



2020-2021 ANNUAL REPORT



**A YEAR LIKE
NO OTHER**

Mt. Telemark Village
Staff to Serve You
Virtual Birkie

GREETINGS

Dear Birkie Friends,

While we dove into '20-'21 with loads of uncertainty, one thing we knew for sure – the Birkie community was strong, and together we would get through a year of challenging times...and that was exactly what happened! Hearing leading Epidemiologist Dr. Michael Osterholm give kudos to the Birkie and its efforts to create safe event experiences and proclaiming that everyone needs to “find their winnable moment, find your Birkie moment” validated all the work that went into creating the Birkie events in '20-'21. We really believed the events would be a medium to keep the community together, inspiring us to stay active and healthy during tough times.



Through a year of virtual and in person “hybrid” events, the show went on. In the fall we crowned the USATF Half Marathon Trail Champions at the Birkie Trail Run Festival, we launched the inaugural Turkey Birkie, hosted a series of youth events (burr, no inside spaces) and of course had the Birkie week of events over 5 days. While the events/programs of the '20-'21 season were far from normal, they kept us all engaged in the lifestyle, inspiring us to continue being active ambassadors and living the active outdoor lifestyle.



Events take an entire community, armies of volunteers, city/county officials and all kinds of business help...but this year the Birkie staff put in a herculean effort. As a collective team relying on creativity, on ingenuity, on compassion, and on expertise, they were able to pull off the unthinkable during a time when a pandemic dictated things not go well. The team ran ALL the Birkie events, keeping the community active, inspired, strong, connected, and most importantly safe. We give the crew huge kudos and we hope the next time you get a chance to see one of the Birkie staff at an event or program, give them a quick pat on the back. They did amazing work for the greater good.

Outside of all the events, the Birkie Trail was busier than ever. From seasoned veterans to new skiers/bikers/runners, the sheer volume of folks enjoying the Northwoods experience was inspiring. Seeing so many out reinforced our commitment to ensure the Birkie Trail is maintained to the best of our ability for people of all ages, abilities, and backgrounds to enjoy! Like skiers, trails are made in the summer and we are hard at work getting the over 100kms ready for the snow to fly.

Change is a given and the memorable Telemark property has always been the epicenter of Birkie activities. In February, the ABSF completed the purchase of Telemark, worked with the town of Cable & State of Wisconsin to remove the old lodge, and are now working to reinvest in the trails/venue as part of our Sustainable Telemark Campaign. Our vision is to create the ultimate outdoor recreation destination, a place you can come bike, ski, hike and enjoy being active outside: Mt. Telemark Village.



So, where does 21-22 take us?

The upcoming events, starting with the Birkie Trail Run in September, are poised to get the Birkie off and running again in a more “normal” way. We are seeing record numbers of people registering for our events. The Turkey Birkie Festival and a December Super Tour, both held on the new Birke Trail Head machine-made snow loops, are feeding the excitement for things to come.

The newly created Team Birkie, composed of athletes at college and elite levels, was put into action to help aspiring skiers cross the bridge to national and international ski competition. The ABSF, CXC, and Loppet Foundations have teamed up to provide opportunity for these athletes to receive high level professional coaching, support in their ski pursuits, and a team training group. Each of these athletes will give back to the larger ski community through helping at scheduled youth and adult ski clinics, serving as Birkie ambassadors and being inspirational role models for all.



The Birke One initiative was launched this last year with the eye on making sure everyone has access to the lifestyle we hold so dear. We want to make it possible for all people in our communities to not only have access, but to feel welcomed into being active in the outdoors. In order to be inclusive, this initiative is more than just words and requires us to learn to filter our actions through the light of empathy and understanding of the diverse cultures within our communities.

Birkie Green continues to evolve and grow as well. This next year we will be adding solar power to our office in Hayward, as well as at OO. Both systems will offset our power production at both sites, including the trail lights and maintenance at OO! On top of that our bibs for the 2022 race are manufactured by Borah and will be made of 100% recycled plastic –nearly 6.2 bottles in each bib!!

