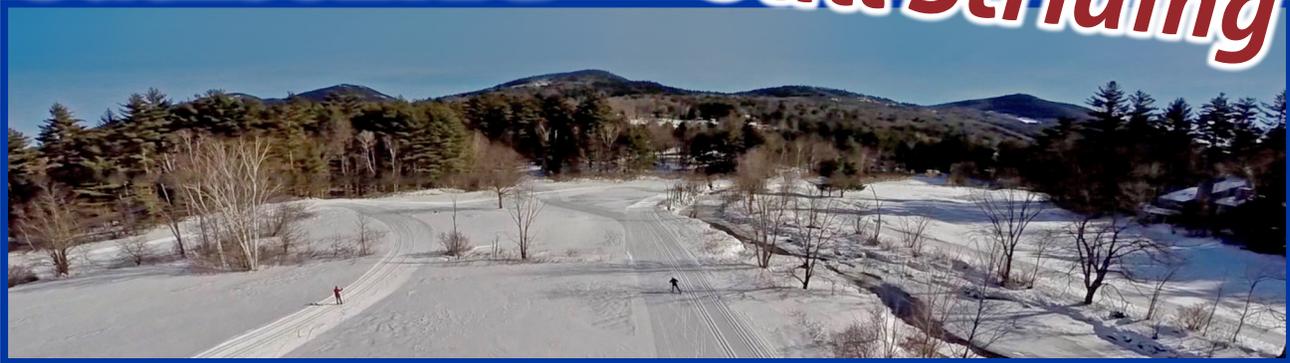




*50 Years and
Still Striding*



Jackson Ski Touring Foundation 1972—2022

Honoring the Heritage...Connecting to the Future

Since 1972, Jackson Ski Touring Foundation has set the standard of excellence for groomed cross country centers locally and nationwide, serving for 50 years as a beacon of community-supported cross country skiing.

Our unwavering focus continues to be the commitment to community leadership, free services to youth, economic sustainability, land stewardships, groomed snow conditions, and trail improvement and development. These areas comprise our core mission as a non-profit charitable 501(c)(3) foundation as we celebrate 50 years of bringing affordable skiing joy to thousands of people from all walks of life.

Our 50th Anniversary Capital Campaign seeks to strengthen our financial resources so we can consistently offer the finest possible experience to all our guests and contribute to the economic vibrance of our local community. Our goal is \$1.5 million.

The Nordic ski industry has changed in the past 50 years. The diehard long distance skiers of yore remain at our core, but the individuals and families who come for a short jaunt in the fields, forests or along the river as part of their activity-filled day in the valley reflect the more prevalent profile of the skier we see today. As our skier base evolves so to must we evolve as a leadership Nordic ski venue. The success of the capital campaign will give us the resources to stay ahead of the ever expanding curve now and long into the future.

CENTRAL TO THESE OBJECTIVES ARE: _____

- **Addressing the Impact of Climate Change.** Inevitable periods of low snow requires that we take steps to address the changing climate including a judicious plan for snowmaking in some form in certain areas of our network.
- **Implementing Trail Enhancements.** Our goal is to improve trail connections between the village and the notches and between certain other network trails. For our skiers, these changes will provide an opportunity to plan more enjoyable “loop routes” and provide better skiing alternatives to and from the village area. For operations, these changes will improve grooming efficiency by reducing the cost of groomer transport and on-trail travel.
- **Developing Transportation Solutions.** We have a current need for better access points that draw people out of the village to our unique elevations which sometimes offer better ski conditions. Solutions being considered include additional parking and/or shuttle.
- **Diversifying Our Market.** We must grow our skier visits to strengthen our financial well-being in the long term by expanding our market in ways that reemphasize our leadership in the market-place while bringing more newcomers to the sport.

Thank you for your support!



Jackson Ski Touring Foundation 2022 Capital Campaign

50 Years and Striding Strong

LOTS TO CELEBRATE

- Proud perennial host to many events including the World Disabled Skiers Championship NCAA National Championships, U.N.H. Winter Carnival, and high school and citizen races.
- Home to a vast and diverse 100km groomed trail network plus 40 km of snowshoe trails with nightly grooming and yearly trail upgrades providing an average of 112 skiing days each year.
- Site of a homologated (internationally certified) race course.
- A community of lifelong skiers, including elite competitors, from sponsoring free youth programs.
- Key supporter of the local economy by providing resort level skiing and programming for hotel and inn guests, in many cases right from the front door.
- Conservator of trails and acreage via conservation easements that we maintain throughout the year which are open to the public for summer walking at no charge.
- Leadership position among U.S. cross country operators for demonstrating ability to successfully secure land use easements with more than 75 landowners.

