

Community Engagement Findings



Focus Group Findings

- Conducted virtual interviews with 14 groups of Tahoe Donner members
- Included users of the ski hill, season pass holders, non-users, adjacent property owners, committee members and board members
- Held on November 2 – 23, 2020
- 90 participants attended the interviews
- Findings through the interviews helped generate the questions for the community online survey



Focus Group Findings

- Existing lodge and ski resort
 - Has a loyal following by families and residents in Tahoe Donner
 - The ski area is a valued amenity
 - Food and beverage area are frequently used
 - Overcrowding is an issue
 - Food and Beverage needs redesigned to accommodate larger groups
 - Large outdoor space with fire pits is desired

Focus Group Findings

- Ideas and themes that emerged from Focus Groups
 - What works in old lodge
 - Consensus was no redeeming qualities in old lodge except outdoor space
 - Continue focus on best place to begin
 - What are high priorities for new lodge
 - Food and Beverage Space
 - Restrooms
 - Access to the hill from lodge - Improve shuttle/parking/drop-off where possible
 - Consider multi-use spaces that can be used year-around
 - Ideas provided: Adult education series, childcare space, dedicated indoor hospitality space, dining/expanded food service, landscaped area for summer outdoor play and events, sports bar or pub space open year-around, live entertainment area, meetings/conference area, mountain adventure park, beginner mountain bike park on the ski hill, year-around outdoor deck/firepit seating area, picnic areas, kids summer camp/youth programs, disc golf course, splash pad and play area for kids, landscaped event area on top of mountain, walking/biking trails/additional trailhead access with connection to trail system, year-round member only swimming pool/sauna

Focus Group Findings

- Funding a potential new lodge
 - Transparency about the projected cost and financial information is important to members
 - Concerns on paying for the capital cost of the lodge
 - Important to maintain/find sustainable revenue
 - Important to identify the correct size of a potential new lodge
 - Don't build too big
 - Don't build too small
 - Consider off-season use to potentially generate revenue and increase member enjoyment
 - Happy with how current operation is run. One potential partnership that could be explored is outsourcing food and beverage

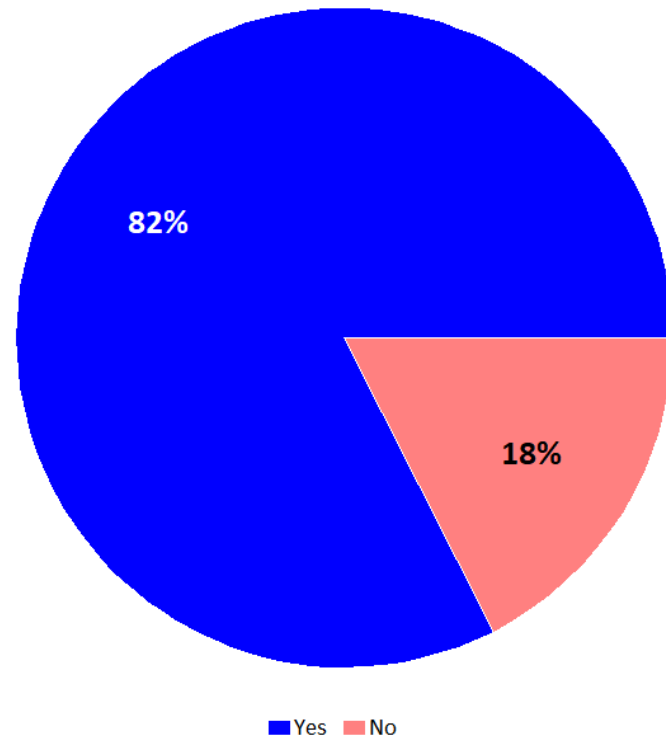
Community Survey Findings



- Conducted an online survey powered by SurveyMonkey
 - 15 questions were asked including an additional 4 demographic questions
- The survey was available December 29th to January 7th, 2021
- 2,643 respondents

Q1. Have you ever been inside the Downhill Ski Lodge?

by percentage of respondents

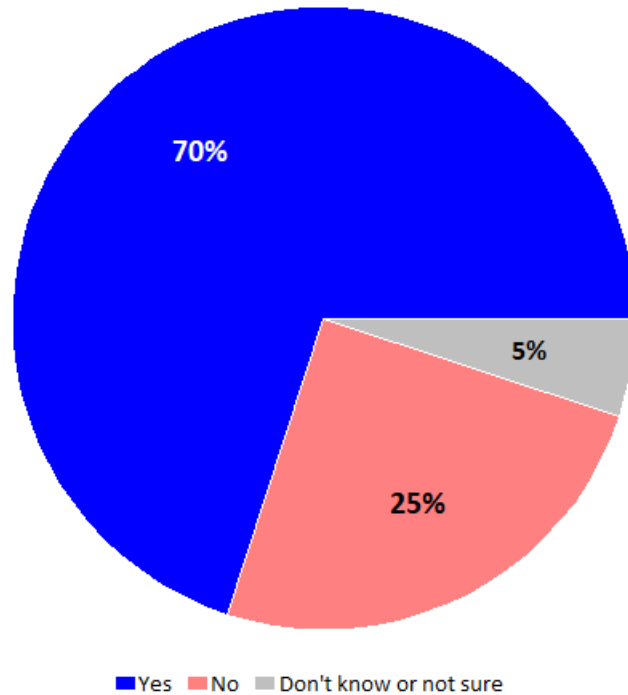


Source: ETC Institute (2021)

Community Survey Findings

Q2. Have you or members of your household been to the Tahoe Donner Downhill Ski Area in the past five years?

by percentage of respondents

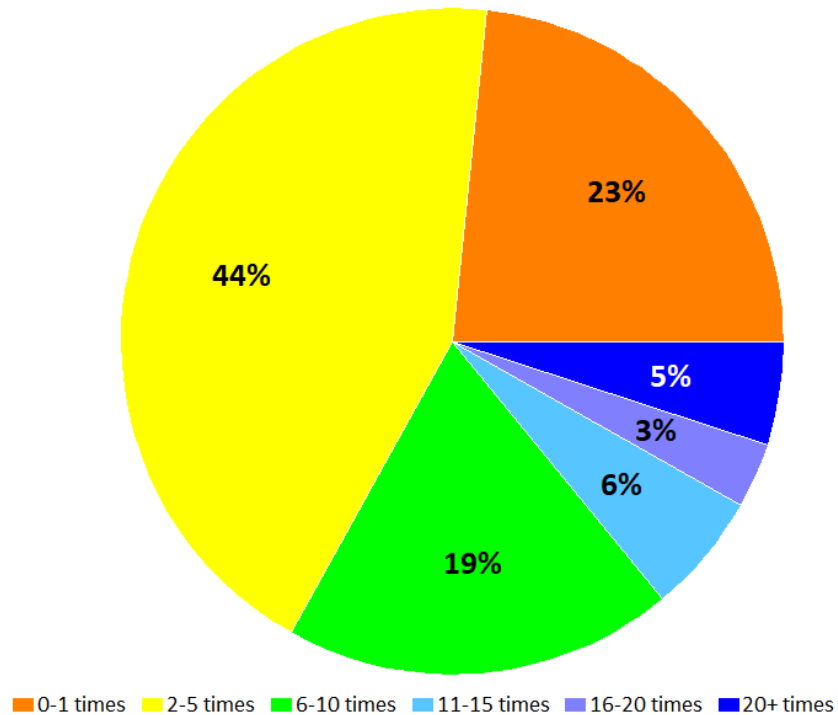


Source: ETC Institute (2021)

