



VAIL RECREATION
DISTRICT

VAIL RECREATION DISTRICT'S 2012 YEAR IN REVIEW

The Vail Recreation District Board of Directors and staff continued to celebrate successes in 2012, while providing quality learning opportunities and action-filled programs for Vail's residents and guests. The VRD's program participants chose between a variety of exceptional opportunities this past year via the Vail Golf Club, Vail Nature Center, Dobson Ice Arena, Vail Gymnastics Center, Imagination Station, Vail Nordic Center, Vail Community Programming, Vail Tennis Center, on the athletic fields it maintains throughout the valley, plus through its adult sports leagues and events and youth sports and day camp programs. What follows are the 2012 events, projects, activities and people that contributed to supporting the VRD's mission to offer diverse and exceptional recreation opportunities that enhance the physical, social and emotional well-being of all its residents and guests.

2012 Year in Review

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2012 HIGHLIGHTS

Programs, events and projects were executed throughout the year and show the continued efforts of the VRD to provide some of the best recreation and activity programming in Eagle County.



One of the Best Places to Work in the Nation

The VRD was named by *Outside Magazine's* fifth annual "Best Places to Work" list as one of the top companies to work for in America. The year-long process included a confidential employee-satisfaction survey and employer-questionnaire to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives and community outreach programs. The experts at the Best Companies Group then analyzed the results and selected the VRD as a company that best enabled its employees to pursue active lifestyles while also supporting their social and

environmental contributions. The VRD was proud to be named one of the best places to work in the nation alongside so many notable companies like Patagonia, New Belgium Brewery, Deckers, Pearl Izumi and KEEN.

Vail Golf Club Boasts Successful Year

The Vail Golf Club is boasting its most successful season in six years, with 25,000 rounds played, up from 22,000 in 2011. According to Vail golfers surveyed throughout the summer, over 50 percent stayed in paid lodging during their trip to the valley. www.vailgolfclub.net

Cooldest Kid's Race on the Planet

The VRD's KEEN Vail Kids Adventure Race brought over 230 kids, ages six to 12, and their families from across the nation, South



America, Colorado and locally to Vail for a weekend of race action. The race grew 27 percent over 2011 with plans to double in 2013. Event attendance also increased 52 percent over 2011 and has increased 462 percent since the inaugural event in 2010. In a post-event survey, 100 percent of respondents said they would recommend the KEEN Vail Kids Adventure Race to a friend. In November, the VRD was also awarded \$25,000, up from \$5,000 in 2011, by the Town of Vail's Commission on Special Events for 2013, revealing the excitement behind the event and the support that is being given to it. www.vaikidsadventurerace.com



Play + Explore = Learn



In 2012, the VRD unveiled its new Community Programming space in the Lionshead Welcome Center and is now offering affordable programs for adults and children alike. Programs include pottery classes, jewelry making, TRX Suspension Training, Yoga and a place to gather for birthday parties and other events. The new Community Programming space also includes the new and improved Imagination Station where families can learn and play together in the interactive space. Cost for the Imagination Station is an encouraged donation of \$5 per child, parents/grandparents are free. The new space was built through a partnership with the Town of Vail. www.vailrec.com/community.cfm

Celebrating Vail's 50th Birthday

In September, the VRD was proud to participate in Vail's 50th Anniversary kick-off celebration during Pioneer Days. The VRD's Community Programming department offered family-friendly activities during a Saturday picnic and Dobson Ice Arena donated the facility space to host a community gathering at the arena, honoring Vail's past, present and future. VRD Board Chair Joe Hanlon also was an integral part of the planning process for the kick-off celebration.

Building and Maintaining Trails

A partnership was created among the VRD, Hardscrabble Trails Coalition and Vail Valley Mountain Bike Association to encourage its mountain bike race participants and Facebook followers to participate in trail stewardship across the Vail Valley. Throughout the summer, over 250 work hours were attributed to the new program on multiple trails from Vail to Eagle. www.vailrec.com/goldenpick.cfm

Vail Hosts Largest Sports Competitions in the Nation

The VRD's athletic fields continued to draw some of the largest sports competitions in the nation, bringing competitors and their families to the Vail Valley to lodge, dine and shop, spending thousands of dollars in the community and spreading the message that the Vail Valley is the place visit and compete. In 2012, the fields hosted over 13,000 participants from June through October who participated in events such as the Vail Lacrosse Shootout, Kick It 3v3 Soccer Tournament, Warrior Lacrosse Tournament, King of the Mountain Volleyball Tournament, Vail Valley Soccer Club's Vail Cup and the Vail Invitational Soccer Tournament. The VRD understands the importance of making sure these tournament organizers have the best experience possible and their participants and spectators are a key component to a successful summer in the Vail Valley.