NEEDS FOR THE NEXT 50 YEARS

1) ADAPT TO THE EFFECTS OF CLIMATE CHANGE

- Replace aging, structurally deficient bridges to current, safe standards that will remain secure with more frequent flooding events (estimated cost: \$1,000 per linear foot)
- Smooth trail surfaces and remove overhanging trees that block snowfall which will make the trails skiable during low snow conditions.
- Reroute trails away from expanding floodplains and reduce the number of flood-prone stream crossings.
- Install a limited snowmaking system to provide reliable skiing in uncertain weather in strategic trail locations.

ESTIMATED COST: \$1.1 MILLION DOLLARS

2) IMPROVE CONNECTIVITY - WORK TO LINK 3 UNCONNECTED TRAILS SYSTEMS – EAST PASTURE, PROSPECT FARM AND THE VILLAGE/ELLIS RIVER/EAGLE MOUNTAIN/ HALL TRAIL SYSTEMS.

- Fund engineering, permitting and legal costs to secure the continued operation of existing networks.
- Construct strategic connecting trails to create grand loops and improve efficiency of grooming operations.
- Improve parking at high use areas.
- Expand JacksonXC outreach to under-served communities via on site and off site programming.

ESTIMATED COST: \$400,000



Meet Gordon Hall

Trailblazing Forms An Enduring Legacy for the Jackson Ski Touring Foundation

In 1970 Gordon Hall and his family had a condo at the Dana Place. On those icy windy days when their kids were skiing at Wildcat, Gordon and his wife enjoyed cross country skiing on the very few hiking trails that were skiable in the winter. Back in those days, these were largely limited to the Ellis River Trail, the Wildcat Valley Trail, the Prospect Farm area and the recently cut Avalanche Brook Trail. Also, at that time, there was skiable terrain down in the village on the Wentworth and Eagle Mountain Golf courses. That was it!

To improve things somewhat and get himself more variety, Gordon improvised a short trail near their Dana Place condo. This new expanded network traveled down along the Ellis River from the Dana Place then took a right turn up the Winniweta Falls summer trail to a logging road that had been unused and overgrown for 30 years. The route then turned right down the logging road which ended at what is now the Rocky Branch Trailhead and parking lot on Route 16.

Looking for still more ski options, one day Gordon decided to turn left instead of turning right on the logging road. This curiosity led uphill and so was born the beginnings of the Hall Trail.

Taking brush shears with them the next time out, they began clearing a swath through the thick growth that had been reclaiming the road going farther and farther into the woods, destination unknown.

At about that time Thom Perkins was hired as the first full-time Executive Director of the Jackson Ski Touring Foundation, with its “world headquarters” in the former

Jack Frost Ski Shop across from the Wildcat Inn and Tavern. While Gordon and family were brush cutting their way south, Thom was looking at trail routing northbound from the village on and around the old logging roads and trails that were also on the west side of Route 16. In the end, Thom’s northbound work met up with Gordon’s southbound endeavors. While the underbrush along the route was daunting, they nevertheless got it done and so was born the beloved Hall Trail.



Over several ensuing years JSTF staffers and friends of the Halls continued to clear the old roads and they built bridges over Miles and Meserve Brooks. In 1977 Thom was able to secure CETA funds from a Federal program for at risk youth. These funds together with supplemental funds from Gordon generated some good energy from the

CETA youth teams to focus on still more improvements.

Over the years, JSTF staff continued to level and smooth the trail. Several years ago a portion of the trail was rerouted over Maple Mountain to eliminate a narrow downhill and the “challenging” hairpin turn at the bottom that was a common crash point for many skiers.

In the summer of 2021 just ended, JSTF did additional work on a stretch of the North Hall trail to smooth the surface and widen the trail. These improvements should allow classic grooming of this trail area with as little as one foot of snow cover. The goal is to be able to utilize the Hall Trail as a long “excursion trail” for a longer portion of the season.

We hereby recognize Gordon Hall and extend our sincere gratitude for his vision, commitment and contributions to the Jackson Ski Touring Foundation. Think of Gordon the next time you enjoy the Hall Trail.

HOW YOU CAN HELP US.....

Please consider participating now in one of the giving levels

Now you know Gordon Hall, you know his place in the history of JSTF, and can appreciate his enduring commitment to the mission of the Jackson Ski Touring Foundation. To further demonstrate this love, commitment and devotion to the sport and to JSTF, Gordon has generously pledged a matching contribution of up to \$250,000 to Jackson Ski Touring Foundation for gifts received during this Capital Campaign. Making a gift now will ensure that it goes twice as far towards helping Jackson Ski Touring Foundation meet its goal.

We hope you will help us. You can make you gift in one payment or you can pledge over time. You may also consider the potential tax benefits of making your contribution to JSTF in the form of stock or directly from your Individual Retirement Account.

Giving Levels

Platinum	\$50,000 and Over
Gold	\$25,000 to \$44,999
Silver	\$10,000 to \$24,999
Bronze	\$5,000 to \$9,999
Patron	\$1,000 to \$4,999
Friend	Up to \$999

*Thank you for
your support!*