Community Survey Findings

Q2a. About how often do you or members of your household go to the Tahoe Donner Downhill Ski Area per year?

by percentage of respondents who have been to Tahoe Donner Ski Area in the past two years

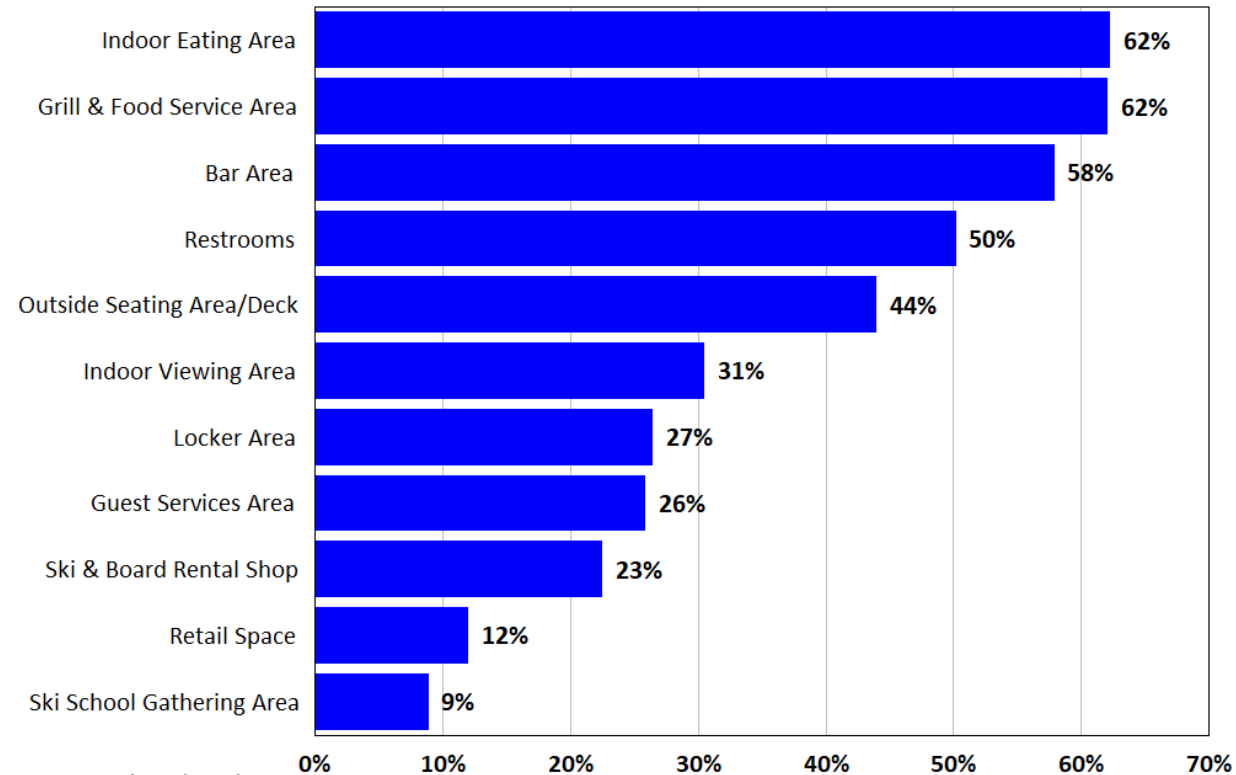


Source: ETC Institute (2021)

Community Survey Findings

Q2b. Areas of the Downhill Ski Lodge That Should Be Considered For Expansion

by percentage of respondents who have been to Tahoe Donner Ski Area in the past two years
(multiple choices could be made)

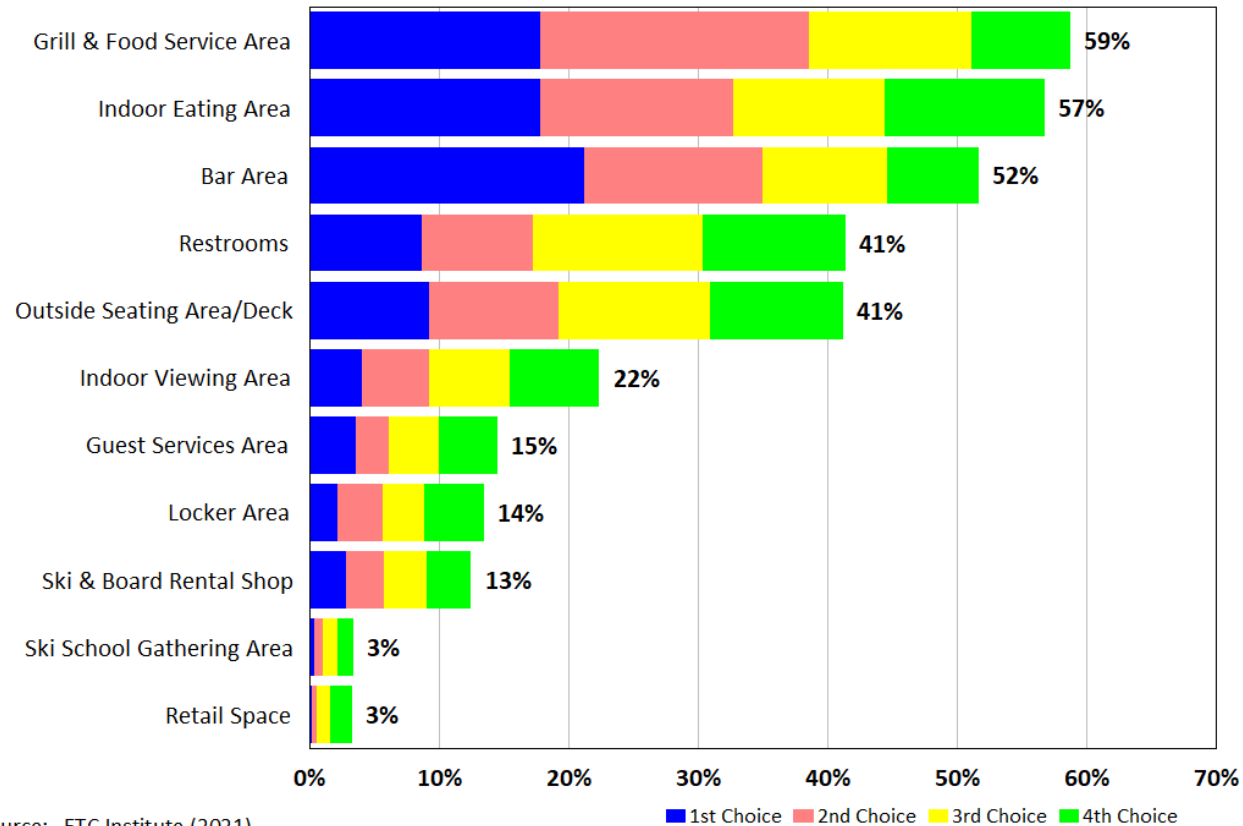


Source: ETC Institute (2021)