During this period of growth and change, if you need anything or just want to chat, don't hesitate to reach out to us or anyone on the Birkie Team – we are here to help you, the skiers, runners, and bikers!

We hope to see you out in the Northwoods and on our trails soon!



Ben Popp

Ben Popp
Executive Director



Michael Mandli

Michael Mandli
President

ABSF 2021 Annual Report Treasurer's Comments

A letter from the ABSF Treasurer,

It is my pleasure to present the annual financial report for American Birkebeiner Ski Foundation (ABSF) for fiscal year ended June 30, 2021.

Overall Results

For fiscal-year 2020-2021, the ABSF's total revenues exceeded its total expenses, yielding a net surplus of \$510k. ABSF's total equity grew by 16.1% since the fiscal year ended June 30, 2020 to an ending value of \$3,679k.

Balance Sheet

On July 1, 2020, the ABSF cash balance was \$938k and on June 30, 2021 the cash balance was \$458k. Total Assets grew 37.4% year-over-year to \$7,629k. The main growth was due to increases in Fixed Assets from the purchase of the overall Telemark project. Total Liabilities rose by 65.7% primarily due to financing of the Telemark purchase but also equipment for trail and snow-making operations.

Revenues

Total Revenues for fiscal year 2021 were \$3,033k a decrease of \$313k or -9.4% from the same period a year ago. The revenue drop was the result of Covid-19 precautions taken across our events. This is shown in Event Operations Income, down \$349k for the year. Total Donations inclusive of Sponsorship, Grants, Restricted funds were up \$70k year-over-year to \$1,242k and this made up 41% of Total Revenue.

Expenses

Total Expenses for the year dropped 22.4% or \$728k to \$2,522k. This year-over-year favorability came primarily from savings on Event Operations because of Covid-19 restrictions. The mandated health directives we chose to follow limited contact points for our event participants. This was seen in the elimination of the in-person expo and bib pickup, busing, post-race changing and gathering tents to name a few. Trail Expense also saw material savings of \$147k contributing favorably to the bottom-line.

Capital Expenditures

The ABSF capitalized purchases totaled \$1,339k split across Telemark \$785k, Trail \$422k, Facilities \$104k, and Snowmaking \$27k. These capital allocations allowed the ABSF to invest in new snow guns, construct a bridge over HWY 77, raze the Telemark lodge to prepare the property for future development, and build an underpass at the Birkie Trail Head to name a few key projects.

What a challenging and yet fantastic year for the ABSF. Hats off to all the ABSF team members for their excellent performance this year. And we thank you for your continued support and generosity.

Sincerely,


Mike Brown, Treasurer, ABSF
7/22/2021



Statement of Financials Position (Balance Sheet)

Assets	2021	2020	YoY % Growth
Current Assets	\$608,799	\$1,348,514	-54.9%
Fixed Assets	\$6,699,015	\$3,883,217	72.5%
Other Assets	\$321,248	\$321,079	0.1%
Total Assets	\$7,629,062	\$5,552,810	37.4%
Liabilities			
Current Liabilities	\$1,333,072	\$1,427,187	-6.6%
Long-Term Liabilities	\$2,616,961	\$956,706	173.5%
Total Liabilities	\$3,950,033	\$2,383,892	65.7%
Equity			
Retained Earnings	\$3,535,963	\$3,335,713	6.0%
Net Income + Other Equity	\$143,066	(\$166,795)	-185.8%
Total Equity	\$3,679,029	\$3,168,918	16.1%
Total Equity + Total Liabilities	\$7,629,062	\$5,552,810	37.4%

CARES Act

Assets		
SBA Emergency Advance	\$10,000	**
SBA EIDL Loan	\$149,000	*
SBA PPP Loan 1	\$212,400	***
SBA PPP Loan 2	\$178,000	**
Total SBA Loans	\$549,400	

