

Manager's Report September 5th 2019

Financial Report:

The chart below shows the total expenses and revenues recorded to date for each year represented in the chart below. This reporting method provides a way to chart out progress and spot trends that may be emerging as the year goes forward. As we enter into the fall season, we are beginning to bring more staff onto payroll and are shifting some staff from capital improvement projects back into operations. So far, expenses are tracking below previous years as a lot of staff time have been billing out to various capital improvement projects. The next month will be a big revenue month as we launch into fall seasons pass sales.

	FY 12	FY 13	FY14	FY15	FY16	FY17	FY18	FY19	FY 20
Sales	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals
Ski School Fees	\$ -	\$ -	\$ -	\$ -	\$ 946	\$ 279	\$ 110		\$ 547
Ski Lift Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Advance Ticket	\$ -	\$ -	\$ -	\$ 209	\$ -	\$ -			
Season Ticket	\$ 1,046	\$ 898	\$ 648	\$ 441	\$ 1,018	\$ 29	\$ 389		\$ 4,172
On Line Season Pass Sales	\$ 7,079	\$ 6,123	\$ 23,157	\$ 13,403	\$ 10,696	\$ 1,981		\$ 7,262	
Bus Fees	\$ 69	\$ -	\$ -	\$ -	\$ -	\$ -			
USER FEES	\$ 8,194	\$ 7,021	\$ 23,805	\$ 14,053	\$ 12,660	\$ 2,289		\$ 7,262	\$ 4,719
Retail - Soft G	\$ -	\$ -	\$ 119	\$ -	\$ -	\$ -			
Food Service	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Ski Repair	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
SALES	\$ -	\$ -	\$ 119	\$ -	\$ -	\$ -		\$ -	
Locker Rental F	\$ 15,523	\$ 22,683	\$ 16,898	\$ 369	\$ 2,071	\$ 3,864	\$ 510	\$ 1,631	\$ 4,222
Ski Rental	\$ -	\$ -	\$ -	\$ -	\$ 1,008	\$ 139	\$ 55		
RENTALS	\$ 15,523	\$ 22,683	\$ 16,898	\$ 369	\$ 3,079	\$ 4,003	\$ 3,000	\$ 1,554	\$ 4,222
Total Sales	\$ 23,717	\$ 29,704	\$ 40,822	\$ 14,422	\$ 15,739	\$ 6,292	\$ 4,064	\$ 8,816	\$ 8,941
Expenses									
Personnel Costs									
Ski Area Administration	\$ 52,429	\$ 68,088	\$ 83,989	\$ 70,343	\$ 79,031	\$ 77,211	\$ 75,989	\$ 57,108	\$ 42,058
Ski Rental Shop	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Ski Patrol Program	\$ 15	\$ 92	\$ -	\$ (34)	\$ 137	\$ -			
Lift Operation Program	\$ 24,844	\$ 37,458	\$ -	\$ -	\$ -	\$ -		\$ 5,097	
Maintenance Program	\$ 16,831	\$ 6,861	\$ 25,269	\$ 22,915	\$ 6,478	\$ 12,060	\$ 7,783	\$ 13,890	\$ 7,456
Lodge Operations Program	\$ 2,015	\$ 5,810	\$ 2,877	\$ 3,322	\$ 3,411	\$ 2,799	\$ 3,331	\$ 3,660	\$ 909
Food Service	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Marketing/Special Events	\$ -	\$ 669	\$ -	\$ -	\$ -	\$ -		\$ 273	\$ 9,015
Ski School Program	\$ -	\$ 291	\$ 9,680	\$ 9,911	\$ (1,862)	\$ 1,490	\$ 2,229		
Total Personnel Costs	\$ 96,134	\$ 119,269	\$ 121,816	\$ 106,457	\$ 87,195	\$ 93,560	\$ 89,333	\$ 80,028	\$ 59,438
Other Expenses									
Ski Area Administration	\$ 33,553	\$ 24,956	\$ 25,024	\$ 28,271	\$ 25,877	\$ 26,231	\$ 24,389	\$ 24,750	\$ 33,588
Ski Rental Shop	\$ 8,920	\$ -	\$ -	\$ -	\$ 30	\$ -			\$ 3,724
Ski Patrol Program	\$ -	\$ -	\$ -	\$ 1,769	\$ -	\$ 35		\$ 41	\$ 60
Lift Operation Program	\$ 4,343	\$ 953	\$ 1,107	\$ 450	\$ 63	\$ 424	\$ 441	\$ 284	\$ 181
Maintenance Program	\$ 5,467	\$ 1,065	\$ 1,990	\$ -	\$ 439	\$ 1,271	\$ 194	\$ 6,805	\$ 3,732
Lodge Operations Program	\$ 5,698	\$ 4,365	\$ 1,625	\$ 1,451	\$ 1,697	\$ 1,293	\$ 2,102	\$ 2,737	\$ 3,040
Food Service	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ (66)	\$ (33)
Marketing/Special Events	\$ 3,420	\$ 1,894	\$ 249	\$ 610	\$ 581	\$ 93	\$ 1,584	\$ 3,373	\$ 1,490
Building Maint/Utilities	\$ 232	\$ 151	\$ 99	\$ 52	\$ 60	\$ 60	\$ 116	\$ 2,495	\$ 148
Ski School Program	\$ 550	\$ -	\$ -	\$ 684	\$ 71	\$ 233	\$ 758	\$ 197	\$ 254
Equipment Replacement	\$ 8,333	\$ 8,333	\$ 8,333	\$ 8,333	\$ 8,333	\$ 8,333	\$ 8,333	\$ 8,334	\$ 8,334
Vehicle Maintenance	\$ 2,382	\$ 546	\$ 891	\$ -	\$ 148	\$ 2,535	\$ 545	\$ 4,941	\$ 3,379
Total Other Expenses	\$ 72,899	\$ 42,265	\$ 39,318	\$ 41,621	\$ 37,299	\$ 40,509	\$ 38,463	\$ 53,892	\$ 57,898
Total Costs	\$ 169,034	\$ 161,534	\$ 161,134	\$ 148,078	\$ 124,494	\$ 134,069	\$ 127,795	\$ 133,920	\$ 117,336

