

APPENDIX E

KINOSOO RIDGE RESORT

2023 Second Quarter Report



2023 YEAR TO DATE REVENUE VS EXPENSES

Jan- Jun 2022

Revenue \$ 862,953.95

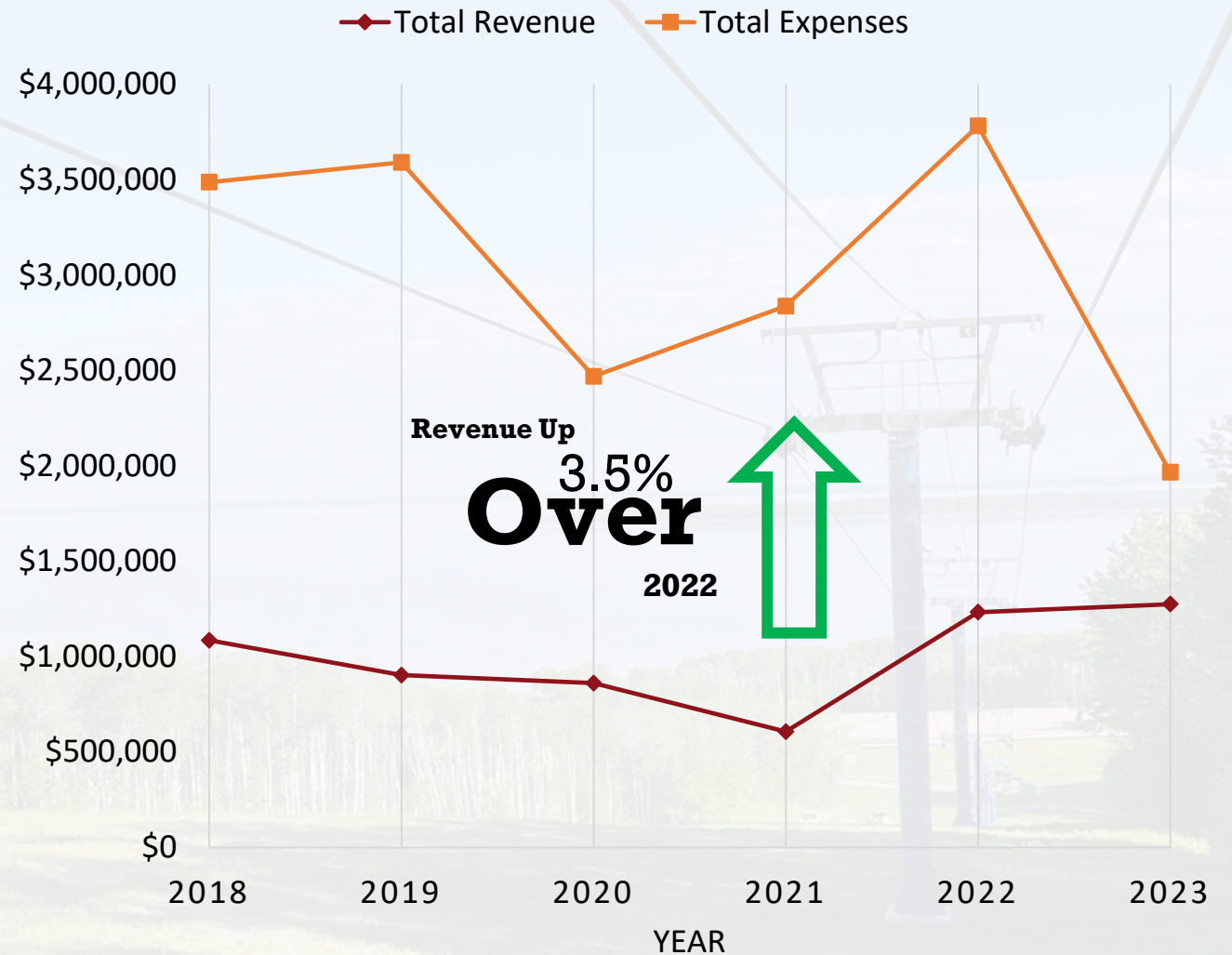
