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October 18, 2023
FOR IMMEDIATE RELEASE

U.S. NATIONAL SKI & SNOWBOARD HALL OF FAME AND MUSEUM, INC. RECEIVES \$25,000 GRANT FROM THE MICHIGAN NONPROFIT RELIEF FUND
Hall of Fame To Bolster Museum Support In A Post-COVID Landscape

ISHPEMING, MI - The Hall of Fame is excited to announce that the organization has received a \$25,000 grant from the MI Nonprofit Relief Fund. The funding for this program comes from the federal Coronavirus Relief Funds awarded to the State of Michigan as part of the American Rescue Plan Act (ARPA). The Michigan Department of Labor and Economic Opportunity (LEO) has partnered with the Michigan Nonprofit Association (MNA) to assist in administering this grant program on behalf of the state, consistent with federal and state requirements.

When the pandemic hit, the Hall of Fame was forced to cancel two consecutive years of major fundraising events and suffered from reduced museum admissions that led to a 40% reduction in total annual revenue causing layoffs and closures. Due to these struggles, the renovations and refurbishments necessary to keep the museum in sustainable condition have been delayed. The funding for this generous grant will be put towards continued repairs and upgrades to the museum, housed in Ishpeming, MI.

"Being in an under served community, we pride ourselves on our ability to share our common heritage and build powerful connections with Michigan citizens and national and international visitors. We are a landmark in Michigan tourism providing public access to our history and culture through historical one-of-a-kind ski collections and exhibits," stated Justin Koski, Executive Director of U.S. National Ski & Snowboard Hall of Fame and Museum, Inc. "Funding from this Relief grant will allow us to further our mission and create a greater awareness of the heritage and impact that skiing has had in shaping our community and its history. Visiting museums and understanding your local heritage are two very important things for our community to understand and help solidify the pride that they have in their communities in an effort to get them to stay here and raise their children here."

Unlike other national Hall of Fames, the U.S. National Ski & Snowboard Hall of Fame and Museum, Inc. is not financially supported by dedicated state or federal funding or a national governing body, therefore they must fund raise to cover all operational expenses. The majority of the Hall of Fame's annual revenue comes from the Snowsport History Celebration, in which the Hall inducts its incoming class of inductees. This year, the celebration and induction ceremony is taking place in Park City, Utah, on March 20-23, 2024, at the Black Rock Mountain Resort.

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U.S. National Ski & Snowboard Hall of Fame and Museum, Inc. - The mission of the U.S. National Ski & Snowboard Hall of Fame and Museum is to honor and celebrate the athletes, pioneers and visionaries of the United States who have significantly enriched the global sports of skiing and snowboarding, and to showcase their stories and historic memorabilia in a national museum located at the birthplace of organized skiing in America, Ishpeming, Michigan.

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38-2561101