Cyclocross Racing Comes to Vail Valley

In September, the VRD offered its first-ever cyclocross race at Maloit Park in Minturn with over 40 racers competing on the challenging course. Cyclocross races consist of many laps, approximately 1.5 to 2 miles each, on a course featuring pavement, wooded trails, grass, steep hills and obstacles requiring the rider to quickly dismount, carry the bike while navigating the obstructions and remount. The VRD plans to offer two cyclocross races in 2013. www.vailrec.com/cyclocross.cfm



National Hockey League Players Practice at Dobson

Dobson gained national recognition while it hosted elite NHL hockey camps in September and October that brought some of the world's best professional ice hockey players to Vail, including Sidney Crosby, Matt Duchene, Patrick Marleau, Jason Spezza, Dan Cleary and Jordan Stamkos to name a few.

Additionally, new this year, Coach Mark Johnson with the Bob Johnson Hockey School offered an adult women's ice hockey clinic with 33 skaters being coached under Johnson and his qualified staff. Joining Johnson to coach were Peter Johnson, Tim McConnell and Scott McConnell who have previous college, NHL and Olympic experience as competitors and coaches. www.vailrec.com/icearena.cfm

Local professional hockey players Mike Testwuide with the Philadelphia Flyers, Andy Canzanello with Germany's Straubing Tigers and Mike Garman with Tulsa Oilers practiced during their off seasons at the arena and offered instruction during a variety of Dobson's youth sports programs.

STRONG FINANCIAL PLANNING

Sound decision-making, commitment to the community and integrity have been the navigational tools that have allowed the VRD Board and its staff to maintain a strong financial footing in 2012. The VRD is well aware of the upcoming declines in property tax revenues and is implementing strategies to ensure budgets remain balanced in 2013 and beyond.

2012 Economic Sustainability



Operationally, the VRD is projected to finish the year ahead of budget thanks to an extended summer season and strong user participation in district-wide programs

The Vail Golf Club opened for its 46th season in late May and generated \$1.47 million in revenue, continuing to be the second largest funding source for the VRD behind property taxes. Throughout the golf season, over 25,000 rounds were played compared to 22,000 rounds in 2011. The increase is being attributed to early season playability, excellent course conditions throughout the summer and increased visitation

by guests coming to Vail for summer vacations and holidays. [2013 Budget Details](#)

Planning for 2013 and Beyond

The VRD's mill levy accounts for approximately 7 percent of total taxes paid by an average Vail tax payer. These property taxes account for approximately 47 percent of the VRD's revenues with the other 53 percent coming from user fees and sources. In 2012, the VRD saw property taxes decrease by \$500,000 as a result of a revaluation of properties based on sales data from January 2009 to June 2010. Beginning in 2014, the VRD is anticipating the decline to increase to a total of \$750,000 annually from 2010. These projected decreases in property tax collections are being addressed through a reduction in operating expenses during the past three years and continued planning by the VRD Board and staff.

Capital spending is anticipated to increase in 2013 to accommodate spending for the major remodel of the Vail Golf Course Clubhouse and Nordic Center, which the VRD has budgeted a \$1.15 million contribution to the project. Additionally, between 2014 and 2017, capital expenses for routine replacements and maintenance are expected to total \$4.5 million. Currently, the VRD has projected only \$2.5 million in available funds, resulting in a lack of appropriate funds for more than half of the projects. These projects include routine replacement of department vehicles and machinery; continued work on the Vail Golf Course Master Plan; required golf course work including a remodel of the starter facility, cart path and bridge improvements and Gore Creek restoration; ongoing maintenance at Dobson Ice Arena and other capital needs throughout the district.