* Loan Terms: 2.75% for 30-years ** Eligible for SBA loan forgiveness *** SBA loan forgiven

Capital Expenditures		% of Total
Facilities	\$104,000	7.8%
Trail	\$422,551	31.5%
Snowmaking	\$115,518	8.6%
Telemark	\$697,830	52.1%
Total	\$1,339,899	

Statement of Financials Activities (P&L/Income Statement)

Revenue	2021	2020	YoY % Growth
Event Operations Income	\$1,573,069	\$1,922,449	-18.2%
Donation/Grant/Sponsorship Income	\$917,948	\$971,236	-5.5%
Restricted Donation/Grant Income	\$324,928	\$200,828	61.8%
Other Income	\$217,165	\$252,236	-13.9%
Total Revenue	\$3,033,110	\$3,346,749	-9.4%

Expense for Facilities Expenses	2021	2020	YoY % Growth
Event Operations Expense	\$699,034	\$1,263,335	-44.7%
Trail Expense	\$222,637	\$370,270	-39.9%
Administrative Expense	\$128,230	\$147,044	-12.8%
Facilities Expense	\$164,229	\$167,701	-2.1%
Marketing Expense	\$47,342	\$69,987	-32.4%
Sponsorship/Development Expense	\$41,074	\$50,177	-18.1%
Sport Development/Skier Dev Expense	\$30,082	\$47,544	-36.7%
Payroll Expense	\$1,088,074	\$1,131,719	-3.9%
Telemark Expense	\$99,376	\$3,500	2739.3%
Other Expense	\$2,921	\$-	-
Total Expense	\$2,522,999	\$3,251,277	-22.4%

Cash Flow	2021
Net Income	\$510,111
Net cash provided by operating activities	\$166,385
Net cash provided by investing activities	(\$2,815,967)
Net cash provided by financing activities	\$1,660,255
Net cash increase for period	(\$479,216)
Cash at the Beginning of Period	\$917,760
Cash at the End of Period	\$438,544

Data as of June 30, 2021. Note: Unaudited results

Notes on Financials Statements (Disclosures)

Our Mission

The American Birkebeiner Ski Foundation is a 501(c)(3) non-profit organization dedicated, as reflected in the Birkie Mission Statement, to hosting one of the world's best cross country ski events, the American Birkebeiner, maintaining one of the nation's premier recreation trails, and promoting healthy lifestyles for people of all ages. The American Birkebeiner is made up of several events in addition to the 51K and 55K Birkie marathon races and the 24K Korteloppet race (the second largest ski race in North America).

Accounting Method

The ABSF presents its financial statements on an accrual basis in accordance with accounting principles generally accepted in the United States of America (US GAAP). Certain items are maintained on a cash basis, which is not materially different from the accrual basis of accounting. The ABSF fiscal year spans July 1 through June 30.

Basis of Preparation

The financial statements include certain prior year summarized comparative financial information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with US GAAP. Accordingly, such information should be read in conjunction with ABSF's financial statements for the year ended June 30, 2021, from which the summarized information was derived. All financials within are unaudited results.

Depreciation for Buildings, Furniture, and Equipment

Land, buildings, furniture, and equipment owned by the ABSF are stated at cost at the date of acquisition. Useful lives range from 39 years for buildings, 7 years for furniture, 5-7 years for heavy equipment and 5 years for technological equipment. Depreciation is calculated on the straight-line basis over the assets' estimated useful lives, except for land. ABSF reviews long-lived assets for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. An impairment change is recognized when the fair value of the asset or group of assets is less than the carrying value. There was no impairment recognized for the year ended June 30, 2021.

SUSTAINABLE TELEMAR CAPITAL CAMPAIGN

WHY TELEMAR NOW?

The mission of the American Birkebeiner Ski Foundation is to promote and conduct the finest international cross country ski competition; to serve as good stewards of the American Birkebeiner Trail; and to support healthy and active lifestyles among people of all ages and abilities. We also acquire land for conservation purposes to help us fulfil our mission.

