



STAFF REPORT: 2025 Replacement Reserve Fund Budget – E-Commerce Online Sales Platform

RECOMMENDATION:

By Motion,

The Board of Directors authorizes the expenditure of budgeted 2025 Replacement Reserve Funds – Ecommerce Online Sales Platform for a not-to-exceed amount of \$120,000.

BACKGROUND:

In March 2020, the Board of Directors approved the initial implementation of an e-commerce online sales platform named Aspenware to interface with RTP (Resort Technology Partners). Aspenware software is a mobile responsive, consumer-facing e-commerce website with back-end facilitation and an administrative engine built upon the non-commerce platform. It also integrates user account and order creation into Licensee's RTP|ONE POS and fulfillment platform. This software allows our members to engage, utilize, and enjoy Tahoe Donner's user-friendly IT infrastructure resources.

The e-commerce online sales platform software expense is funded by the Replacement Reserve Fund and was approved during the 2025 budget process. Per Resolution 2016-9, this project expenditure comes before the board because it exceeds the GM authority level.

ANALYSIS:

The use of an e-commerce online sales platform has tremendously increased the use of Tahoe Donners' online day passes and products. Staff recommends continuing to use this software to maintain the member experience, operating efficiency, and online sales while reducing risk.

OUTREACH:

Not applicable

FISCAL IMPACT:

The Replacement Reserve Fund funds the e-commerce online sales platform to cover the yearly costs related to the software's use and operation. The Board of Directors approved this component's 2025 Replacement Reserve Fund budget at \$120,000. The projected expenditure is within the approved budget.

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Reviewed by: *Justin Malley*, Director of Finance and Accounting

Reviewed by: Annie Rosenfeld, General Manager *Annie Rosenfeld*

Board Meeting Date: January 26, 2024