Expenses \$ 1,772,781.50

Jan- Jun 2023

Revenue \$ 1,250,045.63

Expenses \$ 1,967,218.36

REVENUE VS EXPENSES

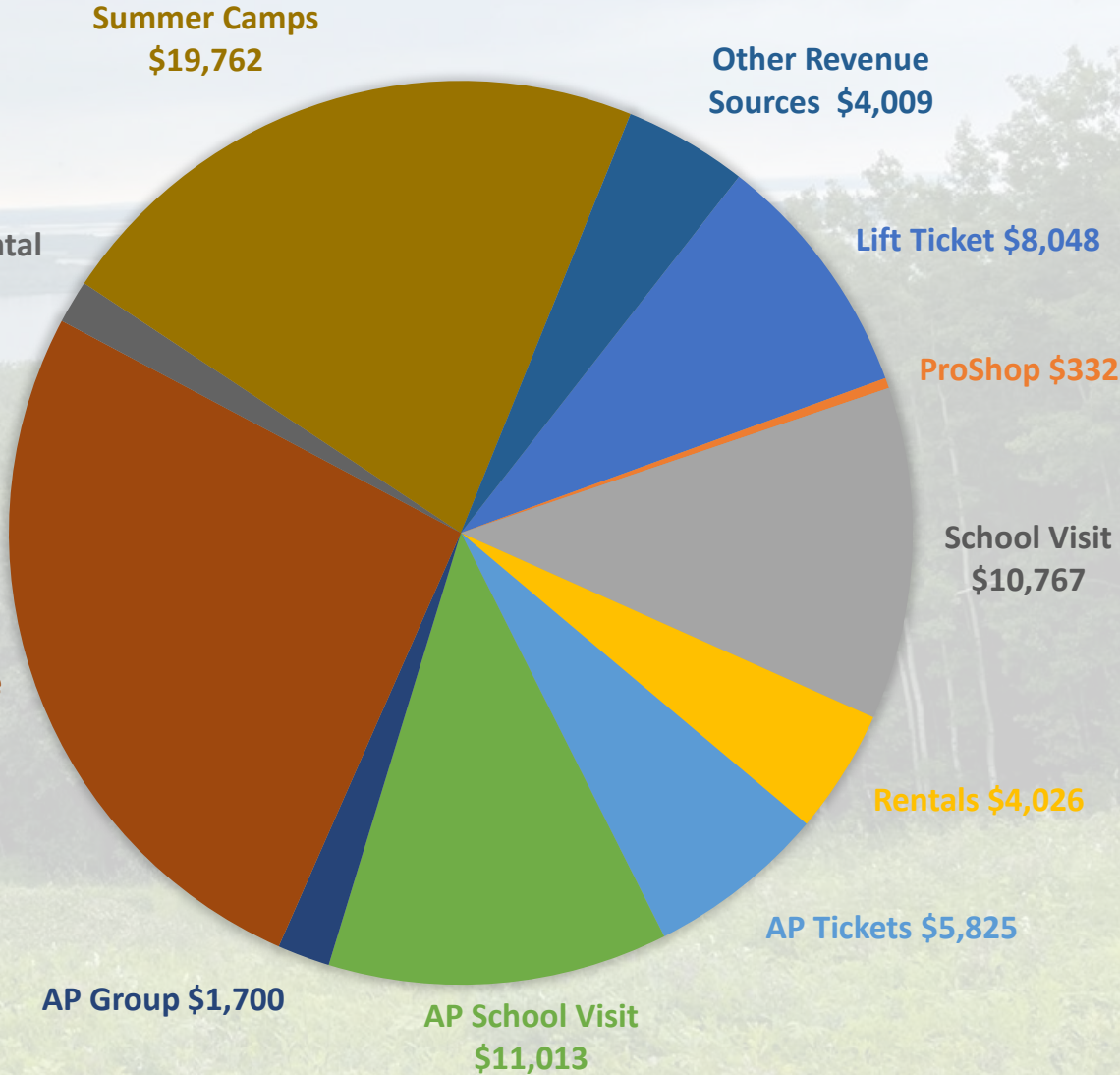
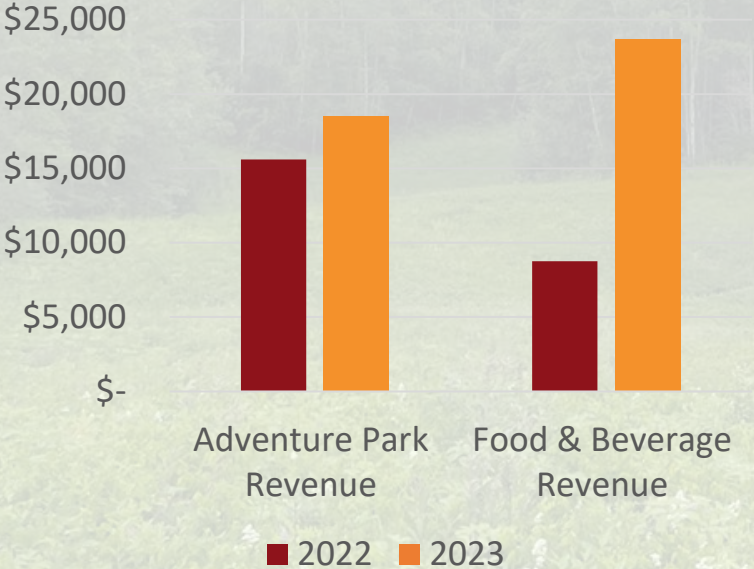


