

COME TOGETHER IN COMMUNITY



PUZZLE PIECE TO BUILDING BLOCK
WE ARE GOING TO REBUILD OUR CHALET

Let's Go!

We aren't just rebuilding Hardwood for us; we are rebuilding it for our community.
So we are keeping it real with you. Own your piece of the puzzle,
select your pledge and make your contribution online - visit hardwoodskiandbike.ca.
Together, we will solve this puzzle.

Where will the funds raised go?

Our dedicated board of directors here at Hardwood Ski and Bike will direct the disbursement of funds generated through the "Friends of Hardwood" capital campaign. Your donations will offset the costs associated with rebuilding our chalet.

Since the fire on Christmas Day of 2017, we have tried, in good faith, to work with our insurers. Unfortunately, they continue to be less than helpful or co-operative.

Although there may be some insurance funds to assist with the rebuild, our legal counsel tells us that we are not yet close to a resolution; the legal wrangling could go on for years.

If Hardwood Ski and Bike is to triumph and return to the form and function that everyone expects from our World Class Facility, we genuinely need the support of our "Friends".

For questions, please email friends@hardwoodskiandbike.ca



OUR STORY

2017. A year that our Hardwood Ski and Bike community will remember. In many ways, it was the best of years, a pinnacle reached following a decade of solid efforts by staff and board leadership, fuelled by our enthusiastic members and everyone's passion for our facility.

By 2017, Hardwood Ski and Bike had contributed to nurturing several Olympic athletes and hosted the Pan American Games for Mountain Biking as well as many National Events; we truly earned our rank, and are now recognized amongst world-class facilities.

Our innovative programming – night time races, kid's camps, outdoor adventure camps – they were all made possible by our amazing summer and winter staff. And what we offer – 40 pristine km of cross-country ski trails, 14 gorgeous kms of snowshoe trails and more than 100 adventurous km of mountain bike trails – they are second to none. Hardwood Ski and Bike really is a unique and special facility.

Last year also marked an amazing year financially. We had more than 50,000 visitors, our kids programming sold out every season and we had our best start to a winter season. What a year!

Yes, what a year. (Pause.)

One event – like a thief in the night – threatened to steal our very best year. On December 25th, when many were celebrating the season with family, one by one we picked up the phone to learn that a major fire had claimed our chalet overnight. An emergency meeting on Boxing Day was a surreal visit to a once vibrant and hopping atmosphere, now painfully quiet, destroyed and desolate.

This disaster might have laid another group low. Seeing the devastation – rooms a tangle of wires and jumble of metal, the question of reopening uncertain – took our collective breath away. But as each of us drew in a great big “oh boy” breath, our team of loyal employees rose to the challenge, as did our remarkable board and members.

Energized by our members' enthusiasm, in a record nine days we cobbled together temporary buildings – with tons of help from many of our local partners, in Simcoe County, Tourism, Radio partners and businesses that delivered hot soup! We reopened with as many programs as possible. And we also began dreaming of rebuilding.

After a year of wrangling with insurance obstacles, we have to concede that dealing with an insurance claim has added to our challenge.

Nevertheless, there is no question in anyone's mind. We will rebuild. This is a home away from home. This is the place where we willingly disconnect and reconnect, where we socialize, exercise, and just “chill out.”

Our board has a new plan that calls for us to come together in community to make sure that another generation of kids and parents bond over outdoor activities, another cohort of Olympians carve up the freshly groomed trails, and more national and international events are hosted in this awe-inspiring, world-class setting.

We now realize that to rebuild, we need a grass-roots groundswell of support. We are launching a campaign for an exciting rebuild, and we need your help!



#THENewHardwood #FRIENDSOFHARDWOOD



BOARD OF DIRECTORS



Gareth Houben

A member of Hardwood Ski and Bike since 2008, Gareth's passion for mountain biking and Nordic skiing have fuelled his service as a member of the Board of Directors, serving on the Sport Organizing Committee for the 2015 Pan Am Games and as President and General Manager since 2016.

Committed to Hardwood Ski and Bike's success, Gareth values its unique place in Ontario's active lifestyle scene, offering healthy activities for young and old alike.

