

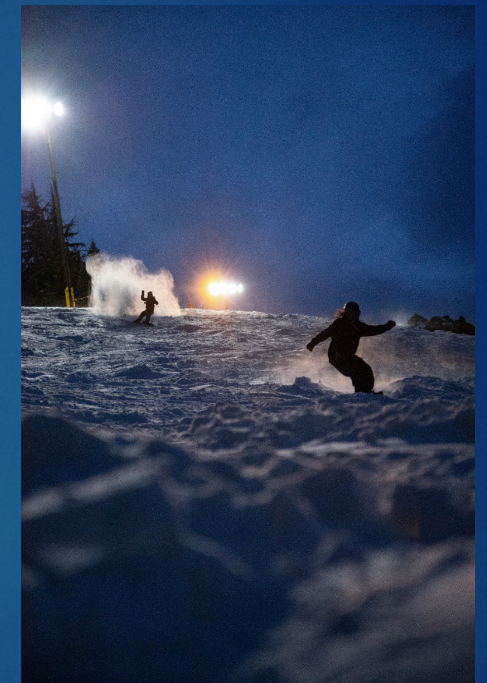
Mt. Ashland Ski Area

UPDATES & VISION

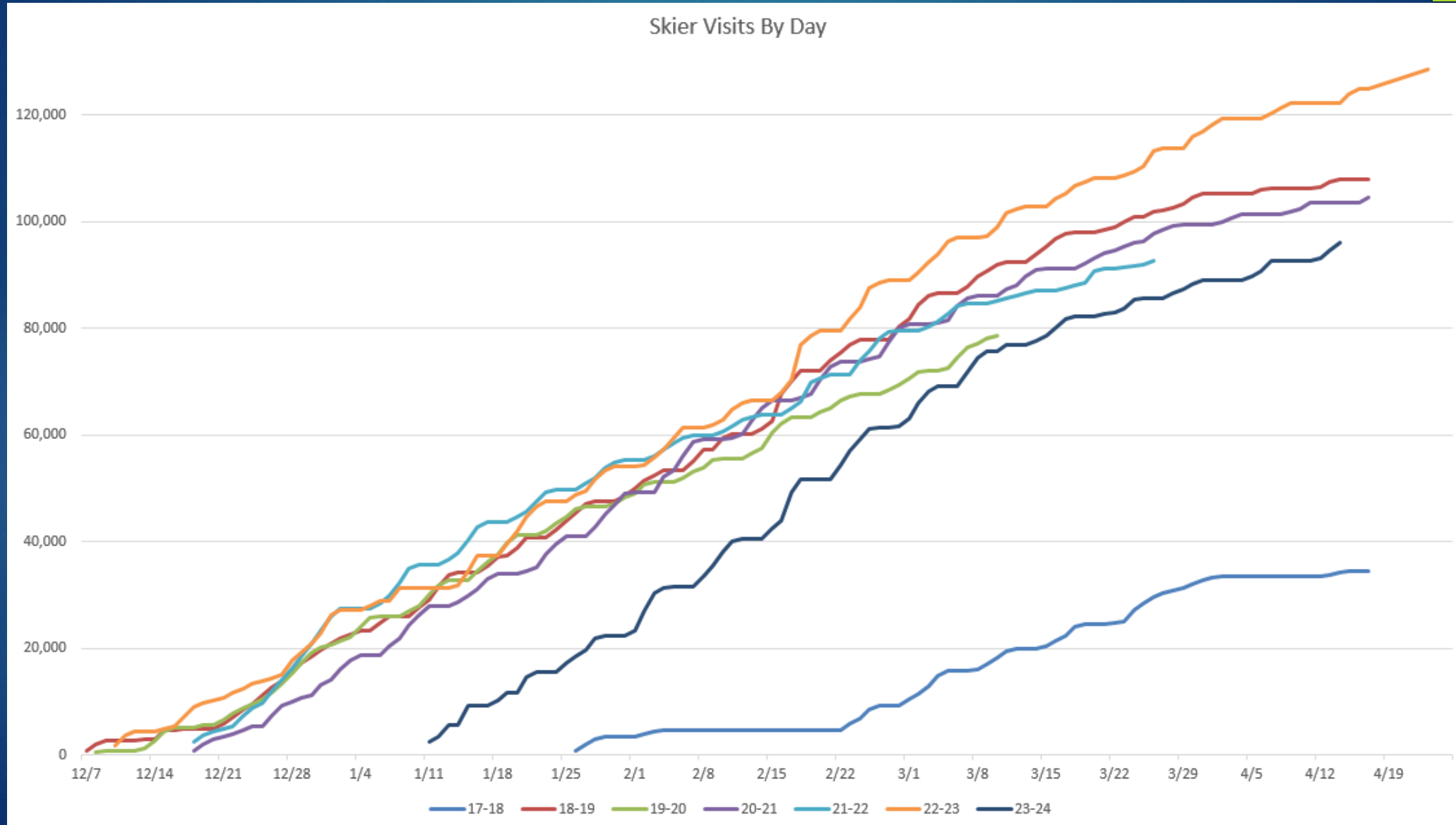


2023-2024 Operating Summary

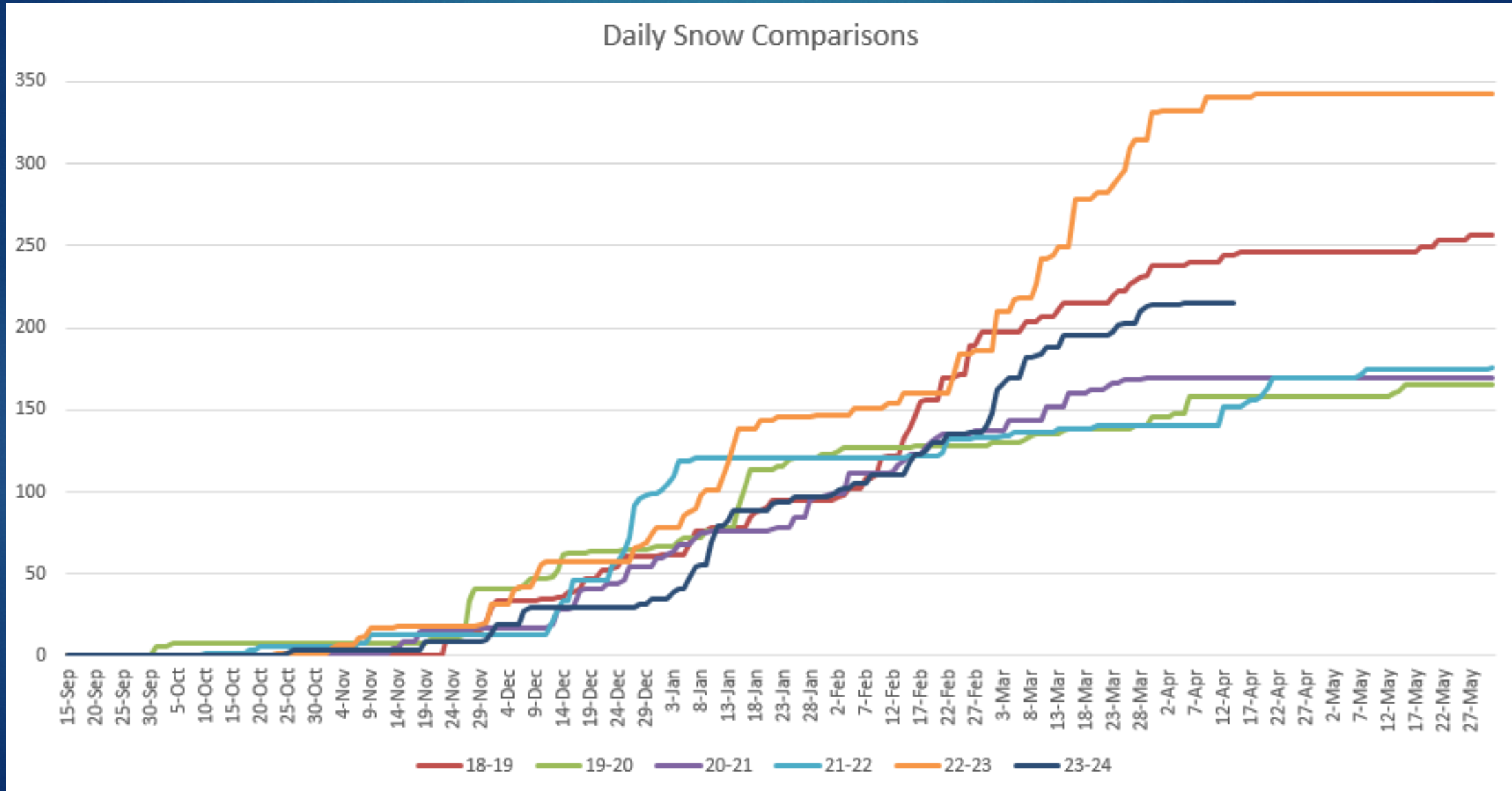
- ▶ 95,944 skier visits (5% down 5-year average / 34% above all-time average)
- ▶ Open 60 Days
- ▶ Delayed Opening: January 11 / On-Time Closing: April 14
- ▶ 2 Days Closed for Wind (6 Days each in 18/19 & 16/17, 4 in 22/23)
- ▶ Closed 1 Day for Pacific Power outage
- ▶ 5 Days no Ariel operation (5 Days in 18/19 & 22/23 and 6 Days in 16/17)
- ▶ School Youth Programs: 1,177 children
- ▶ 187 Youth Scholarships
- ▶ Net Positive Operations, but Increased Expenses