Mt. Telemark Village will allow us to reach more people and get them outdoors with new activities. Whether a competitive athlete, the casual skier, a trail runner, a child climbing a snowy hill to ride a saucer sled to the bottom, or a family learning how to mountain bike together, the Village will bring people together in the outdoors. This is our mission, and Telemark is our legacy and future.



The real estate closing for the Telemark property took place on February 7, 2021. The Lodge was completely razed by May, 2021



Ernie St. Germaine, Honorary Chair of the Campaign for Sustainable Telemark

“What a place this will be! I have such good memories of Telemark when I was a Nordic Ski Instructor, and I’m excited to be part of bringing it back to life to create new memories now and for future generations. The future of Telemark and of Nordic skiing is in the hearts of our youth. I am so proud of my grandson Benjamin. He loves skiing.”



Overall Concept Plan
200881 | American Birkebeiner – Mt. Telemark Village Master Plan

June 2, 2021

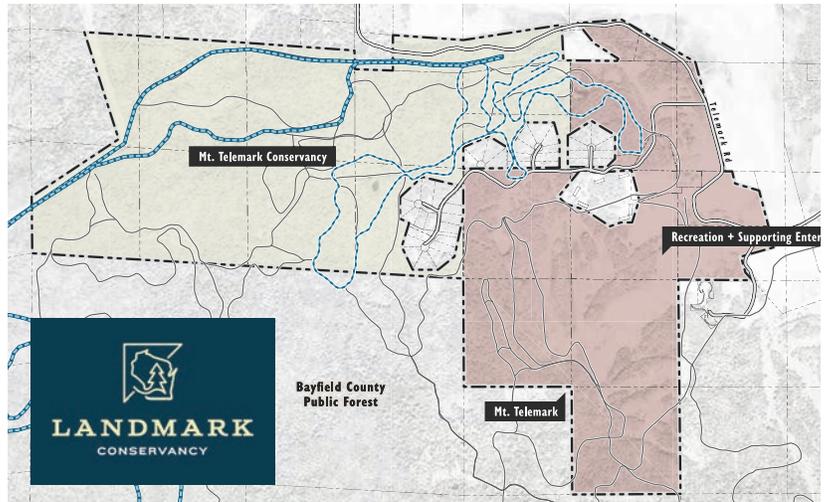
Mt. Telemark Village will come to fruition through public support for shares or acres in the Mt. Telemark Conservancy.

Goal for total support for the 286-acre Mt. Telemark Conservancy: \$1,430,000.

- 100 acres available at \$5,000 each
- 9,300 shares at \$100 each

What these dollars will support:

- Protection of the land through conservation easements
- Restoration of existing and new ski and mountain biking trails
- A Nordic center and a roller ski path
- Expanded snowmaking
- An ice-skating rink, sledding hill, and a lookout tower on Mt. Telemark
- Payments on the mortgage established when ABSF purchased the Telemark property
- Supporters get a Certificate, recognition on a Mt. Telemark Conservancy sign, and more



Conservation easements will be placed on 286 acres.

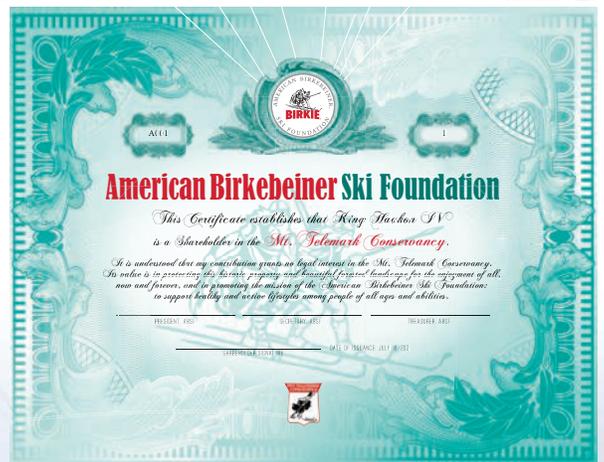


Festival Plaza Perspective View
200881 | American Birkebeiner - Mt. Telemark Village Master Plan