As Vice President of Ironwood Developments, Gareth fosters Hardwood's success on every level with considerable expertise in business and leadership. A firm believer in leading by example, he exemplifies strong professional and personal values, characterized by working hard and communicating with kindness. Gareth maximizes the potential for a resilient future by developing the potential in the many people who play a role in Hardwood's success - employees, athletes, patrons and partners.

"My wife, Jocelyn, and our two young daughters, Nolyn and Londyn - we all love spending time on Hardwood's trails."



Gene Balfour

Gene retired in 2017 from a 40-year career in the IT sector. Following 4 years at IBM Canada as a Systems Engineer and Marketing Representative, Gene spent 28 years as an IT recruiter, placing the right person with the best opportunity. A multi-talented professional, Gene once again transitioned his career to serve as Director of the Talent Supply Chain for a consulting company serving international manufacturing companies with plants in the USA, Mexico, Brazil and France.

A lifelong athlete - marathon runner, cross country skier, water skier, sky diver, golfer and hockey, rugby and Nordic cross skating enthusiast - Gene graduated from the University of Waterloo with an Honours Bachelor of Science in applied Kinesiology and began his career as a fitness trainer. He invested in Hardwood Ski & Bike because of his passion for outdoor sports and the wonderful communities of people they attract.

On a personal note, Gene and wife Cynthia have two grown daughters, one a pharmacist and one a retired dancer of the Alberta Ballet Company. When not skiing, you'll find Gene studying one of his keen interests - political philosophy, economics and the ideas of great thinkers.

"My involvement with Hardwood Ski and Bike is one of my proudest decisions, as it upholds my keen interest in small business, athletics and family."



Don Hill

In his corporate life, Don leads a team of business development professionals at Mercer, a global consulting firm. Developing compelling proposals and presentations, his team wins 40% of the opportunities they are involved with, outpacing the industry norm by some 15%. To sustain this level of results, you'll find Don rolling up his sleeves and putting in long hours along with his team members. Leading by example and treating everyone he works with the same are the hallmarks that characterize Don's leadership.

Don has been skiing at Hardwood for more than 25 years and continues to do so pretty much every winter weekend. Don has waxed skis on race weekends with the Development Squad and became an investor 10 years ago. Now serving on the Board of Directors, Don is motivated to contribute "in some small way" to the effective operation and governance to ensure Hardwood Ski and Bike's viability as a commercial entity.

"Hardwood has been like a second home to me."



Jack (John) Sasseville

Jack is one of Hardwood Ski and Bike's founders. Prior to his role as President and General Manager with Hardwood between 2008 and 2016, Jack was the Director of Golf at King Valley Golf Club. In each organization, his strong operational leadership led to the rebuilding of struggling operations into stable commercial entities that excelled in customer service.

Under Jack's leadership, Hardwood was voted the #1 cross-country ski and mountain bike facility in Eastern Canada. Jack has coached cross-country skiing for more than 40 years, including coaching athletes in four Olympics. He continues to coach Team Hardwood.

"Inspired by my wife Carol, one son, Ian, and grandson Caellum, my motivation is to keep a great outdoor facility alive for families to enjoy for generations to come."



Deb DePass

Deb graduated from York University in 1988 with a bachelor of administrative studies. She worked in public accounting and computer consulting for more than 10 years and has been self-employed as an accountant / consultant for the last 25 years. One of her clients, with whom she has worked for 25+ years, shares her philosophy of work: to better our product and service, we have to hire great people. In Deb's opinion, Hardwood Ski and Bike has excellent staff."

"I live to play and work to support it. My play of choice? Mastering the sport of cross-country skiing."



Harry VanderLugt

A strong supporter, avid skier and early investor, Harry has been an influencer since the founding of Hardwood Ski and Bike - and with its predecessor, Hardwood Hills. Prior to retiring, Harry was a practicing lawyer for 40 years with the national law firm, Gowlings, where he was instrumental in developing a number of the renowned firm's industry-leading practice areas.

Determined to see that a cross country ski facility, serving all skiers, young and old, beginner to elite racer, thrives in central Ontario, in the past Harry also served on boards and committees of the Canadian Ski Association and Cross Country Canada.

Harry is a committed skier who continues to compete in national and international master cross country ski events.

