

August 2020 Manager's Report

Financial Analysis: Below is a revenue summary for the start of our sales season. This is the earliest that we have ever started selling seasons pass products and the first time ever offering a payment plan solution for adult seasons passes. We had 61 people sign up for the payment plan, which is a huge success for the first time ever offering this as an option. So far to date we have sold 183 seasons pass products and 159 nights of cabin rentals for the Hilda Dam Cabin. Below is the breakdown of the product summary out of our point of sale system. Total net revenue to date is \$80,430.



Eaglecrest Product Sales Summary

From 7/1/2020 to 7/31/2020

Category / Attribute / Product	Sold	Gross	Tax	Ex Tax
Main Office				
Facility Rental				
Cabin Rental / Hilda Dam Cabin	8	\$ 0.00	\$ 0.00	\$ 0.00
	8	\$ 0.00	\$ 0.00	\$ 0.00
Total for Main Office:	8	\$ 0.00	\$ 0.00	\$ 0.00
Ecommerce				
Season Pass				
Adult (19+) / Unlimited	91	\$ 47,879.45	\$ 2,270.45	\$ 45,409.00
Senior (65+) / Unlimited	18	\$ 7,541.10	\$ 359.10	\$ 7,182.00
College / College	4	\$ 1,875.80	\$ 79.80	\$ 1,596.00
Teen (13-18) / Unlimited	18	\$ 5,273.10	\$ 251.10	\$ 5,022.00
Youth (7-12) / Unlimited	22	\$ 3,441.90	\$ 163.90	\$ 3,278.00
Child (6 & younger) / Unlimited	8	\$ 243.60	\$ 11.60	\$ 232.00
Flex Pass / Flex Pass	2	\$ 291.90	\$ 13.90	\$ 278.00
Other / Nordic Add-on	18	\$ 737.10	\$ 35.10	\$ 702.00
Flex Pass Discount / Flex Pass Discount	2	\$ 0.00	\$ 0.00	\$ 0.00
	183	\$ 66,883.95	\$ 3,184.95	\$ 63,699.00

Office

Lockers / Individual	3	\$ 595.35	\$ 28.35	\$ 567.00
Lockers / Family	1	\$ 366.45	\$ 17.45	\$ 349.00

	4	\$ 961.80	\$ 45.80	\$ 916.00
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Redemption

Flex Pass Add A Day / Flex Pass Day	2	\$ 121.80	\$ 5.80	\$ 116.00
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	2	\$ 121.80	\$ 5.80	\$ 116.00
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Facility Rental

Cabin Rental / Hilda Dam Cabin	151	\$ 14,269.50	\$ 679.50	\$ 13,590.00
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	151	\$ 14,269.50	\$ 679.50	\$ 13,590.00
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Total for Ecommerce:	340	\$ 82,237.05	\$ 3,916.05	\$ 78,321.00
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Snow Sports

Season Pass

Senior (65+) / Unlimited	1	\$ 418.95	\$ 19.95	\$ 399.00
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	1	\$ 418.95	\$ 19.95	\$ 399.00
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Category / Attribute / Product	Sold	Gross	Tax	Ex Tax
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Entire Facility (Base Lodge) / Hourly Rental	12	\$ 1,800.00	\$ 0.00	\$ 1,800.00
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Cabin Rental / Hilda Dam Cabin	-1	(\$ 94.50)	(\$ 4.50)	(\$ 90.00)
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	11	\$ 1,705.50	(\$ 4.50)	\$ 1,710.00
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Total for Snow Sports:	12	\$ 2,124.45	\$ 15.45	\$ 2,109.00
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Grand Total:	360	\$ 84,361.50	\$ 3,931.50	\$ 80,430.00
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CCC Work Program: Eaglecrest has been receiving some great national media attention with the KTOO Radio spot being picked up and syndicated by the NPR program Here & Now. The Guardian also did a long interview about the program and is intending on running an article soon.

The Eaglecrest CCC Crew has had a productive first month of work. To date the crew have restructured and surfaced 800 feet of our existing mountain bike trail. The new beginner mountain bike trail segment has 810 feet completed and 475 feet of trail that has a base coat of rock laid and is in the process of being capped, shaped and compacted. This new trail should be

complete and open to the public in the next 10 days. The high alpine pedestrian trail project around Dick's Lake at the top of Black Bear Chair has had 940 feet of trail completed. The crew is getting an opportunity to learn how to operate many different pieces of equipment and are become quite versed at trail construction techniques for pedestrian trails, mountain bike trails as well as establishing proper drainage, creating erosion control features and performing revegetation in disturbed areas.

The goal is to finish the Dick's Lake Loop in the next three weeks. Jack Kreinheder, Juneau Mountain Bike Alliance Board Member and Trail Mix Volunteer has contributed equipment from JMBA and Trail Mix and a large amount of hours to assist with the Dicks Lake Trail. Big thank you to Jack for the support. Bruce Griggs, from SJS Construction has also contributed many hours to pioneer and teach trail pioneering skills to the trail crew on the Mountain Bike Trails. The new Lower Pipeline trail, which will be beginner oriented, is slated for completion at the end of the first week of August. Construction of the new upper section of mountain bike trail kicked off on Friday July 31st. This upper segment is targeted for completion the first week in September.

