

Manager's Report for May Meeting

Financial Analysis:

The chart provided below shows the actual revenue and expenses realized year to date for the past years and this fiscal year. As seen in the chart below the low snow in the second half of March and the early close to the season is has caught up to us in our financials. Though Revenues were up from last year our expenses have also increased due to increases in personnel costs, increased snowmaking operations and other equipment repairs. This has impacted our overall efficiency of operations. A tight eye will be on all expenses and wages going forward to the end of the fiscal year. We will be making every effort to have a zero sum budget at the end of the year however we may need to draw down on our Eaglecrest Fund Balance by July 1st.

	FY 11	FY 12	FY 13	FY14	FY15	FY16	FY17	FY18	FY19
Sales	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals
Ski School Fees	\$ 112,810	\$ 139,418	\$ 158,900	\$ 184,852	\$ 41,766	\$ 117,675	\$ 147,568	\$ 89,395	\$ 157,674
Ski Lift Fees	\$ 178,777	\$ 251,447	\$ 221,611	\$ 171,953	\$ 11,223	\$ 155,260	\$ 260,203	\$ 125,392	\$ 177,500
Advance Ticket	\$ 117,764	\$ 107,994	\$ 74,675	\$ 92,831	\$ 40,456	\$ 57,112	\$ 99,726	\$ 37,984	\$ 66,680
Season Ticket	\$ 114,292	\$ 326,217	\$ 310,790	\$ 340,169	\$ 302,261	\$ 209,964	\$ 198,404	\$ 215,698	\$ 240,904
On Line Season Pass Sales	\$ 588,023	\$ 475,629	\$ 531,364	\$ 515,836	\$ 461,583	\$ 263,080	\$ 357,909	\$ 461,108	\$ 389,950
Bus Fees	\$ 14,523	\$ 16,016	\$ 15,893	\$ 16,605	\$ 2,335	\$ 4,483	\$ 8,710	\$ 5,102	\$ 2,201
USER FEES	\$ 1,126,189	\$ 1,316,721	\$ 1,313,233	\$ 1,322,246	\$ 859,623	\$ 807,573	\$ 1,072,520	\$ 934,679	\$ 1,034,909
Retail - Soft G	\$ 34,126	\$ 36,455	\$ 31,763	\$ 33,158	\$ 7,384	\$ 31,031	\$ 45,242	\$ 20,133	\$ 32,909
Food Service	\$ 158,571	\$ 177,348	\$ 147,054	\$ 146,621	\$ 33,334	\$ 81,343	\$ 153,992	\$ 94,203	\$ 113,052
Ski Repair	\$ 26,341	\$ 28,833	\$ 26,426	\$ 26,502	\$ 12,598	\$ 15,353	\$ 18,286	\$ 20,596	\$ 15,417
SALES	\$ 219,038	\$ 242,637	\$ 205,242	\$ 206,280	\$ 53,316	\$ 127,728	\$ 217,520	\$ 134,932	\$ 161,378
Locker Rental F	\$ 61,622	\$ 68,568	\$ 68,892	\$ 68,912	\$ 68,476	\$ 62,163	\$ 63,969	\$ 63,260	\$ 61,634
Ski Rental	\$ 102,448	\$ 107,270	\$ 99,644	\$ 99,757	\$ 21,090	\$ 44,153	\$ 132,054	\$ 77,994	\$ 68,491
RENTALS	\$ 164,070	\$ 175,838	\$ 168,536	\$ 168,669	\$ 89,566	\$ 106,316	\$ 196,023	\$ 141,254	\$ 130,125
Total Sales	\$ 1,509,297	\$ 1,735,196	\$ 1,687,011	\$ 1,697,195	\$ 1,002,505	\$ 1,041,617	\$ 1,486,062	\$ 1,210,865	\$ 1,326,412
Expenses									
Personnel Costs									
Ski Area Administration	\$ 411,658	\$ 355,035	\$ 304,557	\$ 415,512	\$ 405,554	\$ 436,163	\$ 455,618	\$ 453,808	\$ 449,137