Community Survey Findings

Q2c. Most Important Areas to Expand in the Downhill Ski Lodge

by percentage of respondents who have been to Tahoe Donner Ski Area in the past two years
(sum of top 4 choices)

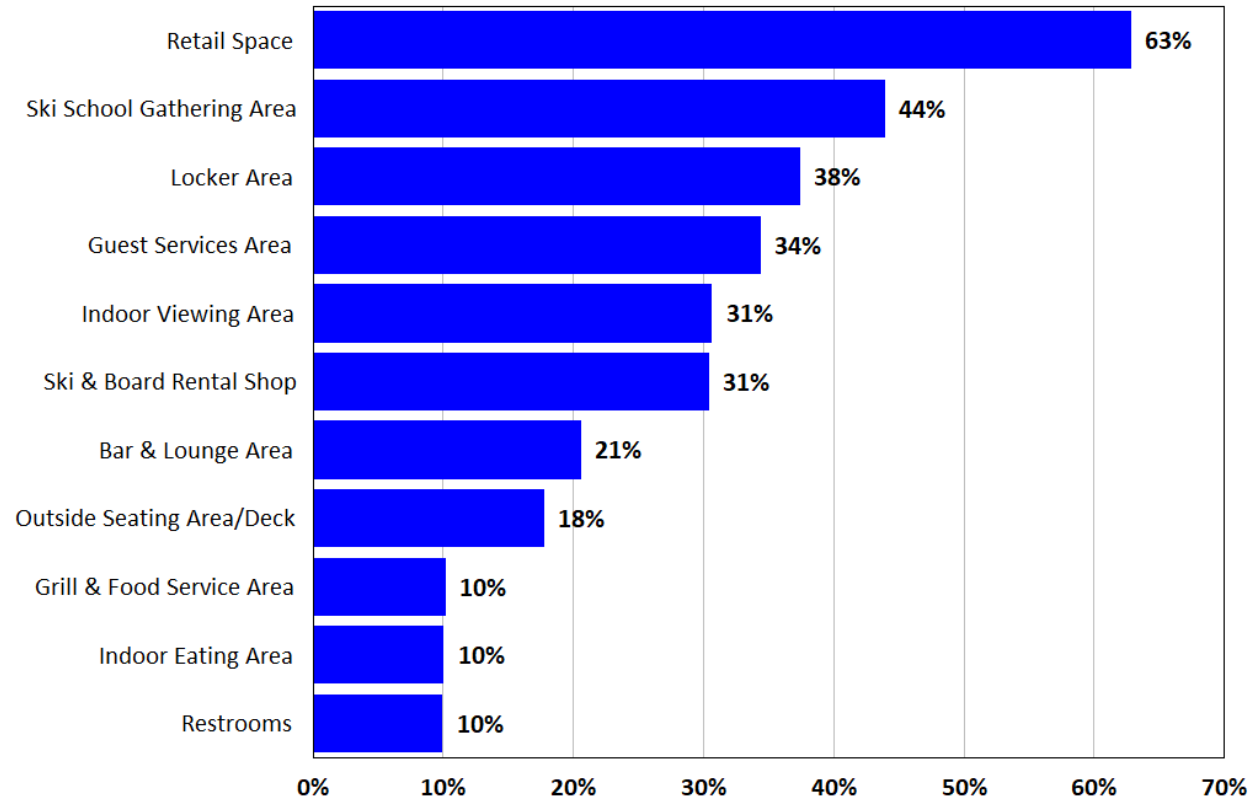


Source: ETC Institute (2021)

Community Survey Findings

Q2d. Areas That Should Not Be Prioritized For Expansion

by percentage of respondents who have been to Tahoe Donner Ski Area in the past two years
(multiple choices could be made)

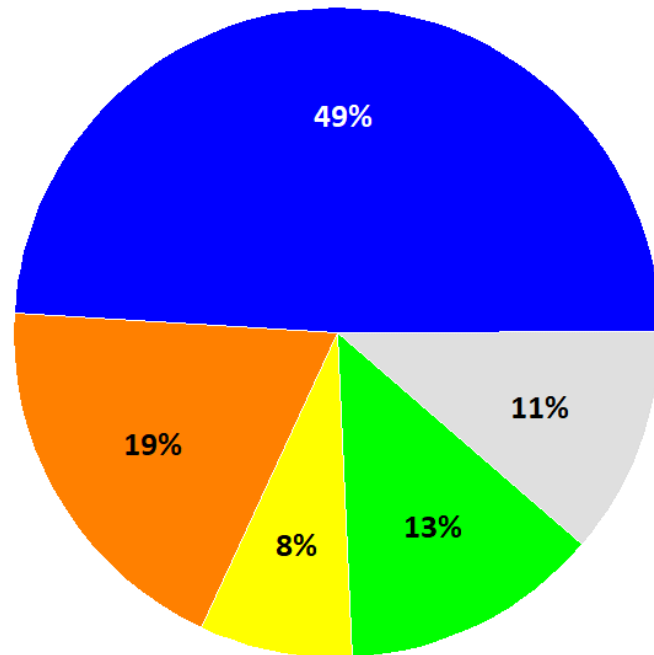


Source: ETC Institute (2021)

Community Survey Findings

Q3. In general, when going downhill skiing, how do you prefer to take a lunch break?