In order to fund the \$2 million shortfall for capital expenditures, the VRD is researching and discussing a combination of options. These could include:

- November 2013 ballot measure to increase the operating mill levy
- Increase the average user fees by 18 percent across all departments, requiring a substantial fee increase for the VRD's participants and customers in all areas
- Leave projects unfunded
- And/or decrease programming and staff

Moving forward in 2013, the VRD Board of Directors will research and discuss options with the community that best fit the VRD's goal of providing affordable, quality programming in the Vail Valley for all its residents and guests.

Maintaining Facilities

The VRD continued to work on maintaining and upgrading facilities throughout the year and coordinated projects with the Town of Vail, which owns the majority of the facilities and fields the VRD operates its programs in and on. Projects include:

- The VRD and town celebrated the groundbreaking for a \$4.74 million expansion of the Ford Park playing fields to allow for two full-size soccer fields, new restrooms, a new concession area and parks maintenance storage.
- Preliminary renovation sketches for the Vail Golf and Nordic Clubhouse were introduced to the VRD Board of Directors and Vail Town Council in June to begin fulfillment of a 2011 ballot issue to reallocate



Conference Center Funds. All existing uses of the building such as the pro shop, Nordic center, restaurant and cart storage will be maintained, albeit with significant improvements to operations, building aesthetics and overall guest services. Other aspects of the project could include increased parking and improved traffic flow through the parking lot, a new staging/welcome area for golfers, landscaping, expanded patios and other site improvements. The VRD, which operates golf and Nordic programs out of the town-owned facility, is continuing to work with the town as it moves forward through the development review process.

- Stabilization of the streambank on Gore Creek near the 7th Tee Box was completed to enhance the area, which was compromised from high creek waters in 2011.
- Dobson Ice Arena received upgrades including a retrofit for low flow showers, toilets and sinks, plus energy saving lighting and motion sensors. New skylight shades were also installed to provide the arena with much needed natural light. The original hot water tanks were replaced and the hot water system upgraded to be more energy efficient, which has also resulted in improved ice quality in the arena.
- The entry and viewing area of the Vail Gymnastics Center was remodeled to expand the gym floor and provide a new viewing area.



YOUTH RECREATION AND ACTIVITIES

Youth recreation and activity programming continued to be a priority for the VRD, which offered thousands of children an opportunity to participate in sports and day camps, school-year programs and more.

Vail Youth Golf Programs



New this year, the Vail Golf Club partnered with the PGA Tour Academy for both day and overnight camps. The overnight camp hosted nine campers from across the nation and the day camps were full with participants from as far as Mexico. The Vail Golf Club and its staff were also active participants in the Youth Foundation's First Tee of Eagle County Junior Golf Program, which offered over 150 children innovative learning that included instruction about honesty, integrity, sportsmanship and patience. The Vail Golf Club's Junior Team also participated in the Valley First Tee weekly competitions as part of the First Tee program.

www.vailrec.com/golfinstruction.cfm

Larkburger Youth Mountain Bike Race Series

The Larkburger Youth Mountain Bike Race Series maintained strong participation and averaged 50 youth racers per race. The seven-race series, which takes place from May through September, has grown 94 percent since 2008.

www.vailrec.com/mountainbikeraces.cfm

Youth Sports Camps

- The Vail Gymnastics Center offered six week-long summer camps, each 100 percent full with over 165 children participating, up from 70 in 2011. Campers enjoyed not only gymnastics, but trips to the Vail Nature Center, Dobson Ice Arena, Imagination Station and area parks.
- The VRD Sports Department offered 11 weeks of youth summer sports camps including volleyball, lacrosse, soccer, baseball, basketball, sand volleyball, youth sports training and a flag football camp. Over 850 local and visiting youth participated in at least one camp throughout the summer. The VRD also hosted three weeks of the overnight Xcelerate Lacrosse camps.
- The Vail Tennis Center offered six weeks of Youth Tennis Camps for approximately 80 children each week, ages six to teens. In addition, the Tennis Center hosted a variety of junior lessons with over 300 participants throughout the summer, up 100 participants over 2011.



www.vailrec.com/youthsportscamps.cfm

Youth Day Camps and School-Year Programming

The VRD's Community Programming Department hosted hundreds of children, ages two through 14, in a variety of school-year programming, summer camps and activities.

