training camp for ages 10-12, 13-15, and 16-18. We had our highest registrations yet, with 99 athletes participating. This year we had two locations this year, Bryn Mawr Meadows, in addition to Lake Nokomis Playing fields.









Loppet Cycle Works (LCW) - LCW provides mountain biking programming to youth and adults at all ability levels. 2024 saw the growth in our junior programs with adding comp teams to gravity and cross country. Trail Adults doubled in size from the prior year, participants love this program. Our mountain bike skills clinics for adults still remain popular.

**Paddling -** Paddling launched in 2023 with programs for people of all ages and abilities. In 2024 we honed in on what it does best by offering more beginner to intermediate classes. We also piloted a stand up paddleboard (SUP) half day camp for kids this past year.

**Running -** Run club launched 2 group runs in the last 2 years, Tuesday Night Runs (TNR) in the spring of 2023, this is a partnership with Performance Running Gym (PRG), and Theo Loopers in 2024 this is our Saturday morning run/hike group for year round running.

**Ski Lessons -** The Loppet gave over 2000 people ski lessons in 2022/23. In addition to our ever popular nordic ski lessons, The Loppet launched alpine ski lessons to youth in 2024.

**Loppet Ski Club** - Loppet Ski Club has seen steady growth over the years. The organizers are always recruiting coaches so they never turn anyone away. The coaches are volunteers and just love sharing their knowledge with the participants.

Outdoor Art - Outdoor Art had its beginnings in September of 2023 with a Hike and Watercolor class. Classes offered over the last 16 months include; Handcraft in the Woods, Hike and Print, Hike and Write, Embroidery in Nature and Natural Makers.









#### events







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, experience or ability level. Some highlights from 2022-2024 include:

- Event staff worked on projects to address financial assistance and discount codes policies
- We co-created programs and events with community partners including Loppet Play Day,
   Women & Non-binary Wirth on Wednesday and the Juneteenth 5K and Fun Run
- The team took a critical lens to look at all current and new programming, Loppet registration now includes questions regarding inclusivity and accessibility

# **Stifel Loppet Cup**

In February 2024, the Loppet Foundation welcomed the world to Wirth for the Stifel Loppet Cup, the first World Cup held on US soil in twenty years! A team of local, national and international staff and volunteers worked tirelessly over several years to bring this event to life. In total, nearly 30,000 people had the opportunity to watch the best skiers in the world ski on our unique, urban trails. Thanks to the incredible generosity of the Share Winter Foundation, general admission tickets were free, allowing this event to remain accessible to anyone who wished to participate.

Massive crowds came together to cheer on the best skiers in the world, including Minnesota's very own, Jessie Diggins. Highlights of the weekend included Jessie taking bronze and a surprise victory from Team USA's Gus Schumacher. Numerous community events supported the weekend including art installations, a vendor village, youth play day and more. At the conclusion of the season, World Cup athletes voted Wirth as their favorite stop on the tour and were amazed by the turnout of fans who cheered loudly for each racer.







### trails & trailhead

Since 2022 we've seen very distinct versions of winter based on the weather we've been offered. In 2022-23 we saw natural snow coverage across our Minneapolis Parks trail system from the start of December through March, fully activating our team of volunteer groomers and seasonal trails staff, as well as nearly 10,000 ski passholders. And in 2023-24, a nearly snowless, warm winter, our Trails team opened and maintained our full snowmaking trail and our tubing and alpine hills to offer a winter experience to ski passholders, Loppet program participants, tubers, and world class skiers competing in the Loppet Cup!

We continue to see wide usage on our summer mountain bike trails as we reimagine the future layout of the valley immediately north of the Trailhead to accommodate beginner and adaptive riders, as well as the habitats native to Wirth Park. Our habitat restoration efforts also gained steam in other parts of our management area where volunteer groups cleared nearly four acres of invasive species in summer 2024.

The Trailhead continues to be a community hub serving those seeking outdoor exploration in Wirth Park as well as groups and partners looking for space to convene and connect indoors. This past year we hosted Queer Prom, Northside Achievement Zone's staff wellness day, several weddings, corporate gatherings, and park goers renting bikes and asking for trail advice from our Adventure Shop!