*Grants not included

APRIL - JUNE 2023 REVENUE

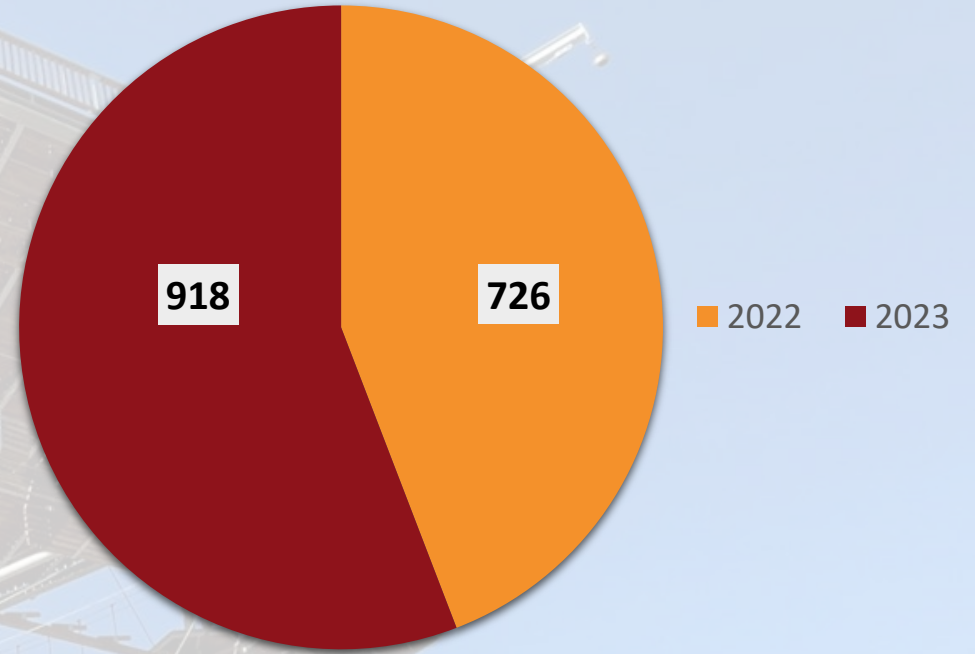
2022/2023 SECOND QUARTER COMPARISON

Revenue 2022 vs. 2023

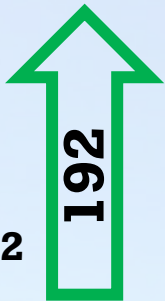


2022/2023
SECOND QUARTER
ADVENTURE PARK (AP)
TICKET BREAKDOWN

Adventure Park Tickets Sold



Tickets Sales Up
26.5%
Over
2022



AP School Tickets Up
452
Over
2022



AP Group Visits Up
47
Over
2022



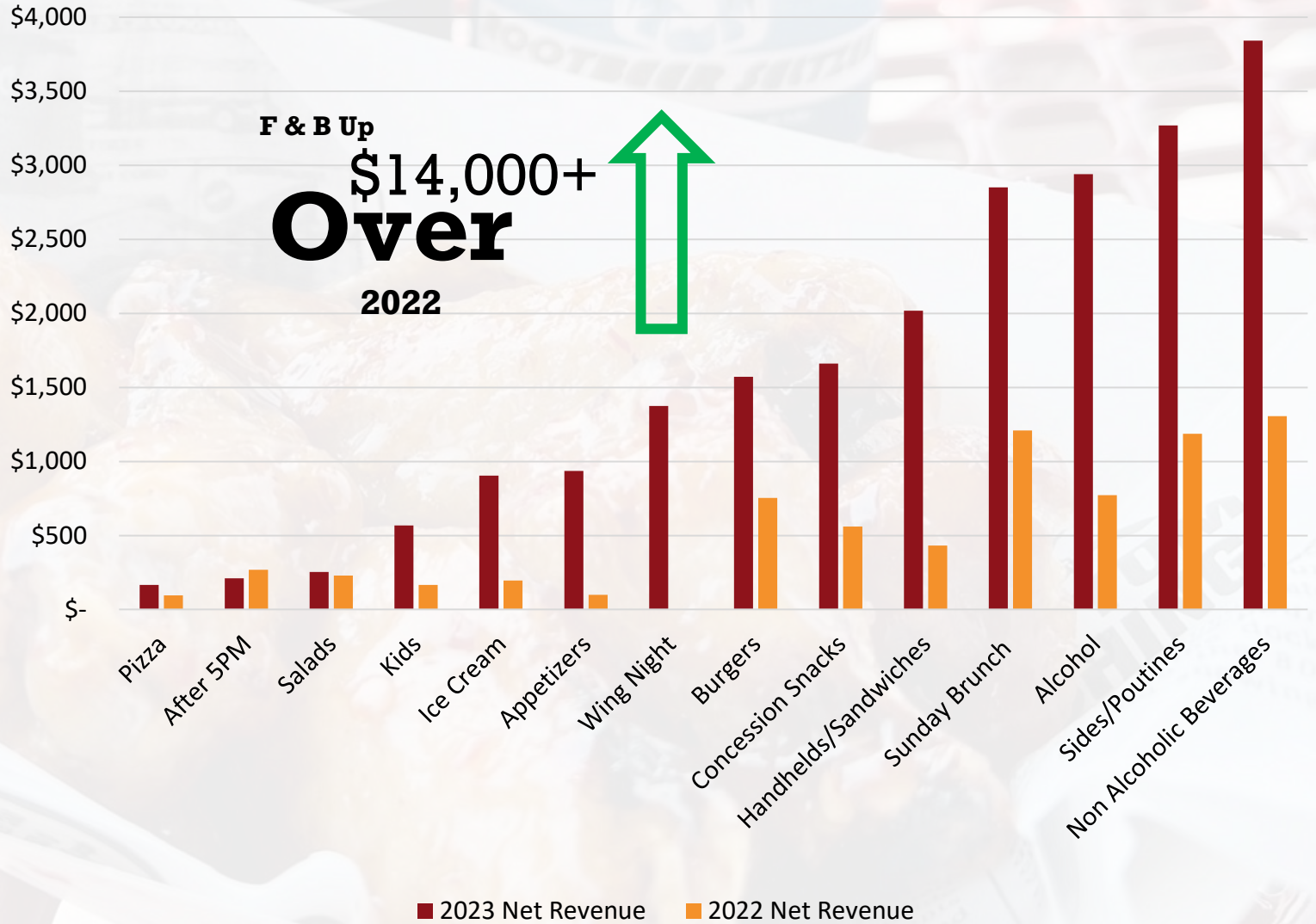
AP Individual Tickets
307
Below
2022



2023 SECOND QUARTER FOOD & BEVERAGE COMPARISON



Food & Beverage 2022 vs. 2023 Comparison



MARKETING

Page Visits

 11,400
Over
2022



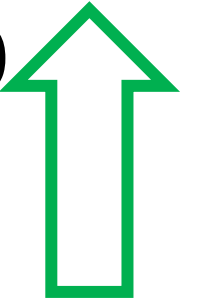
Audience

 18,000
Over
2022



Page Reach

 17,700
 8,300
Over
2022



Top Locations Reached



Cold Lake, AB
Edmonton, AB
Bonnyville, AB
Llyodminster, SK
St. Paul, AB

Highlights

- Radio advertisements, Adventure Guide, Brochures
- The Ridge - Facebook and Instagram pages
- The Ridge - Website
- Go East Sticker Station
- “Kinosoo Ridge Resort” website revamp