- During the summer, Camp ECO Fun continued to be a favorite and offered over 550 children, ages four to 11, an opportunity to spend half the day with the Vail Nature Center and the other half with Community Programming staff exploring Vail.
- The Vail Valley's only preschool-age specific camp, Pre Kamp



Vail, offered over 600 day-camp spaces for ages two-and-a-half to five years who enjoyed recreation, education and adventure throughout the summer.

- Vail's busiest summer camp, Camp Vail, provided 3,600 camp spaces for children who enjoyed a multifaceted camp that included experiencing many of the VRD's offerings at the Vail Golf Club, Dobson Ice Arena, Vail Gymnastics Center, Vail Nature Center and more.
- As part of Camp Vail programming, Extreme Camp Vail returned for the sixth summer and offered children an array of outdoor activities including caving, rafting and trips to Water World, Glenwood Caverns and Elitch Gardens.
- Camp Vail Champions returned and offered a week of Camp Vail for 12 children with special needs. Children enjoyed art, climbing, swimming and other activities through a joint venture between the VRD and Small Champions.
- Community Programming also managed Vail's Skatepark and offered approximately 100 skateboard lessons during the summer.
- KidZone, the afterschool program at Red Sandstone Elementary School, offered children three hours of after school programming including sports and art enrichment activities, plus homework help during the 2011-12 school year. KidZone has been underway for over 25 years. Additionally, as part of KidZone, School's Out Camp took place during Thanksgiving, winter and spring break periods where Vail Valley children enjoyed sledding, Nordic skiing, touring local businesses, swimming and more.



www.vailrec.com/youthactivities.cfm

Fun on Ice

- Dobson Ice Arena hosted U.S. Women's Olympic Ice Hockey Coach Mark Johnson during the annual Bob Johnson Ice Hockey School with 131 participants, half who came to Vail from outside Eagle County to learn and improve. This was the 28th year the sold out camp has been taught by Johnson, who is the son of the hockey school's founder, Bob Johnson. Additionally, Pro Ambitions and Battle Mountain High School held youth hockey camps in August.
- The eighth season of VRD Mini Mites (ages five to six years) and Mites (ages seven to eight years) offered 41 participants a variety of on-ice instruction, while a new Girl's Hockey Program offered 20 skaters an opportunity to learn the sport and enhance their skills.
- The VRD's Learn to Skate, Junior Prep/Freestyle and StoryTime skating returned in the fall with over 85 participants and the highest participation level in the program's history.
- Dobson Ice Arena continued to be home ice for the Skating Club of Vail, Vail Eagle Hockey Association and the Twin Peaks, Violent Femmes and Vail Breakaways adult women's hockey teams, as well as the Battle Mountain High School Hockey Team.



www.vailrec.com/icearena.cfm

Naturalistic Adventures



The Vail Nature Center offered Vail Valley youth a myriad of programs that encouraged learning in and about Vail's natural environment, including family favorites such as Stories in the Sky, Family Fun Nights, Fly Fishing, Wildflower Walks, Youth Art, Photo Safaris and more. In the spring and fall, the Nature Center worked with local schools hosting grades kindergarten through second for field trips. Nearly every student within the Eagle County School District visits the Nature Center by third grade.

<http://www.vailrec.com/nature.cfm>

Twist, Tumble and Turn

- The Vail Gymnastics Center offered nearly 40 classes per week and provided a wealth of programming for Vail's residents and guests throughout the year.
- The Vail Gymnastics Team had 15 girls compete in the USA Gymnastics Level 4, 10 in Level 5, one in Level 6, three in Level 8 and one in Level 9 with many outstanding individual and team results. One Level 4 won the Colorado USA Gymnastics State Meet and the Level 4 members took fourth at the championships. Additionally, Level 7 members won their division at the Colorado USA Gymnastics State Meet and the Level 9 member qualified for regionals. All members had season bests at the meet.
- In addition, the Gymnastics Center had 11 boys compete throughout the year and is anticipating a team of 20 boys during the 2013 season.
- The center also offered a variety of third-party programs including martial arts, dance and birthday parties, plus hosted the Canadian Hockey Team, American



Diabetes Association and local school programming.

www.vailrec.com/gymnastics.cfm



ADULT RECREATION AND ACTIVITIES

The VRD continued to offer recreational programs for adults including golf, tennis, mountain bike and trail running races, naturalistic learning programs, gymnastics, Nordic skiing and more.