2023-2024 Operating Summary



2023-2024 Operating Summary



2023-2024 Operating Summary

▶ All Items Received Positive Scores on Survey

▶ “Good”

- ▶ Chairlifts
- ▶ Terrain Parks
- ▶ Food
- ▶ Lessons

▶ “Amazing”

- ▶ Customer Service
- ▶ Would you recommend to others?

▶ “Great”

- ▶ Overall Experience
- ▶ Grooming
- ▶ Bar
- ▶ Rentals
- ▶ Value

▶ “Top Percentile”

- ▶ Safety
- ▶ Likely to Return in Future

- 416 Responses
- Evaluated Using Net Promoter Score

Mt. Ashland Operating Philosophy



WHAT DIDN'T WORK, WHAT'S COMING

LIFTS & TERRAIN

- ▶ Mechanical Downtime in All Lifts
 - ▶ Challenges to communicate modern required safety protocols
 - ▶ Terrain Park consistency & variety
 - ▶ Snow Fence Failures
-
- ▶ New communications line on Sonnet
 - ▶ Reutilize Poet Rope Tow
 - ▶ Widen Aisle 2
 - ▶ Lithia Chair construction



WHAT DIDN'T WORK, WHAT'S COMING

GUEST SERVICES

- ▶ Shuttle transportation is ski area priority
- ▶ Parking Lot & Road Maintenance Relies on 3rd Parties
- ▶ Ticket line at peak times
- ▶ Rentals pre-check capacity
- ▶ Challenges with guest behavior

- ▶ Youth Snowsports Dome
- ▶ More competitions and events. More Fun!



WHAT DIDN'T WORK, WHAT'S COMING

FOOD & BEVERAGE

- ▶ Extended wait times at café
- ▶ Utilization of bistro
- ▶ Mobile Ordering
- ▶ More pop-ups, live music, programming, events & apres scene. More Fun!