June 4, 2021

Learn more at www.birkie.com/MtTelemarkVillage

Allison.slavick@birkie.com



The Campaign Committee is hard at work:

William E. Brown Jr, Chairman
St. Paul, Minnesota

Jan Guenther
Long Lake, Minnesota

Karen Manske
Winter Park, Colorado

Kathie Pautsch
Hayward, Wisconsin

Allison Slavick
Director of the Capital Campaign

MEET YOUR BIRKIE STAFF

Working at the Birkie has some perks - like staff workouts and encouraging fun, always. We are a dedicated and hard working - get stuff done - kind of crew who provide world-class experiences to you ... right here in the Northwoods of Wisconsin.

This year at our staff retreat we finalized our core values and live by them daily.

- **Bring Joy**— Bring positive energy to interactions and guest experience
- **Integrity**—Integrity inspires trust, trust is irreplaceable
- **Be a Team Player**—We are a family where teamwork happens when needed, not when convenient
- **Everything Can Be Improved**—Ask why to facilitate innovation and continuous improvement
- **We Value Diversity**—Be welcoming accommodate diversity
- **Lead By Example**—Be a guide and inspire
- **Get Stuff Done (GSD)**—Prioritize action - we will fix it if it is wrong



Ben Popp
Executive Director
Earl • 2013
"I can eat 2 packages of Peeps in one sitting, maybe 3 if after a long ride."



Kate Barido
Marketing & Communications Director
Seeley • 2021
"Family, friends, bikes, skis, pulling kids on skis and bikes, bluebird skies, hot sauce, houseplants and any art project from my kids."



TJ Barnes
Grooming
Seeley • 2016
"Master of time and interactivity."



Colette Belisle
Registration Manager
Hayward • 2019
Travel the world seeking new adventures, including sometimes to the office so I can drink my coffee hot. (2 kids you know) Viviendo la buena vida en the Northwoods!



Louise Droessler
Birkie Enterprises Retail Manager
Hayward • 2015
"Let me at harvesting or cultivating food."



Jeff Hommes
Sponsorship Director
Barnes/River Falls
2021 (newest employee)
That is 5 generations of outdoor lovers. Me, son, grandson, father.
"Prepping for another trip around Lake Superior by bike."



Meredith Ingbreton
Event Support
Hayward • 2018
5-time Women's boom run champion. 2-time Women's log rolling champion. Resident Badass.
"If I'm not log rolling, I'm playing hockey."



Kristy Maki
Event Operations Director
Seeley • 2015
12 Birkie and Korte combined. I can still beat my kids on the gravel, but not the single track.
"No Ben, we cannot do that..."



Stephanie Martin
Finance Manager
Hayward • 2016
All the outdoor seasons... Keeps us all informed on key birthday celebrations.
"That is not the way accounting works..."



Rich Metcalf
Trail Crew
Seeley • 3 Years

"I gotta drive that way anyway, so I might as well groom that."



Kelly Nechuta
Participant Experience Specialist
Just started with Birkie

"Which Way to Isle Royale?" Specifically, Moskey Basin.



John Oman
Data/Analytics Manager
Data Czar

Hudson • 2017
2014 Paralympian.
"Data says..."



Kurt Proctor
Trail & Grooming Manager
Hayward

Birkie's Original Groomer.
Kurt is the epitome of outside.
"A bird in the hand, or maybe on the shoulder..."



Victoria Ross
Birkie Enterprises, Retail Assistant
Hayward • 2018

4th Generation Hayward Local.
"I want to be an Otter in my next life! Oh to spend everyday on the water."