We are currently working a 14 man crew, rotating through three different fronts of the project. The crews are all working very efficiently with a total 19 pieces of heavy machinery and mechanical equipment mobilized on the project not including 4wheelers and work trucks used to transport crew to the job site. We currently have a Request for Quote out that is set to close on August 4th for a large 50,000lbs or larger excavator to rent for the next two months to process rock out of our freshly blasted upper quarry at the bottom of the ski trail Inside Passage. The Mountain Operations team completed the upper mountain quarry prep for the contractor to drill, and blast for 7,000 Cubic Yards of Rock to be used on the trail and road building projects. The Shot was successfully completed on Thursday July 23rd. We have a 30 ton off road rock haul truck rented to transport this rock to all of the construction access points around the mountain.

Army Corp of Engineers Permits have been compiled and submitted for the improvement and hardening of 1.58 miles of Nordic trail in the Lower Loop with 1.99 acres of wetland impacts. The public notice for permit application has been sent out for multi-agency review and public comment and is set to close on August 14th. We are optimistic that we will be able to have the permit issued by the middle of September allow enough time to improve the trail segment leading in from the Lower Parking Lot through the back side of the Meadow Loop to connect to the existing hardened trail by the start of Winter.

By mid-September the focus of the majority of the crew, not working on the Nordic trails, will shift to mowing and brushing the lower mountain ski trails with a 10 man crew. This will leave the four-man crew to work on the trail hardening in the Lower Nordic Loop.

Department Review:

Mountain Operations: The Director of Mountain Operations was instrumental in the preparation of the bid package, preparation and execution of the rock quarry blasting mentioned above. In addition to this work a three person crew of laborers have been getting an extensive amount of painting done to the exterior of all of the ski lift shacks, motor rooms and counter weight sheds. In this process, rotten wood paneling is being repaired and replaced in preparation for the painting. All of the 90+ chairs on Hooter and the majority of the Black Bear Chairs have been painted. Ptarmigan Chairs will be soon to come.

Other projects that this crew will be completing over the next two months will be construction of the new exterior stair well outside the Porcupine Lodge to connect to the deck outside the rental shop. This will be critical component to our winter COVID Plans to eliminate or greatly reduce indoor traffic especially in the Porcupine Lodge. Modifications are planned to allow rental equipment to be picked up or dropped off through an exterior window with access to the new deck.

New shingling is scheduled for the entrance roof over the side doors to the Fish Creek Lodge and over the First Aid Room. Continued deck repair to the back of Fish Creek Lodge is also slated as well as modifications to the cafeteria. The goal is to provide COVID safe protective cashier stations that will print customers' orders straight to the kitchen. Food will then be delivered to the customers in the great room to maintain social distancing during all aspects of the food service experience.

Troubleshooting and repairs to the 24 volt electrical wiring to the tower circuits on both Ptarmigan and Black Bear chairs have been completed. Line work on Ptarmigan is nearly complete. Black Bear line work will be next up on the list. All and all season lift repair is ahead of schedule. We are targeting to complete our annual Lift Inspection by early September, which will be six weeks ahead of the typical schedule.

Extensive remodeling in the "old" family ski locker area with some lockers being relocated has allowed new benches to be installed and paint all around. The overall feeling of the space is much brighter and greatly improved. We hope that this will lead to better locker sales in this neighborhood.

Base Operations: Has been busy tracking the early seasons pass sales and preparing to get the payment plan process started for the 61 individuals that bought into this plan by August 1st. The director has also been processing all of the purchasing and material needs for the CCC Crew. This has included putting together bid packages and Letters of Agreements with various contractors. Detailed expense tracking sheets have been created to keep a close eye on the CCC Fund spending and Capital Project spending. This is also the season where all of the new open purchase orders get set up with our regular vendors for the coming season. New event COVID 19 protocols and mandates have been developed along with a COVID 19 liability release waiver

to protect Eaglecrest and CBJ. Any groups interested in renting Fish Creek Lodge have to sign our protocols and mandates document and all attendees need to sign the waiver. The CBJ COVID Emergency Operations Command have reviewed and approved of this plan and waiver.

Snow Sports, Rental, Retail and Repair: Have also been immersed in COVID Mitigation plans to allow these important departments to continue operations in various modified states to correspond to heightened levels of COVID Transmission Risk. This is very complex process with a myriad of considerations when dealing with the close contact nature of Ski and Snowboard Lessons and the close contact that rental equipment comes in contact with. The goal is to be offering a smaller than normal number of seasonal lesson programs at the kick off of the sales season on Labor Day week to allow for smaller group sizes. This will allow the department to add additional slots as we watch the COVID pandemic effects evolve as we get closer the start of the season.

The director combined her COVID Planning with the lodge event protocols and collaborated with the Marketing Director to develop our working draft of our Winter Operations COVID Mitigation Plan. All of these draft plans have been attached for review. These are all working documents subject to weekly change as we approach the winter ahead.