Ski Rental Shop	\$ 76,188	\$ 60,323	\$ 62,392	\$ 58,415	\$ 28,614	\$ 45,925	\$ 58,127	\$ 45,464	\$ 47,051
Ski Patrol Program	\$ 123,597	\$ 133,690	\$ 147,094	\$ 139,110	\$ 68,252	\$ 103,729	\$ 132,842	\$ 104,585	\$ 107,258
Lift Operation Program	\$ 239,452	\$ 225,970	\$ 189,350	\$ 83,864	\$ 34,722	\$ 74,176	\$ 117,172	\$ 73,067	\$ 54,833
Maintenance Program	\$ 101,778	\$ 150,099	\$ 137,784	\$ 159,946	\$ 106,550	\$ 109,069	\$ 160,591	\$ 125,475	\$ 157,180
Lodge Operations Program	\$ 74,903	\$ 51,496	\$ 89,692	\$ 71,049	\$ 37,782	\$ 58,572	\$ 58,322	\$ 64,086	\$ 105,165
Food Service	\$ 46,396	\$ 39,458	\$ 37,119	\$ 37,881	\$ 18,223	\$ 22,405	\$ 37,284	\$ 33,336	\$ 30,592
Marketing/Special Events	\$ -	\$ 31,295	\$ 27,434	\$ 26,273	\$ 12,451	\$ 21,600	\$ 31,503	\$ 20,050	\$ 58,720
Ski School Program	\$ 153,820	\$ 122,878	\$ 159,087	\$ 186,220	\$ 117,812	\$ 104,981	\$ 179,546	\$ 120,497	\$ 126,613
Total Personnel Costs	\$ 1,227,793	\$ 1,170,243	\$ 1,154,511	\$ 1,178,270	\$ 829,960	\$ 976,621	\$ 1,231,005	\$ 1,040,368	\$ 1,136,549
Other Expenses									
Ski Area Administration	\$ 264,696	\$ 305,195	\$ 296,742	\$ 301,568	\$ 289,371	\$ 295,402	\$ 284,410	\$ 301,787	\$ 302,378
Ski Rental Shop	\$ 40,379	\$ 59,096	\$ 52,397	\$ 36,990	\$ 36,251	\$ 22,538	\$ 34,381	\$ 25,535	\$ 31,827
Ski Patrol Program	\$ 11,015	\$ 15,024	\$ 24,522	\$ 16,951	\$ 13,860	\$ 8,358	\$ 8,067	\$ 9,743	\$ 2,951
Lift Operation Program	\$ 36,162	\$ 14,757	\$ 16,626	\$ 18,186	\$ 13,327	\$ 17,301	\$ 16,632	\$ 11,870	\$ 25,606
Maintenance Program	\$ 101,157	\$ 87,740	\$ 96,899	\$ 92,303	\$ 43,901	\$ 29,744	\$ 50,842	\$ 45,656	\$ 65,655
Lodge Operations Program	\$ 69,968	\$ 45,760	\$ 52,161	\$ 48,668	\$ 47,527	\$ 62,668	\$ 67,805	\$ 77,063	\$ 94,638
Food Service	\$ 77,750	\$ 82,264	\$ 79,037	\$ 82,011	\$ 24,162	\$ 53,550	\$ 81,996	\$ 50,110	\$ 67,509
Marketing/Special Events	\$ 43,821	\$ 40,810	\$ 44,176	\$ 40,993	\$ 30,521	\$ 32,324	\$ 34,993	\$ 34,939	\$ 29,412
Building Maint/Utilities	\$ 70,100	\$ 69,356	\$ 54,844	\$ 58,966	\$ 53,178	\$ 52,643	\$ 55,830	\$ 59,359	\$ 60,606
Ski School Program	\$ 4,898	\$ 4,952	\$ 2,219	\$ 4,248	\$ 3,542	\$ 2,172	\$ 7,820	\$ 2,916	\$ 2,334
Equipment Replacement	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 74,997	\$ 79,173
Vehicle Maintenance	\$ 45,843	\$ 42,264	\$ 10,406	\$ 33,534	\$ 14,904	\$ 22,208	\$ 33,952	\$ 29,202	\$ 34,284
Total Other Expenses	\$ 840,787	\$ 842,218	\$ 805,029	\$ 809,418	\$ 645,545	\$ 673,905	\$ 751,725	\$ 723,176	\$ 796,375
Total Costs	\$ 2,068,580	\$ 2,012,461	\$ 1,959,539	\$ 1,987,688	\$ 1,475,505	\$ 1,650,526	\$ 1,982,730	\$ 1,763,544	\$ 1,932,924
	\$ (559,283)	\$ (277,265)	\$ (272,528)	\$ (290,493)	\$ (473,000)	\$ (608,909)	\$ (496,668)	\$ (552,679)	\$ (606,513)

Snow Sports School, Rental Retail and Repair Highlights.

