



Foundation Annual Report  
Fiscal Year 2024 2025



# Message From the Board

Dear Members and Supporters,

The past several years have tested the Minocqua Winter Park Foundation in ways we had not previously experienced. COVID disruptions and inconsistent winter conditions made clear that the Park cannot rely on tradition alone - it requires thoughtful planning, strong leadership, and the ability to adapt.

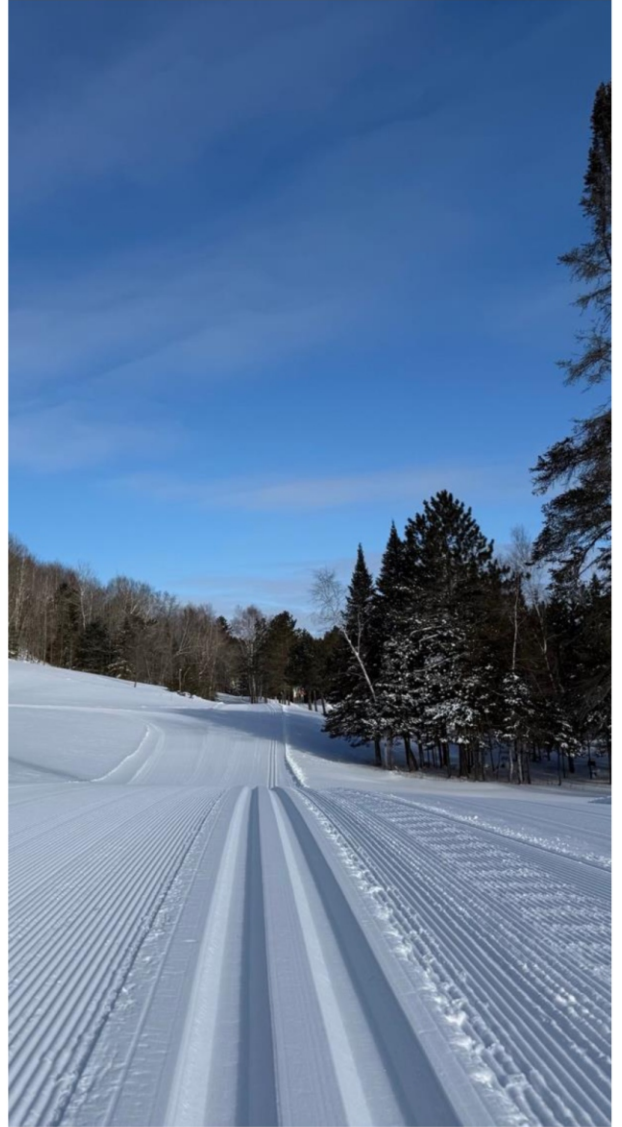
In 2024–2025, we focused on stabilizing the organization and building a stronger foundation for the future. Through careful financial management, targeted investments, and the continued dedication of our staff and volunteers, the Park is now in a more secure position.

Our focus moving forward is clear: preserve what makes Winter Park special while ensuring it remains sustainable for future generations.

Thank you for your continued support.

## *Board of Directors Minocqua Winter Park*

Chad Metzger -	President
Ken Aldridge -	Vice President
Joe Handrick -	Secretary
Greg Popovich -	Treasurer
Mike Trantow	
Nick Coliani	
Wendy Kraly	
Ken Schoville	
Hayley Ruch-Geiger	