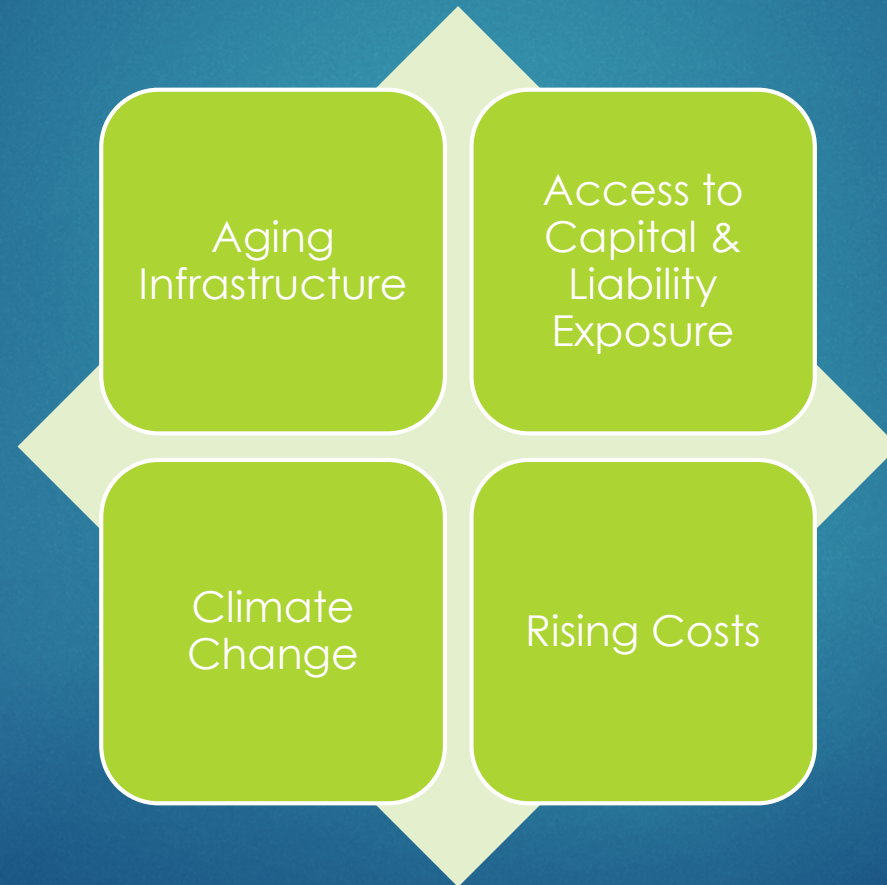


Uphill Travel



- ▶ Increased Conflicts with Mountain Operations
- ▶ Increase in Compliance Incidents
- ▶ Raised \$3,000 to be used for avalanche training scholarships, safety programs
- ▶ Focus on: 1) beginner touring skiers learning skills, and 2) endurance athletes looking for winter workout
- ▶ Separate fee structure for pass holders
- ▶ Details by September 1

Threats to Community Ski Areas



Aging Infrastructure

- ▶ Ariel is 60 years old.
- ▶ Windsor is 47 years old.
- ▶ Sonnet & Comer are 34 years old.
- ▶ Buildings are 50+ years old.

- ▶ 10 Year Vision includes:
 - ▶ Continuity of older chairlifts
 - ▶ Restoration of older buildings
 - ▶ Upgrades to technology



