EAGLECREST PLANNING COMMITTEE AGENDA

February 11, 2026 at 12:00 PM

Zoom Webinar

https://juneau.zoom.us/j/88555371873 or 1-253-215-8782 Webinar ID: 885 5537 1873

A. ROLL CALL

B. APPROVAL OF AGENDA

C. AGENDA TOPICS

1. **Update — Gondola - Related Planning**
2. **Review of drafted Strategic and Business plan scope of work**
3. **Snowmaking System and Plans for summer repair/improvements**

D. STAFF REPORT

E. BOARD OF DIRECTORS' COMMENTS AND QUESTIONS

F. NEXT MEETING DATE

G. ADJOURNMENT

Eaglecrest Strategic and Business Planning DRAFT

Statement of the Situation

Eaglecrest Ski Area is a community-owned and operated recreation area. The 640-acre ski area includes 36 marked trails, 1,620 vertical feet or skiable terrain, with peak elevation of 2,750. Snowfall averages 320 inches per year.

The ski area has three operating chair lifts. The Ptarmigan lift is a1975 Riblet double chair, with capacity of 800 riders/hour, vertical rise of 1,400, and length of 4,880 ft. Hooter lift is a 1978 Riblet double chair, with capacity of 1,200 riders/hour, vertical rise 630 ft, and length of 3,160 ft. Eaglecrest's beginner's hill is served by a Hall double chair which was relocated from Snomass in 2010 (where it was first installed in 1969). A fourth, partially decommissioned chair, Blackbear, is a Riblet double chair, with vertical rise of 1,000 feet, and length of 3,800 feet. Blackbear was acquired used in 2006 from Northstar, where it was originally installed in 1972.

Eaglecrest's current operating budget is approximately $6 million. Operating revenues peaked in the 2022-23 ski season at approximately $2.4 million. Operations are subsidized with annual appropriations of City and Borough of Juneau General Funds. Historically, Eaglecrest has had cost recovery of between 60% and 70%. Recently, poor weather conditions, mechanical challenges, and other issues have resulted in declining operating revenues. At the same time, operating costs have increased significantly. Wages have been increased to improve staff recruitment and retention. Intensifying maintenance needs of Eaglecrest's aging infrastructure are pushing non-personnel operating costs up. Cost recovery is now between 40% and 50%.

To address Eaglecrest's increasing funding needs, an aggressive move into summer operations is underway. A used Doppelmayr pulse gondola has been purchased and is scheduled for installation over the 2026 and 2027 construction seasons, with first commercial operations in summer of 2028. The principal market for the gondola will be the 1.7 million cruise ship passengers who arrive annually in Juneau. Pro forma financial analysis indicates that within a five-to-seven-year period, net revenues from summer gondola operations would be sufficient to cover winter operations costs and begin building capital reserves for reinvestment in new lifts and other facilities at Eaglecrest.

This strategic and business plan will guide Eaglecrest's transition to a self-supporting year-round mountain recreation area. The planning effort will bring together the Board of Directors, ski area management, and a professional mountain recreation planner to create a ten-year operating and development roadmap for Eaglecrest.

Strategic and Business Plan Scope of Work

Snow sports market analysis

- Current conditions and trends in Eaglecrest's winter markets
- Opportunities to expand winter markets and grow skier days
- Winter product pricing strategies

Summer development opportunities

- Gondola build-out opportunities with highest potential to generate revenue for Eaglecrest, near-term and long-term
- Non-gondola related summer development opportunities

Organizational structure and staffing

- Current and near-term staffing plan efficiency and cost-effectiveness
- Organizational structure most effective for Eaglecrest's expansion into summer operations

Capital improvement plan

- Remaining service life of existing equipment and facilities
- Lift refurbishment/replacement cost and schedule
- Snowmaking system improvement cost and schedule
- Lodge and infrastructure refurbishment/replacement cost and schedule

Financial planning

- Sources of operating and non-operating revenue, winter and summer
- Pro forma cashflow analysis (5 –10 year forecast)
- Risk analysis
- Potential sources of funding for capital improvement

Governance and management

- Assessment of governance and management models (status quo, for-profit contract, non-profit contract, city department, co-op, other)