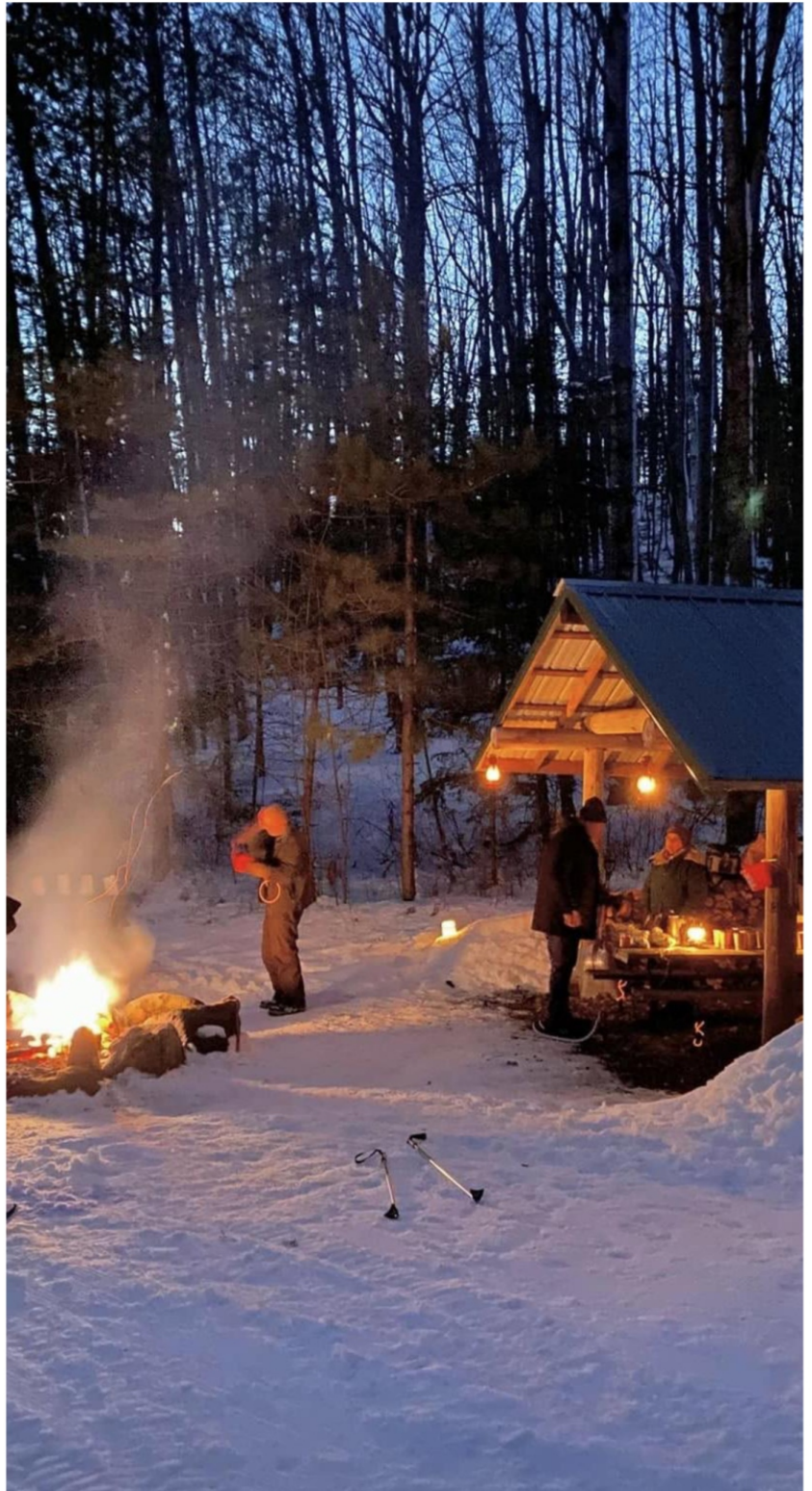


# Year in Review 2024–2025

The past year marked a transition from uncertainty to stability. Key outcomes include:

- Return to positive net income of \$170,000 following prior year loss
- Nearly \$250,000 invested in infrastructure, programming, and operations
- Implementation of a stock donor program
- Major progress on long-term initiatives including snowmaking planning and facility improvements
- Strengthened financial systems, policies, and operational structure

While challenges remain, the Foundation is now better positioned to support both current operations and future growth.