SSS

New*

Lesson Times

9:30am-11pm 11:30am-1pm 1:30pm-3pm

Snowsports School (All lessons MUST have advanced reservations)

Lessons and programs 1.5 hrs Limit on class sizes

During our current situation that we are in with Covid -19 and the uncertainty of what might happen I decided to adjust the lesson times. Many factors came into play with what things could be and how to make it function, not just for Snowsports School. The lesson check in times, ticketing, rentals, Lesson line up, lift lines, lunch times #'s in the main lodge and locker areas where all a factor when I made these adjustments as these can all be high traffic areas.

Programming and Lesson Plans

Snowsports School (All lessons MUST have advanced reservations)

Lessons and programs 1.5 hrs Limit on class sizes

- Plan A: Programing as normal with 3 new lesson time offerings

- Plan B: Limited programming numbers and lesson offerings, 3 new lesson time offerings
- Plan C: Covid Programming becomes Private custom groups and Daily lessons are private lessons 3 new lesson time offerings
- Plan D: All lessons are 1 on 1 Private Lessons 3 new lesson time offerings
- Plan E: Eliminate all Snowsports School offerings
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- Nordic Lesson signs are ordered & Nordic trail signs
- Multi week program signs are ordered
- Floor stickers for social distancing for Porcupine Lodge, SSS and Rental and Repair spaces.
- Waiting for glass window quotes for rental and retail.
- Waiting for locksmith for instructor door changes.
- Lockers have all been moved and are painted they will be numbered in the next couple weeks
- Once lockers are completed benches will be made for the spaces we have created for the new Family locker space.
- Porcupine Lodge existing slope side deck is pressure washed, stained & water sealed almost complete. The slope side building walls have also been cleaned and stained.
- Privacy glass has been created in the Porcupine lodge for classroom and offices.
- Plexi-glass has been purchased for SSS windows and rental tech stations
- Cloth face masks have been designed and purchased for all Eaglecrest Winter staff for 20/21 these have the Eaglecrest Logo on them for people to identify staff
- I have someone looking onto Humanity shields for front office staff and rental. This way our front line staff are able to communicate with guest that may need to read lips.

Intouch

- New Lesson times and structures have all been built into the back end of the POS system.
- Existing lesson structures have been updated & programmed to align with our new lesson times
- Researched a kitchen ticketing system so orders may be placed at the cash register, luckily our current programs contains this capability and we just need to turn it on. Additional receipt printer will need to be purchased for the kitchen to print orders

Retail/ Repair

- Retail representatives have not indicated that product manufacturing is delayed yet for the 20/21 season, but I am keeping in close contact with all of them.
- Retail Logo wear is being printed
- An alternative plan for the shop has not been decided but are looking into plan to be able to operate from an outside window.

Rental

- Preseason Reservation fitting has been designed and functions in our POS.
- Tech Stations are being designed for the rental tech stations with Plexi

Marketing and Events: The Marketing Director has continued to curate photo and video content from last season. He has prepared a steady stream of social media content to promote seasons pass sales. We will start to promote our COVID Operations plans in early September and running radio spots and other promotions to push seasons pass sales into the end of the tier one sales pricing.

Work has also started back up with the MIS department to install a live snow stake webcam at the Powder Patch Weather Station.

The annual Ski Swap on Veterans Day weekend has been canceled due to COVID 19. We are hoping to integrate a very informal parking lot gear sale into our plans for a modified Discover Eaglecrest Day. We are currently envisioning an entirely outdoor mask mandated event that will allow people to still purchase Snow Sports and ticket products and get their season pass photos taken and printed via the exterior ticket windows. The gear sale would be a tailgate style person-to-person sale. There is still some desire to work with the running club to host a mountain run event of some sort. If the Mountain Bike Trail is complete from top to bottom on the Hooter Chair Lift there is a desire to see if we can run the chair for mountain bike rides on the new trail. There is interest from the bike shops to have demo bikes available and a potential skills clinic to help beginner riders orient to the new trails. Ivan will be cooking food on the outdoor grill. We are optimistic that the mask mandate will have reduced the community spread of COVID 19 allowing us more creativity for organizing this event.

Dimond Park Field House: The Dimond Field House Board convened for a meeting on Thursday July 30th to debate the reopening of the facility. It is estimated that the Field House has lost approximately \$70,000 of revenue due to COVID 19. The Eaglecrest Manager is preparing a Grant application for an AK CARES Act grant for utilities and payroll expenses. The Grant request is for approximately \$34,000. The primary source of revenue for the field house is the school sports teams and the booster club teams renting turf time. Current only one of these groups has expressed interest in use of the facility due to COVID 19. If the grant request is approved the Field House will have the financial ability to keep the facility in a hibernation mode for approximately five months.

Contingency plans to ask CBJ Assembly to allow Parks and Recreation to take over the facility to allow it to stay viable due to the unforeseen financial impacts of COVID. There is interest from the Parks and Recreation Department to take on the facility. However, Parks and Recreation estimates that it will cost them \$150,000 in annual general funds to keep the facility operating.

This will require much assembly debate and ultimate approval. Conversation with the City manager's office will likely begin in the next month.