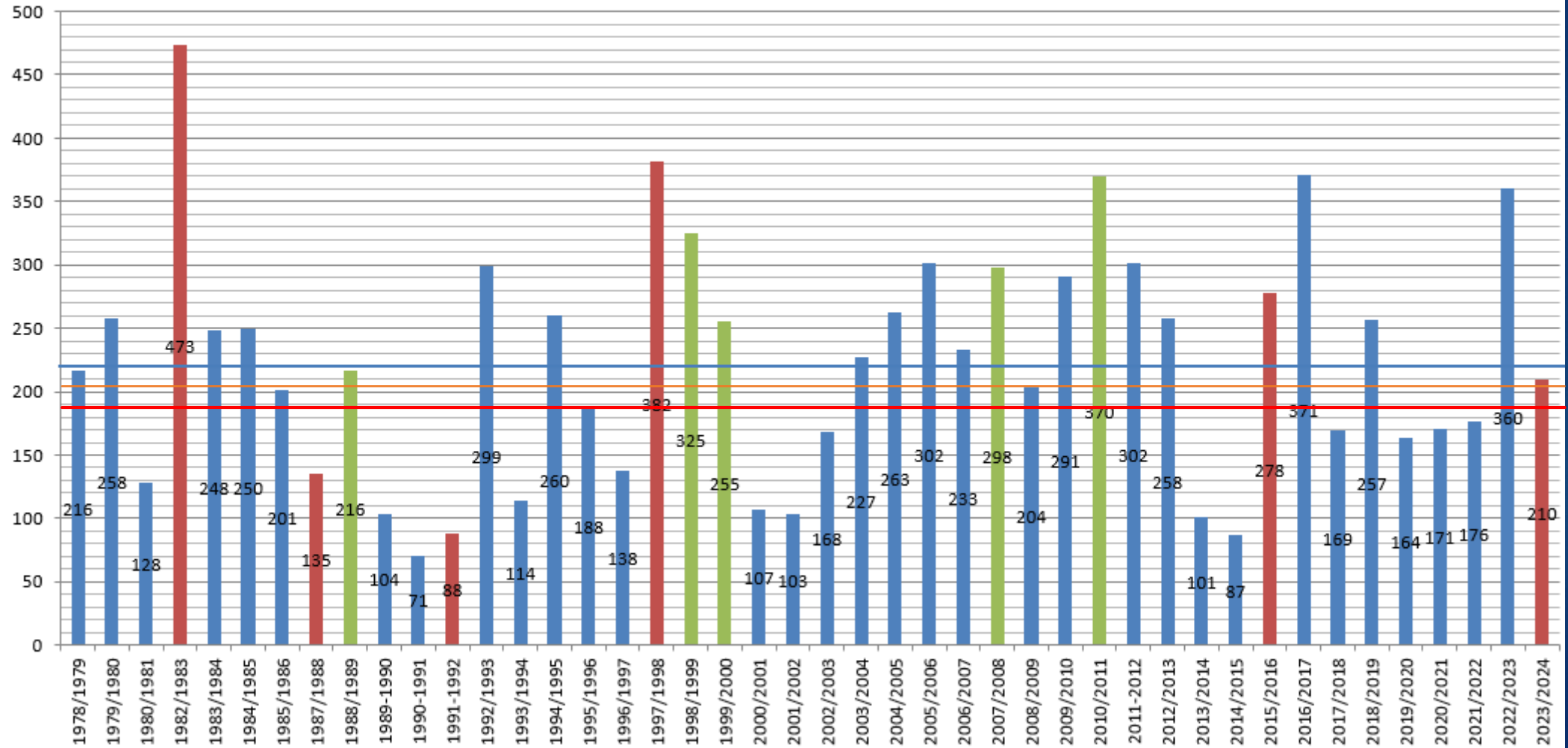
Access to Capital

- ▶ Maintaining limited debt
- ▶ Staying active in trade & professional organizations
- ▶ Healthy fundraising programs
- ▶ Employee retention programs



Climate Change

Mt. Ashland Annual Snowfall in Inches



Rising Costs

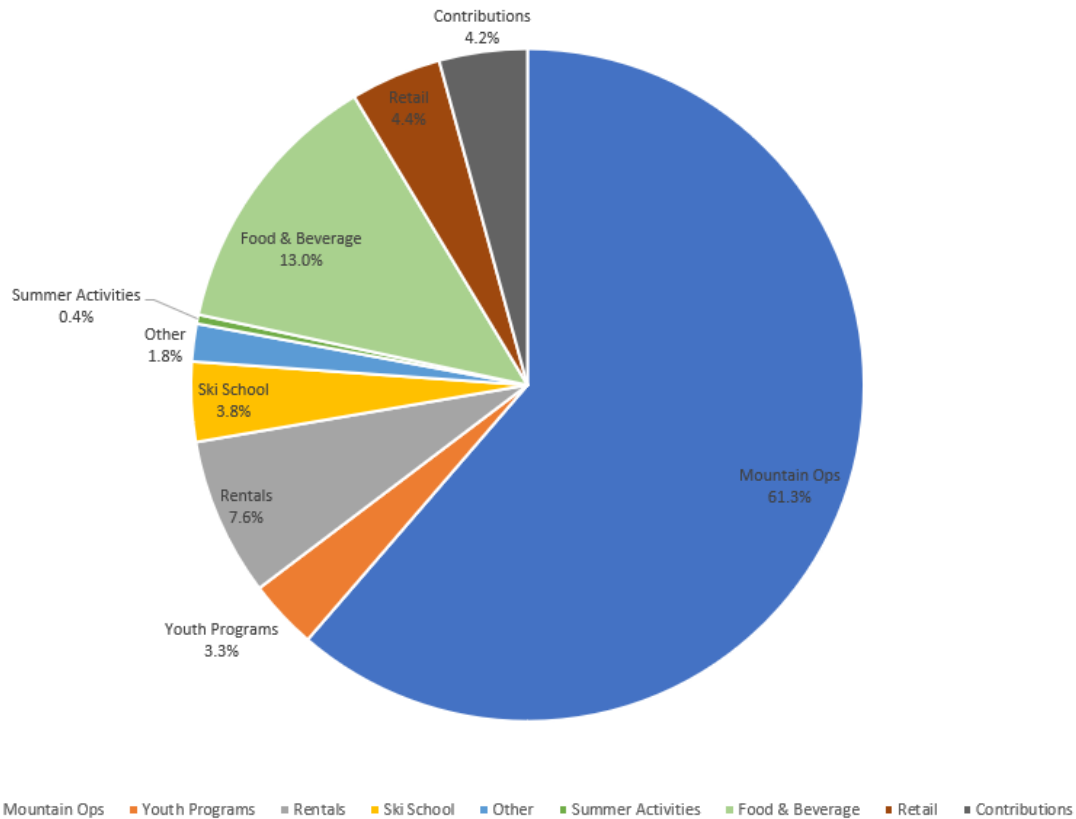
- ▶ Wages: Fair & Competitive
- ▶ Food
- ▶ Energy
- ▶ Fuel
- ▶ Parts for Aging Lifts & Vehicles
- ▶ Liability Insurance
 - ▶ 118% Increase since 2013
 - ▶ 91% Increase since 2018