by percentage of respondents



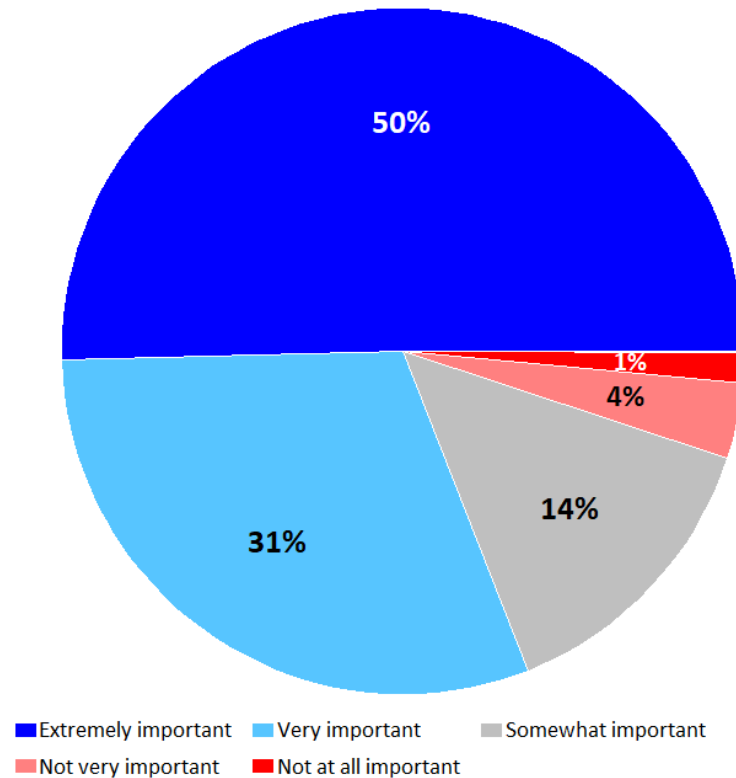
Buy at cafeteria & eat in lodge Bring my own lunch & eat in shared dining area Eat in car or home
Eat at dedicated non-lodge resting area Not applicable to me

Source: ETC Institute (2021)

Community Survey Findings

Q4. Overall, how important are the Tahoe Donner amenities to you?

by percentage of respondents

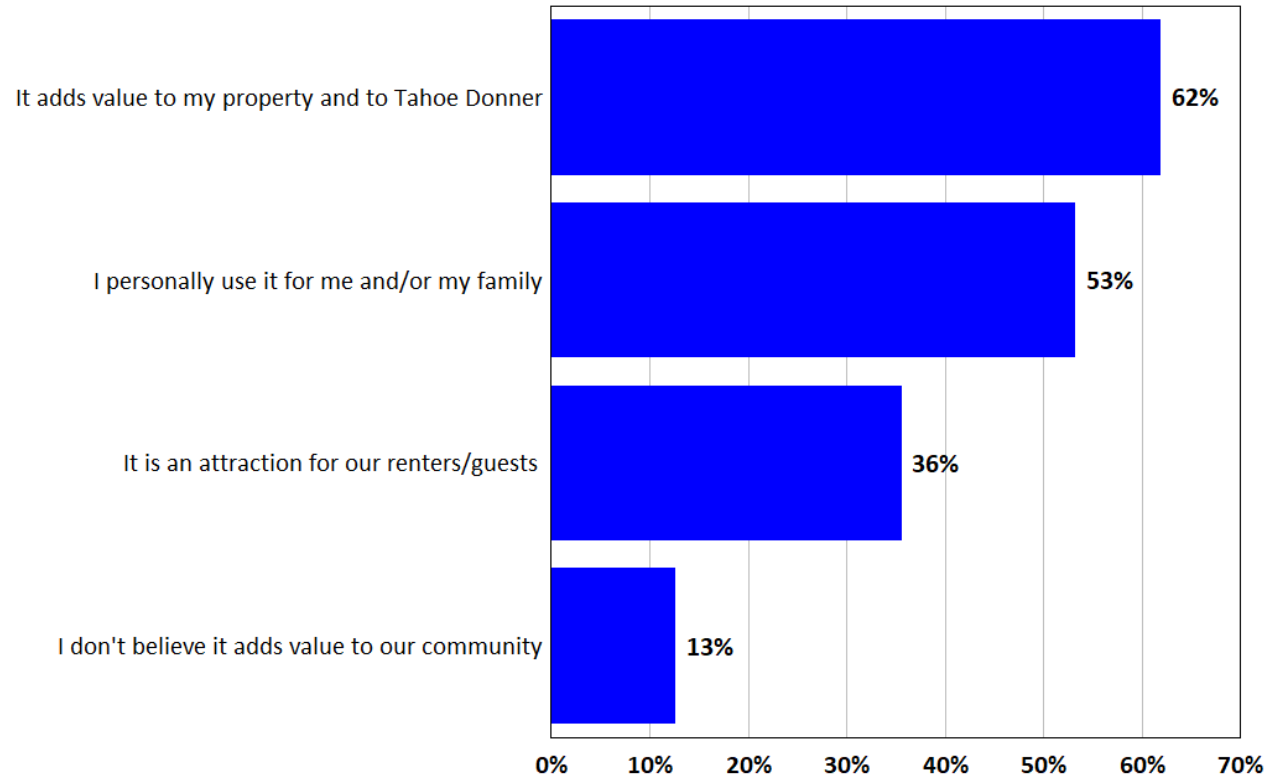


Source: ETC Institute (2021)

Community Survey Findings

Q5. In what ways do you believe the Tahoe Donner Downhill Ski Area brings value to our community?

by percentage of respondents (multiple choices could be made)

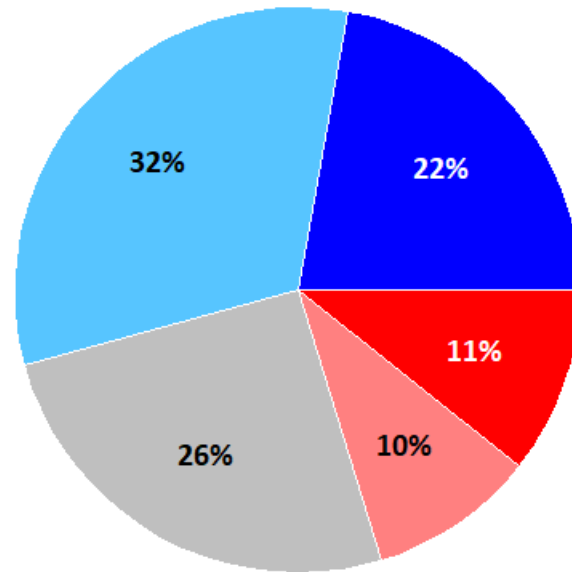


Source: ETC Institute (2021)

Community Survey Findings

Q6. Level of Agreement: With an expanded grass area and additional landscaping in front of the lodge, the Downhill Ski Area would be a great summer venue for weddings, member parties, reunions, and other events.