Golfing at 8,150 Feet

- 239 golfers named Vail Golf Club as their home course by establishing their handicaps at the course this summer.
- Throughout the summer, the Vail Golf Club professional staff and interns gave over 500 individual lessons.
- Three leagues were offered by the Vail Golf Club with 79 members in the Men's League, 29 members in the Women's League and 80 members in the Senior League. Weekly events were held throughout the summer with league championships held Aug. 1-2. Scott Lamothe was named the Men's Club Champion, Meg Christensen was named the Women's Club Champion and Bob Llewellyn and Sherry Lewis were the Senior League Champions.
- Weekly adult clinics were offered throughout the summer including the Coors Coaching Hour, Ladies' Night and Senior Clinics. The club also hosted the "Get Golf Ready" program. Over 200 participants enjoyed one of the many learning programs throughout the summer.



www.vailgolfclub.net

Sports and Competition

The VRD organized a wealth of activities including the annual trail running and mountain bike race series and sports leagues.

- The La Sportiva Vail Mountain Trail Running Race Series, presented by Columbia, celebrated its 15th season of trail running racing in the Vail Valley with 1,489 runners competing along 58 miles of trails for a total elevation gain of 16,540 feet. 24 runners completed all seven races this summer. The VRD also organized two running races during the Summer Mountain Games at Vail and one nighttime snowshoe race during the Winter Games at Vail. www.vailrec.com/trailrunningseries.cfm
- The VRD celebrated 29 years of mountain bike racing in the Vail Valley during the Athletic Club at the Westin Vail, Beaver Creek Mountain Bike Race Series, presented by East West Resorts and the Vail Valley Medical Center. Throughout the seven-race series, 1,600 riders competed for \$2,500 in cash and \$25,000 in prizes. The mountain bike race series has grown 41 percent over the past four years. www.vailrec.com/mountainbikeraces.cfm
- The Spring Short Track Race Series returned for its second year, resulting in a 75 percent growth in adult participation and a 266 percent growth in youth participation during four races. www.vailrec.com/shorttrack.cfm
- Participation increased in nearly every adult sport league offered, which included nine basketball teams, nine indoor soccer teams, 14 fall and winter volleyball teams, 46 softball teams, eight 8v8 co-ed soccer teams, eight flag football teams and seven sand volleyball league teams. www.vailrec.com/sports.cfm#league
- Adult ice hockey participation continued to remain strong at Dobson Ice Arena with 23 teams and 322 participants during the summer session; 14 teams and over 196 participants during the fall session; 14 teams and over 196 participants during the spring session; and 14 teams and over 196 participants during the winter session. This was the sixth year the VRD offered an A Division in Vail. The women's hockey league was popular with over 50 participants and four teams competing during the summer, plus a women's drop-in league with 25 players this past fall. www.vailrec.com/icearena.cfm
- Vail is becoming a well-known destination for local college soccer preseason training. The VRD hosted both the University of Denver and Metro State's Men and Women's Soccer Teams for training. The University of Denver Men's Team has made Vail their preseason home this year, and played a preseason game against Colorado Mesa University under the lights at Battle Mountain High School.



Discovering Vail's Wild Side



Located on the "wild side" of Ford Park, the Vail Nature Center hosted over 19,000 visitors



throughout the summer in its building and on its trails. Approximately 2,000 of these visitors participated in a variety of learning programs including Art in Nature and Fly Fishing classes, Backcountry Hikes, Wildflower Walks, Morning Bird Walks and Evening Beaver Pond Tours. The Nature Center continued to work with Colorado Photographer of the Year, Denis Jones, who offered Photo Safaris, a full day workshop that offered participants tricks and tips to improve their outdoor photography. The Nature Center experienced a record year with an increase in participation throughout all its programs.

www.vailrec.com/nature.cfm

Winter Action (Nordic Center)

During the 2011-12 winter season, the Vail Nordic Center, which operates out of the Vail Golf Club, offered Nordic skiing and snowshoeing to approximately 4,700 day pass users and 550 season pass holders. Nordic Center business owners Mia Stockdale and Shane Sluder offered 270 lessons throughout the season on its 17 kilometers of set track and 10 kilometers of separate snowshoeing trails. The VRD continued to maintain the track and trails during the winter season. 2012 was the busiest season since Stockdale and Sluder began operating the Nordic Center in 2006. www.vailnordiccenter.com