Pat Sheehan
Operations/Trail Crew
Hayward • 2018

Professional firefighter in a previous life.
"Spend my free time coaching my kids youth athletic teams, riding on two wheels, or making sawdust."



Allison Slavick
Sustainable Telemark
Capital Campaign
Cable • 2015

Brought Smithsonian experience to the Birkie and the Tony Wise Museum, and is seeking a publisher for her first novel.



Jim Sokup
Facilities & Operations Director
Hayward • 2016

Owns every Birkie and Lumberjack World Champion shirt since inception.
"My favorite climb is "Blank Hill" one of the longest ascents in Buffalo County."



Nick Sutton
Trail Crew
Hayward • 2020

If I am not at work, I am coaching hockey mostly.
"I've played a lot of hockey. A lot."



Ronda Tworek
Director of Volunteer & Membership Services
Hayward • 2009 (Longest Term Birkie Employee)

In charge of margarita manufacturing at the office.
"If you cannot find me, I am in Mexico"



Joe Vadeboncoeur
Chief Operations Officer
Seeley • 2020

Bikes, Pizza, Burritos, Beer, Skiing, Pearl Jam, oh and Bikes.
"Perfect number of bikes to own and Pearl Jam concerts to see, is the same number N+1."



Andrew Wall
Development Director
Ojibwa, WI/ Newport, MN
2021

Recovering academic, whose working to keep his sentences shorter and make his time outside longer.

VIRTUAL BIRKIE

2020/2021 was a tough year for event companies. Most event organizations reported a challenging year as so many events were cancelled or modified extensively. Virtual events became a thing that everyone contemplated or participated in. The Birkie organization was not immune to that uncertainty.

But, we are proud to say that we worked hard to still hold in person events, albeit they were modified extensively. Some facts about our events this year:

- Birkie Week was different in so many ways. We have had low and no snow years and hope to never repeat those. But the 2021 race fully masked up and spread out over 5 days with staggered starts was an enormous undertaking. In the end we are proud to have pulled off an in-person event, and a virtual event with 47 different virtual venues. Our numbers for the 2021 race were down from the past, but it was still our goal to give everyone their Birkie ski experience regardless of venue.
- Almost 1000 people participated in a staggered start, spread over 2 days Birkie Trail Run Festival, which also included the Half Marathon Trail Running National Championships.



Ari Ofsevit, Acadia NPS



Swedetown, MI



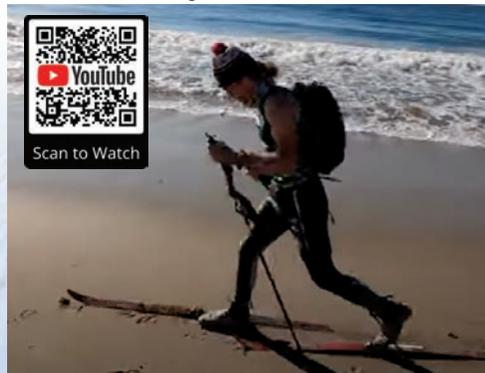
Corrina Jones, Blue Mound, WI



Paul Grasse, 12 skiing the PH at Lola, WI

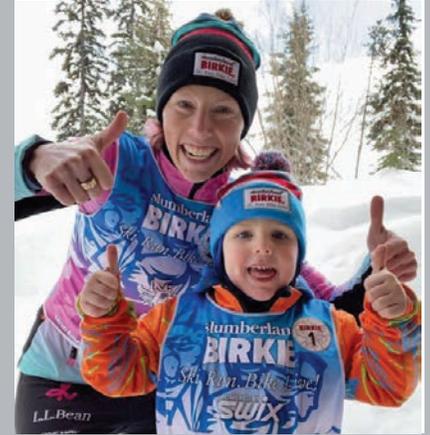


lola, WI



Sand skiing the virtual Birkie (a Los Angeles Ski Marathon)

From Wisconsin, to Alaska, to California and Maine.....



