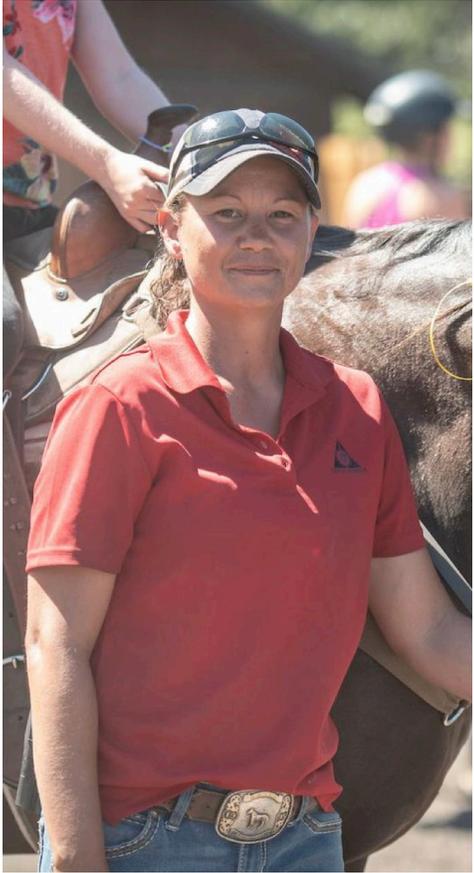


PROGRAM REGISTRATION LAUNCH PREVIEW

FEBRUARY 28, 2025

PURPOSE

Provide the Board of Directors and membership a preview of upcoming product registration including spring season pass sales and summer programs.



SPRING SEASON SKI PASSES

FOR WINTER 2025-2026

- The annual “Spring Sale” for 2025-2026 season passes will begin on March 14
- Returning to the pre-COVID model of selling the next year’s season passes at the current year’s fall rate
 - Season passes have a 3-tier pricing model with consumers rewarded for early purchases
 - The “Spring Sale” is the lowest available price for ski season passes
 - The “Fall Sale” will see a marginal increase in the season pass prices depending on forecasted cost increases and market conditions
 - This sale begins in early September and ends in late November
 - The in-season season pass price is a 25% increase over the “Fall Sale” price points
- 2025-2026 season passes purchased this spring will be valid for the remainder of this winter season
 - Downhill Ski Resort closing day – April 6, conditions permitting
 - Cross Country closing day – April 13, conditions permitting



HIGH-VOLUME SEASON PASS PRODUCTS

XC PASSES

Age
18-59
60-69
70+
70+ midweek

PUBLIC

Spring 2024 Price	Fall 2024 Price	Spring 2025 Price
\$535	\$545	\$545
\$459	\$468	\$468
\$459	\$468	\$468
n/a	n/a	n/a

MEMBER

Spring 2024 Price	Fall 2024 Price	Spring 2025 Price
\$401	\$409	\$409
\$344	\$351	\$351
\$344	\$351	\$351
\$117	\$119	\$119

Members Save	
\$136	25%
\$117	25%
\$117	25%
n/a	n/a
Target Discount - 25%	

DH PASSES

Age
18-60
60-69
70+
70+ midweek

Spring 2024 Price	Fall 2024 Price	Spring 2025 Price
n/a	\$619	\$619
n/a	\$399	\$399
n/a	\$399	\$399
n/a	n/a	n/a

Spring 2024 Price	Fall 2024 Price	Spring 2025 Price
\$400	\$400	\$400
\$282	\$282	\$282
\$282	\$282	\$282
\$99	\$99	\$99

Members Save	
\$219	35%
\$117	29%
\$117	29%
n/a	n/a
Target Discount - 30%	

COMBO PASSES

Age
18-60
60-69
70+
70+ midweek

Spring 2024 Price	Fall 2024 Price	Spring 2025 Price
n/a	\$858	\$858
n/a	\$647	\$647
n/a	\$647	\$647
n/a	n/a	n/a

Spring 2024 Price	Fall 2024 Price	Spring 2025 Price
\$589	\$601	\$601
\$406	\$414	\$414
\$406	\$414	\$414
\$144	\$147	\$147