"I am committed to doing everything necessary for Hardwood to thrive as a premier facility to serve central Ontario."



Michael Badham

With a background in accounting and finance, Mike Badham offers Hardwood Ski and Bike a multi-faceted skill set, developed over 40 years, serving clients in a broad range of sectors - education, steel, IT, multimedia, utilities, logistics and others.

An achievement-oriented leader who inspires people to "stay in the game" through a focus on vision and mission, Mike's expertise includes strategic planning, corporate financial management, business valuation, angel investing, restructuring, M&A and professional education.

A founding shareholder of Hardwood Ski and Bike, Mike serves as Chair of the Board of Directors. He further generously shares his expertise, providing insights and perspective gained from the many other Boards and organizations he works with - international, national and local. It is worthy to note that Mike was key in rallying people to re-establish Hardwood Ski and Bike in 2008.

"Hardwood brings me joy and I am grateful for the opportunity to contribute to the Hardwood community."

PARTNERSHIPS

We believe in community.

We also value the power of partnerships to help grow and support our Hardwood family and local community. Our staff and board has focused on building long lasting, mutually beneficial partnerships.

This is an opportune time to add new services and products to our list of wonderful existing partners – Salomon, Rossignol, Fischer, Bjorn Daehlie, Odlo, Go Tours, Busch Systems and many local businesses. Engaging partners supportive of Hardwood's Mission – of creating a place where people can pursue outdoor fitness activities in a fun and social atmosphere, and safe and healthy environment – will exponentially boost its realization.

Investment Opportunities

Our ownership group will be issuing a limited number of new shares to individuals who also embrace the core values of Hardwood Ski and Bike Inc. The minimum investment is \$50,000 and interested parties are asked to contact Gareth Houben, President & General Manager, by email at Gareth@Hardwoodskiandbike.ca. Serious inquiries only.

Retail Shoppe - Ski

Hardwood Ski and Bike ensures its guests a complete cross-country ski experience with its well-stocked retail shop. Focused on Nordic ski equipment and clothing, our shop serves as a Race Center for Fischer, Salomon and Rossignol brands – we have the best offerings from these market leaders.

We carry leading Nordic brands – Bjorn Daehlie, Swix, Odlo, and Auclair – and stock products that make the skier's experience even better. Beyond products, we also have the knowledge to guide you through sometimes confusing options, and we are so proud to serve our guests, from beginner skiers right up to Olympic-level athletes.

To keep your skis at peak performance, our great service department is ready to clean, wax, install bindings, grind bases – they are knowledgeable in all ski servicing.

Retail Shoppe - Bike

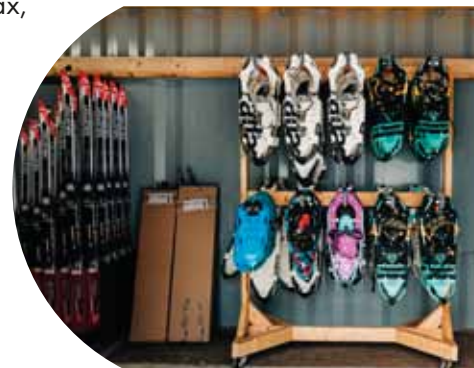
Hardwood Ski and Bike provides guests with a complete retail shop for mountain bike, roller ski, and trail running equipment and clothing. From helmets to pedals you can find just the right gear for great – and safe – riding or running on Hardwood's trails.

Fox, Salomon, Smith, Camelbak, and Louis Garneau are just a few of our brands. Do come and see all that we have to offer. In addition, our service shop stocks all your basics, from tubes to tune-ups and more.

Together, we are stronger.

Hardwood is a multi-use facility that is open 364 days a year, hosts at minimum 30 events in each calendar year, and attracts more than 50,000 visitors every year. By 2024 we expect to host more than 70,000 guests annually. We build engagement and community through an active and engaged social media following.

We offer multiple levels of partnership to those who see their brand and business values align, from naming rights to single event sponsorships. For more information or to arrange a meeting to discuss partnership options please contact Louise Jackson marketing@hardwoodskiandbike.ca



INNOVATIVE PROGRAMMING

Innovative Programming

Hardwood offers programming 364 days a year for ages 3 and up. Programs include day camps, school groups, private lessons, and corporate groups. People of all ages enjoy disconnecting and spending time with family, friends, and colleagues, being blissfully adrift following our 40 kms of cross-country trails and 100 kms of mountain bike trails.