Clay Court Action

The Vail Tennis Center offered a full range of tennis activities for juniors and adults on its eight clay courts from Memorial Day weekend through September. It hosted up to 850 participants weekly during peak season, mid-June through August. Adult programs included Sunday AM Coed Doubles, Sunday Afternoon Mixed Doubles, Monday AM Divas (Ladies Invitational), Monday ProAM, Tuesday Senior Men's Day, Wednesday Ladies' Drop-in, Wednesdays Men's Night Drop-in, Thursday Mixed Doubles, Thursday Club 50 tennis matches and Friday Divas (Ladies Invitational). www.vailrec.com/tennis.cfm

SPECIAL EVENTS

The VRD hosted many events in 2012, including golf tournaments, skating shows, races and produced and promoted a variety of its own family-friendly events to entertain all ages. Highlights include:

- In March, the VRD hosted the inaugural Krueger Family Shamrock Shuffle at the Vail Nordic Center, with over 60 participants choosing between a 10k and 5k snowshoe and yaktrack race, plus a kid's fun run.
- In April, Youth Services hosted the annual Lionshead Easter Egg Hunt with over 200 participants.
- The Future Business Leaders of America returned to Dobson Ice Arena with 1,700 participants, plus teachers, converging in Vail for the week-long event.
- The Vail Gymnastics Center's fifth annual Spring Gymnastics Show returned in May and offered its largest group of 100 gymnasts opportunities to show their families what they learned during individual and group performances.
- In July, the Skating Club of Vail hosted the Vail Figure Skating Invitational for its 32nd year, which featured 274 skaters competing for four days from across the state and nation. Nearly 850 spectators and participants made the event a success.
- The Vail Golf Club hosted the Tom Whitehead Colorado Junior Golf Association Tournament in July with 140 young golfers, ages eight to 17, competing during the tournament.
- Approximately 103 participants competed in the annual Bill Wright Colorado Clay Court Open and Senior Tennis Tournament in August. The tournament is a U.S. Tennis Association sanctioned event with competitors from across the nation.
- The coolest kid's race on the planet, the KEEN Vail Kids Adventure Race, showed the importance of providing unique family-focused events in the Vail Valley in August. Reports show the event brought \$379,475 in additional spending in the Town of Vail, a 72 percent increase over 2011.
- Over 1,100 people celebrated the kickoff to Vail Mountain's 50th Anniversary during the Vail Pioneers 50th Party, hosted at Dobson Ice Arena.
- In October, Community Programming organized the 20th Annual Trick or Treat Trot and Halloween coloring contest. Over 500 children enjoyed safe trick-or-treating at nearly 100 merchants throughout Vail Village and Lionshead. This year's Trick or Treat Trot was one of the largest attended in its history.
- In October, the VRD partnered with Vail Restaurant Month and hosted Run-Ride-Refresh, which included an opportunity to either trail run with Ellen Miller from *Runner's World* magazine or mountain bike with Matt Phillips, gear editor from *Bicycling Magazine*. Over 50 participants came out for the event and enjoyed après at the Vail Chophouse in Lionshead following the ride and run.



- Dobson Ice Arena hosted the annual Ski and Snowboard Club Vail Swap, during which Dobson donated the ice arena for the annual fundraising event.
- In November, Dobson Ice Arena hosted the annual Vail Sportsmanship Tournament, which brought 60 teams, 1,080 players, plus families and officials to Vail from across the state and nation for three weekends of competition.
- In November, the Vail Golf Club hosted the Coal Bucket Classic with over 25 players competing on the final day of the golf season.
- The annual Skating Club of Vail Holiday Ice Show took place in December for two-nights with 50 participants, plus 800 spectators who enjoyed the shows.
- Community Programming partnered with the Town of Vail and Highline Sports and Entertainment for Vail's Family Holiday celebration and hosted six separate Santa's Workshops in the Lionshead Welcome Center from Dec. 19-24. Hundreds of families enjoyed making crafts to give as gifts, pictures with Santa and card making.
- Dobson Ice Arena also hosted six dances throughout the summer. Each dance drew 500 to 1,500 people, plus a new New Year's Eve celebration with 1,200 attending the event.