by percentage of respondents



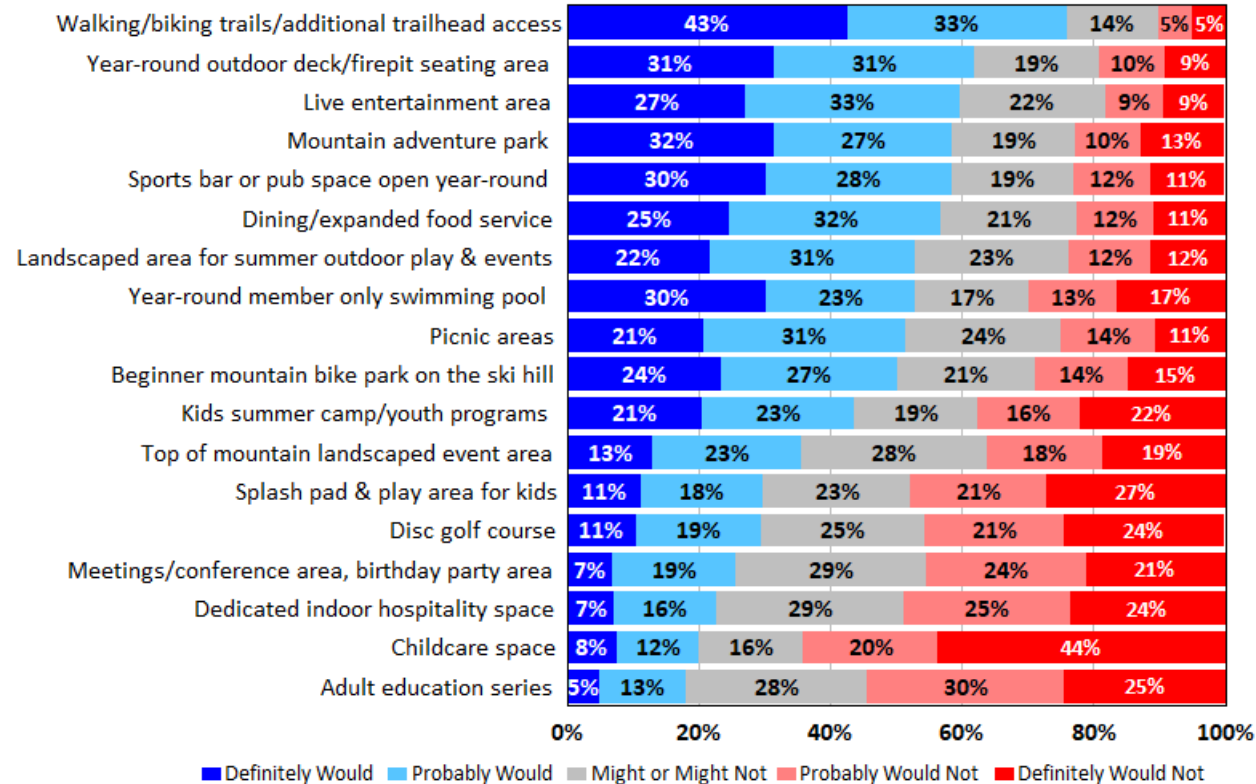
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree
■ Somewhat disagree ■ Strongly disagree

Source: ETC Institute (2021)

Community Survey Findings

Q7. Potential Downhill Ski Lodge Services That Could Solve a Problem or Fulfill a Need

by percentage of respondents

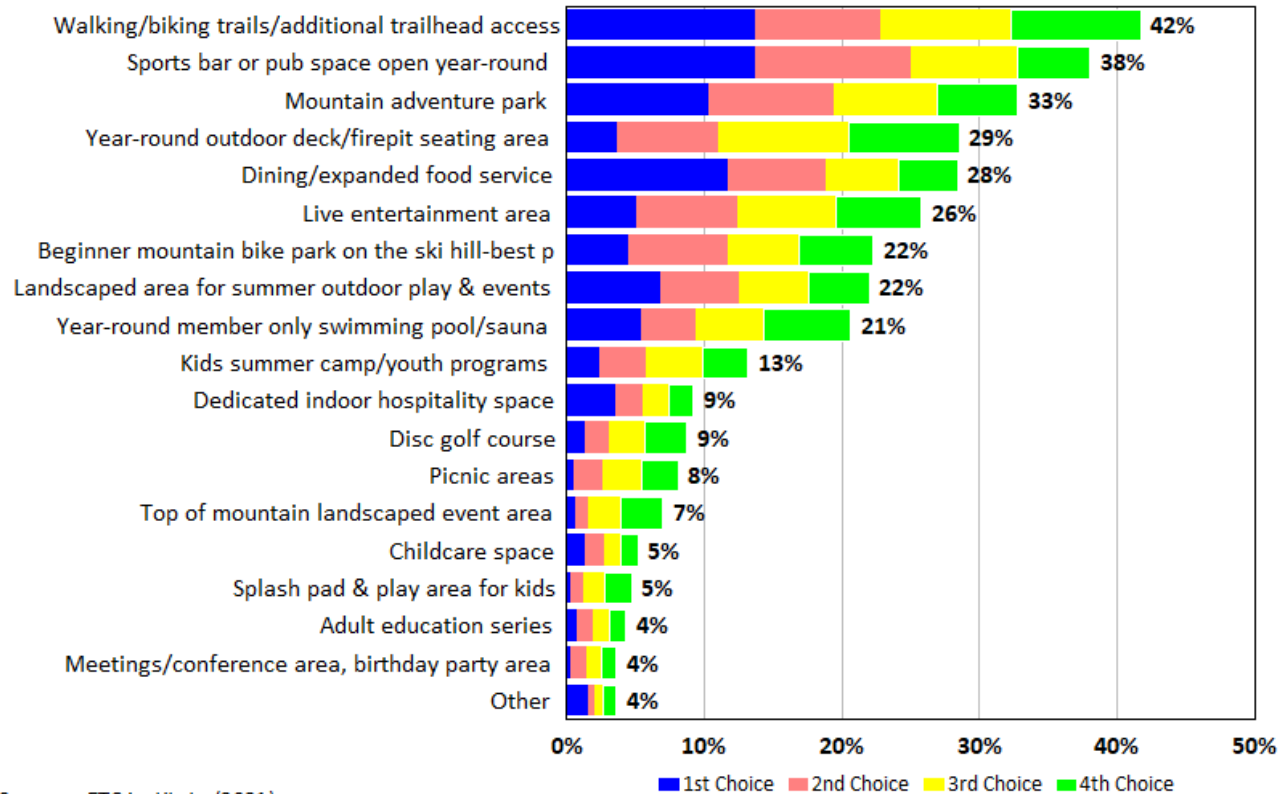


Source: ETC Institute (2021)

Community Survey Findings

Q8. Most Important Services to Include the Design of the New Downhill Ski Lodge or Areas Surrounding the Lodge

by percentage of respondents who selected the item as one of their top four choices