Programs and Private Lessons

Hardwood Ski and Bike offers programs that help build individual confidence. No matter which discipline, the budding athlete can accelerate his or her training through group or private lessons.

A great option is our multi week programs. These go by the names of Radical Riders, NordiKids, Biathlon Bears, and include running clinics, ride better clinics, and more. Our awesome instructors share their skills and infuse their instruction with their genuine passion for each sport.

Camp Hardwood

Beginning with the first week of July, Hardwood's trails ring with the exuberant sound of youth. Each year children ages 5-13 spend summer days riding bikes, hiking, making crafts, and forging new friendships. But most of all? They enjoying just being a kid playing outside, getting dirty, laughing and connecting with nature. It is 8 weeks of awesome!

Now in its 28th year, this summer program fills a significant societal need, as increasingly, research is pointing to lack of time in nature – hours traded in for gazing passively at a screen – a lack of time in nature as a key contributor to childhood anxiety, depression, and obesity. It seems that outdoor fun is much more than a distraction: it builds resilience, teaches self-reliance, offers lessons in problem solving – abundant reasons to see this program grow in importance and numbers.

From its beginning as a mountain biking camp, we introduced a low ropes course in 2012 and an Outdoor Adventure Camp and archery in 2017, which immediately attracted more campers.

The time is exactly right to expand our camp offerings, and we have a wish list of equipment: a bouldering wall, a training bike park, and nature challenge stations.

School Groups

Did you know that more than 40 schools spend the day at Hardwood Ski and Bike every year? Hardwood offers something for everyone: we have cross country skiing, mountain biking, hiking, disc golf and human foosball! There is more fun here than can be handled in just one day! Hardwood also hosts elementary, high school, and university races.



SPECIAL EVENTS

World Class Events

Our facility, located in the heart of gorgeous Oro-Medonte Township –one of Ontario’s most accessible recreation destinations – has hosted the 2015 Pan American Games, Ragnar Trail, and Provincial Championships. In 2019 and 2020, our facility is hosting the Canadian Mountain Bike Nationals.

We also host our own events. Our Signature Events series include the Wednesday Night (Mountain Biking) Race, Cycle Cross, and Fat Biking. Other series include trail running, Loppets, high school races, and our famous Hardwood Fest, Fish Fry, Night Sky, and Moonlight Snowshoe Fondue experiences. These unique events attract people from all over.

Private events are also hosted at Hardwood including birthdays, holiday parties, conferences, chamber meetings, employee appreciation ... and we are always open to add another reason to host an event!



Development Teams

Hardwood Ski and Bike is home to development teams – Hardwood Biathlon, Hardwood Next Wave Cycling, and Hardwood Nordic. These teams develop young athletes while teaching them core values, useful in the world beyond Hardwood’s idyllic hills and trails. It is no exaggeration to say that generations of kids have graduated from these teams to become teachers, Olympians, coaches. Our community is both proud and humbled to know that our graduates carry the Hardwood name across the world.



OUR NEW CHALET



Normerica Quality

Since 1979, Normerica has created the highest quality timber frame homes and buildings across North America and around the world.

They began as Upper Canada Post & Beam with a simple philosophy: to marry traditional craftsmanship with the latest engineering and building science, delivering nothing less than our customers' ultimate dream homes.

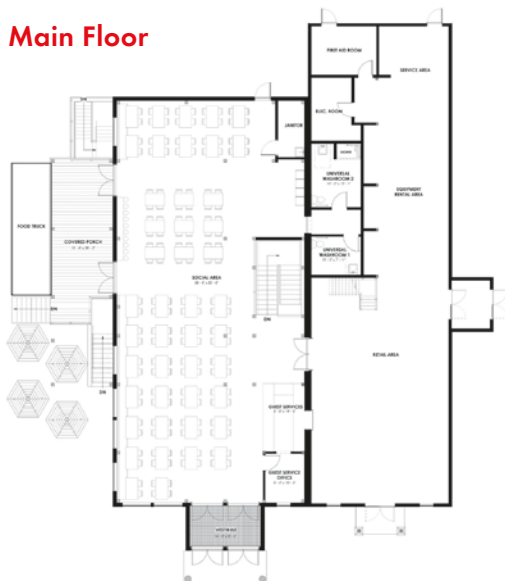
Over the years, thousands of discerning customers have trusted Normerica with their vision of their timber frame buildings.