Departmental Review:

Mt Operations:

The Crew has been busy with doing all of the annual chair relocations on the Hooter, Ptarmigan and Black Bear Chair. This process is now complete for all three lifts. Testing on the Ptarmigan Chair clips will be completed this week. Preparations for the reinstallation of the Porcupine Gear Box has started. Delivery of the rebuild gearbox is expected near the end of the month.

Preparations of the Ptarmigan ropes splice is also beginning with the date of the actual splice to be set to happen in the next month. Work on the RFID Gantry frames will be complete by the end of this week in preparation for final wiring and install next week. The new snowmaking pipeline has two days of final labor to bolt in the end flange and install the water hydrants and will then be ready for pressure testing. The new pipeline now extends all the way up to tower three of Black Bear Chair.

We have some promising new recruits to the grooming and mechanic departments that we are hoping to finalize in the next week.

Trail Crew:

The crew is working hard prepping the runs for winter! We sent one off to college and were able to find two more workers that are energetic one full time and the other part time.

August trail crew work accomplishments:

- Opened up new lanes in the Hilda Glades on both the North and South sides of “the big gorge”. They drop all the way down to the Troy loop.
- Finished off Alder and Willow removal along the summer road from the Dam to bottom of Easy Bowl.
- Brushed and cleaned up Williwaw, Motherlode, Cheechako and Nugget.
- Stump grinding on Williwaw from below BBC access trail exit towards the Dam
- Started Lower Mountain Brushing; completed to date are Log Jam, Trickster exit road, Sneaky and started 9/3 on Sourdough.
- Nordic Trail work: Brushed the Troy loop, Arden’s road, mowed the west leg of the Meadow loop from the lodge to the where intersects with the hardened trail and some additional limb removal for groomer clearances.

Marketing:

The marketing department is focused on promoting the Tier 1 Season Pass Sale. We are currently selling passes via the phone, in person, and at Nugget and Foggy. I hope that the delay with the new online store will be quickly resolved. We are highlighting the new products, renewal discount, pass perks, and offseason efforts to improve winter experience (snowmaking, dirt work, trail crew).

Promotions will be heavy through October 13th with ads on the radio, in movie theaters, posters, social media, newsletters, website post, and digital ads on various local websites. In addition to the Tier 1 Sale, we will be pushing other events. Discover Eaglecrest Day is September 28. It will be the same as past years with a bike race and the new bar. We also have a ton of new retail items coming in. I am brainstorming a retail sales event(s) off the mountain to coincide with a final Tier 1 Sale push in early October.