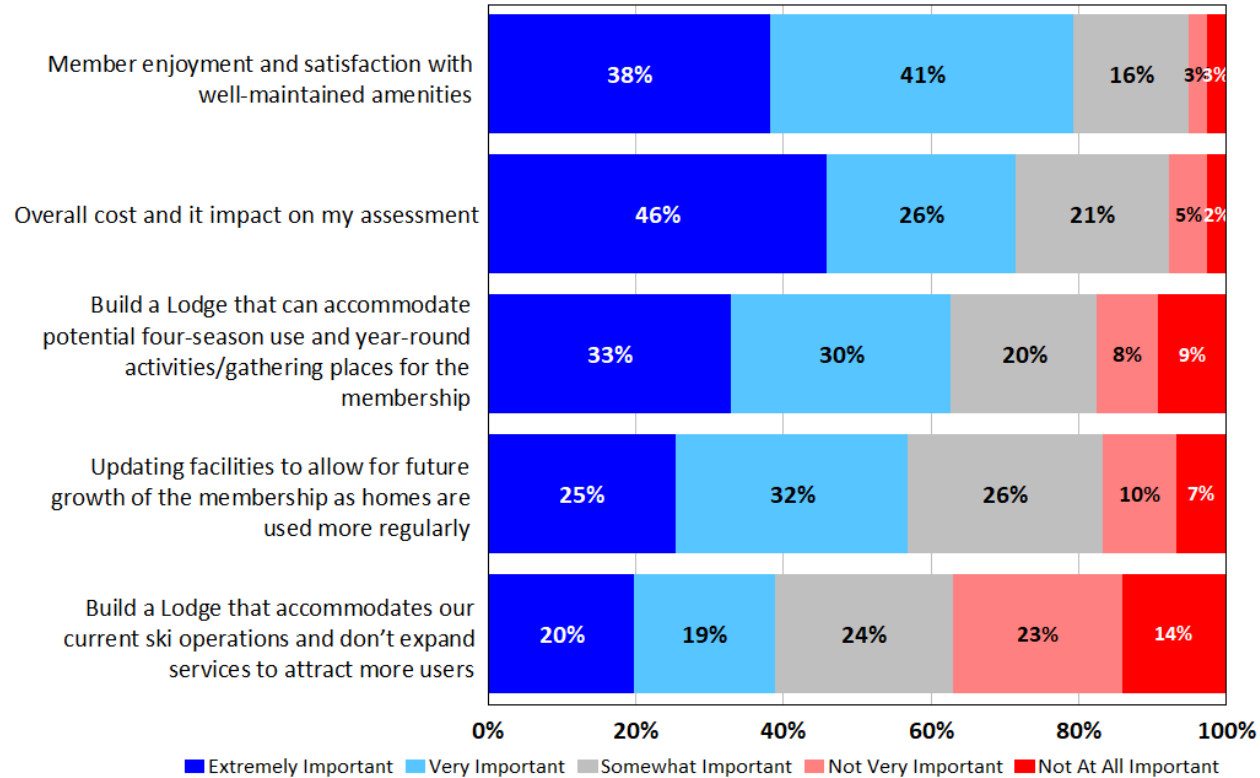


Source: ETC Institute (2021)

Community Survey Findings

Q9. Importance of Various Aspects of the Ski Lodge Design Decision Making Process

by percentage of respondents

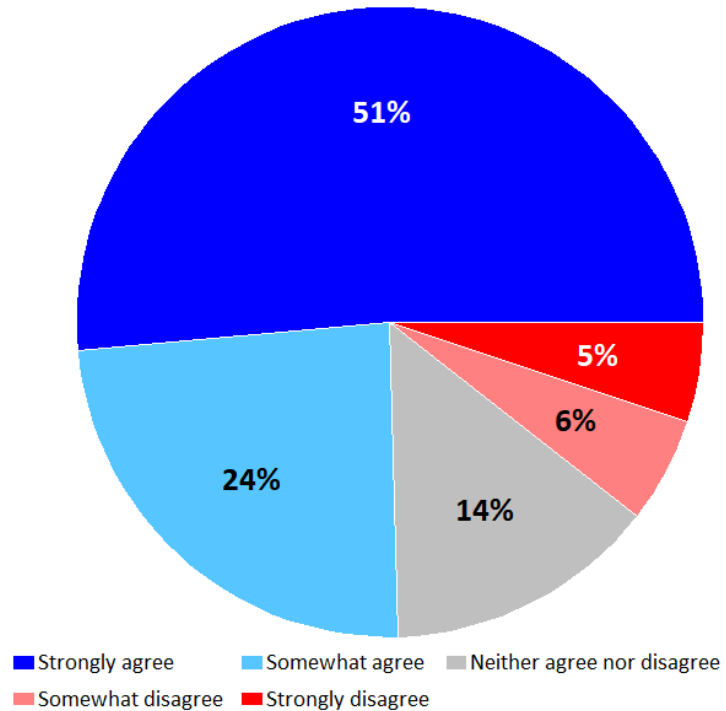


Source: ETC Institute (2021)

Community Survey Findings

Q10. Level of Agreement: Tahoe Donner should charge public skiers a small fee in addition to their lift ticket price, to help pay for the new Ski Lodge.