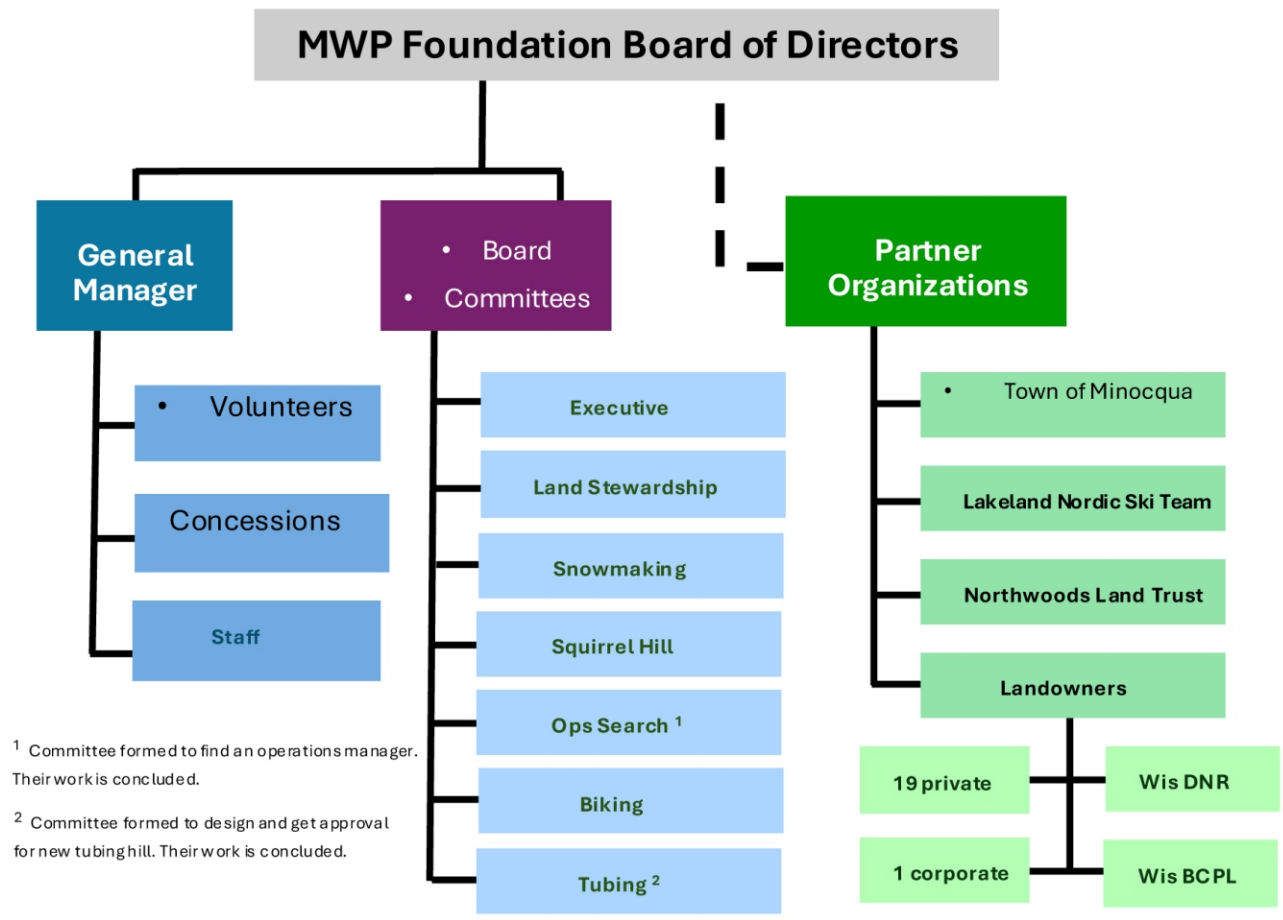


The Minocqua Winter Park Foundation (MWPF) is a 501(c)(3) nonprofit organization managing approximately 6,500 acres and more than 100 kilometers of trail for skiing, hiking, biking, and snowshoeing.

Within this system, MWPF owns and manages approximately 700 acres that include key features such as the Squirrel Hill Overlook, historic Fire Tower, Squirrel Hill Tower House, and the Nature Center, Tea House, and supporting trail infrastructure.

We work in partnership with the Town of Minocqua, 21 private landowners, the Northwoods Land Trust, and local schools and ski programs. Each year, the Park serves approximately 12,000 visitors and offers year-round programming including Nordic skiing, tubing, cycling, races, and nature-based events.

As a membership-based organization, MWPF is committed to preserving the Park's natural environment while strengthening its long-term financial and operational sustainability. This includes thoughtfully expanding from a primarily winter-focused operation to a more balanced, year-round recreational destination.



## Staff

Stephanie Martin  
Controller

Andrea Simenstad  
General Manager

Jason De Vries  
Operations Manager

Dave Patton  
Trails Equipment Coordinator

Redgy Jorstad  
Marketing Coordinator

Missy Kerler  
Chalet & Hospitality

Tony Dallapiazza  
Trails

Brian Ciske  
Trails

Jon Hollander  
Trails



## Status of the Park

The Foundation is currently in a recovery and transition phase.

Strengths include a significant trail system, community support, and recognition as one of Wisconsin's leading Nordic and silent sports destinations.

At the same time, recent years highlighted key challenges, including financial uncertainty, reliance on natural snowfall, operational strain, and inefficient systems.