We're also working towards restructuring Juneau's fall outdoor recreation film season. As it stands, it's a bit hectic and disorganized with a half dozen films each promoted by a different group in different venues. With permission from Chris and Sandy Miller, Eaglecrest will rebrand and host "Snovember" in the Fish Creek Lodge with the tentative schedule of Warren Miller Nov. 2nd, Matchstick Production Nov 9th, Backcountry Film Festival Nov. 16th, and Teton Gravity Research Nov. 23rd. Each night the Eaglecrest Grill and bar would be open, and the last night would have an after party. Though Eaglecrest would be the presenting sponsor, all events would benefit from the collaborative volunteer and promotional efforts all coming under one umbrella. Hopefully the events would boost Tier 2 sales and turnout for the Ski Sale.

RRR

Rental, Retail, Repair Hiring. Currently searching for a new Rental Supervisor. This position is our main repair shop tech. Rental assistant supervisor is returning this winter
Updating company contacts, as many companies make staffing changes over the summer.
Order confirmations are coming in.

Renewal of Training Center for certifications- negotiated a tailored education certification program at minimal cost for Eaglecrest.

Been working with Aurora Projekt in print design for Shirts and sweaters. Inventory input, creation of new retail logo gear. Prepping the retail space for sales for Discover Eaglecrest day.
Working with local Embroidery Company for logo hats.

New- Eaglecrest Ski Shop sign on the outside windows of the porcupine lodge.

SSS

PSIA/AASI- confirmed Instructor events/certification

PSIA/AASI- Announcement of Oct 14th Directors meeting Wenatchee- will attend

Hiring Non-Certified and Certified instructors

Training Dates and New Hire training planning has started

Cleaning the employee roster for the city system- Lawson and Kronos time clock

Job fair saw a small group of applicants for 19/20 season

UAS Campus kick off was a great event saw many students and local community members attend.

Worked with Marketing on creation of SSS brochure, competed/printed

Worked with Intouch and Marketing Manager on new web store set-up and configurations.

Continuing to work in the POS system- Back end glitches, reconfiguration/set-up of current products that will work differently with the new media card system.

Bus scheduling/operation dates with First Student

Snowsports Coordinators start part time Sept 9th

5th grade application- ready
Hilary Lindh Applications- ready

Base Operations:

Base Operations has been very busy working with Human Resources to get all of our seasonal and benefitted job listings posted and open for active recruitment. We have had a couple of slowdowns with the conversion of our credit card processing for the new ecommerce platform that has also effected the processing ability in the office as well. We hoped to have the final agreements in place and payment processing checks complete in extremely short order.

The staff from InTouch point of sale will be onsite from September 9th - 13th for the integration with the new RFID gates. Staff from Axis RFID gates will be onsite from 11th through the 13th to perform the final install and testing in conjunction with the staff from InTouch. At this point we are on track to have the entire new system up and running and be printing passes on our new RFID media stock by September 18th allowing additional testing prior to Discover Eaglecrest day on September 28th.

Events

- Summer Operations presentation to the Glacier Valley Rotary Club on Wednesday September 11th.
- Discover Eaglecrest Day is scheduled for September 28th. We will be starting the day off with a Cabin Dedication ceremony at 9:30 with events at the base area starting at 10:00 and running until 3:00. Juneau Mountain Bike Alliance will be hosting a Mountain Bike Race or ride event during the day on the renovated mountain bike trail. The full schedule of events will be published in the next week.

Summer Operations Planning Update

Planning efforts and partnership building continues to move forward. Eaglecrest closed the initial Request for Interest solicitation to the private sector on August 12th. Responses were received from Alaska Coach Tours, Liquid Alaska Tours, Taquan Air (Alaska Zipline), Cycle Alaska, Copa Alaska, and Zipflyer inc. Each respondent brings a unique skill set to the proposed future summer operations. Conversations are also continuing with local Native Corporations to identify how they may be able to participate. Funding options are continuing with CBJ's financial analyst and through the Eaglecrest Board Planning Committee with the current preferred funding option to pursue a Public Private Partnership model with the respondents to the Request For Interest with CBJ's portion of the project to be funded through a Revenue Bond.

Eaglecrest had a site visit from a global resort planner Zrinko Amerl who is a consultant with Horwath resort planners. Zrinko also specializes in turn key lift relocations from Europe to

North American areas through his company BRC Lifts and ProAlpine from Austria. Engineers for Lietner/Poma lift manufactures will also be coming for a site visit on September 10th to consult on the lift alignment alternatives for the Summit Gondola.