by percentage of respondents

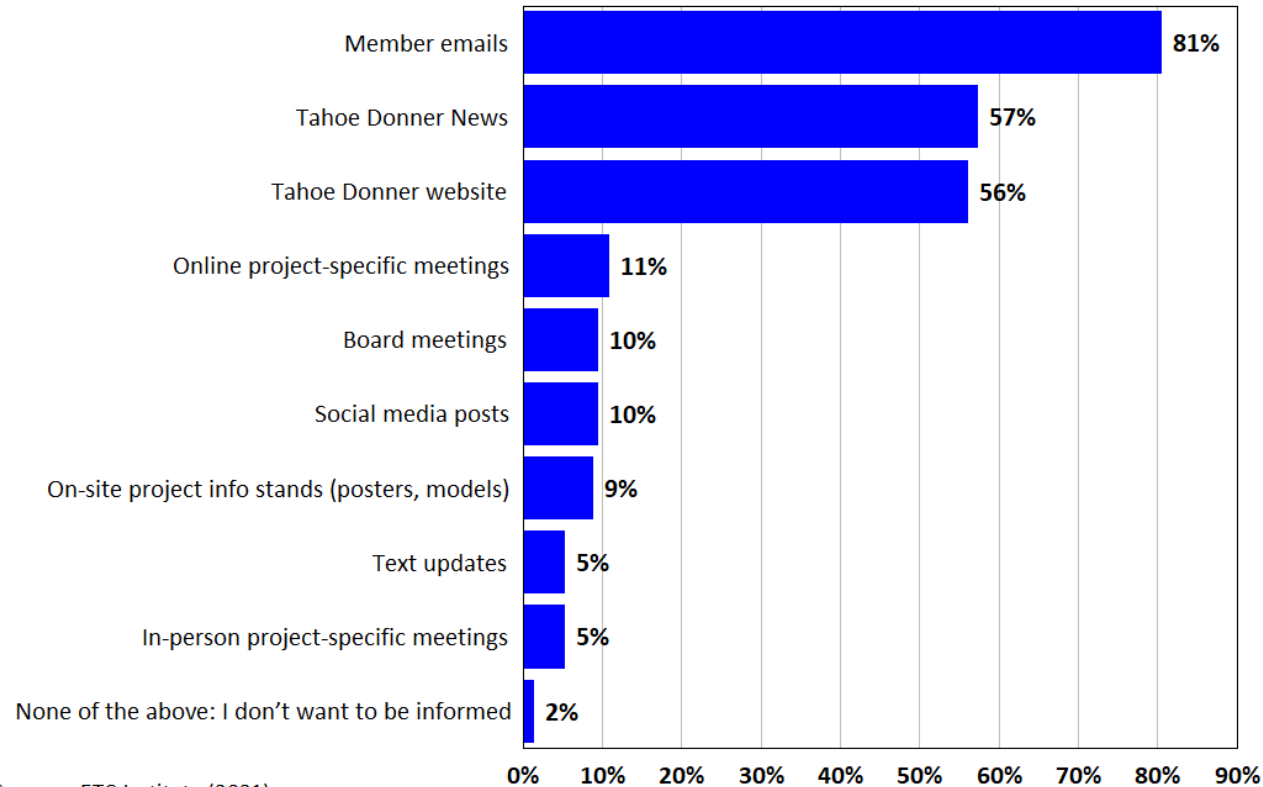


Source: ETC Institute (2021)

Community Survey Findings

Q11. What ways would you like to stay informed about the Downhill Ski Lodge replacement project?

by percentage of respondents (multiple choices could be made)

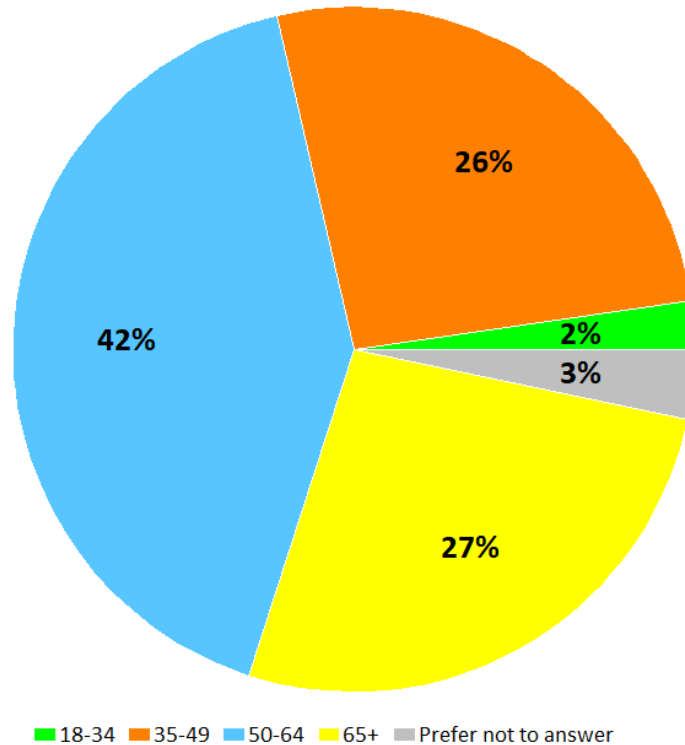


Source: ETC Institute (2021)

Community Survey Findings

Q12. Demographics: Please indicate your age.

by percentage of respondents (excluding not provided)

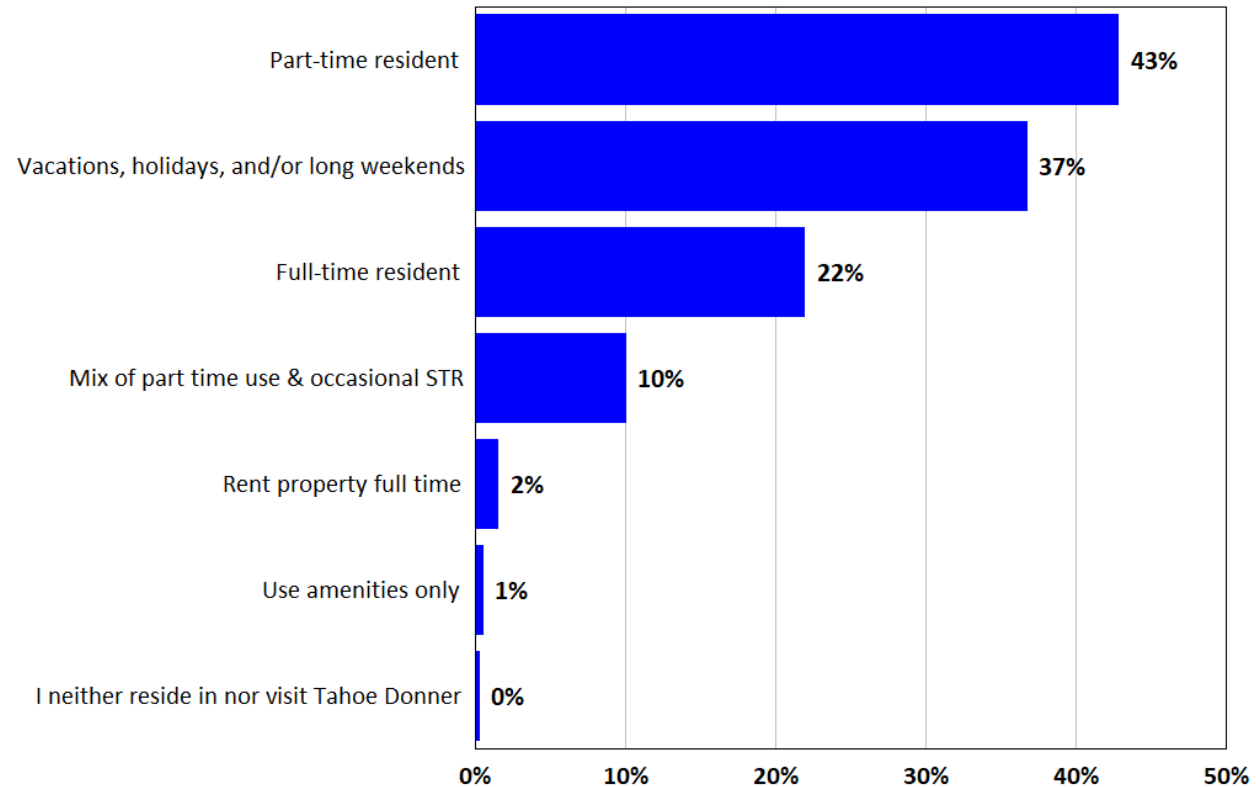


Source: ETC Institute (2021)