And, most of those customers come from referrals. That's due to their iron-clad commitment to service excellence and our ability to offer timeless designs that deliver integrity, harmony, and warmth.



Members Lounge

Main Floor



Basement



#THENewHardwood

#FRIENDSOFHARDWOOD

FRIENDS OF HARDWOOD - TIERS 1 & 2

What's in it for you?

TIER 1 - \$500+

- 12 transferable Summer trail passes - valid for 5 years
- 6 transferable Winter trail passes - valid for 5 years
- Limited edition Friends of Hardwood gear including a Swix hat, sticker and stress reliever puzzle piece

TIER 2 - \$1,500+

- 18 transferable Summer trail passes - valid for 5 years
- 12 transferable Winter trail passes - valid for 5 years
- 1 Summer Season Pass - You can activate within a five year period
- 1 Winter Season Pass - You can activate within a five year period
- Limited edition Friends of Hardwood gear including a Swix hat, sticker, stress reliever puzzle piece and Salomon apparel



FRIENDS OF HARDWOOD - TIERS 3 & 4

TIER 3 - \$2,500+

- 24 Summer trail passes - valid for 5 years
- 18 Winter trail passes - valid for 5 years
- 1 Summer season pass - you can activate within five years
- 1 Winter season pass - you can activate within five years
- Limited edition Friends of Hardwood gear including a Swix hat, sticker, stress reliever puzzle piece, Salomon apparel and Rossignol jacket
- **Option A** - Pair of passes to the Snowshoe Fondue or Fish Fry & Night Sky Experience
- **Option B** - 1 registration for one of our great programs - NordiKids, Camp Hardwood, etc.



TIER 4 - \$10,000+

- 24 transferable Summer trail passes - valid for 5 years
- 18 transferable Winter trail passes - valid for 5 years
- 1 transferable Summer season pass - You can activate within a five year period
- 1 transferable Winter season pass - You can activate within a five year period
- Limited edition Friends of Hardwood gear including a Swix hat, sticker, stress reliever puzzle piece, Salomon apparel and Rossignol jacket
- **Option A** - Pair of passes to the Snowshoe Fondue or Fish Fry & Night Sky Experience
- **Option B** - 1 registration for one of our great programs - NordiKids, Camp Hardwood, etc.
- Host a private Snowshoe Fondue or Fish Fry Experience at Hardwood Ski and Bike for up to 25 guests

FRIENDS OF HARDWOOD - TIER 5 - \$25,000+

- 24 transferable Summer trail passes - valid for 5 years
- 18 transferable Winter trail passes - valid for 5 years
- 5 transferable Summer season passes
- 5 transferable Winter season passes
- Limited edition Friends of Hardwood gear including a Swix hat, sticker, stress reliever puzzle piece, Salomon apparel and Rossignol jacket
- **Option A** - Pair of passes to the Snowshoe Fondue or Fish Fry & Night Sky Experience
- **Option B** - 1 registration for one of our great programs - NordiKids, Camp Hardwood, etc.
- Exclusive access to the entire facility – your choice of 1 of 3 unique and private options for you and up to 100, yes 100, guests! Make Hardwood your playground for the day!
- **Option 1** - Nordic Ski experience! We are offering complete use of rental equipment and 500 acres of spectacular trails. Also, we'll keep your bunch energized with lunch.
- **Option 2** - Host a private night-time Snowshoe Fondue or Fish Fry and Night Sky. Treating your guests on a guided hike, live music, local food and staying warm by a bonfire. Pure magic!
- **Option 3** - Enjoy a summer experience. Your guests will hit the trails to hike, bike or run. Enjoy a lesson, hop on a Segway, play a round of disc golf or enjoy low ropes or archery. This option also includes lunch for your group.



-* Please note that items included in Friends of Hardwood campaign tiers will be distributed at a special event at the end of 2019.