Olympic Gold Medalist, Kikkan and son Breck skiing their Birkie and Barnebirkie in Alaska



Elijah Ourth, completing his first Birkie at Mt. Ashwabay (and Annalee who unofficially skied the whole 43k)



Local Birchleggers Donn (29th Birkie) and John (36th Birkie) were the first out on the course at Ashwabay today! A huge inspiration to see their smiles at the start

... the Birkie Spirit lives on!



David Thompson (Bib 70615) did his Virtual Kortelopet XC Ski Race-Skate Sunday 2/21 at the Arizona Nordic Center, 8200-8700 feet elevation (rather than traveling to Wisconsin). His wife, Haze Thompson, met him at the end of the first and second laps with electrolytes and food, and of course at the finish. This photo is David, ready to go!

- Approximately 250 people participated in a staggered start, first time Telemark Ascent MTB race. Although not a singletrack race per se, it was well received.
- The First Annual Turkey Birkie was held at the Birkie start area. Although this first version is nothing like what we anticipate the ultimate version to be, we got the ball rolling for an early winter ski festival in the northwoods.
- The Birkie Tour and Seeley Hills Classic both were held in a socially distanced fashion without aid stations and without any awards ceremony or expo. It was exciting to see people enjoying themselves on the trail.
- Fat Bike Birkie week continued the spread-out staggered race experience for 2021. Waves of fat bike riders took to the trail and completed their race on the Birkie trail.

Still over 12,000 racers took part in Birkie events during the year. We are proud that everyone put their trust in us to run a safe event in trying times. But, we are really looking forward to bringing everyone back up to the northwoods again this year.



Ian, Ryan and Shawn Meeker, Mt. Ashwabay,



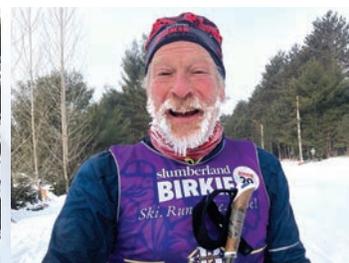
Kate Ullman, 15th Birkebeiner, Mt. Ashwabay WI



Great job, Craig! Number 24 is in the books! Thanks to Timberland Hills Ski Trails for providing a great place for Craig to get after it!



Joe, Rowing the Birkie!



Day Two has been a hoot! We've had folks skiing their 37th Birkie and some skiing their first Haakon, with everything in between. Once again, major shout out to the groomers, and today, to the grill masters too



BIRKIE®

2021-2022 Schedule of Events

2021

- May 1 Registration Opens - 2022 Birkie Week Ski Events, Birkie Tour, & Fat Bike Birkie
- May 15 Registration Opens – Birkie Lumberjack 5K Run/Walk
- July 15-19 ABSF Members Only Sale BirkieStore.com
- July 31 Birkie Lumberjack Run 5K Run/Walk, as part of Lumberjack World Championships
- August 14 ABSF Annual Meeting and Becker Law Link Dedication
- Sept 24-25 Birkie Trail Run Festival
- October 9 Telemark Ascent
- Nov 25-29 Holiday specials on BirkieStore.com
- Nov 26-28 Turkey Birkie Cross-Country Ski Festival
- Dec 3-4 Ladies' Fat Bike Getaway

2022

- January 15 Birkie Tour
- January 29 Seeley Hills Classic
- February 23 Birkie Week Open Track Events
- February 24 Barkie Birkie, Jr Birkie, Barnebirkie, Birkie Expo
- February 25 Kortelopet, Prince Haakon, Birkie Adaptive, Birkie Expo
- February 26 Slumberland American Birkebeiner
- February 27 On Snow Ski Demo
- March 11-12 Fat Bike Birkie
- April 1 ABSF Membership Week – Time to Renew!
- June 4 The Epic

slumberland
BIRKIE®

Ski. Run. Bike. Live!

DATES SUBJECT TO CHANGE

Year-Round Calendar of Events at Birkie.com



@American Birkebeiner Ski Foundation



@birkie