PEOPLE, PARTNERSHIPS AND COMMUNITY

The VRD believes that relationships matter, and through its sponsorships, volunteerism and active involvement within the community, the VRD staff worked to assist local community organizations and families to thrive in 2012.

Reaching Out

The VRD contributed approximately \$20,000 in cash and in-kind services to children in Eagle County through its Eagle County Youth Activities Grant and Tom Slaughter, Jr. Memorial Youth Recreation Grant programs. The grant programs provided school-aged children financial aid to participate in not only VRD programs, but recreation including skiing, snowboarding, basketball, gymnastics and other programs offered in Eagle County. Over the past three years, 60 Vail Valley children were given the opportunity to enhance their quality of life via these grants.

The VRD supported local businesses and charities by producing high quality programs and events to benefit their specific development efforts, including:

- Along with the VRD's own trail running and mountain bike race series, the VRD helped numerous non-profits and local entities by volunteering staff time and resources for fundraising races, including Battle Mountain High School Cross Country Team's Invitational Meet, Gypsum Daze, Wild West Days benefiting Eagle County Schools, Vail Valley Soccer Club, Eagle County Early Childhood Coalition and the Vail Valley Charitable Fund.
- During the final trail running race, the VRD helped coordinate a fundraiser for a local runner that was seriously injured in an accident. The fundraiser generated \$2,000 for the runner to assist with financial burdens associated with medical costs.
- The VRD organized and promoted the final Mike Janelle Memorial Mountain Bike Race with proceeds benefiting the family of Mike Janelle, a Vail Valley resident and professional athlete who passed away in 2007.



The Vail Golf Club continued its efforts to assist the community throughout the year as follows:

- The golf club donated use of the practice facilities and golf course to the Vail Mountain School Boy's Golf Team as their home-course. Additionally, the club hosted the VMS Boy's Invitational in September with 10 schools from throughout Colorado participating.
- Donation of the golf course and tournament coordination for the Vail Fire Fighter's Association during their annual golf fundraiser.
- Participated in Patriot Golf Day as a fundraiser for the Folds of Honor Foundation. Golfers were offered an opportunity to donate throughout the day to the foundation, which provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving. In 2012, the Vail Golf Club exceeded donation totals from previous years.
- Assisted the following local businesses and organizations with their fundraising efforts by offering free golf, discounted golf and more to Habitat for Humanity, Ski and Snowboard Club Vail, local schools, Vail Valley Partnership, Bright Future Foundation, Colorado Ski and Snowboard Museum and Vail Valley Charitable Fund.