Members Save	
\$257	30%
\$233	36%
\$233	36%
n/a	n/a
Target Discount - 30%	

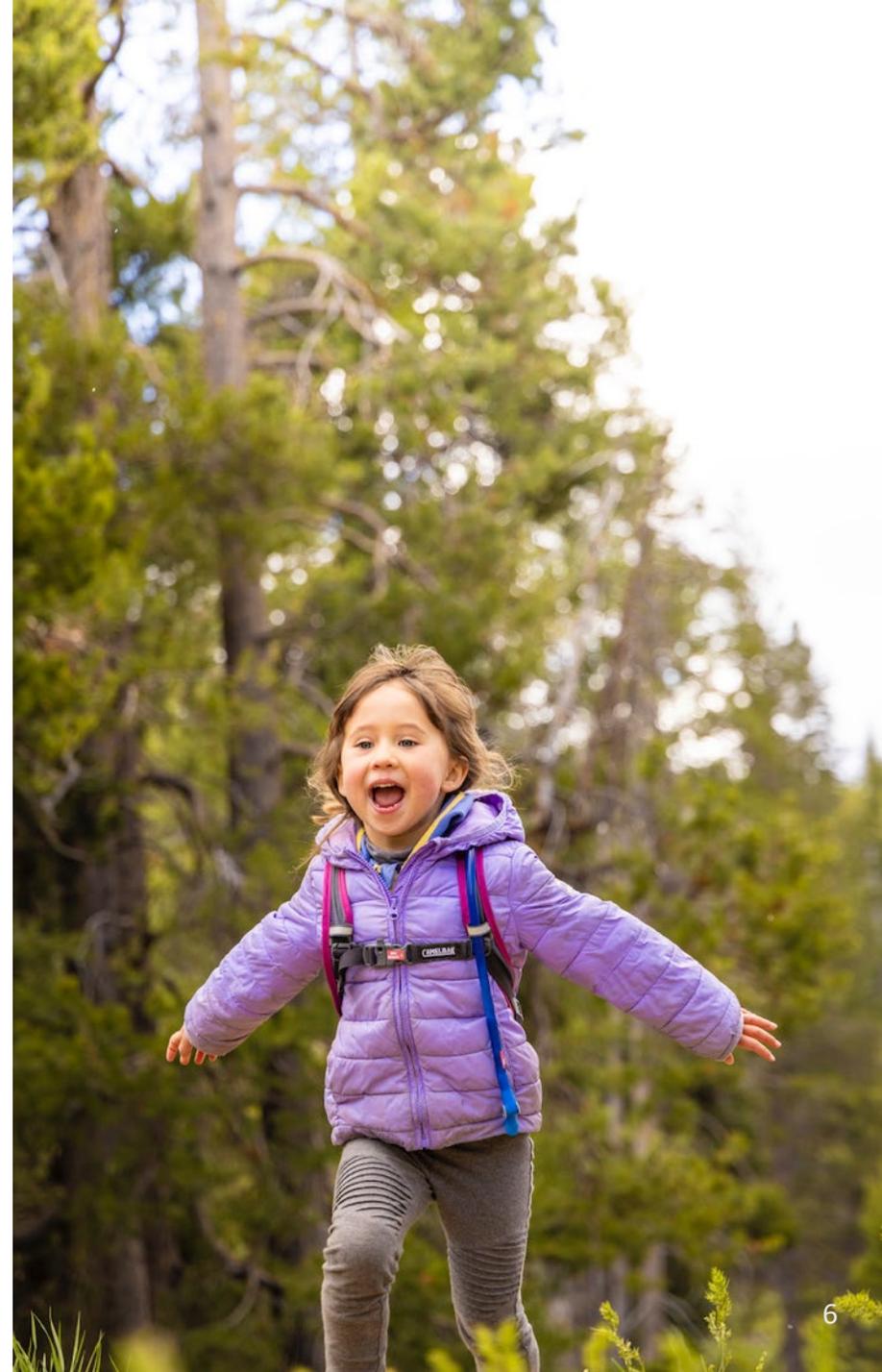


2025 SUMMER OPERATIONS PLANNED OPENING DATES

AMENITY	OPENING DATE (WEATHER PERMITTING)
TENNIS	MAY 9
CAMPGROUND	MAY 16
BEACH CLUB MARINA	MAY 23
GOLF COURSE	MAY 23
BIKEWORKS	May 23
TROUT CREEK RECREATION POOL	MAY 24
EQUESTRIAN	JUNE 1 BOARDING, JUNE 21 PROGRAMS
AQUATICS PROGRAMS	JUNE 16
RECREATION PROGRAMS	JUNE 16
NORTHWOODS POOL	JUNE 21
DAY CAMPS	JUNE 23

PROGRAM REGISTRATION

- Member priority reservation window for all products
- Registration waiting room to randomize the order of purchasers before opening the products
- Registration dates are staggered, with the second half of the summer programs becoming available 2 days after the first half of summer programs for the highest demand programs
- Strict cancellation policy to encourage better activity planning
- Day Camp inventory continues to be reduced by 36 children per week during ski lodge construction – this is the last summer of reduced volume Day Camp programs



MEMBER PRODUCT LAUNCH DATES

Day Camps

Sessions 1-4 Wed, March 10

Sessions 5-8 Wed, March 12

Horsemanship Camps

Sessions 1-5 Tues, March 11

Sessions 6-9 Tues, March 13

Aquatics Programs

All Sessions Tues, March 11

Bikeworks Programs

Sessions 1-6 Tues, March 11

Sessions 7-11 Tues, March 13

Recreation Programs

All programs Thurs, March 13

Marina Programs

All programs Thurs, March 13

Golf Programs

All programs Thurs, March 13

Tennis Programs

All programs Tues, May 13



THANK YOU