Art in the Park: The Loppet deepened their connection to art in 2022-2024. In 2023 The Loppet opened submissions for three banner artists to display their art on a rotating basis through 2024. Artists submitted pieces that focused on a connection to the outdoors, meaningful community connections, celebrations of inclusion and diversity in the outdoor, sustainability and habitat restoration, and how wellness plays a role in the outdoors. The Gallery inside The Trailhead has featured many local artists celebrating nature, the outdoors and more. We look forward to continuing to work with local artists to highlight their work.

The Stifel Loppet Cup brought in art installations throughout the park with Sara Hanson's Metal Casting Workshop on Wheels, Youa & Wone Yang's piece "Third Daughter, Restless Daughter," Juxtaposition Arts' (JXTA) Contemporary Art Lab created a fabric-based installation that hung from the trees. Peter Haakon Thompson worked with Loppet community members to create the "Flags for the Loppet Cup" installations found in The Trailhead and along the walk to the upper stadium. Stifel Loppet Cup spectators and athletes alike were dazzled by color and expression with Mango Day's mural on the container.

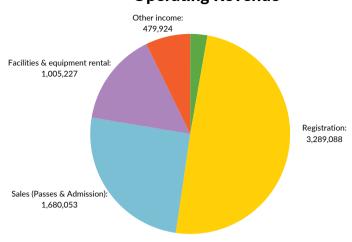
In 2024 The Loppet put out a call for an artist for a new mural in The Trailhead. Philipo Dyauli worked with staff, a mural panel and community members to create a new mural that represents the Loppet community and connection to the outdoors.

Theodore Wirth Park Stewardship: The land of north Theodore Wirth Park features remnant oak savanna, woodland, prairie, wetland, and Haha Wakpadan (Bassett Creek). To restore the beauty, diversity, and wildlife value of these native habitats, Loppet and partners MPRB and NatureWerks have developed a habitat restoration and stewardship plan. The Loppet staff and community members came together to create Loppet Environmental Action Project (LEAP). LEAP's aim is to ensure that the Loppet Foundation has a positive impact on our community and world by minimizing emissions and waste while practicing and advocating for a culture of responsible stewardship of our natural resources.

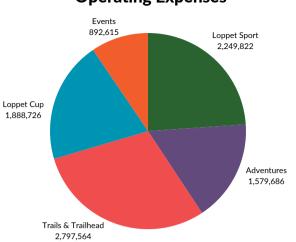
The Loppet hosted Tuesday Night Restoration weekly spring through late fall. Volunteers worked to remove invasive species, planting new native species and worked to help maintain the park.

## financials

#### **Operating Revenue**



#### **Operating Expenses**



#### **INCOME STATEMENT**

#### **Operating Revenue**

- 1 3	
Donations, grants & membership:	\$3,263,645
In-Kind Contributions:	\$ 183,751
Registration:	\$3,289,088
Sales (Passes & Admission):	\$1,680,053
Facilities and equipment rental:	\$1,005,227
Other Income:	\$ 479,924
Total:	\$9,901,688

#### **Operating Expenses**

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Program Service:	\$9,408,414
Loppet Sport	\$2,249,822
Adventures	\$1,579,686
Trails & Trailhead	\$2,797,564
Loppet Cup	\$1,888,726
Events	\$ 892,615
General & Administration	\$ 708,816
Fundraising	\$ 362,838
Total:	\$10,480,068

#### **STATEMENT OF FINANCIAL POSITION**

#### **Assets**

Current Assets:	\$3,165,519
Loan Receivable:	\$2,759,400
Trailhead Building Lease:	\$1,245,686
Right of use assets, net	\$. 352,262
Property & Equipment:	\$ 798,327
Total Assets:	\$8,321,194

#### **Liabilities**

Cι	ırrent Liabilities:	\$1	,401,836
Le	ase Liability, Less Current Portion:	\$	353,534
Lo	ng-term debt, less current portion:	\$4	,156,969
To	tal Liabilities:	\$5,	912,339

#### **Net Assets**

Without donor restrictions:	\$606,633
With donor restrictions:	\$1,802,222
Total net assets:	\$2,408,855

**Total Net Assets and Liabilities:** \$8,321,194

#### Other changes in net assets

Change in net asses from operations	\$ (578,380)
Loss on uncollected pledges:	\$ (16,500)
Change in net assets:	\$ (594,880)

Net assets, beginning of year:	\$3,003,735
Net assets, end of year:	\$2,408,855

# thank you donors







Our donors have been a critical part of The Loppet's growth. We couldn't do this work without you, so **THANK YOU!** 

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