Community Survey Findings

Q14. Demographics: Which best describes your use of your home or property in Tahoe Donner?

by percentage of respondents (multiple choices could be made)

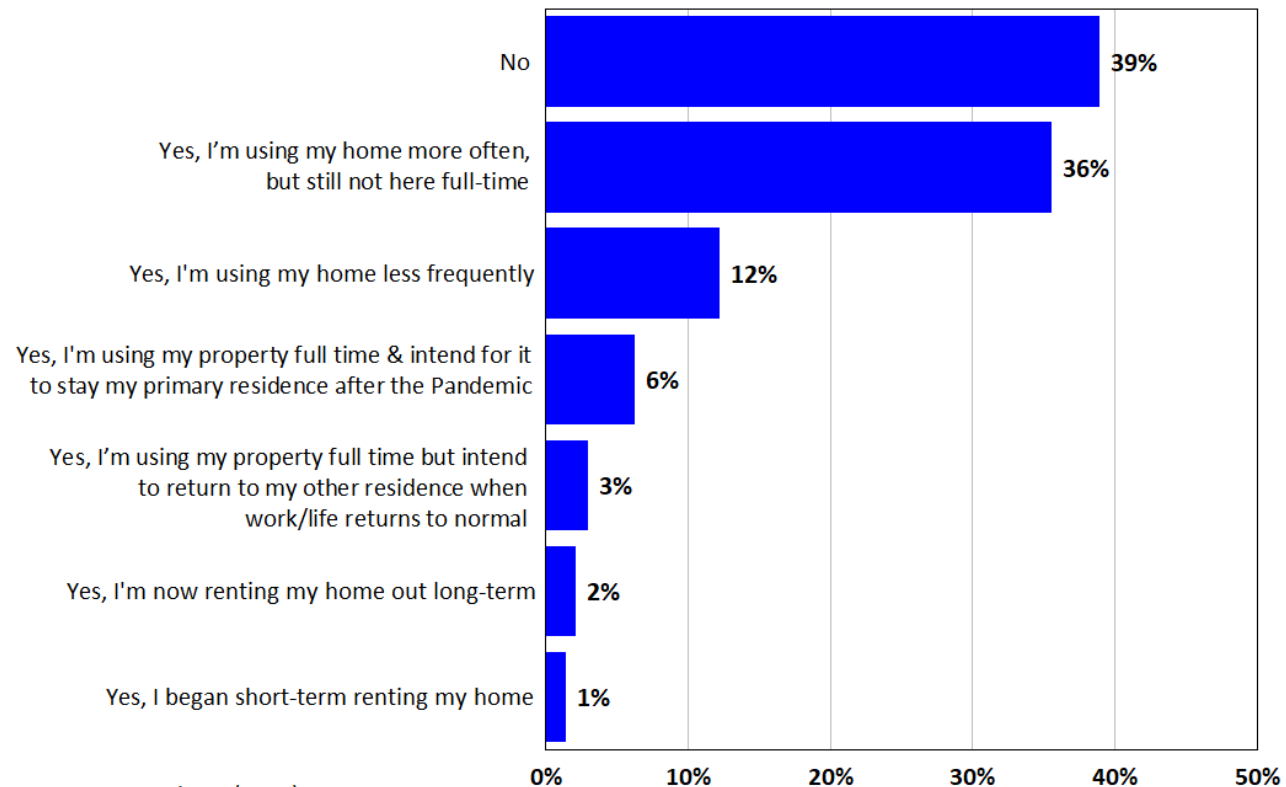


Source: ETC Institute (2021)

Community Survey Findings

Q15. Demographics: Has the way you use your Tahoe Donner home changed since the COVID-19 pandemic?

by percentage of respondents



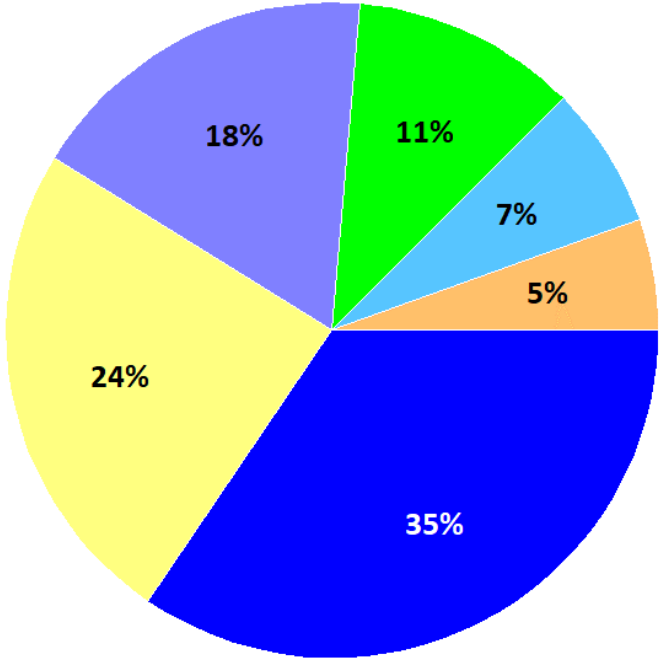
Source: ETC Institute (2021)

Community Survey Findings

Community Survey Findings

Q16. Demographics: For how long have you had a property in Tahoe Donner?

by percentage of respondents



Less than a year 1-2 years 3-4 years
5-9 years 10-19 years 20+ years

Source: ETC Institute (2021)

Preliminary Survey Conclusion

Based on the results from the members survey:

- Tahoe Donner amenities are very important to members and they feel it adds value to members' property.
- Areas that need to be expanded at the Ski Lodge are the grill and food service area, indoor eating area, bar area, restrooms and outside eating deck.
- Members feel that public skiers should pay a small fee in addition to the lift ticket price to help pay for the new Ski Lodge.
- The Ski Lodge design is very important to members. The overall cost of the design of a new Ski Lodge along with the impact on their assessments is important to members.
- The members felt the Ski Lodge overall would make a good year-round venue.
- The most important aspect of the Ski Lodge design decision making process is member enjoyment and satisfaction with well maintained amenities, followed closely by cost and impact to annual assessment.

Next Steps



Develop a phase one set of assumptions for how the Ski Lodge and area around the lodge should operate on a year-round basis based on member feedback. Completed February, 2021.



Develop pro forma based on preliminary costing for full operations for staffing, utilities, maintenance costs, operational supplies, and marketing of the ski lodge on a year-round basis. Completed February, 2021



Draft report – Tie pro forma to the conceptual plan. Completed March, 2021.



Final Report - Documentation of findings, analysis, and recommendations to support the lodge business plan implementation. Completed April, 2021