- ▶ Appropriate increases to pricing
- ▶ Keeping operations sustainable

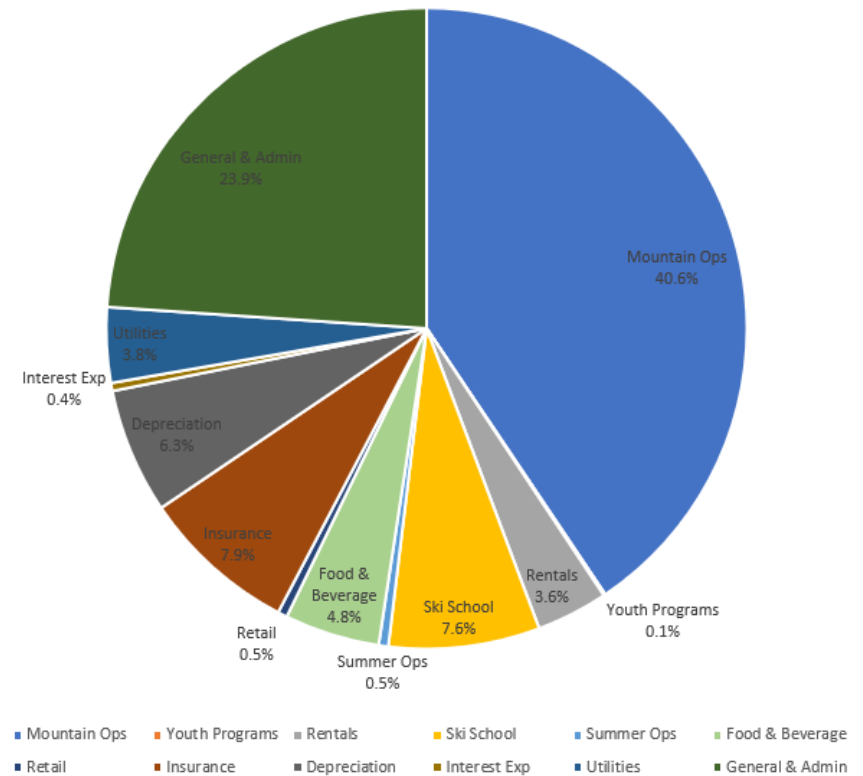


2022-2023 Fiscal Year

2022/23 Revenues



2022/23 Expenses



Capacity Factors

- ▶ Parking Lot / Transportation
- ▶ Indoor Seating
- ▶ Rental Fleet & Space
- ▶ Staffing



Summer 2024

- ▶ Café & Retail Open Friday, Saturday, Sunday
- ▶ 3 Trail Running Events
- ▶ Group Runs, Rides, and Hikes
- ▶ Youth Adventure Days & Camps
- ▶ Venue Rental
- ▶ Music, Lectures, Events
- ▶ September: Oktoberfest October: Haunted Mountain



Vision for Mt. Ashland

- ▶ Elevate Mt. Ashland
- ▶ Summer Recreation Hub
- ▶ Revitalize Aging Infrastructure
- ▶ Learner Experience Focus
- ▶ Night Skiing Improvements
- ▶ Diversification of Revenues & Experiences



Upcoming Events

- ▶ End of Spring Pass Sale: April 30
- ▶ Mt. Ashland Hill Climb: June 8
- ▶ Open for Summer: June 14-September 2
- ▶ Mt. Ashland Trail Run: June 22
- ▶ Siskiyou Outback Running Festival: July 13-14
- ▶ Oktoberfest: September 14-15 & 28-29
- ▶ Haunted Mountain: October 18-20



Mt. Ashland
“Ask Me
Anything”