School Groups-\$52,706

- 1176 lessons
- 1372 tickets
- 1306 rental
- Bus

Homeschool - \$17,540

Programs

- Youth 358 Students
- Adult 21 Students
- Daily lessons 585 students (Learn to Pkgs, Groups, Privates)

Triple Play Cards

- 83 Adults
- 41 Youth
- 4 Nordic
- 8 Beyond Beginner

Total Ski/SB Lesson Visits- 5163

Total Programs, TP, BB, Daily Lessons \$119,100

5th Grade program

- 121 Printed card
- 710 tickets, 15 lessons, 10 rentals

Season Rentals

- Adult- 6
- Teen- 1
- Youth-38
- Child 36

Daily Rental Contracts

- Adult-1533
- Child-6133

Retail / Repair

- Repair-\$ 15, 417
- Retail- \$32,909

Marketing Highlights

I've compared data from two periods.

FY19 Period

November 1, 2018 – April 21, 2019

FY18 Period

November 1, 2017 – April 21, 2018

Facebook Likes

The number of people who like your Page

FY19 Start – 5,744

FY19 End – 6,211

FY19 Growth Rate – 8.13%

FY18 Start – 5480

FY18 End – 5679

FY18 Growth Rate – 3.63%

Facebook Post Reach

The number of people who had your Page's post enter their screen through unpaid distribution. (Unique Users)

FY19 Total – 348,942

FY19 Average – 2,769

FY18 Total – 200,159

FY18 Average – 1,343

Facebook Impressions

The number of times your Page's posts entered a person's screen through unpaid distribution. (Total Count)

FY19 Total – 523,535

FY19 Average – 4,155

FY18 Total – 326,611

FY18 Average – 2,192

Facebook Engaged Users

The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

FY19 Total – 31,460

FY19 Average – 250

FY18 Total – 14,134

FY18 Average – 95

Website Takeaways

- FY19 Pageviews are down, but FY19 Users are up by 5.75%
- FY19 Session Duration is down by 13 seconds
- FY19 Pages per Session is down 4.03%
- FY19 Sessions are down by 11.14%

These all suggest that the new website is streamlined. Users require less pages and time to get the information they need. The troubling bit is that overall sessions are down by

Mt Operations:

The Mt Operations team has been busy charting out the work plan for the summer months with detailed work plans on each lift. A work plan has also been formulated with CBJ Engineering to do some tower base fortification on Hooter tower 1 and 2. The annual servicing has been done on all of the snowmobiles as they are being put away for the season and spring servicing on all of the 4wheelers as they are now being rotated back into service. Servicing has also started on the fleet of snowgroomers. Detailed daily work logs are being kept to track productivity as we launch into a very busy season of repairs and upgrades.

It has recently come to our attention via a notification letter from DEC, as a result from findings during our underground fuel tank inspection this past fall, that new state regulations are requiring complete removal of old abandoned fuel lines that run from the shop to the base of Hooter Chair Lift. There are also abandoned fuel lines that will need removal from the Fish Creek Lodge furnace fuel tank. This is a new regulation that has already started impacting other CBJ facilities and is going to be a very costly and time consuming process. This will necessitate a reprioritizing of existing and future CIP funds. We have already engaged CBJ Engineering Department to assist us with the bidding process and communications with DEC. More information will be provided at the Eaglecrest Board Finance Committee Meeting on May 23rd.

Base Operations

The Director of Base Operations has been busy submitting our end of the season reports to the National Ski Areas Association and will be starting in on season end auditing and closing out all of our open purchase orders with the various vendors. Progress has been started to chart out our process to update our computer point of sales system to the new platform that will be compatible with the RFID scanners that we would like to implement this season.

Summer Operations

The Manager has been working to package up a narrative overview and financial proforma for the conceptual Eaglecrest Summer Adventure Center. He recently met with the Manager's office and the Finance Director to discuss the project and potential next steps. A draft copy will be delivered to the Board for review prior to the Planning Committee Meeting on May 22nd. The manager will also be seeking funding recommendations from AIEDA during this timeframe to help inform the Board as to the viability and potential availability of funding sources at the Planning Committee Meeting.