2023 –
NEW INITIATIVES &
PROJECTS



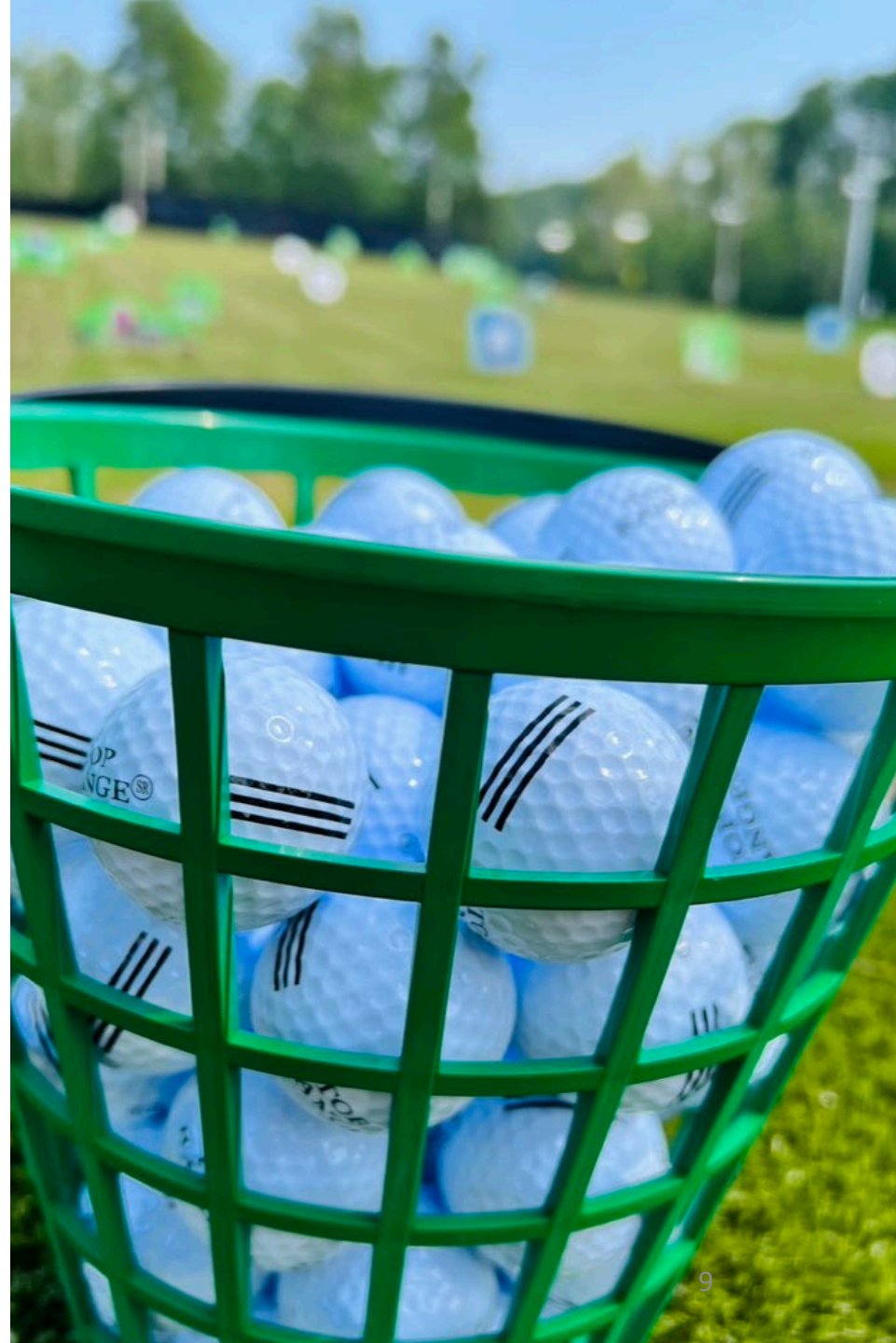
SPECIALS & EVENTS

- Special Event Bookings
- Wing Wednesdays
- Music Poker & Trivia Nights
- Sunday Brunch 10 A.M. to 2 P.M.
- Upcoming:
 - Alberta On The Plate
 - Wine Pairing Night
 - Cherry Grove Show & Shine



TARGET GOLF

- For all ages and skill levels.
- 9 tee boxes with multiple targets on Bunny Hill.
- Bring your own irons or borrow from the resort – irons only.
- Pricing:
 - **Bucket of balls**
\$12 inc GST
 - **1-hour unlimited balls (one tee box, maximum 2 people)**
\$25 inc GST
 - **5 buckets punch pass (fully transferrable)**
\$48





KINOSOO RIDGE ADVENTURES
M.D. OF BONNYVILLE

☎ **780-594-5564**

AGE CATEGORIES

Ages 5-6 Kinosoo Grasshoppers: \$250/week
Ages 7-8 Kinosoo Bear Paws: \$275/week
Ages 9-10 Kinosoo Forest Rangers: \$300/week
Ages 11-12 Kinosoo Lumberjacks: \$325/week

DATES

Nature Camp July 3 - 7
Survival Camp July 10 - 14
Crafts Camp July 17 - 21
Survival Camp July 24 - 28
Nature Camp August 14 - 18
Sports Camp August 21 - 25

For more details, visit kinosoo.ca



SUMMER CAMPS

- July 3 – 7 Nature Camp: 16 registered
- July 10 -14 Survival Camp: 23 registered
- July 17 – 21 Craft Camp: 12 registered
- July 24 - 28 Survival Camp: 24 registered
- August 14 - 18 Nature Camp: 6 registered
- August 21 - 25 Sports Camp: 12 registered

PLANNING AND DESIGN- MOUNTAIN BIKE, HIKING, NORDIC TRAILS AND GLAMPING

Phase 1- 2023

Planning, design, engineering, and approvals work.

Assuming Budget Approvals:

Phase 2 -2024

Begin construction of completed plans

Phase 3- 2024/25

Begin opening completed sections

Phase 4 -2025

Begin glamping operations



Thank You



THE
RIDGE