In response, the Board has prioritized a clear path forward focused on:

- "Snowmaking and reliable winter operations"
- "Facility and chalet improvements"
- "Technology and operational upgrades"
- "Strengthening staff and organizational structure"

These efforts are aimed at ensuring long-term sustainability while preserving the Park's core character.

## Financial Highlights

The Foundation experienced a strong financial turnaround in FY 2024–2025 (vs prior year):

Total Income\*: \$496,000 incl/ \$5,000 earned interest (vs \$204,000)

COG: \$35,000 (vs \$22,000)

Expenses: \$232,000 (vs \$242,000)

Depreciation: \$68,000 (vs \$61,000)

**Net Income: \$159,000 (vs. neg \$122,000)**

Total Assets: \$1.99 million

Restricted Funds: \$234,000

Growth was driven by increased donations, event revenue, trail pass participation and investment income from a RW Baird/Goldman Bond Fund and a USBank Money Market Account.

This improved financial position allows the Foundation to reinvest in infrastructure, operations, and long-term sustainability initiatives.

*\* Donations, sponsorships and operating revenue*

*\*\* All figures rounded for presentation purposes*



**Minocqua Winter Park Foundation**  
**Balance Sheet and Profit and Loss Statements**  
As of September 30, 2025

	As of Sep 30, 2025	As of Sep 30, 2024
<b>BALANCE SHEET</b>		
<b>ASSETS</b>		
Current Assets		
Total Bank Accounts	385,240	323,137
Total Fixed Assets	1,590,126	1,444,284
<b>TOTAL ASSETS</b>	<b>\$ 1,975,366</b>	<b>\$ 1,767,421</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Total Current Liabilities	112,697	47,777
Long-Term Liabilities		
Notes Payable MF-1760 Tractor	0	15,438
<b>Total Liabilities</b>	<b>\$ 112,697</b>	<b>\$ 63,215</b>
Equity		
Retained Earnings	0	0
Restricted Equity (see table below)	234,127	287,563
Unrestricted Equity	1,470,080	1,539,524
Net Income	159,463	(122,880)
<b>Total Equity</b>	<b>\$ 1,863,670</b>	<b>\$ 1,704,207</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 1,976,366</b>	<b>\$ 1,767,421</b>
<b>PROFIT AND LOSS</b>		
<b>INCOME</b>		
Race/Event Income	54,768	30,461
Restricted Donations	198,913	(4,645)
General Donations	112,402	107,105
Trail Passes & Memberships	124,813	54,703
Interest Earned	5,285	1,923
Gain (Loss) on Sale of Assets		14,141
<b>Total Income</b>	<b>\$ 496,181</b>	<b>\$ 203,688</b>
<b>COST OF GOODS SOLD</b>		
Costs of Revenue	34,923	22,355
<b>GROSS PROFIT</b>	<b>\$ 461,258</b>	<b>\$ 181,333</b>
<b>EXPENSES</b>		
Labor & Burdens	39,281	38,368
Trails & Equipment	15,944	10,290
Facilities	21,176	18,365
Insurance	16,441	15,035
Payroll Taxes	9,965	15,118
General & Administrative	129,946	145,263
<b>Total Expenses</b>	<b>\$ 232,754</b>	<b>\$ 242,439</b>
<b>Net Operating Income</b>	<b>\$ 228,504</b>	<b>\$ (61,106)</b>
<b>Other Expenses</b>		
Depreciation	68,739	60,935
Interest Expense on Note Payable	302	
<b>NET INCOME</b>	<b>\$ 159,463</b>	<b>\$ (122,040)</b>

Restricted Account Balances	
Full name	Balances
Youth Learn-to-Ski	\$15,071
Equipment Reserve Fund	\$30,285
MWP Endowment / Legacy	\$1,087
MWP Women's Initiative	\$457
Snowmaking	\$58,465
Squirrel Hill Improvements	\$111,091
Tubing Hill Improvements	\$17,671
<b>Total</b>	<b>\$234,127</b>

# Looking Ahead

The Foundation's focus is on building a sustainable, year-round recreation destination while preserving its identity as a premier Nordic center.

Key priorities include:

- Development of a snowmaking system
- Modernization of the chalet and facilities
- Completion of the Squirrel Hill Pavillion
- Expanded year-round programming
- Diversified revenue through donors, sponsorships, and events

Winter Park continues to be defined by its community, its traditions, and its connection to the outdoors.

Preserving that spirit while ensuring long-term sustainability will guide the work ahead.

Thank you to our members, sponsors, donors, partners, and volunteers for your continued support.





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