Partnerships and People

- Dobson Ice Arena Assistant Manager Andy Holland completed Ice Technician Certification, which is recognized by the National Hockey League. Both Holland and Dobson Ice Arena Manager Jared Biniecki hold this certification, the only two to do so in the ice arena's history.
- The VRD partnered with Homestake Peak School to offer youth and adult programming throughout the year. Programs taking place at the school included youth basketball, volleyball and futsal, plus adult basketball and co-ed futsal.
- The VRD Community Programming Department continued to partner with Vail Resorts, Inc. for use of the Golden Peak Children's Center for its summer camp programs, as well as Red Sandstone Elementary School for summer camp, KidZone After School and School's Out Camp.
- The VRD was proud to announce Columbia Sportswear as the new presenting sponsor of the La Sportiva Vail Mountain Trail Running Series and offered an Omini-Freeze Tech T-shirt to each runner at each of the seven races. Additionally, the Vail Valley Medical Center became presenting sponsor for both the Athletic Club at the Westin Vail, Beaver Creek Mountain Bike Race Series and the KEEN Vail Kids Adventure Race, offering training and health tips for racers throughout the summer.
- Also in 2012, the VRD partnered with the Vail Valley Medical Center on its inaugural Pink Vail event, which helped raise funds for the Shaw Regional Cancer Center in Edwards. The VRD provided in-kind and marketing support for the event, which raised over \$125,000 for the local center.
- The VRD continued to work closely with the White River National Forest and U.S. Bureau of Land Management. Many VRD programs that take place on public lands operate under special use permits from the White River National Forest and BLM. As part of its efforts to support trail use on public lands, the VRD worked with Hardscrabble Trails Coalition and Vail Valley Mountain Bike Association to share information about trail improvement days throughout the summer.
- The Vail Nature Center continued to partner with the Walking Mountains Science Center to provide a variety of programs within the White River National Forest including backcountry hiking. Additionally, the Nature Center recruited a large number of volunteers for the 2012 Eagle River Clean-Up, organized by the Eagle River Watershed Council.
- Part of the reason the VRD was named to *Outside Magazine's* Best Places to Work was the ability for VRD employees to volunteer their time in the community. Many employees volunteer on boards and for organizations including the Vail Soccer Club, ECO Trails Committee, Vail Eagle Hockey Association, Eagle Childcare Association, Vail Economic Advisory Council, Vail Local Marketing District Advisory Council, Vail Leadership Institute, Hardscrabble Trails Coalition and Vail Valley Mountain Bike Association to name a few.
- The VRD participated in a partnership with the Town of Vail and ECO Trails during the third annual Sole Power program, which challenged the community to use non-motorized transportation as part of a green commuting challenge during the year. The Sole Power challenge logged participants' daily activity via biking, running, walking - even skating - while calculating the calories burned, gas money saved and carbon dioxide emissions eliminated.
- As part of KidZone activities, the VRD partnered with Shawn Sanders and her "Little Chefs of Vail" program. The VRD is motivated to help keep this program thriving and serving children after the tragic death of Sanders this fall.
- Partnerships and sponsorships remained crucial to the success of VRD's programs and activities. Partners included, but are not limited to: Aberle Investments, Alpine Bank, Airdrives Headphones, Antlers at Vail, American National Bank, Apex Dental, AQX Sports, Avon Liquor, Beaver Creek Resort Company, Big Delicious Catering, Billy's Island Grill, Blue Moose Pizza, Booth Creek Capital, Bud Light, CamelBak, Central Rockies Mortgage, CMT Painting, Columbia Sportswear, Comerford Insurance Agency, David Honda's Sports Medicine Physical Therapy, Dusty Boot, East West Resorts, Evergreen Lodge, FirstBank of Vail, Gallegos Corporation, Gatorade, High Country Copiers, Highline Sports and Entertainment, Holiday Inn Apex Vail, Howard Head Sports Medicine Centers, KIDSport, KZYR, Larkburger, Larkspur Restaurant, La Sportiva, Lighthouse Condominiums, Lodge at Lionshead, Los Amigos, Luca Bruno's, Mountain Pedalar, Mountain Refuse and Recycling, Nedbo Construction, Optic Nerve, Parent's Handbook, Pazzo's Pizza, Pedal Power, Rock Resorts, Rocky Mountain Reprographics, Ruggs Benedict, Save our Soles, Simba Run, Sitzmark Lodge, Small Champions, Smartwool, Steadman Clinic, Subway, The Athletic Club at the Westin, The Kind, The Resort Company, Tiga Advertising, Trek Light, Town of Vail, TV8, Under Armour on Bridge Street, Vail Bike Tech, Vail Cascade Resort and Spa, Vail Daily, Vail Honeywagon, Vail International Condominiums, Vail Mountain Marriott Resort and Spa, Vail's Mountain Haus, Vail Racquet Club, Vail Realty, Vail Resorts, Inc., Vail Valley Medical Center, Valley Ace Hardware, Vendetta's, Venture Sports, Westside Café, Wilson Sporting Goods, Wynton Homes, Zino Restaurante and many more.
- Throughout the year, countless hours by hundreds of volunteers also helped the VRD continue to provide quality affordable sports recreation programs to both local users and guests.



LET US HEAR FROM YOU

Board Meetings

The VRD Board of Directors meets at 5 p.m. the second and fourth Thursday of each month in the Vail Town Council Chambers to discuss issues that could impact the VRD and the constituents of the district. Public input is welcome and is always the first item on the agenda. Public Access 5 films and airs Vail Recreation District board meetings. Visit www.publicaccess5.org and click on "program schedule" for times.

E-mail Notifications

To sign up to receive information on upcoming board meetings and all other news, join the VRD's notification system at www.vailrec.com. To contact the VRD Board of Directors, e-mail vrdboard@vailrec.com.

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